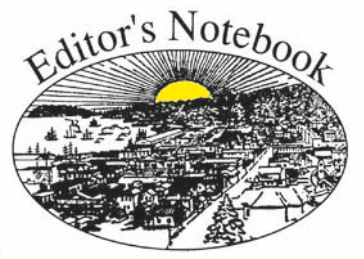


# 'We're the iPhone 6 of West Coast destinations'



Last Sunday's edition of *The New York Times* carried its redesigned weekly magazine. At 100 pages, it was much larger than what readers were used to. I cannot say that I like the new magazine better than the prior version. But I understand what Times editors are up to.



Steve Forrester

New and periodically redesigned products are the essence of survival.

*Our Coast* magazine is not a new product. Our fourth annual issue appeared this week. But this year's issue is such a leap forward in design and content that it qualifies as a redesign. This is also the first time we have sent the magazine into Canada. Advertisers for years have asked us to reach the British Columbia market, and we've done it.

Advertising growth allowed us to grow from 90 to 100 pages.

Rebecca Sedlak operates on two time frames. On a weekly basis, she is editor of *Coast Weekend*. On a yearly cycle she edits *Our Coast*. Before entering our newsroom as a Snowden intern in 2012, Sedlak was a University of Oregon journalism major with an emphasis in magazines. It was a hands-on program with a final project to redesign an existing magazine. Sedlak chose *Urban Farmer*.

To prepare for this year's issue, Sedlak looked at a lot of travel and regional magazines such as *1859*. "I wanted to make this issue of *Our Coast* have more of a real magazine feel," she said. "I wanted to add departments with different themes and bigger feature stories back in the magazine — pieces that are meatier and full of substance for the reader."

## Readers tell us how much they like *Our Coast* magazine.

John Bruijn, our production manager, has given *Our Coast* its distinctive look. Bruijn's genius has been imitated by our coastal competitors. Bruijn also designs the Pendleton Round-Up magazine for the *East Oregonian* and the visitors guide of the *Wallowa County Chieftain*.

One of the basic elements of the *Our Coast* strategy of four years ago was to recruit writers from outside our region. In the current issue the talented Knute Berger of Seattle describes the FisherPoets Gathering. It was Berger's first trip to the gathering, so there is a freshness to his observations. This was much better than having a writer give us his fifth annual take on the event. Berger is author of *Space Needle: The Spirit of Seattle*.

In Cassandra Profita and MJ Cody we enjoyed two returning Portland-area writers.

At the same time, we have local writers from around our region, such as Lynette Rae McAdams of the Long Beach Peninsula.

We conceived *Our Coast* in the belief that it was possible to sell our communities as one region, as opposed to separate destinations. Seaside and Cannon Beach publish visitors guides for good reason. But our newspaper company is the one publishing entity that sees the broad sweep of our Columbia-Pacific region on a daily basis.



JOSHUA BESSEX — The Daily Astorian  
Our Coast Editor Rebecca Sedlak and Design Director John Bruijn look over proofs of *Our Coast* magazine in the Daily Astorian office.

Betty Smith, our advertising manager describes her enthusiasm for *Our Coast*: "There is a joy we all feel creating this magazine. The joy comes from how rich our area is and how much we all recognize how very lucky we are to live in this magical place."

Readers in our region and beyond tell us how much they enjoy *Our Coast*. This week Matt Winters, publisher of the *Chinook Observer*, received this message. "The improvements just keep coming! What a perfect way to reach out to communities that are far from our wonderful

coast, but close enough to consider coming here. If I didn't live here already, I would plan a trip to the area after looking through the magazine."

Winters and the *Observer* are our partners in producing this magazine. He says, "Most people I know get a kick out of thinking we're especially clever and lucky to live in such a remarkable but somewhat overlooked place. It's like having bragging rights for being the first in your circle of friends to discover a great new restaurant or social trend. We're the iPhone 6 of West Coast destinations."

— S.A.F.

## Letters welcome

### How to Submit a Letter to the Editor

Letters should be exclusive to The Daily Astorian. We do not publish open letters or third-party letters.

Letters should be fewer than 450 words and must include the writer's name, address and phone numbers. You will be contacted to confirm authorship.

All letters are subject to editing for space, grammar and, on occasion, factual accuracy.

Letters written in response to other letter writers should address the issue at hand and, rather than mentioning the writer by name, should refer to the head-

line and date the letter was published. Discourse should be civil and people should be referred to in a respectful manner. Letters referring to news stories should also mention the headline and date of publication.

Submissions may be sent in any of these ways:

E-mail to editor@dailyastorian.com;  
Online form at www.dailyastorian.com;  
Delivered to the Astorian offices at 949 Exchange St. and 1555 N. Roosevelt in Seaside.

Or by mail to Letters to the Editor, P.O. Box 210, Astoria, OR 97103

## Where to write

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- **Clatsop County Board of Commissioners:** c/o County Manager, 800 Exchange St., Suite 300, P.O. Box 179, Astoria, OR 97103. Phone: 503-325-1000.



# THE DAILY ASTORIAN

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