

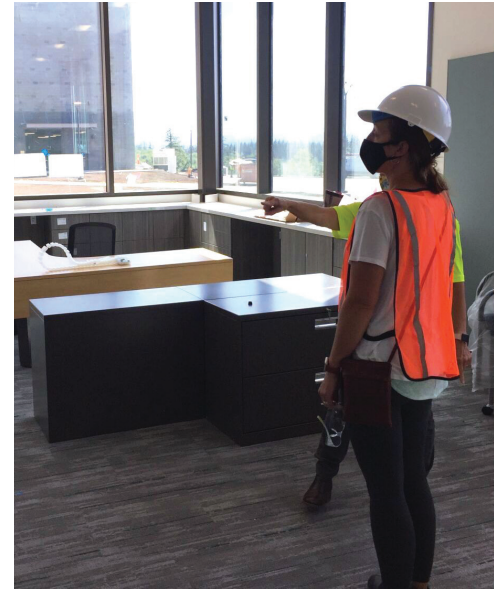
SignalViewpoints

# SCHOOL TOUR

A look inside Seaside's new campus

SEEN FROM SEASIDE

R.J. MARX



Photos by R.J. Marx

The Seaside School District Oversight Committee received a tour of the high school and middle school campus last Tuesday. Administrative and teach staff will move into the buildings in late August. Students could begin in-person learning at the campus in late October depending on coronavirus metrics issued by Clatsop County and the state. **TOP ROW:** School view of the new track and field; cafeteria. **SECOND ROW:** Entryway; high school basketball court; administrative office. **THIRD ROW:** Hallway between middle and high school; construction underway; kitchen work.

## Signal office transition mirrors changing newspaper environment

FROM THE PUBLISHER

KARI BORGEN



The Seaside Signal is moving out of the office building at 1555 N. Roosevelt St.

We had planned to look for a smaller office, but once COVID-19 closed the office doors to the public we discovered we actually didn't need to look for an office at all. Editor R.J. Marx is working from his home and in the field. The advertising team is working from home. News page design has been working remotely for years. Our customers pay subscriptions and advertising online, and send us events and news releases by email. Our office has been closed since March, and we've discovered that we're managing without it just fine.

So we quit looking for office space. We are fortunate that our work technol-

ogy has been invested toward more robust digital services for the last few years: online ordering of classified, obits, event promotion. We have cloud-based accounting services for paperless ordering, building and proofing of ads. Digital first publishing of news via a cloud-based content management system reverse publishes from web to print production.

All of which is to say, we're closing the office, not the Seaside Signal.

Last year we began publishing news on [seasidesignal.com](http://seasidesignal.com) and our social media pages daily. Website users grew from about 16,000 in July of 2019 to 43,000 this July. Pageviews grew from 48,000 to 97,000. We've gained 103 new digital subscribers since May, readers who pay just \$4 a month for professional, local journalism. Our audience reaches far beyond Seaside. We have almost as many readers in Portland and Beaverton as we do on the coast.

Closing the office is both cathartic and bittersweet. So much much has changed in the historic way a newspaper does business, memorialized by flat files and the

light table for paste-up grids.

There were desks full of paperwork in file folders, stacks of file organizers, inboxes and paper records. We ordered an extra recycling bin from Recology to hold everything cleared out.

Press releases, letters to the editor and advertising orders are all received electronically now. All of the equipment to contain and organize the paper information that was once vital to our business is now stored digitally. We don't need a plastic inbox for paperwork, we have an email inbox now. A Rolodex? Business contacts are now stored in our cellphones.

The paper archive that can't be replaced is the bound archives of the Seaside Signal dating back to the first edition in 1905. If we didn't have an office, how would we preserve the history of Seaside, chronicled week by week in the newspaper since 1905 and make it available to the public? Esther Moberg found room for the archives at the Seaside Library, where they'll be well cared for, and just as importantly, accessible to Seaside residents looking for family



R.J. Marx

Awards for the Signal, back in 1991.

history, records and milestones.

Our mission is the same with or without an office: to be the local news leader, producing credible news that gains our communities' trust, and distribute local news and information because a well-informed public keeps Seaside strong.

Need a desk? Plastic inbox or file folders? Email me at [kborgen@comedigroup.com](mailto:kborgen@comedigroup.com). We're looking for good homes for surplus office stuff.

### PUBLIC MEETINGS

Contact local agencies for latest meeting information and attendance guidelines.

**MONDAY, AUG. 24**

**Seaside City Council**, 7 p.m., 989 Broadway.

**TUESDAY, SEPT. 1**

**Community Center Commission**, 10 a.m., Bob Chisholm Community Center, 1225 Avenue A.

**Seaside Library Board**, 4:30 p.m., Seaside Public Library, 1131 Broadway.

**Seaside Planning Commission**, 6 p.m., City Hall, 989 Broadway.

**WEDNESDAY, SEPT. 2**

**Seaside Improvement Commission**, 6 p.m., City Hall, 989 Broadway.

**Gearhart City Council**, 7 p.m., 698 Pacific Way.

**THURSDAY, SEPT. 3**

**Seaside Parks Advisory Committee**, 7 p.m., City Hall, 989 Broadway.

**THURSDAY, SEPT. 10**

**Convention Center Commission**, 5 p.m., Seaside Civic and Convention Center, 415 First Ave.

**Gearhart Planning Commission**, 6 p.m., City Hall, 698 Pacific Way.

**MONDAY, SEPT. 14**

**Seaside City Council**, 7 p.m., 989 Broadway.

**TUESDAY, SEPT. 15**

**Sunset Empire Park and Recreation District**

**Board of Directors**, 5:15 p.m., 1225 Avenue A.

**Seaside Planning Commission**, 6 p.m., work session, City Hall, 989 Broadway.

**Seaside School District**, 6 p.m., [www.seaside.k12.or.us/meetings](http://www.seaside.k12.or.us/meetings).

**WEDNESDAY, SEPT. 16**

**Seaside Tourism Advisory Committee**, 3 p.m., City Hall, 989 Broadway.

**Seaside Tree Board**, 4 p.m., City Hall, 989 Broadway.



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**Seaside Signal**

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**Letter policy**

The Seaside Signal welcomes letters to the editor. The deadline is noon Monday prior to publication. Letters must be 400 words or less and must be signed by the author and include a phone number for verification. We also request that submissions be limited to one letter per month. Send to 1555 N. Roosevelt Drive, Seaside, OR 97138, drop them off at 1555 N. Roosevelt Drive or fax to 503-738-9285, or email [rmr@seasidesignal.com](mailto:rmr@seasidesignal.com)

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