

**GREG SHRADER**

**Interview 273a**

**April 2, 2015, at The History Center, Diboll, Texas**

**Jonathan Gerland, Interviewer**

**Patsy Colbert, Transcriber**

**ABSTRACT:** In this interview with Jonathan Gerland, Lufkin Daily News Publisher Greg Shrader discusses his career in the newspaper business and the changes in newspapers, journalism, and information delivery. He talks about his early life in Pasadena, college in Austin, and the beginning of his career in newspaper advertising at The Houston Chronicle. Mr. Shrader discusses his moves to papers in Bryan, Texas and Abilene, Texas in the advertising and marketing departments and then his move to Galveston, Texas, Kerrville, Texas and Lufkin, Texas as Publisher. He discusses the changes in how newspapers are printed, how information is delivered to customers, how newspapers are run and staffed, and how they are funded. He also discusses things that have not changed for newspapers, mainly their importance for a community's safety and identity, their place as a community supporting institution, and the newspaper staff's (particularly the publisher's) need to be involved in the community, to care about the community, and to build a relationship with community government, organizations, and citizens based on trust.

**Jonathan Gerland (hereafter JG):** Okay, today's date is April 2, 2015. It is Thursday and I'm with Mr. Greg Shrader. We are at The History Center today and we are going to do an oral history. Greg, maybe just to get us going, just tell us when and where you were born.

**Greg Shrader (hereafter GS):** Jonathan, I was born October 5, 1952 at Fort Hood, Texas.

**JG:** Fort Hood.

**GS:** Yes, I was one of the few and when I always filled it out I would write Fort Hood, Bell County, because it wasn't in Killeen, it wasn't in Copperas Cove, it was at Fort Hood. My dad was in the service during the Korean War and that is where I was born and shortly thereafter we moved to Pasadena, Texas and went to high school there, graduated from Pasadena High in 1970 and then went to the University of Texas and graduated from there in 1974.

**JG:** Okay. So, your father was in the service, just did a regular stint?

**GS:** He was doing his regular two year, he was ROTC, helped put him through school and he was a doctor and so he fulfilled his commitment there during the Korean War at Fort Hood, didn't have to go overseas.

**JG:** I have a similar story. My father was in the navy during the Vietnam War and I was born in Honolulu.

**GS:** Oh okay.

**JG:** As my son onetime said when he gave a report to school, said my family came from Hawaii, but not exactly (laughs). So you settled in Pasadena. Is that where your mother and father were from originally?

**GS:** No, they were from Houston, both of them were. They were Houstonians and Pasadena seemed like one of the little growing spots there southeast of Houston and it was a good suburb and he was an MD and that is where he chose to start, begin his practice when he got out of the service. So we lived in Pasadena and grew up there. My first recollection of Lufkin is we had some good friends we had known in Pasadena and their dad worked for Brown and Root Construction and along about '57 or '58 they were doing some expansion at the Papermill here in Lufkin and he came up and they lived here a year and a half while Brown and Root did the construction on the facility. We came up and stayed with them. They lived in a house on Homer Street, and the house still stands, in fact the three girls or sisters are coming back this year while I'm still here for a little reunion just to see the old house. It's interesting my first really introduction to the newspaper business was in Lufkin, Texas in about 1957 and my last job in the newspaper business is going to be in Lufkin, Texas in 2015.

**JG:** That is interesting! What did you study at the University of Texas?

**GS:** Well since my mother was a nurse and my dad was a doctor, so obviously there was a fair amount of pressure to go into the medical field, so I acquiesced for the first year, year and a half, and really didn't like it. I loved science, but I just was always interested in writing. I excelled in English and did the prose interpretation, all the UIL stuff in high school. So I transferred to journalism, changed my major to journalism my sophomore year, and then the University of Texas started offering a degree in advertising. So I saw that was probably a little more interesting, so I took a degree in advertising, Bachelor of Science in Advertising in '74. The first class that graduated with that degree and the rest is history.

**JG:** Oh okay, any notable professors or anything that you studied under?

**GS:** Yes, Dr. Ernie Sharp. I went back to graduate school. I worked for two years and graduated in 1974 and went to work for the Houston Chronicle and that was a great opportunity and I was on the retail sales staff. When you go to college and you are in the school of advertising back in that day it was all about everybody was going to be working in an ad agency in New York or Chicago or Dallas or Houston, but what I ended up doing was taking a job selling advertising for the Houston Chronicle, and worked there for two years. It was a great era of newspapers, the early seventies.

**JG:** Why is that?

**GS:** I think it was they had recovered from the tough times of the sixties, especially in Houston when you had the Post and the Chronicle both competing, both major newspapers, statewide newspapers, and they were just good operations. When I worked at the Chronicle it was still managed by the Jones Foundation, Jones and Creekmore. Houston Endowment was the name of the foundation that actually ran the Houston Chronicle so it was a non-profit organization running a daily newspaper.

**JG:** What happened to the Post?

**GS:** The Post, when the Hobby family left, they sold it to Dean Singleton and they just obviously could not compete anymore with Houston Chronicle.

**JG:** About '95 or so, is when they ran their last issue?

**GS:** About '95 yes.

**JG:** My real early life as a kid we lived in Houston, so I think we might have subscribed to the weekend Chronicle, but we would get the Post or I would see it occasionally.

**GS:** Well when I was a kid, the Chronicle was afternoon, as you remember, and they did deliver on the weekends in the morning but my brother and I would race each other home from school to see who would get the Chronicle first. We fought over the sports and comics and woe be to us if the comics and the sports were both in the same section because one of us would really have to wait awhile.

**JG:** How many siblings do you have?

**GS:** I have three brothers and one sister.

**JG:** Three brothers and one sister, okay.

**GS:** Yes.

**JG:** Just curious what professions did they go into? Did any of them go into medicine?

**GS:** Well our father died when I was eleven years old, in 1964, a heart attack, the second one got him. That was back when doctors did everything. He was a family general practitioner but he delivered babies, did surgeries and finally it just caught up with him. The long hours and that was back when people still smoked cigarettes and they didn't know about the weight. He was a little overweight but...so, at '64 it was my mother and the rest of us and that was it. What happened then my brother went on to become an attorney. He has his own law firm in Amarillo.

**JG:** What is his name?

**GS:** Jeff Schrader. And my younger brother is a dentist and he just retired. My sister is a practicing physician in Gun Barrell City, just right up the road and the baby brother is a doctor of finance at, teaches at Gonzaga University. We all came out pretty well, all have advanced degrees.

**JG:** Oh really! That's about the only time I've heard of that school outside of the NCAA...

**GS:** Basketball. Exactly.

**JG:** And that is the proper pronunciation?

**GS:** Gonzaga, yes it is.

**JG:** So, your mom and dad were successful with a few of their children, as far as those going into health.

**GS:** And interestingly enough she remarried in '82 and moved up to Melrose in Nacogdoches County, so you know, I've been coming over here to East Texas since 1982, again on a regular basis.

**JG:** Oh okay. Any particular...you were selling advertisements I think as you said.

**GS:** Right.

**JG:** What is involved with that, or what were some of the challenges or processes by which that occurred back then, and did it change over time?

**GS:** You bet. When I first went...and that is a multi-part question, and I'm glad you asked it because I want to talk about the way that technology in the newspaper industry has changed. When I first went to work in 1974 for the Chronicle we were still using the letterpress type of printing. We did not have any linotype machines but there were still quite a few papers in Texas that still operated linotype machines. The big Mergenthaler linotype, which was based on a 110 key keyboard that the operator would hit an A on that keyboard and it would automatically cast a lead slug of type and then it would set it in a galley and those galleys would be put on a frame and then you would make a mat off the frame and pour lead into that mat and it would be turning circular, or semi-circular, and that would make the plate for the press. While the Chronicle had gone to cold type where they actually would set type based on the principles of photography where they would hit a keyboard and it would expose some film to a character of an E and then it would process it and then the E would come out on a piece of white film and they would actually paste that film onto a page and then shoot a negative of it but still then make a mat and an engraving and make a lead plate semi-circular, put those plates on a letterpress, so actually it wasn't much more advanced than the old Gutenberg Press all the way back in 1974. So, that was the technology.

**JG:** What happened to those lead plates, were they reusable?

**GS:** They were recyclable, you bet. All the line and type were recycled and all the lead was recycled and very little of it was lost in the process but it was a hot, hot process because you had molten lead involved.

**JG:** So you would just melt all the lead back down?

**GS:** Melt all the lead back down, melt all the type back down, empty the galleys.

**JG:** Would you just reuse it yourself? All that was done in-house?

**GS:** All that was done in-house yes.

**JG:** Everything was done in-house.

**GS:** The linotype machine, we have got one at Lufkin News, it is still there, and it actually has a lead pot right there on the side of the machine so they would just dump the old type back in there, it would re-melt it and have molten lead and there you go again. So, all that lead was recycled on a daily basis.

**JG:** That was before they knew about how bad lead is.

**GS:** How bad lead was, exactly. I don't know many linotype operators that died of breathing and inhaling lead but you can see a linotype operator by the little scars that he had on his wrist and hands where that hot lead would slop out and get him when he was operating that machine. But, so that technology changed and we went to offset printing where the actual paper on a letter press or Guttenberg type printing the paper actually touches the type or the plate. But in offset printing it is an image that is put on a rubber blanket and then the paper picks up the reverse image off of the rubber blanket. That is why it is called offset printing. It is much faster. It is much more economical. It is much more efficient, less waste, obviously no lead. You are working with instead of a forty or fifty pound semi-circular lead plate you are working with about a four ounce semi-circle aluminum plate so the operation is a lot faster, a lot more effective and a lot better reproduction too. So, that was a big change and all that technology changed during the seventies and I would say by the early to mid eighties all newspapers in Texas had gone to offset printing. And, most of them had gone to cold type and then after cold type the next big one was basically full pagination where all the type was set, even advertising, all the news stories were set on a computer and then that was printed out on a piece of copy paper. Printed out and then that was cut and pasted onto a big full page layout and then the camera would still shoot that and make a negative of that for the offset printing. Since then in about the early nineties through the mid nineties we went with what we call full pagination where now everything is done on a computer screen. All the pages are put together on the screen and then we just basically print out the whole image and then take one negative of that. Along about '96 or '97 computer to plate technology came and now we don't even make a negative. We don't shoot, we don't have a camera. It goes directly

from the computer screen to the plate and then that plate is taken out of the plate processor and put right on the press. So, there is no more cutting and pasting, you've heard that terminology. That is a familiar cut and paste but there is no more cutting and pasting. That technology is probably used today by I'm going to guess by 85 or 90% of the newspapers in Texas. It will eventually be used by all of them because the other way there is a lot of chemicals involved in processing the negatives and the film and then actually the plates so it's a little more ecologically friendly and environmentally friendly and less expensive. Once again those plates are aluminum so we are now recycling those aluminum plates so, we just sell them just like scrap aluminum like tin cans.

**JG:** So you don't recycle it yourself now.

**GS:** Sell it to recyclers outside.

**JG:** Outside and then you have a supply chain of getting.

**GS:** In fact in Lufkin we are fortunate we just take it over to CMC Recycling and they pay us about 65 or 70 cents a pound. Actually it is a little more than you get for an aluminum can so.

**JG:** I would imagine, again this is another multi-faceted question, I guess, but technology has impacted all labor-intensive jobs, I guess, businesses. How, just in a nutshell, how, as far as number of employees, just what you described where newspaper maybe does everything in-house and, now you do have some outside work, even if it is such as aluminum recycling, how has the number of employees maybe changed on a newspaper?

**GS:** It is...the number of employees, especially on the production side of it, efficiencies have improved productivity and, in other words, a lot of people don't work there anymore.

**JG:** Yes.

**GS:** For example, in our graphics department we have got four people there and they do all the advertising and in editorial we have got three copy editors that layout all the pages. So we've got seven people basically that put the paper together. As little as, few as twenty years ago, when we were still doing cut and paste we probably had twelve or fifteen people that were actually, you know, that would run out, set the type, paste it on a page and somebody would come in and put the little images, the photographs, on and put it all together, so yes, efficiency and computers and technology has certainly led to efficiencies and it has also led to a lot of savings in time too. But we don't have as many people and they are not required. We did the same thing in the accounting department. We used to have a lot of people doing the hand general ledgers and now it's all computerized so we have gone from five in the accounting department twenty years ago to three in the accounting department. What we have done though, we've added more

people in the sales area. We have been able to take and add more people on the reporting staff, more people in circulation to try to market that product.

**JG:** Now, are you talking a little more specifically now about the Lufkin Daily News?

**GS:** Lufkin News and most newspapers in general. They have been able to take those resources and reallocate them into revenue generating positions or to customer service positions. Another good example is in the press when you used to have to handle forty and fifty pound semi-circular lead plates you would require a lot more pressmen and now we have got 14 units of a Goss Urbanite press that we can run with two men because all the computerized, it's all computerized, the keyboards, the controls, are all computerized and used to it would probably take five or six people to man that press. In the mail room with the advent in the mid seventies with all the major advertisers using circulars, pre-printed inserts or advertising inserts, those all used to be done by hand so we would have twenty or thirty people down at eleven thirty or twelve at night putting the Brookshire Brothers flyer in the newspaper by hand and now it's all done mechanically and we can do that with about four people now.

**JG:** So where do those, I think you used the word pre-printed...

**GS:** Pre-printed inserts.

**JG:** ...so the advertiser brings it to you?

**GS:** The advertiser brings it to us. In Lufkin we've got, it used to be American Color and Sullivan Graphics, now its Quad Graphics. They do...that is their major business is doing pre-printed advertising circulars for customers.

**JG:** And they do the comic strips as well?

**GS:** Well they did but now we print our own comics at the Lufkin News.

**JG:** Okay.

**GS:** The other thing too that has affected the smaller newspapers and I'm glad you asked that question about people and technology, newspapers like the Lufkin Daily News that can afford to have all the new technology have become regional printing centers for the area. We print nine weekly newspapers that are all within Polk County, Houston County, Tyler County, we print the Nacogdoches Daily Sentinel there in Lufkin too. We've been able to consolidate all of our operation and that has become a big revenue source for us and you will see that there is a press in Center, Texas that prints a lot of east Texas, the far east Texas newspapers. There is a press in Silsbee that prints a lot of south east Texas newspapers. The smaller weekly's, the Diboll Free Press is printed in Center for example. They don't maintain their own press anymore because it's expensive, the technology is expensive but they can actually save money by printing with us verses trying to operate their own equipment and make all those capitol purchases.

**JG:** Right, right. I remember when the Free Press was really going strong, sixties and seventies they had a huge print business. They did business forms and you name it, invitations, you know, in addition to keeping the newspaper going.

**GS:** Yep!

**JG:** I hope I'm not mistaken about this, but I think that was at least half, if not more, of their revenue.

**GS:** Oh, you're probably right!

**JG:** Really, the newspaper was almost subsidized by the...

**GS:** Exactly, by the printing operation.

**JG:** ...printing operation.

**GS:** A lot of weekly newspapers and a lot of daily newspapers back in the forties, fifties, sixties, and up to the seventies, you know, it would be Abilene Printing and Stationary. They printed the newspaper, reported the news, but they also did all the stationary work and custom print jobs.

**JG:** Did the Lufkin press ever do that or anything?

**GS:** No, but Polk County Publishing, they have a big office printing operation.

**JG:** It's probably harder to do for dailies.

**GS:** It is harder to do for dailies because we are printing seven days a week. A weekly or a bi-weekly, they have got time to do other things and to keep their people busy too.

**JG:** What are all the challenges on the press side to keep everybody's paper coming out in a timely manner and at the same time keeping your own paper coming out in a daily?

**GS:** It is a challenge, but once again technology has made it so easy because the weekly newspaper customers, for example the Tyler County Booster, she used to lay out her paper, do cut and paste and bring us pages and we would shoot the pages, make negatives with our big camera, but now she just uploads it to our FTP site, the whole image, and we download it right into the plate processor, and so it just goes directly from her computer to our FTP site to the plate.

**JG:** Wow! I guess they have different days of publication?

**GS:** Yes, different days of publication. We work on schedules. Most of them are on a Wednesday or Thursday midweek schedule, but several of them also have a Sunday



edition. We print three papers that have a Sunday edition as well as a weekly edition all in east Texas.

**JG:** Have you ever had a problem with the press that impacted such a harmonious work flow? (laughter)

**GS:** Well thank goodness not with the press, but we did have a truck that knocked over a power pole outside our plant one day and it shut us down for about twelve hours.

**JG:** Oh no!

**GS:** But on a Saturday, as we are fixing our Sunday paper, thank goodness I know the Oncor guys, so I had their direct phone number, so I got them called. A truck decided to go through our alleyway and caught one pole and not only did he drag that pole down but he drug four other poles down too.

**JG:** (laughter) This is really getting way off chronological progression here, but what reminded of it is a couple of things, but the question really is, maybe camaraderie is not the right word, but how newspapers and newspaper people, newspaper businesses, sort of cooperate in a fraternity.

**GS:** You are exactly...

**JG:** What I'm getting at, you know, I was just thinking about, you said you were shut down for twelve hours, but I keep thinking back to 1900, the Galveston Storm (GS: right) killed 6,000 people, but they had a newspaper going within a day or two. (GS: exactly) They just went to Houston and still published the Galveston News.

**GS:** And when Hurricane Ike came down, the Galveston News didn't miss a printed edition either. They didn't have much of one, the day after Ike hit.

**JG:** Talk about that a little bit. As someone who grew up in that line of work, why is that important?

**GS:** I'm glad you asked. It...and I don't think Texas is unique, but Texas certainly is a great example of the fraternal nature of the newspaper business. When I started in the business back in the seventies, I mentioned the Houston Endowment ran the Houston Chronicle. The Hobby's owned the Post, and they had just recently sold the Galveston Daily News to Carmage Walls. West Texas and south Texas and basically north east Texas and central Texas was dominated by the Harte Hanks chain of newspapers. They had at one time 17 dailies in the state and they ranged from Del Rio to Corpus all the way up to Paris. Then there was Don Reynolds who had Sherman and Dennison. There was the Fentress people who owned the Lufkin Daily News. They also had Waco, they had Beaumont. Then the Mayburn family that ran Temple and Killeen and Copperas Cove so, there were some really benevolent corporations very similar to what the Temple Company was that ran a chain of newspapers. They were all Texas folks. They ran them

like Texas folks and they all cooperated with each other. We have gone down before and printed in Bryan College Station.

**JG:** We, meaning?

**GS:** The Lufkin News. And, thank goodness we didn't have to do that very often. We have printed papers in Louisiana when they had a hurricane about three or four years ago they brought their papers to us out of Houma and we printed it for them. There has always been a great spirit of cooperation and up until about the mid eighties or mid nineties the newspapers were dominated by Texas Corporations and that has changed a little bit since then. It is the second, third, and fourth generations of those families that has come into the business and sold off and now we have a fair amount of out of state ownership but we still haven't lost our flavor for that fraternal relationship between newspapers in Texas. We are all kind of all in this together.

**JG:** This again is kind of jumping chronologically but you are talking about owners and things like that of these papers let's kind of jump forward a little bit to I believe your title now is publisher.

**GS:** Right, right.

**JG:** What exactly does a newspaper publisher do? What is your job?

**GS:** I'm basically the general manager and the janitor all in one. The buck stops at the publisher and...

**JG:** Sort of like the CEO of a big business?

**GS:** CEO of a corporation, and different publishers have different roles. I came up on the advertising side but I still write editorials. I've written a column before. I will still cover a story because I did do a little bit of journalism training when I was in school but the publishers really are the president and chief operating officer of the newspaper. Some are more inclined towards the journalism side and some are more inclined towards the business and advertising side but basically they have the full oversight of the entire operation.

**JG:** What about setting the overall tone of content for the paper?

**GS:** In Texas the publisher basically sets that content. And, back in the day when it was ruled by most of the families, the Harte's, the Hanks, the Mayburns, the Reynolds, the Hobby's, they were pretty autonomous. Thank goodness our company, Southern Newspapers, they came to Texas in 1967 and now we have ten newspapers in Texas, but we are fully autonomous and they don't set any tone. They let the community, basically, that the newspaper serves set the tone of what to cover, and I think that is the appropriate thing to do. I like to tell people that I give the readers what they want notr what I want to give them.

**JG:** So Southern Newspapers is the owner of the paper and so you report to them?

**GS:** Yes, our office is in Houston, corporate office. It is a family owned corporation and they go back to, the family started in the business back in the forties and at one time the founder was on the Forbes Fortune 400 list and probably had 65 or 70 newspapers throughout the Southeast. It is a southern newspaper as you can imagine with a name like Southern Newspapers, but now they are based in Houston. The first purchase was the Galveston News in 1967, and we purchased the Lufkin News and the Nacogdoches Daily Sentinel in 2009 from Cox out of Atlanta. And, they had purchased...Cox had purchased it from Fentress, who was a family in East Texas who had run that newspaper for a long time and of course Nacogdoches Sentinel was run by the Fain Family. That was their newspaper that the Fain Family started.

**JG:** And that is F-a-i-n.

**GS:** Yes, F-a-i-n yes, Victor Fain.

**JG:** So does Southern Newspapers ever call all their publishers together for meetings?

**GS:** Oh yes, we have annual meetings. It is coming up in April. It is always based around the president's mother's birthday and now she passed away this last year, so that is another one of the icons of the newspaper industry, Martha Ann Walls, who is not with us anymore.

**JG:** So again, getting into this setting the tone of the content, Southern pretty much lets the publishers decide?

**GS:** Right.

**JG:** So how have you handled that? Were you a publisher before you came?

**GS:** I was a publisher in Kerrville, Texas for fourteen years.

**JG:** Okay.

**GS:** They knew my mother lived in Melrose and so they thought I would be inclined to come to East Texas and I'm glad I did. I found the people here in Angelina County, and I've made this comment since I've now said I'm leaving, that we have lived in Galveston County, we've lived in Taylor County, we've lived in Brazos County, we've lived in Kerr County and I grew up in Harris County and I've never seen a county that had more accommodating and friendly people than Angelina County. And, that is what makes it tough, my wife says that I drug her over here crying, and I'm going to drag her back crying, but it's been really nice to be associated with the folks in Angelina County.

**JG:** So how much do you let the editor, and I guess I'm asking this from when you were at Kerrville and Lufkin, what has been your relationship with the editors of the paper?

**GS:** It is good. The first thing I did, and Andy Adams is the editor here in Lufkin. He is a Lufkin boy, he has been here his whole newspaper career from the time he was 16 and I guess he is probably in his mid forties now he has been with the Lufkin News. We sat down and Cox, the former owners, they kind of dictated what they wanted to see the tone of the newspaper, out of Atlanta and I told him I said, "Andy we're going to let the people here in Angelina County dictate what we cover." And, it's pretty easy to see if you're doing the right job when people call and say, "Hey I don't want to see that in the paper anymore or why didn't you cover this." And so, it's a pretty easy path to follow because we just let the reader basically if they are still subscribing and still reading the newspaper and still talking about the newspaper we are doing the right thing. If they are talking bad about the newspaper we are doing the wrong thing. We try to set the tone of the newspaper based on what the community tone is. We are...we always look for good news. We report the bad news, you have to. But we don't want to be boosters for Angelina County out right, you know, just crazy boosters, jingoist, but we still try to find the good things and try to tell the good stories, because there are plenty of bad stories out there. But we want to tell the good stories as well.

**JG:** Tell how that maybe has kind of changed. I'm kind of referring back many, many years ago where communities, maybe even nineteenth century, where the newspaper was kind of the booster for the town and all of that.

**GS:** Yes, and I think we're...

**JG:** Had that already changed before you got to the newspaper business?

**GS:** It had changed. A lot of newspapers, you know, especially big cities that had three or four different newspapers; it was basically three or four different factions. New York is a great example of that. And, Randolph Hearst he started using the paper because he didn't like what somebody was saying in the other newspaper. But, we are big community supporters because we want to make the community better and that is the way we try to support the community. [We] try to find ways to help it grow and help it be better, but not outright. We are not cheerleaders a hundred percent of the time, but we are quiet cheerleaders for the community.

**JG:** I know when you go back to the sixties, like, as an example, Paul Durham here, which was a weekly newspaper, but I think it could be safely said that he was often seen as sort of the conscience of the community.

**GS:** Exactly.

**JG:** Where certain issues would come up, and maybe where an editor, of course he was editor and publisher, or maybe Latané [Temple] was publisher, I'm not sure, but anyway,

I think Paul had pretty free rein, you know, if he felt strongly about something he could write a story on it.

**GS:** And we do too. Our company allows us to do that, and I think the last election is probably the latest example. We had a candidate that was running for county commissioner in a precinct that was not qualified and he was...and we don't like to tear people down, but we thought it was important to tell the readers exactly what we knew about this particular individual and why we thought he would not make a good county commissioner, and thank goodness the other candidate prevailed, so we don't have to suffer through that. But, we try to tell people, we give them information that they can use to affect their lives. That is the other thing Jonathan, I'm glad you asked that. When I went to school and took journalism and actually taught journalism at Shriners University over in Kerrville for awhile, the definition of what is news has changed. It used to be what is important, what is current, what is timely, how much impact does it have, but now one of the definitions of news is, and perhaps the most important one, is give people news that they can use to change their life. And, that can be anywhere from health information to shopping information to information about how they can save money, you know, what is the city council doing that might affect them, what is the county commissioners doing that might affect them, what is TXDOT doing that might affect them. So, that is the new definition of news, and I think that is what's going to make newspapers successful in the future is if we can provide people with information that will help them make decisions about things that affect their lives. Unfortunately, and I think you've probably seen it too, there seems to be a lot of apathy among the younger generations, the millennial's and the Generation X-ers, that they are more concerned with what is going on in their personal lives rather than what's going on around them and I think newspapers have suffered, and I think the whole community suffers when that happens. But, I would wager to say that unless you get a school group in here, you don't see a lot of twenty something's coming into The History Center.

**JG:** Yes. You kind of answered another question I had and I will still try to ask it and maybe it will bring up further discussion, but you kind of alluded to how a newspaper continues to maybe survive or even exists in this day and age of almost info-tainment.

**GS:** Info-tainment exactly.

**JG:** Where we are just bombarded with information, and again, I know historically where a newspaper was really the only source of news even local level but state level and it was a community's only source of knowledge outside their own little world, and so over your years of experience from the seventies to today, with that experience how do you see the newspapers staying relevant, I guess, and continuing? Because ultimately you have to make a profit.

**GS:** Absolutely you have to.

**JG:** And again I know advertising has changed and technology has made things easier and some things more difficult. So again just can you comment on that?

**GS:** Absolutely that is a great question. Back when I began in the business, I mean there was a strict news cycle and it was if you wanted to you went home and turned on the six o'clock news, the three network news broadcast, or five thirty and then you saw the local networks if you were fortunate enough to have one. The newspapers, most of the newspapers at that time were either afternoon or morning so the news cycle was, you got your news when you were able to get it, when somebody delivered it to you, but with the advent of all the technology we are on a 24 hour, seven day a week news cycle. Nothing happens that you can't find out about almost instantaneously. So, the role of newspaper is two-fold I think, one we have developed websites where we are trying to bring you that information as quickly as possible. In fact we have more people reading the Lufkin News now than ever before, just not that many of them take it on the print edition. We have about 12,000 households that buy our newspaper on a Sunday but on an average Sunday we will have another 8 or 10 thousand unique visitors to our website. So, people are going online and reading our newspaper on their computer or on their handheld mobile device or on their tablet. So, that is one way we do it. We have to bring people the news when they want to get it, which is now 24 hours a day. The other thing I think newspapers have the advantage over broadcast or over most of the media is we still employ journalist, we still employ professionals that go out and try to get the story and try to get the story correctly and try to have attribution and if the mayor says something we want to make sure we get what the mayor says correctly. If there is a story about Lufkin Industries that needs to be told we are going to try to tell that story and not put it up on Facebook and have rumors and innuendos about what is going to happen. We try to get the facts and I think newspapers as long as we devote ourselves to getting the correct story and also getting it out as quickly as possible newspapers will still be relevant. I think there will be daily newspapers for a long, long time. They may not always be printed, but there will still be daily newspapers. The New York Times, interestingly enough, they have more revenue now from circulation based on their internet subscriptions than they do in advertising revenue. In fact when I began this business, it was 80 percent of your newspaper business came from advertising revenue and 20% came from circulation and now with the New York Times it's about 60% circulation and about 40% advertising. Lufkin is not in that same position because we are not a nationwide newspaper, but we still are getting more and more of our revenue off the internet and we are trying to find ways to get news out electronically. We send out breaking news alerts, we send out reminders on people's iphones and ipads and androids, that here is what's happening in the daily news, and we are just trying to stay up with technology. But, we are still going to bring them the best presentation of the news, the most truthful, the most accurate, the most honest, and hopefully give them information they can use to make decisions that will affect their lives, so...

**JG:** So you do think one day the newspaper as something we hold in our hands on a sheet of paper where it's actually a paper (**GS:** Exactly) will go away?

**GS:** You know, eventually...I don't think we are ten years from there we may be twenty years from there. The other thing about Texas that is unique I think among a lot of other states is we still, there are still 450 weekly newspapers in the state of Texas. Every county

but one has a weekly newspaper and a lot of those counties have multiple weekly newspapers and people still like to read a newspaper. It is still convenient; certainly the mobile devices have changed even what we thought five years ago. We now, five years ago we had nobody looking at our electronic editions on a mobile device and now we have almost half the people that look at our digital editions, look at it on a mobile device.

**JG:** So in five years time?

**GS:** Five years time, yes it has grown that fast.

**JG:** I mean I'm not disagreeing with you, I would hope that it would last a little longer and for instance, I may be totally wrong about this because I don't really look at the digital version all that much. We subscribe to it on a daily basis and I like to hold something in my hands and turn pages, my wife can look at one section while I look at another section.

**GS:** Exactly.

**JG:** And we can share and she will tell me, "Don't tell me I want to read it myself." I will say, "Well listen to this," and so I think there is just so many qualities about a newspaper that would be a shame I think if it went away.

**GS:** If it went away, and I think eventually, I don't think there will be a paper newspaper, but as long as we have got free distribution of newspaper, we've got the East Texas Peddler and the La Lengua and in Houston you've got the Green Sheet and the Thrifty Nickel and those type of operations, and as long as there is a place for somebody to come in and make an impulse buy – a printed product, I think there will be a printed product.

**JG:** I mean just like, even today I always like seeing the rainfall amounts.

**GS:** Exactly, yes!

**JG:** But that might not be something I would find or even think to look at on a digital version. Just in the last few years I have got trifocals now.

**GS:** Oh okay.

**JG:** And I think it's from looking at little bitty screens too much (**GS:** exactly) so, like I said, I'm not disagreeing with you, but I hope that is not the case.

**GS:** Well I don't think you're off base. I mean we had a Papermill here in Angelina County up until I guess what 19...

**JG:** Or 2003 I guess.

**GS:** ...2003, more or less, and we had a newsprint mill in Deridder, Louisiana and we were just buying newsprint from them six months ago and they shut that down. Boise shut down their mill in Deridder, so now our paper still comes from what used to be Abitibi. It is called Resolute Forest Products now, it is still a Canadian company, but they got a mill in Grenada, Mississippi and they have got a mill on the Alabama River in Alabama, so there is still a couple of mills in the southeast. But you know the pulp and paper, just look at what's happened to that industry here in Texas. Not only did we have the mill here, we had a big newsprint mill down at Sheldon Reservoir that used...that Champion set up and I don't think they ever made a nickel on that mill and spent hundreds of millions of dollars on it and shut it down so.

**JG:** Do you know approximately how much paper was used when you came here verses today like on an annual basis comparatively?

**GS:** Yes, for the Lufkin News just...

**JG:** Where I'm coming from is I know some days, like Mondays and Tuesdays, is pretty thin.

**GS:** Yes, down to 16 pages, and we used to run 20, but what has happened is a lot of that business has migrated over to the weekend and also to our special publications. When I came here we were doing a magazine quarterly and now we are doing a magazine every month. You know, we had one or two special sections and now we've got eight or ten special sections.

**JG:** Is that all part of trying to stay relevant?

**GS:** Trying to stay relevant and trying to find niches that we can fill with our products. We've got a sales staff, we've got a production facility, we've got a news gathering facility, so if we can use those to find new ways to present information to a new audience that will benefit advertisers that is what we want to do. The magazine has been very successful.

**JG:** And that is *Charm*?

**GS:** Yes, *Charm Magazine* and it's a monthly publication, yes. But as far as that question goes I would say our newsprint probably has decreased about 10 percent on the usage but we are using more newsprint because we've been able to bring all that printing business into Angelina County with our weeklies. And we are going to do about 110 tons of newsprint, probably 120 tons of newsprint this year, and when I got here we were doing 100 tons of newsprint.

**JG:** Okay, but that is including the others?

**GS:** That is including all of our other weekly newspapers yes.



**JG:** Has that business grown?

**GS:** That business has grown, absolutely.

**JG:** I mean as far as the amount of customers?

**GS:** Exactly. The amount of customers and those, you know, when you go to a county like Polk County and you've got Livingston there, and Livingston is the big city in Polk County; they are it, they are the news source. They are what people talk about. There is no television station in Polk County. There is one radio station, but nobody listens to it in Polk County, so in Polk County that is it, in Tyler County it's the Tyler County Booster in Woodville. Crockett has two – they have got two newspapers in Houston County, one in Grapeland that is twice a week and one in Crockett that is twice a week, so and they duke it out and we print both of them so that is good, you know.

**JG:** Yes, I guess if you are in a position to say have you seen those smaller communities, just some of these questions we've been looking at, have they increased their volume of print usage?

**GS:** They have, it all depends on how well the county is doing. Newspapers are a great barometer of the health of the local economy. For example, if you look at Nacogdoches County, our newspaper up there is not doing as well as it did five years ago because Nacogdoches County is not doing as well as it did five years ago. Polk County on the other hand is doing better than he did five years ago, because Polk County is growing. I mean they are between Houston and Tyler and people are migrating out of north Houston up to Polk County. It's a big retirement area. Houston County they are struggling because their population has decreased. Tyler County, Woodville paper is doing better because their population is growing. San Jacinto County, that newspaper struggles, Groveton struggles, Diboll Free Press struggles and it's strictly an indication of how well the local economy is doing.

**JG:** If you need to get that go ahead. (phone ringing)

**GS:** No, well let me go ahead.

**PAUSE**

**JG:** Okay, we are back now.

**GS:** So newspapers have always been a great barometer for the health of the local economy.

**JG:** Okay, let's see. That is great that we covered some of that. Let's kind of jump back chronologically.

**GS:** Okay.

**JG:** You were at the Houston Chronicle, selling advertisement.

**GS:** Selling advertisement for Houston Chronicle and I looked around me, and at that time, the Chronicle had 31 sales people and they had one woman. They hired a second one when I was there and I looked and most of the guys were forty-five, fifty years old and I thought, do I want to be doing this in 20 years?

**JG:** And how old were you at the time?

**GS:** I was fresh out of college, 22 or 23 years old, and so I decided while I could, went back to school and attempted a graduate degree in journalism to try to better myself. And that was the same time that all the Harvard MBA's started coming out, you know, that was a big deal, you know, go get your Harvard MB or whatever. So, I went back to graduate school at the University of Texas and finished in '78 and took a job at the Bryan College Station Eagle for Harte Hanks. I took the job kind of on a bet that I was the sales person but they had an opening that was going to come up for the retail manager and handle the retail advertising sales side of the business.

**JG:** So what exactly is that, retail sales?

**GS:** Retail sales, that is anybody that sells anything but automotive and real estate. So, retail...

**JG:** Anything except automotive and real estate.

**GS:** Yes, any retail business that, newspapers used to be so compartmentalized that we had sales reps that just handled realtors and we had sales reps that just handled recruiters and help wanted and informant advertising.

**JG:** What did you do for the Chronicle?

**GS:** I was a retail salesperson. I handled everybody from a furniture store to Carters Country Gun Store.

**JG:** You just weren't the manager of it, you were just...?

**GS:** I was an account representative. I went out and helped them with their advertising that ran in the Houston Chronicle.

**JG:** I'm jumping back, any particular memories that...funny stories or anything significant, and in working with certain ones?

**GS:** At that time we were competitive with the Houston Post. The Houston Post at that time was bigger than the Houston Chronicle, and the whole focus at that time, the two years I worked for the Chronicle, was beat the Post, beat the Post, beat the Post. And we

started, the Chronicle had been delivering a Saturday afternoon paper and we converted our Saturday afternoon paper to a Saturday morning paper when I was there. And that was an interesting time to be there. We actually overtook the Post in classified advertising and that was back in the days when the Houston Chronicle home section would be over 80 or 100 pages and an employment section on a Sunday would be 60 or 70 pages of just help wanted ads, automotive would be 30 or 40 pages of automotive advertising. So, it was a really good time to be in the newspaper business, even though 1974 was not particularly the best times economically, we were still benefiting from being in Texas and being in Houston.

**JG:** Did a lot of your customers, people that you sold advertisements to or for, also advertise in the Post?

**GS:** It was, and that is how they measured us. They called that availability, how much of the company's business the Chronicle got verses how much the Post got. So, if you had 100% availability, you had them exclusive and the goal was to be at 51 but if you were better than that you were better than that.

**JG:** I would think the car lots and things would want to advertise in both.

**GS:** They did, they did, and it was always who could come up with the best deal and it was competitive selling and it was fun. Houston was growing at that time even though the national economy was not doing too well. It was a fun time and I think that is really what got me interested in newspaper advertising because, and I tell people to this day, the most gratifying thing a newspaper advertising salesperson can have happen is when the customer tells them that ad really worked and it helped my business. Newspapers will...to go back to the question about will newspapers stay relevant, newspapers will stay relevant as long as they help the advertisers solve their needs as well and bring them business. So, solving the readers' needs and solving the advertisers needs, if newspapers can continue to do that there will continue to be newspapers.

**JG:** And they really kind of have to work synergistically together, you can't do one without the other.

**GS:** Exactly, we've got to have the readers to get the advertisers and you've got to have the advertisers to get the readers.

**JG:** Okay so back to Bryan College Station.

**GS:** Back to Bryan College Station...

**JG:** Is that the Eagle?

**GS:** At the Eagle, Bryan College Station Eagle, Harte Hanks had just purchased that newspaper from Mrs. Roundtree. We were located in downtown Bryan and about a little 12,000 square foot building and we were sitting on top of each other. Harte Hanks had

purchased that newspaper, we moved out on Briarcrest and I was there until...through 1984 and that was really the heyday. That was when Bryan, College...Texas A&M really started expanding during that period of time and the...what is that play that came there...the Austin Shale came in all through that area. In fact we moved our building out onto Briarcrest on about a five acre site that was almost out of town back in the day and sure enough we leased it out and put a drilling rig on it and hit oil out of that Austin Shale, so the newspaper was actually getting royalty money from a well that was on that property. It was a boom time, built the mall and just a great time to be there. From there with Harte Hanks I went out to run the advertising and circulation at the Abilene Reporter News.

**JG:** From where?

**GS:** Abilene Reporter News, so I went from Aggieland and you can imagine I'm a University of Texas guy so it was hard to be in Aggieland for that long, but...

**JG:** Was it the prettiest place you've ever seen Abilene? (laughter)

**GS:** Abilene? You know it wasn't bad. I went out there and...

**JG:** I'm referring to the song for the recorder.

**GS:** Exactly, I thought you were talking about Abilene, Kansas but.

**JG:** I always think about it, Abilene Texas.

**GS:** I started in Abilene on January 1, 1985 and Abilene had just come off of a two year drought where they had two inches of rain in two years and I tell people that I'm a drought breaker because I went out to Abilene and all of a sudden the skies opened and Abilene had more rain in 1985 than they had the preceding five years. The lakes filled back up and I brought beneficial rains to Abilene. I was there at the great times, '85 and '86 were great times and then '87 when the first bust hit, or the last bust of the eighties hit, we had three Jack-In-Box's and two Wendy's close in Abilene, Texas because the oil bust hurt us that bad out there and it was tough to be in Abilene. We still managed to survive but I saw the handwriting on the wall. Harte Hanks was divesting himself of newspapers, they were getting out of the business. They were moving toward computer marketing and direct mail operation. When I started working for Harte Hanks they had 40 newspapers; when I left Harte Hanks they had five newspapers. So every six months starting in 1988 I would go look for another job and the time was right in 1990 and I went to work for the Galveston Daily News.

**JG:** What was your position in Abilene?

**GS:** I was marketing director in Abilene and assistant general manager. I ran the business operation in Abilene. So I went to Galveston as the advertising and marketing director down there and worked there through the middle of 1995 when our company

bought the Kerrville Times and they asked me if I would like to go run it and I said absolutely. They asked me and said do you need to ask you wife and I said no because my wife and I had honeymooned in Hunt, Texas just outside of Kerrville and that was our childhood vacation spot in Hunt, so I was familiar with the area and so was she. So, we went to Kerrville and had very successful, you know, learned a lot about community service and hopefully I've carried that. And, that is another thing Jonathan and I'm glad we got to that, newspapers are heavily involved in community service too. I became associated with the Salvation Army out there and I've continued that association here. I was president of the Chamber of Commerce in Kerrville. I'm on the board here in Angelina County. I'm not going to stick around to make president, but that is another important role of a newspaper publisher is serving the community and help the community grow.

**JG:** So did you become publisher at Kerrville?

**GS:** Publisher at Kerrville.

**JG:** That was your first publisher's job?

**GS:** Yes, first publisher's job, yes.

**JG:** Before we get to that, a little more detail, talk a little bit more about Galveston. What was Galveston like?

**GS:** Galveston was interesting. That was before Ike, and that was when things were still going pretty well, but Galveston was losing population even back then because you had migration of people living on the island into Galveston County. The north end of Galveston County, around the Baybrook Mall area and League City, that was and still probably is one of the fastest growing areas in that Houston Metropolitan area. Friendswood is in Galveston County, so we were having migration off the island, but people still worked at UTMB and people still worked at Amaco, and people still worked down in the Strand area. But we were losing population so we actually changed the name from the Galveston News to Galveston County Daily News so we started to try to serve the entire county there.

**JG:** That is one of the older newspapers in the state.

**GS:** Yes, some people, it's a big argument about which one is the oldest and Galveston says one thing and Dallas Morning News says another, but you know.

**JG:** What was it like, the flavor...I guess you lived on the island, huh?

**GS:** Well we lived...since we were trying to expand our presence in the county and to tell you the truth, when we looked at Galveston Independent School District verses some of the others in the county, my wife said we are not living on Galveston Island. I mean

that was a time when Galveston Ball High was the first football stadium to install metal detectors.

**JG:** Oh, okay.

**GS:** So it was tough times, and that is probably one of the reasons there was basically white flight off the island, so we lived in League City. When League City had...we got there in '90, in 1990 League City had 13,000 people and when we left in '95 it had 35,000 people, so that is the kind of growth that north part of Galveston County or south.

**JG:** And much of that you think came from the island?

**GS:** A lot of it came from the island and a lot of it came, that was just benefiting from the growth in Houston Metropolitan too.

**JG:** We hear a lot about the born there's, the native islanders?

**GS:** Born on the island, BOI, you bet.

**JG:** Comment on that, from someone maybe who has experienced it.

**GS:** I did, in fact I know quite a few BOI's [born on the island]. We've got an attorney in Lufkin, Wayne Haglund is a BOI.

**JG:** Oh, is he?

**GS:** And they are proud of it. My friend Paul Burka, he grew up on the island, he was born there. He is Texas Monthly, just retired as their editor. His mother, the only reason she would go across the causeway was to take his sister to the dentist, and she would never leave the island, and there were people still down there to that day and during the '90's that have never been off Galveston Island, because...and then when Texas City of course blew up in 1946 [transcriber's note: The Texas City Disaster was in 1947] that scared a lot of people. My friend Paul Burka still will not drive down Hwy. 146 through Texas City even today, even today, because he was a child in 1946, but he still remembers the explosion in Texas City.

**JG:** You mentioned Paul Burka as being a friend, how did y'all meet?

**GS:** His wife and my wife are sorority sisters at the University of Texas.

**JG:** Oh, okay.

**GS:** And we kept in touch with her and then finally she found a new boyfriend and his name was Paul Burka and that was right when Texas Monthly was beginning in 1974, '75, and they got married and my wife sang at his wedding, and the rest is history.

**JG:** Okay. Yes, he is the one that wrote the article, I think in '82, on...

**GS:** The Temples.

**JG:** The Temples, yes, the cover with the cowboy boots on it.

**GS:** Right, right. He mentioned that article in his farewell column that is running in this month's edition.

**JG:** Really, okay, I will have to go back and check that. I think we got it the other day. I didn't have time to go through it all. Okay, so Kerrville, that was your first job as publisher.

**GS:** First job as publisher.

**JG:** What was the challenge?

**GS:** The challenge there was, "what do I do now?" I had seen how publishers operate, obviously I had a senior management position at three newspapers, so I had a pretty good idea of what they did and what was expected, and you know, it was a challenge because really you are the person that represents, and like you said, you set the tone for the newspaper not just internally but also externally. And the first thing I did was try to make myself available to the community. And I think that is important for any newspaper publisher. That is one reason I'm here today, because I want to make myself available to you and anybody that actually comes and listens to this and reads it and just listen and hear what people have to say. And that was the biggest challenge, to go from a pretty regimented, you know, get up and manage the sales staff to say, okay what is going to happen today. Because you really don't know, in sales it's all about planning and in publishing it's also about planning, but also taking what comes because I don't know that you are going to call me and say come do this or that Aunt Sarah is going to walk in or somebody is going to have an obit that they want in the paper yesterday and just trying to be accommodating and trying to be open and trying to represent the employees and the paper and the community in the best light possible.

**JG:** What was happening in Kerrville when you arrived?

**GS:** When I arrived at Kerrville it was...Kerrville has not changed a whole lot in the last twenty-five years. It had become an obvious real nice spot. It had the state hospitals there. It had a VA Hospital, people would go there to retire, and during the time I was there, there was a couple new subdivisions that were built strictly to cater to people that retired and there is not a whole lot of industry in Kerrville. We had a Mooney aircraft that used to be produced there, but I think they are making ten planes a year and at one time I think they were making a 100 planes a year, so that is gone. There is not water in Kerrville. Kerr County doesn't have a whole lot of water, so they're always going to be strapped for that. In fact only so much manufacturing they can get. The land out there is good for building houses and raising goats and that is it. If you like a good crop of rocks and

cactus, Kerr County is the place to go. So, it's basically just a scenic retirement area. The camp industry obviously is a big deal. I think there's 27 summer camps in Kerr County and you can spend as little as you want to or as much as you want to and go to one of those summer camps. So it's really a...

**JG:** When you say summer camps?

**GS:** Like Camp Mystic or girls camps and boys camps, summer camps, children camps.

**JG:** Oh okay, not recreation, necessarily, family camping.

**GS:** No, not family camping.

**JG:** You are talking like girls and boys camps.

**GS:** Boys and girls camps, and now the big thing that was built out there when I was there is a big RV Park that's just spectacular, that people would drive their \$300,000 custom buses up to it and park them for the summer, park them for the winter. So, it's definitely a retirement area and hunting is a big deal. The history with the Schreiner's and the Schreiner Ranch and all that stuff in Kerr County is kind of what makes it unique.

**JG:** Talk about your work on the Nimitz Foundation and the Nimitz Museum. What is going on there?

**GS:** That is a great deal. I saw the Nimitz, the first time I went in there was probably about 1962 when we were over there visiting Fredericksburg, and it was just the hotel and you went to the old hotel, which the Nimitz family owned when he was growing up there. He actually went to school in Kerrville but the family had the hotel in Fredericksburg and...

**JG:** How far apart are they?

**GS:** Twenty two miles. Fredericksburg is the county seat of Gillespie County, so it's outside the county, but I had the opportunity, Bill Dozier, who was the publisher and owner of the Kerrville Daily Times for a long time, he was on the board of the Nimitz Foundation and when he retired and when he got old he asked if I would do it and it's been one of the greatest honors to be on that. At that time the Parks & Wildlife was running the museum, the foundation helped run it, but since that time we've taken it over from the Parks & Wildlife. They deeded it to us and the Historical Commission. They have basically given us full authority to run the museum. We've gone through two major expansions. We've had President Bush 41 there three times in the last fifteen years. He dedicated the grand opening. He came and spoke at our second grand opening when we had Pearl Harbor veterans there, and what a great facility. I mean it has made Fredericksburg even a better place than it is, and so I mean, Gordon England, a former secretary of the Navy is on the board. The guy that runs the foundation now is General Mike Hagee, Four-star former commander of the Marine Corp, a Gillespie County native



that actually came back and we were able to convince him that this is the thing to do. And as you can imagine he is a hard charger, but he is a great guy. It is growing and it's all about educating and making sure that the young generation knows exactly what people did during World War II, especially in the Pacific Theater. We've had some people from Angelina County help us. Rufus Duncan helped us get a Higgins Boat, which is what they called the landing craft, so Rufus helped us get that and that display will be up and running in probably another year and a half. Rufus and the Duncan Family name will be on that as the good contributor, so there is a fair amount of interest here. Joe Denman was of course an air pilot during the war as you know and I had...he was interested in the museum and unfortunately he died, but I'm putting a touch on Trey to see what he can do. It is a great museum and another community service and that is a big part of being a publisher is community service.

**JG:** So, how long were you at Kerrville?

**GS:** In Kerrville for 14 years. We went out there and we were lucky, you know that people go to retire to Kerrville and if you can go out there and actually make a living and work you're even more fortunate. The last thing I thought I would be doing right now is being in Angelina County running the Lufkin News because we were doing well there. Our children graduated from Tivy High and they were successful. We had lots of good friends there in Kerrville and we were making money. We were doing well, and the bosses, when we talked about buying Lufkin and Nacogdoches and they called up one day and my boss said we want you to go to Lufkin and I said okay. So, here we are.

**JG:** So, how many children do you have?

**GS:** Two children.

**JG:** And they grew up more or less in Kerrville?

**GS:** They grew up in Kerrville. We have got four grandchildren all on the same day.

**JG:** Do what now?

**GS:** We got four grandchildren all on the same day. December 22<sup>nd</sup> our daughter, her and her husband tried to have children and they couldn't. They went to CPS to try to adopt and they were one of the last four couples to have a chance to adopt a kid out of Polk County, but they decided they wanted him to stay in Polk County so they missed out on him. But, then the case worker here in Polk County and Angelina County said, well we've got three brothers, would you be interested in three brothers and they said yes. So, they took them for a test drive and they were on 6 months and they were due to make the adoption final on December 22<sup>nd</sup>. Our son and his wife were due in January, well December 21<sup>st</sup> we got the call to come over to Austin that she is in labor. So at 4 o'clock in the morning on December 22<sup>nd</sup> we got to see that baby boy and then we hopped in the car and drove back over here down to Polk County to the Polk County courthouse at noon

for the final adoption of the three boys that she adopted. So, we got four grandsons all on one day.

**JG:** That is something. Talk about leaving Kerrville coming to Lufkin. I guess the same kind of questions. What did you see as the challenges?

**GS:** You know the challenge coming from Kerrville, the economy was totally different in Angelina County than it was in Kerr County because we actually had some commerce.

**JG:** What year again was it that you came?

**GS:** In 2009, 2009 we came over here. The Foundry had just closed. The Papermill obviously had closed.

**JG:** The Texas Foundry.

**GS:** The Texas Foundry had closed, but we still had Lockheed Martin and Temple Inland was a big player. Lufkin Industries was going strong, they were kind of in their renaissance phase and the economy was good. We were fortunate that Lufkin is on Hwy 59 I guess, some people say its misfortune but I think it's fortunate because this is a heavily traveled artery.

**JG:** I saw in the paper today where they were making analysis of population growth and loss and it was tying it to towns and communities that were on 59.

**GS:** Absolutely, absolutely, so at Kerrville a lot of limiting factors in Kerr County, none of the limitations were here in Angelina County. I think that is one thing Angelina County has got going for them. We've got all the water that anybody would ever want. We've got all the natural gas, access to it, that anybody would ever want. We've got a great environment so I see good things on the horizon for Angelina County. But, the challenge was to come to a different culture because Cox ran newspapers differently than anybody else in the world. So just to take over a company and find out who was good and who was not good.

**JG:** Talk about that and I'm totally asking from ignorance, but comment on... you said Cox was totally different than anybody in the world. What does that mean?

**GS:** Cox, they ran it basically everything out of Atlanta, so Atlanta called a lot of the shots. Atlanta had to approve the rates, Atlanta had to approve the editorials, Atlanta they didn't tell us how to cover the news but they certainly indicated that this is what they would prefer.

**JG:** And that was Lufkin Daily News?

**GS:** That was Lufkin Daily News and the Daily Sentinel, yes, and Austin American Statesman and Waco Tribune, but Cox was struggling and that was the time when metro

newspapers were really faltering and having a tough time, so the Journal Constitution was really leaning on people like Lufkin. I think the people told me there that Lufkin made more money in 2008 than the Atlanta Journal Constitution did in 2008, as far as pure profit. And I have no reason not to believe that because I've seen numbers of the metro papers. But, there were...Southern Newspaper does things a little bit differently than everybody else. I think all newspapers do differently and there was a culture change and we made it so.

**JG:** In what ways do they do things differently?

**GS:** Just the way their expectations for operations. Southern is a little more, we are a little leaner, I don't think we are any meaner, but we expect things to happen and we expect performance, and the business office when I came here we had six people in the business office and we have got three people now. We had a controller and an assistant controller, and I still to this day don't know what the assistant controller did, but they liked to have lots of layers of management and we definitely, I think Southern, one of the reasons we've been successful, is we have stayed ahead of the curve and streamlined the industry. I mentioned my first management job was a retail manager and now I don't think there is hardly any newspapers that have a retail advertising manager. We don't, we don't even have a classified manager. We've got a sales manager and that is it, and so we have flattened out the management chain and I think that is one of the reasons that we've been successful and I think one of the reasons newspapers have been able to survive because they have streamlined and cut operating cost and get the right people.

**JG:** We will come back to Lufkin Daily News in a minute I guess. These are some of these big picture type questions, but what was your personal first memory of computers and computers in the workplace? What branch of the newspaper business did they first start? Was it word processing for reporters, was it advertising, was it publication or what?

**GS:** It was reporters. I was sent to Houston Chronicle, obviously they had a lot of resources, especially when they were run by a non-profit organization, but they had typewriters and actually the AP feed would come in on a key punch tape and they would run that tape through a processor and they would hand type everything on a typewriter and then they would take that and actually then the linotype operator would take their sheet of copy, the story they had written, and it wasn't on typewriter paper it was always on newsprint that had been cut down to typewriter paper size. That is what it was.

**JG:** So real thin.

**GS:** Real thin and yellow, you know, and if you got one that was on the top of the stack it was yellowed and so you would pick one up that hadn't had the sun on it yet. So, they would take that piece of copy and then the linotype operator would then type the story into the galleys on the linotype and then they would take that and put it on the galley and then they would make a plate, a mat and then make a plate off that. So, when the first computer came it really wasn't a computer. You had the typewriter, the person would type the story still on the old piece of newsprint that you had cut down to typewriter size,

would give it to another typist who would then type it into what they called cold type, which would come out in strips. It would just produce a strip of the story would be on one long strip of continuous film and then that would then be cut line by line and pasted on a page.

**JG:** Oh wow! He was holding his hands out and spreading his finger out like what 16 mm?

**GS:** Generally about an eighth of an inch was about as small as it would go, yes, an eighth of an inch.

**JG:** Just continuous.

**GS:** Just continuous roll so that was just cut and pasted and that is why you would see, you know back in the day you would see a random word on top of a newspaper story. I don't know if you remember that?

**JG:** Yes!

**GS:** That is what happened.

**JG:** A piece got stuck. (laughter)

**GS:** A piece just kind of showed up. Well then the next generation, then it was still the reporter still typing on the old recycled newsprint, giving it to a typist, but the next evolution was they would type that, the typist would put that into a machine and it would actually come out in a column so they didn't have to cut and they didn't have one long thin strip of type. They actually had the column, the story already into a column and they could set it in one two three whatever column measurement they wanted to. The new high-tech technology allowed them to do that but then still they would take that and cut it apart and paste it on a page and you would still have the random word that showed up or got stuck or a piece of hair or something that would show up.

**JG:** Or the article that said continued on so and so and it never was there.

**GS:** And it never was there or the article continued but it didn't tell you where it went. So, those were the two things that I saw. I saw it basically go from the Guttenberg to where we are today, the Guttenberg printing process to where we are today. The next generation was where the typist then would type it out and we would have the whole template page set up on a computer screen and they would move the items and the stories and ads. Well really they started with the story so all the stories would go on a page and it would have blank spaces for the ads. We would print that out and that is when we first called full pagination or pagination because all the stories they never had to be cut and pasted. They were all put on a page by the computer. We would print out a full page and then the ads would then be cut and pasted on there but you were still cutting and pasting.

**JG:** So this all pre-dates, I guess really what you are talking about is the production side of the newspaper itself.

**GS:** Right.

**JG:** So that use of the computers entered the workflow there first, before...I don't know if this is true or not, but I would imagine reporters at some point were using word processors instead of typewriters.

**GS:** Reporters began using word processors about the mid eighties.

**JG:** The mid eighties, so that was after what you are describing.

**GS:** After the cold type, yes. And then so about the mid eighties, that is when typewriters went away and people had word processors.

**JG:** Personal computers.

**GS:** Personal computers and then they would take that, and then they would have a disk a lot of time, just the hard disk, not even a floppy, they would give it to the person that used to type it, they would then now put it in their photo type setter and that would print that image off whatever was recorded on that disk. I guess when you think about it I've gone from the basic remnants of printing to where we are today where nobody even touches it until it comes off the press.

**JG:** What does a reporter today for the Lufkin Daily News when they write their story what is the work flow, assuming their doing it on a computer?

**GS:** Right.

**JG:** Is it electronically sent to the editor or proof-reader?

**GS:** Electronically sent to the editor and the editor will...and that is another thing that has changed. We used to have copy editors that all they did was read the story to make sure it was correct and accurate and no misspellings, typographical errors but now with pagination where we have the people actually putting the paper together, the copy editors are now layout people too. So, they will actually place the story on the page and generally the copy will get read, the reporter will type the story, the editor will read it once for just for basic stuff. Then the copy editor will put it on the page and then will read it one more time; basically we wait until the entire page is finished and then we proof the entire page. And different newspapers do it differently but that is how we do it. Some papers read it and proof the individual elements, but we go ahead and print out a full page and proofread the entire page.

**JG:** So at that point probably what is most critical is layout?

**GS:** Layout.

**JG:** I mean content wise it's the first thing looked at right?

**GS:** Yes, content wise first thing and then layout to make sure it is...

**JG:** More than an editorial, hey, this...rephrase this, this is not right.

**GS:** Exactly, by the time it gets on a page most of the basic editing has been done.

**JG:** It is just layout.

**GS:** Yes, and once again it's just another double check.

**JG:** You can then adjust leading and all that kind of stuff.

**GS:** And that is the other thing Jonathan. I'm glad you mentioned that because, you know, leading is a word that nobody knows anymore because you just put it on and have the computer adjust it, you know. So that is another great thing about computers we don't have to...

**JG:** Make it fit. That is even on the print screen, shrink to fit or.

**GS:** Exactly, fully justified and it looks good and you know you don't see crazy abbreviations anymore because the computers basically take care of that.

**JG:** I was editor of a historical journal in the '90's and I kind of did a combination on a word processor, but I basically printed everything out so it could be camera ready copies and I don't really know what they did after that but that is where I got into leading and...is leading between each letter or is it the up and down?

**GS:** That is currying.

**JG:** Okay, currying and leading.

**GS:** Yes.

**JG:** And, that is what I had to do because I had to make it fit.

**GS:** Make it fit exactly and now you just fit.

**JG:** I could not imagine having to do that the old fashion way, you know, just letting the word processor.

**GS:** It's incredible.

**JG:** Basically you could just do it for that paragraph or for those two lines or that page and make it fit. And I remember, now we are really going back, but I remember every printer newspaper person they had what they called the printers devil.

**GS:** Exactly!

**JG:** And I guess that is what it was because it would make you crazy...

**GS:** Exactly, it would.

**JG:** ...having to make things fit with all the lead and then if you bumped it all the pieces went everywhere. Of course that is when they had reusable typeface.

**GS:** Yes, the trays yes out of the linotype machine.

**JG:** They had to set every single letter. I remember the old Walton's episode when John Boy had that little printing press out of his house.

**GS:** Yes, exactly.

**JG:** So what would you say the biggest impact, or I guess not the biggest, because I guess the computers have influenced as you've already said, everything, but when was the time when everybody said, okay this is what's really going to change, and really now that I'm asking that question it's probably not a good question, because I guess the internet really impacted newspapers as much as anything.

**GS:** The first thing that happened was offset printing. The second thing that happened was cold type or computerized typesetting.

**JG:** So it's more production of the paper.

**GS:** Production, the next big thing was full pagination and the next big thing was computer to plate and now the next thing is the internet. You are exactly right and you know, how do we reset market? How do we get our message out? How do we market it? How do we get people to think were relevant? And that is difficult.

**JG:** And the internet now is disseminating the news, like you said.

**GS:** Instantaneously.

**JG:** Right now we've probably already missed who knows what.

**GS:** Exactly, what happened this morning, exactly?

**JG:** In this time we are doing this interview.

**GS:** We have probably had two stories updated on the Lufkin News site since we've been sitting here, but that is basically going back to trust and really caring about the community. I think that is one of the things that has driven our company and driven my philosophy, is you have got to care about where you live if you expect people to care about you. And that is what when...I didn't want to come to Angelina County, you know, it was the furthest thing from my mind. My mother lived here and I told my boss that when I came over here, I said well I think you've probably extended my mother's life another ten years and she died six months later. So, that made it even tougher because we had to deal with that end of life scenario with her. The first day, I will never forget, we made a presentation in Lufkin and we went up to Nacogdoches to talk to the boys up there and I tell you I stopped at Polk on Timberland and I got a soda water and I almost got back in the car and went back to Kerrville. But, I said no, I'm going to stick it out because that is what I need to do and really care about what goes on in Angelina County, and not just for the money, but for the people. Because a newspaper is an institution, it's a public utility and you are only going to be as good as you put out. So, that is what we try to be. We can't be all things to all people but we try to be the best we can to everybody.

**JG:** Talking about the news, is there somebody on the staff and maybe you don't know, maybe this is all up to the editor, but just this concept of news happening that never stops. Is anybody kind of like monitoring it overnight?

**GS:** Oh yes we are, we have police scanners. Two of our people, we've got one in the newsroom and we've got one at a person's house. We've also developed...and that is what newspapers have done all along they have developed their sources, so if something is happening at the county we have people and we have good relationships and people will call us and say hey here is what's going to happen at the commissioners meeting or something is going to happen tomorrow at ten o'clock you need to be there. And people thank goodness in Angelina County still recognize us for that and we have a lot of people that give us tips and that are our news sources and we establish those, we cultivate them, we utilize them, we don't abuse them and we don't burn them. That is one of the ways that is probably the primary way we stay on top of the news. Fortunately the city and county government run on schedules, but we don't have schedules on car wrecks or murders or shootings or fires or when somebody wins an award. So, we have to have all those sources and maintain them.

**JG:** You mentioned awards, that was one of my questions. What awards have the newspapers that you've worked for won that you've been most proud of?

**GS:** You know I think one of the really, I won the Frank Mayborn Award for community service when I was in Kerrville and that was given in memory of Frank Mayborn, who ran the Temple and Killeen papers and his wife still runs those newspapers. He has a foundation and he awards a scholarship to the winner that they can then give to a student of their choice, to the school of their choice and it is all based on a nomination that somebody from the community makes identifying somebody for outstanding service.



**JG:** Is it state wide?

**GS:** Statewide, it was given by the Texas Daily Newspaper Association and now it's given by Texas Press Association. So, I was nominated and was honored to win that award. I was also...it's interesting I was president of Texas Daily Newspaper Association when I was out in Kerrville and I just finished the term last year as president of Texas Press Association. There's only three people that have done that before and the other was Bill Bomeyer, who was a former publisher of the Lufkin Daily News, so two out of the three have had a connection with Lufkin. It's serving the industry and serving the community and you know, but the Mayborn award was the award that was most gratifying to win but being elected by your peers to run the statewide organization that was pretty gratifying as well.

**JG:** And what years were those?

**GS:** In 2002 I was president of the Texas Daily Newspaper and in 2014 I was president of the Texas Press Association.

**JG:** Those are one year terms?

**GS:** One year terms yes.

**JG:** Talk a little bit more about that, both your professional service to professional organizations as well as other foundation work, both you and your wife both.

**GS:** Yes, that is what a lot of people, a good thing about being married to Laura is that people get Laura when they get me and Laura was very active in Kerrville. Here in Angelina County, she is on the Angelina County Historical Society, she is almost got nominated she is in the Literary Society, she is in that. She does volunteer work at First United Methodist Church. She volunteers at Woodland Heights Hospital. She is on the Angelina Arts Alliance board. She has run the Crown Colony Homeowners Association, she was president of that. So, she has been involved and now her mother is here, so she is spending a lot of time taking care of her mother. But, I'm president of the advisory board of the Salvation Army. I'm on the Chamber board. I'm on the Family Crisis Council board; right now I'm serving on the Lufkin Convention and Visitor's board. I've been president of that board and I'm sure there is something else that I've forgotten. You know, it's all part of being...

**JG:** Have you ever said no to anything?

**GS:** You know, No! I have not!

**JG:** I know when I invited you to do this interview you said, "Sure, I would be delighted."

**GS:** Well it is a great honor. No, that is one of the things that is going to be different, because I don't think I've ever felt like I've been in a place to say no. And, it's always been something I felt was important to do, to support the community that supports you.

**JG:** Talk about your conservation ethic.

**GS:** Oh, it's interesting, you know, Ellen Temple is a great conservationist and here is a good story, take us back to Paul Burka. So, we are in Abilene, Texas and in Abilene in 1981 the house...let's see '85, so I moved into a home that was being finished. So, the first thing I did, I went down and I got one of those valves you could shut your kitchen faucet on and off just by flipping it up and down. So you can actually turn the facet on and hit the thing and it will shut it off. So, Burka is out there visiting with us and he is in there running water down the sink, and I went in there and shut it off, and I said, "Burka, we are in west Texas, come on now." So, the same thing in Kerr County, when I went down there, well I've always been an outdoorsman.

**JG:** Do you turn the shower off when you're soaping up?

**GS:** Yes, I have.

**JG:** My dad always, when I was a kid, he would say this is Navy style. You get wet, you turn the water off. You soap up, and you rinse off.

**GS:** I got to admit that I don't always do that in Angelina County, but I have done that before, but that is the other thing, I've always been an outdoorsman and more of a conservationist. I quit hunting ducks 25 years ago, but I'm still a member of DU just because I love them.

**JG:** Ducks Unlimited.

**GS:** Yes, Ducks Unlimited and a big hunter, a big fisherman, you know, catch and release most of the time, but you know, I will eat speckled trout and redbfish out of Sabine Lake. Love to hunt, love to fish, and don't mind paying the money it takes to keep those things going. In Kerr County water is a big problem out there and we were always up on water conservation. In fact, Kerr County, it's interesting, has got what they call aqua storage wells where they have got limestone formations in the county that they pump water into when they have got a good flow out of the river and then they draw those down during the summer times when the river is not flowing as much. So, I guess moving to Abilene was the first, when I first really became a real conservationist. Ellen got me interested in the native plants and we've got a little demonstration bed, in fact the muhly grass and the cone flowers are going crazy down in front of our building right now. So, we've got that in front of the Lufkin Daily News, so it's a big...if we don't take care of what we've got, nobody is going to. It's not going to be around.

**JG:** You mentioned all the water that we have, and of course I guess the other side of that is everybody knows too, other people are wanting water.

**GS:** Exactly. I don't know if you saw the editorial the other day, but we wrote in support of the bill that would establish the big water recycling plant up in the metroplex just so they would have something else to look at other than east Texas water.

**JG:** Yes, I know that could be huge, going forward. We get the Rusk Cherokeean Herald here, which is not really a bad paper. Do y'all print that?

**GS:** We print that, you bet.

**JG:** I don't know if you ever have time to look at it.

**GS:** I do, Terry Gonzalez is a good friend of mine.

**JG:** They put out a pretty good newspaper, overall. It's pretty balanced and a lot of news coverage and that kind of thing. I know they are real good about putting a lot of those kinds of stories out there about water and things like that. I know, like you said, that will be a big part of I guess the article this week was the two billion dollars from the rainy day fund that was moved into...

**GS:** Yes for the water board.

**JG:** I guess that is what that article was about.

**GS:** Yes.

**JG:** Let's see here. I think I've probably covered most everything. I'm trying to look over here real quick. Is there anything that you want to add that will give me time to think and see if I've covered everything? What would you like to?

**GS:** I think we've talked about the way newspaper business has changed, not just technology but also the ownership and what I think is important for the newspaper to be, serve the readers and the customers and be relevant in the challenges, the fact that people talk about how nobody reads newspapers anymore, but yet more people read newspapers. Last year the San Antonio Express News had 20 million unique visitors on their website. Now think about that. Twenty million unique visits, and so nobody can say that no one is reading newspapers anymore because they still are, it's just how we deliver it. But we have got to stay relevant to stay relevant.

**JG:** I guess the biggest challenge with that, and getting back to, you know, me, and I can see it in the generational differences, you know, my son is 17, and you know, he and I both began about the same time doing PowerPoint [presentations].

**GS:** Yes, exactly.

**JG:** You know, but I mean he was always in the...I forget what they call it now, PACE or kind of like the gifted and talented, but first and second grade they were doing book reports, and in my days you would stand in front of a class and read off a piece of paper, but his book reports were PowerPoint.

**GS:** PowerPoint presentations.

**JG:** So, I've seen how this younger generation just accepts all that, and in fact when I came here, I used to go to the public schools and do slide shows, real slide shows, not PowerPoint. (**GS:** yes) and the funny thing is they were so impressed with the slide projector and the slides! You know, they grew up with a computer in the classroom and the computer meant nothing to them because they just grew up with it (**GS:** exactly) but the old technology of a little piece of transparent film with a light bulb behind it...

**GS:** Behind it on a screen.

**JG:** ...and projecting it on the wall or a screen just totally blew them away. I was a big hit, not so much with the content, but the source of the content, which were these slides. So, I guess it is this, you know I eluded to earlier you know, internet and internet news I guess is pretty good about these alerts you talk about. I get them and I will be honest I don't read all of them, but it's just like emails you read a little bit and then you delete or whatever and you don't take the time because they come in the midst of when you are doing other things. But even when it is something that interests me, that is all I might look at. And, you know, that is going to be the biggest challenge for a newspaper. I guess at some point if they don't do a print edition they are going to have to change their name.

**GS:** Exactly.

**JG:** But, it is to the point of things on a printed page, especially a newspaper where you've got a variety of things. You've got your ads, you've got your public notices, you've got your...

**GS:** Obituaries.

**JG:** ...investigative reporting, obituaries, all of that, rainfall amounts, weather, it's all there at once. Now again the internet and electronic devices are all great and wonderful but there are certain things that it is extremely weak on. I tell people that all the time about books, you know, if you are looking for one word, if I'm looking for Greg Shrader in a huge document, yes, the computer is the best way to find Greg Shrader. But if I'm wanting to look for almost any other type of information, a book, just holding something physical in your hand and flipping through it is better, so with that as the context, what really is a newspaper going to do if it does have to get away from a print addition? Where is it, and maybe not from a newspaper standpoint, but from you, someone with your experience, where is the news dissemination industry going to go in the future? And how are we people that want to be informed going to be informed?

**GS:** It might be a sad commentary on society, but newspapers are still journalists. And you look up what a journalist does and a journalist reports and records the news and the events and we are still going to continue to try to do that, but I think the struggle, not just we have, but anybody who lives anywhere outside of an urban area, is still maintaining that community identity and one thing a newspaper can do is be a community identity focus. When kids leave Angelina County and leave college, how many of them come back to Angelina County? Very few. They are going to Austin, Dallas, Houston, San Antonio; they are going to a metropolitan area. And they lose their identity there. Do people live in the Woodlands or do they live in Houston? Do they live in Pasadena or do they live in Houston? Well, they don't know. You know, I was always proud to say I lived in Pasadena, and people would laugh at me. The air is greener in Pasadena but we were Pasadena folks.

**JG:** Stink-a-dena. (laughter)

**GS:** Stink-a-dena, you bet, stink-a-dena. But until the young generation realizes how important it is to have that community identity I think we are going to struggle. I think school districts are going to struggle. I think city government is going to struggle, county government is going to struggle. I think society is going to struggle. Hopefully one thing newspapers can do is maintain that community identity and give people a reason to be Lufkinites or an Angelina County resident.

**JG:** So, you are saying the future then depends really on its local identity and connections through that identity.

**GS:** Yes, and keeping that focus. That is why the whole newspapers our size and even the Houston Chronicle, now the focus is local because you can pick up and get what's happening in DC or Austin just as easy as we can but if we...nobody can do a better job of covering Houston than the Houston Chronicle or the Woodlands in Houston Chronicle or Pasadena than the Houston Chronicle. Nobody can do a better job covering Lufkin or Angelina County than the Lufkin News, so that is why we have so much more local news. We will have some real brief national package but we are focusing on local news.

**JG:** If any paper was local, of course I haven't seen all the papers that have been around of course, but I always thought Paul Durham did a really good job with the Diboll Free Press, when he was really involved in the sixties and seventies. Of course, they pioneered a lot of the color process. They were the first weekly that did a lot of new things...

**GS:** Color.

**JG:** ...and color. I remember there is a funny story that is told and again this is the background that the Diboll Free Press was very local but he did a full page and that is when newspapers were much wider than they are now.

**GSA:** Right, 27 or 28 inch wide, yes.

**JG:** And he did a full color full page color shot of the moon. And, it was in the late sixties and he was really proud of it and so he printed out the paper and he went down to the Pine Bough Restaurant and hung out, that is where everybody hung around and he was kind of fishing for compliments, because it was something he was really proud of. He was there a good while and nobody ever mentioned it and he saw people had the paper there and he, you know, began to wonder a little bit, and finally somebody did speak up and comment on it, and you know what the comment was? “When are you going to quit covering news somewhere else and focus more on local news?”

**GS:** Yes, exactly, exactly.

**JG:** So even if you do local there is always the need and maybe expectation.

**GS:** Yes, he probably had a story about Corrigan in there.

**JG:** Yes, it was quit showing us pictures of the moon, we want something local.

**GS:** That is it, and you know America Online they tried their patch deal which was what was supposed to be called hyper local but they failed miserably and they failed because they were not able to establish that community identity. That is what, you know our office is always open, you know, we don't say no to anybody. Anybody can come in there, anybody can talk to us, we're accessible and we are involved and that is I think one of the reasons that I've been successful too, because I made a commitment to be involved and be a part and really love and embrace the communities that our newspapers served because that is what we try to do.

**JG:** Okay, well Greg, I sure appreciate it.

**GS:** Jonathan, I appreciate it too.

**JG:** Thank you very much!

**GS:** You bet!

**END OF INTERVIEW**