

The Daily Astorian recycles more than newsprint



Pressman Jim Brotherton checks a Daily Astorian newspaper as it comes off the press Thursday.

JOSHUA BESSEX — The Daily Astorian

How your local newspaper helps Clatsop County prosper

By JOHN S. PERRY

You know us as *The Daily Astorian*, the newspaper that arrives five days a week and publishes dailyastorian.com, a website devoted to news of Clatsop County.



John S. Perry

Most of you also recognize that our company publishes several other newspapers on the coast: the *Chinook Observer*, *Seaside Signal*, *Cannon Beach Gazette*, *Coast River Business Journal* and — down south — *Oregon Coast Today*.

Here's something that may surprise you: We issue more than \$2 million in paychecks each year to 44 employees on the coast. These are journalists, pressmen, sales representatives, bookkeepers and technicians. We also pay a small army of independent contractors another \$400,000 to contribute articles and deliver our newspapers in this area.

Most of those hard-earned paychecks are spent in Clatsop County — on mortgages, rent, food, autos and other goods and services. They recycle through the local economy, creating other jobs and stimulating commerce.

Our company also spends another \$250,000 to cover the health insurance needs of our employees on the coast. That provides them with a level of security when they need to see a local physician, visit urgent care or undergo treatment at Columbia Memorial, Providence Seaside or Ocean Beach hospitals.

This year, in addition to contributing to employees' 401(k) retirement plans, owners of EO Media Group, the *DA's* family-owned parent company, have approved a profit share.

Writer's Notebook



JOSHUA BESSEX — The Daily Astorian

Some of the publications published by EO Media Group on the coast.

This lump sum bonus will be added to the retirement accounts of our employees as acknowledgment of their contributions to our success these past 12 months.

As with most businesses, payroll and benefits account for the lion's share of expense. The cost of newsprint pales in comparison.

Our contributions to the local economy go deeper than paychecks. We do business with many Clatsop County companies, most of which are locally owned. Here are a few:

- When our press requires electrical supplies or repairs, we call on Wadsworth Electric.
- Englund Marine & Industrial Supply is the principal sources of parts for our press and inserting equipment.
- City Lumber is a go-to resource for building supplies.
- P & L Johnson Mechanical handles our building's heating and cooling needs.
- Our clamp truck was purchased at Lektro.

- Walter E. Nelson Co. provides us with most of our janitorial supplies.

- When we spring a leak, Terry's Plumbing gets the call.

Clatsop County also benefits from the property taxes we pay for our properties on Exchange Street and Franklin Avenue in Astoria. Those taxes help support our schools and cities, making this area a good place to live and raise a family. That, in turn, helps our company when we need to recruit talent from outside the area.

But paying taxes and making payroll is not enough. A newspaper can only be as successful as the communities it serves. That requires leadership.

From its earliest days, *The Daily Astorian* has taken the lead in helping Clatsop County prosper. The most public example is the Liberty Theater restoration. *DA* editorials championed the idea. The *DA's* parent company and its owners contributed generously to the campaign and

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helped to secure other contributors. The newspaper absorbed the administrative costs of the nonprofit for almost a decade by producing grant applications and managing arrangements for board meetings. Michele Tila, a *DA* employee at the time, was effectively the nonprofit's executive secretary.

More recently, the *DA* made a \$3,000 commitment to the new public library in Seaside. And when an arsonist struck Astoria in the 1990s, we led the drive to create a reward fund that was instrumental in finding the culprit. Our commitment is ongoing. Each year, the *DA* contributes more than \$30,000 annually to nonprofit organizations with cash and in-kind donations.

Our employees are community leaders as well. They volunteer their free time for organizations such as Clatsop Animal Assistance, Columbia Memorial Hospital Foundation, the Crab & Seafood Festival and our various chambers of commerce and downtown associations.

The growth of social media like Facebook and the head-spinning revolution of digital publishing have challenged our company as it has most other businesses. But we embrace this challenge. We believe — now more than ever — that there is a need for a community news organization to make sense of local history as it is written and to provide an essential link between local businesses and customers.

In short, our goal is to reflect, connect and stimulate Clatsop County.

And deliver those paychecks each month.

Based in Salem, John S. Perry is chief operating officer of EO Media Group, the parent corporation of The Daily Astorian.



THE DAILY ASTORIAN

Founded in 1873

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JOHN D. BRUIJN, Production Manager • DEBRA BLOOM, Business Manager
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