



DAILY NEWS-SUN

Daily News-Sun Publisher Jason Joseph and Editor Maryanne Leyshon, right, pose with Michelle Dionisio, president and CEO of Interfaith Community Care, after the newspaper received the Philanthropy Leadership Award for outstanding print media from the Association of Fundraising Professionals Wednesday. Interfaith nominated the Daily News-Sun for the honor.

Daily News-Sun garners award

STAFF REPORT

The Daily News-Sun received the Philanthropy Leadership Award for outstanding print media from the Association of Fundraising Professionals, Greater Arizona Chapter, Wednesday at the Sheraton in Phoenix.

The award recognizes individuals and organizations that exemplify the highest standards of philanthropic responsibility and generosity.

In accepting the award, Publisher Jason Joseph said: "We are both humbled and honored — and thrilled — to receive this philanthropy leadership award. Special thanks to Michelle Dionisio, president and CEO, and Interfaith Community Care for nominating the Daily News-Sun and to the Association of Fundraising Professionals for selecting us and showcasing our en-

AWARD

FROM A1

deavors to promote the charitable organizations that frame the culture in the communities we serve."

The Daily News-Sun has long supported charitable groups in the West Valley through stories and in-kind advertising, and last year, in response to the de-

clining economy, launched its Bucks for Books program, in which readers nominated and voted for nonprofit organizations to receive the proceeds from the book sale, Dionisio said.

Among other leadership award recipients were Beverly Duzik, outstanding fundraising executive; KTVK-3TV, outstanding television media; Shamrock Foods/The Emerald Foundation, outstanding corporation; John W. Graham, out-

standing volunteer fund-raiser; and Barbara Anderson Stoiber, outstanding philanthropist.

Receiving Spirit of Philanthropy Awards, which honor special donors and volunteers for their significant philanthropic contributions, were Dolores and Vahram Cherezian, nominated by Interfaith Community Care, and Norma and Robert Cameron and Gloria Dansereau, nominated by Sun Health Foundation.

*News-Sun pair

—From A30

Owners Association and the myriad social and civic clubs.

THE FREIREICHS believed that getting names in the paper was among their most important tasks. Residents felt comfortable enough to suggest news stories, though some took that too far.

"There used to be a man who would corner me at Rec Center meetings and try to tell me what to write," Mrs. Freireich said. "I learned to sit near the door, but he would follow me all the way to the office."

Occasionally, readers would feel their favorite group was discriminated against in terms of its coverage. On the other end, some would approach the Freireichs with stories they didn't want to see in print.

One man's wife tried to kill him, Freireich said. Another said his wife had been apprehended for shoplifting.

The intricate relationship between the reporting staff and the business community (which, advertising representatives are quick to point out, supply the paychecks) also became strained occasionally.

WHEN FINANCIAL insti-

tutions began advertising that people could raid the equity on their houses with a second mortgage as a way of—say—financing vacations, Freireich took them to task in an editorial that drew some criticism from local banks.

In another instance, a fellow bank board member appealed to Freireich to abstain from printing the fact that yet another board member had been arrested for drunk driving.

"I let myself get talked into doing the wrong thing," he said. "I didn't print it."

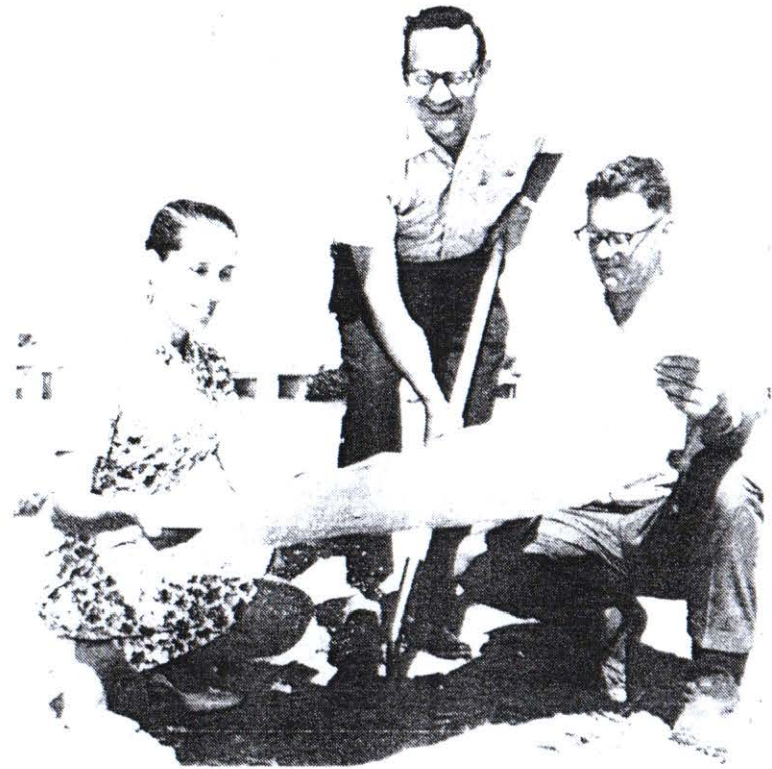
Otherwise, Mrs. Freireich said, "Burt was a fearless editor, who did not hesitate to write things that did not endear him to people."

BUT SHE said she did have to restrain him from adding sometimes stinging notes to letters to the editor.

"People have a right to their opinions," she said, to which he responded, "I had to get some fun out of the job."

What the couple found in the advent of the transition from a twice-weekly to a daily paper was residents' concern about

* News-Sun, A33



The Freireichs and a contractor break ground for the first News-Sun building, on Coggins Drive which in July 1967 was still full of vacant lots.

*News-Sun couple

—From A31

maintaining their "good news" newspaper.

"People felt we were less of a local paper when we started running wire stories" after becoming a daily, he said. "One guy asked me if we were going

to run 'bad news.' I told him if there was an earthquake or fire that killed people, I wasn't going to shield the readers from that."

AMONG their favorite stories, which made newspapers

* News-Sun, A34

*News-Sun pair

—From A33

in at least 20 states, is that of a Sun City resident who enrolled at Glendale Community College and received a notice that the draft board would be notified that he was not a full-time student.

During the Vietnam War, that was an invitation to get drafted.

The man had already served in World Wars I and II, Mrs. Freireich said, but the man responded that he was ready if his country needed him again.

As the paper and its staff grew, the Freireichs took a more philosophical than active role in the reporting process, though it was their philosophies that dictated the content and direction of the paper.

DESPITE THE hectic early days, they both found something to regret about not being in the trenches.

Mrs. Freireich said she missed writing, as well as her administrative work in the circulation department.

"I missed the contact with people," she said, and the feeling that "when I did it, I knew how it should be done."

Freireich concurred.

"I MISSED reporting and I didn't feel cut out for administration," Freireich said. "I was a newspaper man and I wasn't doing any newspapering."

That lack contributed to his decision to sell the paper in May 1984 to Ottaway Newspapers Inc., a subsidiary of Dow Jones.

"I was a business administrator—a role for which I didn't have the talent, interest or desire," Freireich said.

"When we were semi-weekly and even for three years after we went daily, I was a hands-on editor. I wrote about 10 columns a week for the editorial page. But I had to give that up.

"I WAS president, chairman of the board, editor and publisher and I had to give up the more desirable aspects. It didn't seem to me I could hire a business manager.

"Besides, I had never had the opportunity to enjoy the fruits of building up such an asset because everything was tied up in that asset.

"I had other offers, but I thought Ottaway would fit well with the community and the paper would progress."

Sun City's newspaper debuted in Youngtown

STAFF REPORT

Although it has for many years served five Northwest Valley communities, the Daily News-Sun is commonly known as "the Sun City newspaper."

The News-Sun has the largest share of readers in Sun City. What many do not know is that the newspaper is older than Sun City itself, pre-dating the community's development by four years.

The "News" part of the Daily News-Sun was The Youngtown News, founded in 1956 when Youngtown was itself a small town, the brainchild of Ben Schleifer, one of the first developers to see the possibilities of communities populated entirely by senior citizens.

Marshall Adams, a retired advertising executive, founded The Youngtown News in August 1956, just three months after moving to his new town.

Handicapped as a result of wounds suffered in World War I, Adams nonetheless tackled several projects besides a newspaper, including helping to found American Legion Post 62 in Youngtown and serving as adjutant for a year. Adams also saw early on a need to organize the common interests of property owners under the Youngtown Civic Club.

The Youngtown News in its earliest incarnation was a newsletter, copied by Mimeograph on two 8½-by 11-inch sheets, with the text "typeset" on a typewriter, and with

the headlines, most advertising copy and all artwork hand drawn by Adams. A few copies of these earliest issues are kept in the collection of the Youngtown Historical Society at Clubhouse Square.

Sometime in 1957 or early '58 (many early issues of the paper are no longer known to exist), The Youngtown News began twice-monthly publication, professionally typeset at a small tabloid size. And because it was professionally printed, the paper for the first time began publishing photographs.

Before he died on Aug. 31, 1958, Adams took on a partner in Sydney Lambert, who assumed the ownership and operation of The Youngtown News.

The slogan under The Youngtown

News flag (the name in large type across the top of the front page) at one point in the paper's existence boasted of "All the News That Residents Want to See and Read in Print" — which, in contemporary society, might make readers wonder what had been left out.

Lambert crafted a conversational small-town paper that mixed news, social notices, feature stories, sports and circulation information in a vertical, four-column format. Hosting out-of-town visitors and admissions and releases from the hospital all warranted at least a mention somewhere in the newspaper.

Among the front-page stories on July 10, 1959, was a call for archers and would-be archers: "The Youngtown Land and Development

Company has indicated a willingness to provide space in the recreational area for the undertaking of an Archery Range and Club. Officers of one of the neighboring Archery Clubs have offered to assist in the formation of such a club and to put on a demonstration for us here if we desire"

The same July 10 issue also informed readers that Mr. and Mrs. R.S. Dahl, 11111 Georgia Ave., were indeed the proud parents of movie and TV star Arlene Dahl. The younger Dahl was appearing in 20th Century Fox's soon-to-be-released feature film, "Journey to the Center of the Earth," starring James Mason

See ANNIVERSARY, A5

ANNIVERSARY: Adams was paper's 1st owner

From A1

and Pat Boone.

Although the newspaper later developed an opinion page, early on it limited its editorial commentary to one to four sentences that appeared at the bottom on columns, presumably when the news ran short. On such brief aside, published on the front page of July 25, 1958, under the heading, "Incidentally," reads: "Isn't it wonderful how little jet noise we have to put up with these days? The rumor is that it will be permanent because Luke Field is changing its functions." So much for rumors.

Advertisers mostly were Glendale and Phoenix businesses, as there were few businesses yet established in Youngtown in the late 1950s and few of those felt the need to advertise.

Advertisers more often than not promoted their businesses in the way of service, expertise and brand-name lines rather than advertising specific products and prices.

Thus, Louis Mussato Jewelers of 438 E. Glendale Ave., appealed for the readers' dollars by "Featuring Quality Merchandise: Come in and Brouse (sic)." Larson's Corset Fashions of 119 E. Washington St., Phoenix ("Near Youngtown Bus Stop, 3 Doors East of Fox Theatre") was offering "Camp supports" and "Love brassieres."

Among the visitors to the pioneering retirement community of Youngtown in its early days was Delbert Eugene Webb, owner of a Phoenix construction firm and co-owner of the New York Yankees. When Webb's company applied for zoning for building 1,000 houses in "the



DAILY NEWS-SUN file photo

The Daily News-Sun became a daily newspaper in July 1977 under publisher Burt Freireich. It was printed in this building on Sante Fe Boulevard.

Youngtown area" — that is, east of Youngtown, across Grand Avenue on land that had long been used for farming — The Youngtown News jumped at the news.

In the July 10, 1959, issue, The Youngtown News reported the facts of the Webb company's zoning application before Maricopa County. The last paragraph states: "Officials of the Youngtown Civic Club are working closely with the County Supervisors and the Planning and Zoning Commission in order that the desires of Youngtown residents be made known and their interests protected in any long-term planning.

The paper's slogan in that 1959 issue by then had changed to "Youngtown's

First Newspaper — Growing with Youngtown." Six months after the Webb company began selling houses in the fledgling Sun City on Jan. 1, 1960, Lambert changed the name of his paper to the Youngtown News and Sun City Sun. The paper also revamped its slogan, "Youngtown's First Newspaper and Now Sun City's First."

Lambert later that month decided to sell his tabloid to a couple of entrepreneurs, Burt and Ursula Freireich. Burt had been a sports writer with the Phoenix Gazette but dreamed of owning his own paper.

With a \$1,500 down payment and lots of confidence — but with little experience in photography or crafting display advertising — Burt

Freireich took control of the paper, which was redubbed the News-Sun for the July 22, 1960, issue. The paper soon went to weekly publication and then to a daily in July 1977.

The Freireichs sold the Daily News-Sun to Ottaway Newspapers Inc., a subsidiary of Dow Jones & Co. Inc. in May 1984.

On Sept. 30, 1997, Ottaway announced the transfer of the assets of the News-Sun to Thomson Newspapers for completion Dec. 1 of that year.

And in August 2000, Freedom Communications Inc. became the owner of the Daily News-Sun and its assets in a sale that involved all newspapers in Thomson's Arizona holdings.

SUN
CITY

SUN CITIZEN

Published in Sun City Expressly For Sun Citizens

Vol. 3 No. 34

Sun City, Arizona

10 Cents

Thursday, November 26, 1964

Incorporation
Opposition
Argument

"At the open meeting at Town Hall on November 17th, sponsored by the Home-Owners Association, they used the old faithful political tactics of "viewing with alarm" all the nasty things that will happen to us if we remain unincorporated, and "pointing with pride" to all the fine work that had been done in preparing a budget in nice round figures purporting to prove how economically we could run our town, if incorporated. They told of the municipal experience of the "experts" who had helped prepare their budget. But—they did not mention that notwithstanding the fact that other municipalities employ tax and financial experts, most budgets seem to have a habit of increasing by leaps and bounds year after year, with deficit financing the result.

Actually, the budget which has been talked about for weeks and weeks amounts to nothing more than play acting—a sales gimmick to convince the residents of SUN CITY that we can run our little town with little or no cost to incorporation produced an alternative to refute that budget, such action would amount to similar play acting and would also constitute guesswork on the part of that group. If incorporation wins, when the seven men nominated by the County Board of Supervisors take their oaths of office, one of their first actions will be to

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Where And When
To Vote

If you voted EITHER in the Primary or General election this fall you do not have to register for the Dec. 1 election on incorporation.

Tuesday, Dec. 1
Vote on incorporation in Community Center Aud. or Town Hall 6 A.M. to 7 P.M.
Community Center Board Election in Community Center Lounge 10 A.M. to 6 P.M.

Thursday, Dec. 3
Sun City Homeowners Board Election in Community Center Lounge or Town Hall 10 A.M. to 6 P.M.

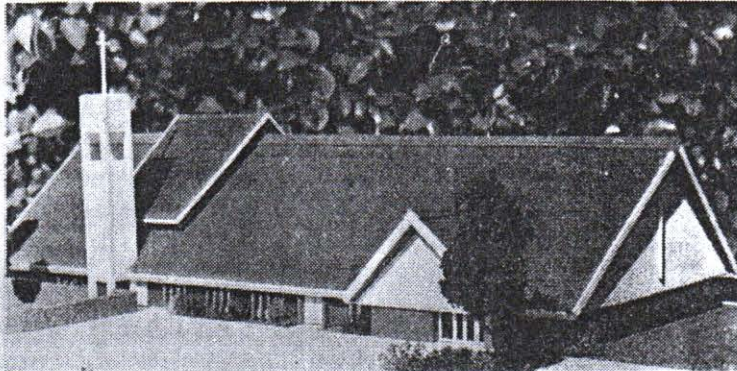
Tuesday, December 8
Town Hall Annual Meeting at 10 A.M. Town Hall Election 10 A.M. to 7 P.M.

Last Lesser - Sachs
Concert Nov. 29

Blanche Lesser will give her last concert of this season Nov. 29 at Town Hall. She will play Christmas songs and carols.

Denis Sachs of Sun City, soloist for the concert will sing "White Christmas" and "Night and Day." The concert is free.

United Church to Build Sanctuary



ARCHITECT RICHARD BRITT'S model of the new \$350,000 Sanctuary to be built by United Church of Sun City. Sanctuary to be finished for Fifth Anniversary services. —Reckner Photo

The members of the United Church of Sun City have given unanimous approval to the proposal of the church council to construct a \$350,000 Sanctuary at the church site at 107th Avenue and Sun City Blvd. Construction will start after the first of the year with completion expected in time for the 5th anniversary of the church the third Sunday in October 1965.

At the annual business meeting Tuesday evening, November 17, members of the church, numbering nearly 400, heard Paul Albert, chairman of the building committee, give a resume of the plans for the new edifice. The plans and a scale model have been on display for the past several months. Richard Britt, Phoenix, is the architect.

The new structure, of contemporary design, will be located north of the patio and the present building. The existing building will become the social hall.

The new sanctuary will have a length of 200 feet and a width of 75 feet. The seating capacity of the nave will be

near 800. The choir section will seat fifty. The narthex, with seating capacity of 200, will be separated from the nave by a glass partition. Graceful laminated wood arches will support the roof reaching to a height of forty feet. A free-standing tower adjoining the south entrance to the chancel will be topped by a slender illuminated cross. Provision is made for the tower to house a carillon.

To the rear of the chancel will be the choir room, communion preparation room, church office and study room of the pastors. A small prayer chapel will flank the chancel near the base of the tower.

The four year old congregation has a membership of nearly 1300 resident members.

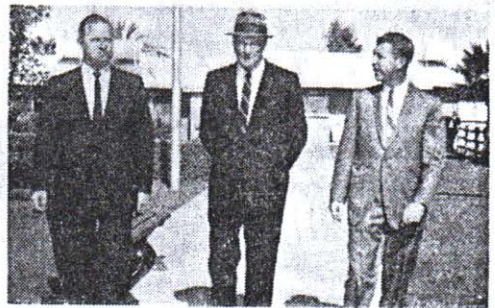
Final payment for the present property has amounted to over \$162,000 for building, furnishings, equipment and land, which includes a 300-car paved parking area.

Laird Fryer, treasurer, reported to the congregation that over \$43,000 was paid the past year to retire the indebtedness. This has been given

in the regular church offerings in addition to an equal amount given to missions and benevolences and operating costs of the church.

Rides to Polls

If you need transportation to the polls December 1st telephone one of the following: (Prefix 933) Joe Browe—1719, Glenn Holmes—5383, Gordon Evans—4593, Frank Kirby—3647, Vernon Finley—4867, Floyd Seemeyer—3918, Doc Green—3438, Joe Springer—2202, and Myron Stevens—1070.



DEL WEBB, center, is escorted by Sun City Project Manager T. P. Kohl, left, and Sales Manager Dick Dodson for tour through model homes during recent community visit by the Webb Corporation Board Chairman. Webb was in Sun City to be filmed during interview with Jack Douglas of the "America" television series.

Lt. Gen. Fraser Heads Drive

Lt. Gen. Frank E. Fraser of Sun City will serve as Phoenix chairman for the 1965 March of Dimes.

His appointment was announced by Keith Winston, county campaign director for the drive, which begins January 2.

Gen. Fraser served as Adjutant General for the Arizona National Guard from 1952 until 1958. He was the state's Selective Service director for five years, having recently retired from that post.

Born in Tacoma, Washington in 1895, he has been an Arizona resident since 1919. He lives with his wife, Helen, at 10042 Lakeview Circle. Children include Frank E. Fraser, Jr., a Major in the

Homeowners
Last Plea For
IncorporationBy The Incorporation
Committee

Can we afford to throw away approximately \$165,000 a year for each of the next 5 years — That's \$825,000 over the five year period!

You are paying that money in taxes now. And it's all being refunded to someone — but not to you. It's being split among the other incorporated cities and towns in the state in proportion to their populations. If you don't want it for Sun City the other municipalities will grab it in a hurry!

These are the estimated amounts we would be entitled to, if we were incorporated, from motor vehicle fuel, auto lieu, arterial gas tax, and (starting July 1, 1966) state sales tax refunds.

If we don't incorporate by 1965 we won't get any of the state sales tax refund even if we do incorporate in '66 or '67 or '68 as some have suggested. The sales tax is the BIG refund, estimated between \$90,000 and \$110,000 a year based on a fall, 1965 census. We cannot, as others have suggested, take a special census in 1965 to be used as the basis for sales tax refund if we do not incorporate until

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The Sun City Sun Citizen on Nov. 26, 1964 announced United Church of Sun City's plans to build a \$350,000 sanctuary. The big news of the day, however, was continual coverage of the community's first election on the issue of incorporation. Incorporation was eventually defeated. The Sun City Sun Citizen later became the Sun City Citizen and was purchased in the late 1970s by Independent Newspapers.

New publisher heralds new era

Thomson Newspapers Inc. acquires Daily News-Sun, sister publications

By BRUCE ELLISON
Staff writer

Thomson Newspapers Inc. on Tuesday completed its acquisition of the Daily News-Sun and its sister publications, and named Michael J. Miller as the papers' new publisher.

The transaction was first announced to employees on Sept. 30. It involved the trade of a Thomson newspaper in Portsmouth, N.H., The Herald, for the Daily News-Sun from Ottawa



Miller
from Ottawa

Newspapers, a move which both companies said would strengthen their respective positions in those local markets.

Ottawa, a unit of Dow Jones & Co., already owned papers in the suburban Portsmouth area, while Thomson a year ago completed its acquisition of five East Valley newspapers and the Yuma Daily Sun from Cox Newspapers, Atlanta.

In making the announcement, Stuart Garner, president and chief executive of Thomson Newspapers, said, "News-Sun readers and advertisers can look forward to being served by a customer-driven company that prizes quality and in-

novation in everything it does. We will adhere to the same high standards in Sun City that we operate by in all our markets and that we are becoming known for elsewhere in Arizona."

The 43-year-old Miller comes to the area from another Thomson newspaper, the Altoona Mirror in Pennsylvania, where he served as publisher for two years. After undergraduate studies at Indiana University Southeast, Miller started his newspaper career as a sports reporter at New Albany (Ind.) Tribune and moved to the business side, first as assistant circulation manager, then as an advertising account rep-

resentative.

He was named advertising manager of the Atchison (Kan.) Globe in 1979 and advertising director of the Carthage (Mo.) Press in 1980, followed by a similar post at The Dothan (Ala.) Eagle in 1981.

In 1983, he became advertising director of Thomson's Canton, Ohio, daily, The Repository, a post he held until his promotion to the Altoona newspaper.

Miller has served a number of newspaper trade organizations, in addition to civic contributions ranging from vice chairman of communications for United Way to Junior Achievement adviser and chairman

of the board of the Eastern Ohio Better Business Bureau.

His wife, Mary Kevin, and their daughters, Elizabeth, Caroline and Katie, will locate to the area after the first of the year.

"I look forward to working with the employees of the Daily News-Sun and tackling the many challenges and opportunities this location affords," Miller said on his first day on the job. "We will be making every effort to improve all of our newspapers in the Northwest Valley in response to our readers' and advertisers' wants and needs."

Since the acquisition of the Tribune Newspapers in the East Valley and the Yuma newspaper, Thomson

► See Thomson acquires, A5

Thomson acquires News-Sun

◀ From A1

has undertaken a number of changes that have resulted in product and service enhancements for its Arizona readers and advertisers.

The East Valley newspapers serve Chandler, Gilbert, Mesa, Tempe and Scottsdale.

"We're encouraged by our experiences in the East Valley, Scottsdale and Yuma markets," Garner said, "and we're confident we will meet with similar success in the Sun City area."

Garner visited Sun City Monday to talk with employees about the transaction.

A typical Thomson newspaper in North America, he said, is similar to the Daily News-Sun — with a circulation of 12,000 to 20,000. The chain has 68 newspapers in North America, he said, the biggest being the Globe and Mail in Toronto, Ontario.

"We believe in quality journalism," Garner said. "We believe in being local and decentralized."

He also said that most operations of the Daily News-Sun, except for some administrative matters such as payroll and human resources, would remain separate from operations in the East Valley.

But the addition of the Daily News-Sun would give Thomson another selling point with national and regional advertisers, such as supermarkets and department stores, which want to reach readers in a wide area, he said.

He said the News-Sun has a strong local franchise on which Thomson hopes to build, and a reputation for its service to the senior community.

"We are not here as caretakers, but to help you grow," he said.

Miller said no immediate changes in the Sun City paper's operations were planned, other than some new equipment, but he and other Thomson officials hinted that two News-Sun affiliates, the weekly Prospector, a newspaper serving the northern parts of Peoria and Glendale, and Surprise Today, serving the growing city of Surprise, have great potential for growth.

Thomson's newspaper operations grossed about \$1 billion this year, and the parent, The Thomson Corp. of Canada, operates worldwide, with annual revenue the U.S. equivalent of \$7.7 billion.

Sam Gett, who had been the News-Sun's acting publisher for most of the year, has been named general manager of The Joplin (Mo.) Globe, an Ottawa newspaper.



Evelyn Barber

Evelyn Barber steps down as editorial page editor

Daily News-Sun staff

Thirty-six years ago, Evelyn Barber started her career in the "glamorous" world of professional journalism.

She was thrown out of a closed city meeting in Davenport, Iowa.

In 1957 Barber was new to the staff of the Davenport Democrat, and when the mayor scheduled a closed meeting to discuss matters which should have been public, her editor told her to go to the session and just act as if she belonged.

The mayor spotted her and came over. "I know who you are, Mrs. Barber, and this is a closed meeting," he said.

The next day Barber appeared on the newspaper's front page as the reporter who got thrown out of a

meeting.

"It was thrilling," she said, remembering the reaction of her fellow workers at the Davenport paper: a little jealousy, a lot of admiration.

Barber retires today as editorial page editor of the Daily News-Sun, where she has worked since 1973.

Those who work with her still profess that same admiration and respect.

"I'm grateful for the contributions Evelyn made to the Daily News-Sun, and for the privilege of working with her," said Daily News-Sun Publisher Sam Marocco. "Her career accomplishments are many, and we appreciate the enthusiasm and integrity she brought to her job."

"While today certainly marks a
See Column to, A6

Column to appear weekly

—From A1

milestone in Evelyn's career, retirement is a misnomer," said Editor Maryanne Leyshon.

"Writers of Evelyn's caliber don't retire. I expect her in the office every Wednesday, where I imagine she'll not only spin off a column or two, but continue to coach reporters, critique our work and nudge us toward the never-ending search for excellence."

"Evelyn's News-Sun family will certainly miss her daily presence. However, she has endowed us with her wisdom, her strong sense of commitment to our readers and the community and, of course, her humor," Leyshon said.

"I've had a lot of fun in the newspaper business," Barber said.

"I always wanted to be a newspaperwoman, but I went through a lot of things first."

In eighth grade at West Intermediate School in Davenport, Barber started writing for the school paper. In ninth grade she became editor, and part of her responsibility included writing editorials.

"I was pretty harsh, too," she said. "I slammed the slam books."

The "slam books," notebooks passed from student to student, were invitations to insult the person whose name appeared on the cover. After her editorial, Barber remembered, the power of the press stopped the slam books at West Intermediate.

When she was 13, she moved to Chicago. She worked on the Parker High newspaper and

on the junior college paper — both were on the same campus. She tutored children to earn "pin money."

Barber worked as a business correspondent for Time Inc. after college; later, she worked as an assistant to a psychiatrist in Davenport. "That was excellent training for a journalist," she said, explaining that the experience taught her more about what makes people tick.

Finally a friend insisted she try interviewing at the local newspaper, and the Davenport Democrat's managing editor hired her as a culture beat reporter because he thought she "looked like a newspaperwoman," she said.

After two years writing features at the Democrat, Barber moved to Glendale, where she became editor of the weekly Glendale News.

From 1959 to 1973, Barber was a jill-of-all-trades at the paper, writing, editing, and pasting up stories as the head of a two-person editorial staff.

Barber ran for and won a seat on the Glendale City Council, but found that politics wasn't to her liking.

"I served one term and I decided I'd rather be on the outside criticizing them than being on the inside taking the criticism," she said, laughing.

In 1973 Barber joined the Daily News-Sun as news editor. She was later promoted to managing editor of the newspaper.

When the switch from managing editor to editorial page editor was proposed, Barber was reluctant to move away

from the bustle of the newsroom.

"And when I pouted, they said, 'Evelyn, you can put your feet up on the desk, smoke a big cigar and say anything you want,'" she recalled.

"By the end of three months, they couldn't have pried me loose."

It is the people's responsibility to keep government in line, Barber said, adding that she views U.S. government as an inverted pyramid, with the people on top.

Though Barber is leaving her editorship at the Daily News-Sun, she's not retiring from life.

She'll be back in the office every Wednesday to work on her weekly column.

"I want to get into some issues and things that have gone by me and some things that I want to get into again," she planned aloud.

There is a novel, an idea for a TV script and some short stories to write and a lot of reading to catch up on. She also has a speaking engagement on Feb. 2 and may do other speaking and teaching.

One thing is certain, however — Barber won't miss getting up at 5 a.m. to come to work.

"I will miss the people here; I will miss the people in Sun City ... but I'm a writer and that's what I want to do," she said.

"Life has about five or six phases and when you go from one to another, you can't look back."

Welcome to the 'Business Review'

Welcome to the premier issue of the *Sun Cities Business Review*.

What is a business review? Well, simply put, it's a publication designed to keep businesses in the Northwest Valley informed about their community — their community being other businesses like them who earn their living serving residents of the Sun Cities, Youngtown, El Mirage, Surprise and Peoria.

Initially, the monthly *Business Review* will be mailed to all businesses in the above-mentioned communities, as well as to a selected few in other parts of the Valley. In addition, a number of additional copies will be available at several locations throughout the Northwest Valley.

The *Business Review* is published by Independent Newspapers, Inc., which publishes nine weekly community newspapers in the Valley of Sun, including the *Sun Cities* and *Sun City West Independent*.

The idea for the publication was developed earlier this year and is a direct result of discussions with several of our customers who felt there was a definite need for a business-to-business publication in the Northwest Valley.

The primary purpose of the *Sun Cities Independent*, which has been serving readers in the Sun Cities for the past 32 years, is to serve the interests of retirees in the Sun Cities. Admittedly, we give little

By Bret McKeand
Editor & Publisher

space to the news about businesses (promotions, new openings, new products, etc.).

After lengthy discussions with staff members and business professionals, we felt the *Sun Cities Independent* could not adequately serve the business community by merely devoting a page or two each week to business news.

So, with tremendous optimism and enthusiasm (and some trepidation!) we boldly decided to institute a monthly publication devoted entirely to reporting the "business" news of our community.

We hope to continue improving, fine tuning and adding monthly features, but our goals at the outset are as follows:

- Provide our readers with a better understanding of the issues that could affect their business (economic predictions, taxes, government regulation, current trends, etc.).
- Report business news: who's doing what, where, when and how. We hope to provide a great deal of space each month to business briefs and people in the news (promotions, awards, etc.).
- Educate. Each month's issue will include short features intended to help

small businesses in specialized areas (advertising, accounting, etc.) and assist them with their efforts to grow and prosper.

• Chamber of commerce news. Each month's issue will also feature news and information from the Northwest Valley Chamber of Commerce.

We have high hopes for the *Business Review*. In addition to promoting the news of the business community, we hope the publication also builds a sense of community and pride among those who work in the Northwest Valley.

Finally, we can't do this without your help. Please feel free to call us and let us know what you think about our first issue and what type of information you would like to see in future editions. I can assure you your thoughts and suggestions (and, of course, news) are welcome.

Again, thank you for taking the time to look over the premier edition of the *Business Review*. With your help, we're confident it has a long and meaningful future.

**Call 972-6101
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the Business Review**

SUN CITIES

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Joe Smyth, Chairman

Ed Dulin, Arizona President

Member:



Press Council did its job very well, but its reason to be disappeared

By JAN MITTELSTADT
Daily News-Sun editor

SUN CITY — Since I arrived in town some 3½ years ago, I've been meeting regularly with a very nice group of Sun City, Sun City West and Youngtown residents.

The membership roster of the group has changed a couple of times but the dedication and spirit of the group has remained strong and interesting.



Mittelstadt

The group, which met for the last time Thursday, is the Northwest Valley Press Council. After waiting for something to act upon and spending that time trying to define its purpose and drumming up business, the Press Council formally disbanded.

It was a quiet meeting, not unlike many of the others I attended. The compliments for the work of the various newspapers were offered. The members thoughtfully gave their reasons for why they might disband the organization.

Sidesteps

They voted unanimously to do so.

Over the years, many Sun Citians have served on the Press Council. I'm sure that all of them served well and faithfully. I've only known those who served from 1986-89 and those faces changed as the three-year terms ended and four new members joined the 12-member group.

I have enjoyed meeting each and every one of them. Some I may not have met otherwise; some I would have, I'm sure because many of the members are very active in the community.

Some have become dear, dear friends that I see outside of work. Most have been very supportive and many have offered their ideas for stories and photos.

Of course, any former member of the Press Council can still do so. In fact, any reader of the Daily News-Sun is invited to call or write with suggestions and ideas.

The council defined its mission of intent as a body to hear and

mediate written complaints against the press. The person or group complaining was to first try to work out the problem with the particular newspaper involved before involving the council.

In the last three years, there have been no written complaints. So this group decided to quit meeting.

It took courage to disband. These people had that courage and did so with grace and charm.

Death takes Ed Somers, News-Sun publisher



EDWARD J. SOMERS

News-Sun staff

SUN CITY — Long-time newspaper and radio station executive Edward J. Somers died Thursday evening at Good Samaritan Hospital in Phoenix. He was 60.

Mr. Somers was the publisher of the Daily News-Sun for the past three years.

Visitation will be 3 p.m. to 5 p.m. Sunday at Heritage Funeral Chapel, 13226 113th Ave., Youngtown. There will be a scripture reading at 5 p.m.

The funeral Mass will be 2 p.m. Monday at St. Elizabeth Seton Catholic Church, 9728 Palmaras Lane, Sun City. Burial will follow at Arizona Veterans Memorial Park, 23029 Cave Creek Road.

Mr. Somers had been publisher of the News-Sun since June 1984 when the newspaper was purchased by Ottaway Newspapers Inc.

(ONI). Under his leadership, the News-Sun improved in size, circulation, quality and service to readers. A building program was started and new equipment has been added.

Mr. Somers worked for ONI for 36 years. Several weeks ago, he announced he was taking a disability leave because of health problems because of his continuing battle with cancer.

In his last Publisher's Notebook column Sept. 5, he wrote that his News-Sun years had been challenging, constructive and fun.

"It's been a grand three years. We publish a newspaper with zest and vitality on each page and we do so proudly. We have a great staff, from A to Z, and it's been a pleasure to watch the staff grow and learn.

"On top of all that there are the

many great friends I've been able to make through this column and through my position as publisher

"Vaya con Dios," he wrote.

His pride in the newspaper, its staff and the community were traits he carried throughout his life and career.

He was born in Stroudsburg, Pa., on Aug. 11, 1927. He started his newspaper career as a stringer for the Pocono Record before he was graduated from Stroudsburg High School in 1945. He served in the U.S. Navy at the end of World War II, mostly aboard the USS Oglethorpe, where he was the editor of the ship's newspaper. He attended East Stroudsburg State College and Scranton University.

He was married to the former Lucie Mecca of Dunmore, Pa., on June 5, 1954.

In 1951, Mr. Somers began his affiliation with ONI when he joined the staff of radio station WVPO in his hometown of Stroudsburg. He worked in sales, news, and did sports play-by-play and was later named sales manager. In 1964, he was named general manager of station WDOS in Oneonta, N.Y.

He moved to Middletown, N.Y., in June 1967 when he entered the Ottaway executive training program at the Times Herald-Record. In November 1967, he was named general manager of the Union-Gazette (now Tri-State Gazette) in Port Jervis, N.Y. He served as its publisher and editor until June 1969 when he returned to Middletown as general manager of the paper.

In November 1974 he was See Ed Somers, A3

Ed Somers dies; was newspaper, radio executive

—From A1

named publisher of the Daily Star in Oneonta, a position he held until being transferred to Sun City in 1984.

Mr. Somers took an active role in each of the communities he served, including many years as a volunteer fireman in Stroudsburg and Middletown.

In Oneonta, he was on the board of directors of Pathfinder Village, a haven for retarded children and adults in upstate New York, a member of the Citizens Board of Hartwick College, the Chamber of Commerce, Rotary Club, the Elks

Lodge, the Knights of Columbus and St. Mary's Roman Catholic Church.

He was a high school, college and minor league professional football official for 25 years.

While in Sun City, Mr. Somers served on the board of directors of the Sundome Center for the Performing Arts, the Sun Cities Symphony, the Sun City Area Community Council and the Sun Cities Art Museum. He was a member of St. Elizabeth Seton Catholic Church.

Professionally, he served as a director of the New York State

Publisher's Association and as a member of the New York Associated Dailies. He was a member of the Arizona Newspaper Association. He had attended professional seminars at the American Press Institute in Reston, Va.

He is survived by his wife, Lucie, 7004 W. Redfield, Peoria, 85345; four children, Sandra Somers of Peoria, a nurse at Camelback West Valley Hospital; Mrs. Les (Kelly) Maness of Los Angeles, a homemaker and mother; Laurie Somers of Peoria, a news assistant at the News-Sun, and James, a sophomore at Northern Arizona

University; one granddaughter, Jessie Maness; one brother, Francis Somers of Stroudsburg; and several nieces and nephews.

He was preceded in death by his parents, Thomas J. and Theresa F. Somers, and one brother, Thomas.

John S. Goodreds, president of ONI, paid tribute to Somers as "an excellent radio and newspaperman who devoted his life to the media and to our group. Ottaway Newspapers has been fortunate to have a leader of Somers's qualifications and integrity in our ranks.

"We join his family and friends in mourning his death."

When Somers went on disability leave James H. Ottaway Jr., ONI chairman, praised Somers as one of his first teachers in the newspaper business. He called him "a wonderful human being and a most enthusiastic and successful publisher."

"Ed Somers was dedicated to publishing the best possible daily newspaper in the interests of the people who live in the Sun Cities and Northwest Valley," said Stephen W. Ryder, ONI vice president and a long-time business associate and friend.

"During his more than three

years as publisher and president of the Daily News-Sun, he initiated dozens of procedures and programs, each designed to enhance the paper's quality and service to readers.

"Ed has been a good steward and fine newspaperman, for which his friends and co-workers respect and thank him," Ryder said.

In addition to local services, there will be a memorial Mass at 9:30 a.m. Sept. 26 at St. Luke's Catholic Church in Stroudsburg.

The family has expressed a preference for memorials to the American Cancer Society.

VAYA CON DIOS, ED SOMERS

We shall miss you, Ed, now that you have retired. During your three years as publisher of the News-Sun, you have earned the respect and admiration of all who have met and worked with you.

The News-Sun has grown in size, circulation and quality under your leadership and the new headquarters building nearing completion will be a monument to your vision.

You arrived in Sun City as a stranger with no preconceived notions and no axe to grind, but with a wealth of experience in observing community affairs. It is significant that you chose a single local issue upon which to share your personal opinion in your farewell column.

(Excerpt from Ed Somers' column - News-Sun - 9/5/87)

"I'm going to close on one controversial note... It has to do with the delicate subject of incorporation. It's my two cents worth, my personal opinion.

"I can only say one thing. While there are certain financial considerations to the incorporation issue, I don't see how the Sun Cities can refrain from incorporating in the coming years.

"It's as simple as this: Who is going to speak for Sun City?

"Right now, we're surrounded by the very nice

communities of Surprise, El Mirage, and Peoria. At one time, the Sun Cities were the big voice, the big gun out here in the Northwest Valley, but it is apparent that they will soon be a much smaller voice.

"It's incomprehensible to me that with the absolute acres of talent we possess in the Sun Cities that Sun Citizens are not capable of governing themselves on a basis that is equal to, or superior to, any other community in the United States."

(It is interesting to note that Burt Freireich, former owner-publisher of the News-Sun and Doug Morris, former publisher of the Sun Citizen after many years of observation reached similar conclusions regarding the necessity for self-government in the Sun Cities.)

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News-Sun Sept 10, 1987 Community A-5

Local/Northwest Valley

Marocco named publisher;

SUN CITY — Saturno L. (Sam) Marocco, 47, was today named publisher of the Daily News-Sun, succeeding Edward J. Somers, 60, who has taken a disability leave.

The appointment, effective Sept. 21, was made by John S. Goodreds, president of Ottaway Newspapers Inc.

"Because of increasing problems with my health, I decided to step back from the publisher's post," Somers said. He expects to return to active service in some capacity with the Ottaway group when his health improves.

Marocco, an 18-year veteran with Ottaway, is now publisher of the Free Press, the daily newspaper in Mankato, Minn.

Marocco was born in Little Falls, N.Y. He attended Utica and Corning Colleges in New York state and served in the Army from 1959 to 1962. He started his newspaper career on the Little Falls Times as an advertising salesman, becoming advertising manager in 1966.

His affiliation with Ottaway Newspapers began in 1970 when he joined the Plattsburgh, N.Y.,



SAM MAROCCO

Press-Republican as assistant advertising manager. He was named advertising manager there in 1971, assistant to the publisher in 1975 and assistant general manager in 1977.

He was appointed general manager of the Oneonta, N.Y., Daily Star two years later. In 1983, he was named publisher of the Watonna, Minn., People's Press and in 1985, publisher in Mankato.

Marocco is a member of the

Minnesota Newspaper Association and has attended several professional seminars at the American Press Institute in Reston, Va.

In Mankato, he is on the boards of the Chamber of Commerce, the YMCA and the Salvation Army. His interests include golf.

He is married to the former Barbara Domenick of Little Falls, N.Y. She is a former employee of the State University of New York personnel department. They have two children, Nick, 24, distribution supervisor of the Free Press, and Lisa, 20, a junior in college.

Ed Somers, who has spent 36 years with the Ottaway group, was born Aug. 11, 1927, in Stroudsburg, Pa. He attended East Stroudsburg State College and Scranton University. He served in the Navy at the end of World War II, mostly aboard the USS Oglethorpe, where he became editor of the ship's newspaper.

In 1951 he began his association with Ottaway Newspapers when he joined the staff of radio station WVPO in Stroudsburg. He later became its sales manager. He was named general manager of station WDOS in Oneonta, N.Y., in 1964.

He moved to Middletown, N.Y., in 1967 to join the Times Herald-

succeeds Somers

Record as part of Ottaway Newspapers' management development program.

In November 1967, Somers was named general manager of the Port Jervis, N.Y., Union-Gazette, now the Tri-State Gazette, where he also was editor. He returned to Middletown as general manager two years later. He became publisher of the Oneonta Daily Star in 1974.

He moved to Arizona in May 1984, to become the first publisher of the Daily News-Sun under Ottaway ownership.

He has served as a director of the New York State Publishers Association and has attended professional seminars at the American Press Institute for publishers and for editors and managing editors.

Somers has been active in civic affairs in each community he served. In Sun City, he has served on the board of directors of the Sundome Performing Arts Association, the Sun Cities Symphony, the Sun City Area Community Council, and the Sun Cities Art Museum. He is a member of St. Elizabeth Seton Catholic Church.

He and his wife, the former Lucie Mecca of Dunmore, Pa.,



ED SOMERS

have four children: Sandy, 28, a nurse at Thunderbird Good Samaritan Hospital; Kelly Maness, 24, Los Angeles; Laurie, 23, a news assistant at the News-Sun; and James, 19, a sophomore at Northern Arizona University.

Somers' interests include golf, fishing, sailing, collecting and telling jokes, and being a football fan. For 25 years he was a high school, college and minor league professional football official.

Readers of Somers' Saturday column know that he has been battling cancer for many months. He is now hospitalized.

The Daily News-Sun and the Free Press are two of the 22 daily newspapers in the Ottaway Newspapers Inc. (ONI) group, which is a subsidiary of Dow Jones & Co. Inc., publisher of the Wall Street Journal and Barron's.

James H. Ottaway Jr., ONI chairman, said that Somers was one of his first teachers in the newspaper business.

"Ed is a wonderful human being and a most enthusiastic, energetic and successful publisher," Ottaway said. "His high spirits, love of life and remarkable sense of humor have given strength to him and encouragement to his family and friends during his difficult fight with cancer. He is universally admired by his associates throughout our organization."

Goodreds added that Marocco is Somers' first choice as his successor at the News-Sun. "Ed knows Sam well because they worked for several years together at Oneonta. We're delighted that Sam and his wife are moving to the Sun Cities area to carry on the wonderful work of the Somerses."



BRET McKEAND

Working toward a better community

As I have stated many times in the past, community service is the driving force behind the *Sun Cities Independent*.

Sure, we are a business and, like all businesses, we need to make money in order to continue operating.

But we also realize that our success as a business depends entirely on the continued success of the community we serve -- the Sun Cities area. Hence, the focus on community service -- we are committed to the community we serve and we are pledge to work toward improving the lifestyle of those who work and live in our community.

But no one is perfect. I'll be the first to admit that we don't always live up to our pledge. There is always room for improvement and our goal each week is to improve upon what we did the previous week.

And that, simply stated, is the reason behind a new idea that I'd like you, our readers, to help me with.

It's called the Independent Editorial Advisory Council and it will consist of a group of about 5-10 readers meeting at 8 a.m. the first Tuesday of each month.

The idea is not unique to the newspaper business. Many publications sponsor similar groups -- often called focus group interviews. It is the first time, however, that we here at the Independent will attempt to make use of such a tool.

The group will allow us to interact with readers on a one-to-one basis. We want to know what readers like about us and what they dislike, how they rate the job we are doing, as well

as providing us with input on what areas and items we need to pay more attention to.

Meeting with area residents within such a framework will, I hope, provide us with an extra point of view on life here in the Sun Cities.

My staff and I spend a great deal of our time covering local meetings, writing stories on the happenings within Sun City and meeting and interviewing local residents. Yet, since we don't live in Sun City, there is still a great deal going on that we may not be aware of but that we should be covering.

I hope the Editorial Advisory Council will help solve this problem.

My aim is to gather a cross-section of readers -- community leaders, representatives from local clubs and, most important, average everyday readers.

Although group meetings will be a place to voice concerns (and complaints), the real purpose of the idea is to join with area residents in an effort to solve community problems and work toward building a better place to live.

In order to include as many participants as possible, I am going to refrain from including any one person in more than one meeting (at least in the beginning).

So if you are a regular reader of the *Independent*, and you would like to work with us in building a strong and successful community, I welcome you to participate in this effort.

To sign up for a future meeting, call me at 972-6101.

Independent earns 7 awards at ANA annual convention

The *Sun City Independent* has received seven awards, including first place honors for "Newswriting Excellence," from the Arizona Newspapers Association.

The awards were announced Oct. 10 at the association's annual convention in Mesa.

The awards are part of the association's yearly Better Newspapers Contest. In 1985, the *Sun Cities Independent* received nine awards.

The paper received its only first place award in the category of "Newswriting Excellence" for non-daily papers with circulation over 15,000.

The remaining six awards were second place honors in the categories of: "General Excellence," "General and Departmental News Coverage," "Advertising Excellence," "Typographical Excellence," "Editorial Excellence" and "Best Use of Photography."

In the same grouping of non-daily papers with circulation of more than 15,000, seven awards were also won by the *Apache Junction Independent*, a sister-paper of the *Sun Cities Independent*.

The *Gilbert Independent*, also owned by Independent Newspapers, Inc., earned two awards in the group of non-daily newspapers with circulations under 5,000.

Sun Cities have 'rather unique' Press Council

By EDWARD J. SOMERS
Daily News-Sun publisher
SUN CITY — We have a rather

unique organization in our community.

Okay, okay, I know that unique is a word that can't be qualified under the rules of English. Nonetheless I still think the Northwest Valley Press Council is rather unique.

It's "rather" unique, other than just unique, because there are other press councils that exist in the United States. There's been the national news council and all its difficulties, and the Minnesota News Council that our editor tells me about.

The one here — the Northwest Valley Press Council — was started by the previous owners of this newspaper. Through the



PUBLISHER'S NOTEBOOK

years, its purpose and work has broadened.

Since I started attending the meetings two years ago, (yes, it's been two glorious years since I became the publisher of the Daily News-Sun) the council has been wrestling with its purposes and principles.

And on the Thursday before the Fourth of July, after several meetings devoted to the subject and the results of a committee's work, the group gave its approval to a statement of principles:

"The Northwest Valley Press Council is committed to the belief that freedom of the news media is essential to political liberty. Where citizens cannot freely convey their thoughts to one another, without prior restraint, no freedom is secure. Where freedom of expression exists, the essence of a free society

and the means for preserving that society are already present."

And so it begins. Can't argue with any of that. After all, freedom of the press isn't just something that members of the media can argue for — it's for everyone.

The press council goes further: "The Press Council is equally committed to the belief that society at large may reasonably expect of the news media:

"—a truthful, comprehensive and intelligent account of newsworthy events within a context which gives them meaning;

"—a means for projecting the opinions and attitudes of social groups to one another;

"—their continuing use of all resources to increase staff competence and effectiveness;

"—that the various elements of the news media engage in

mutually constructive self-examination and criticism;

"—and that investigative reporting of issues remains important."

Whew. And there's more:

"To represent the media to society, and society to the media, the Press Council serves to facilitate a free and dispassionate exchange of points of view wherein misunderstandings may be clarified, errors of fact or judgment may be made right, fairness, objectivity, balance and accuracy in reporting may be enhanced, and the preservation and improvement of the community welfare be a common goal.

"The Press Council will refrain from involvement in any publication or broadcast which is clearly identifiable as "editorial opinion." The Press Council prefers that any complaints or suggestions first be taken up with the news organization involved. If this effort fails of re-

dress, the council is then in a position to consider the complaint. Finally, the Press Council, as an alternative forum, will not consider complaints in which legal action is either underway or contemplated.

"Requests for intercession by the Press Council may be brought to any council member or members or the council itself, in care of the news medium involved."

This statement augments the council's memo of intent.

And I think a little more augmenting is needed. We appreciate the efforts of the council and their work. But the council can't be our complaint department.

We have to hear from our readers directly. It's a way of keeping in touch and keeping us on the straight and narrow. It's also a faster way of having corrections of fact published.

There is no such thing as a

perfect newspaper. There never will be. But we try, each day, to be fair, honest, accurate, and interesting. We publish opinions on pages four and five each day, opinions of the newspaper, of our staff, of our readers and of syndicated columnists.

We second-guess ourselves all the time. It's part of our business. We give things a second or a third look.

And because of our "rather" unique council, we give things a fourth or fifth look. That's good.

Members of the press council are Roe Walker, president, Robert Hart, Irv Lage, Eugene Wright, Amos Childers, Helen Vallee Erway, Jeannette Rosenberg, Margaret Werlein, Fred James, Ruth McDonald and Tom Muratore. Membership carries a three-year term.

The council meets the first Thursday of each month. It's quite a way to start our day.

McKeand named publisher



BRET McKEAND

Independent Newspapers, a network of weekly newspapers serving the metropolitan Phoenix suburbs, has appointed Bret McKeand as publisher of the *Sun Cities Independent*.

The announcement was made by Ed Dulin, the company's vice president of Arizona operations.

McKeand, a resident of Glendale, has been editor of the *Sun Cities Independent* since 1985. He will continue in that capacity in addition to his new duties.

In his new position, he will be responsible for managing both the editorial and advertising departments, as well as increasing the newspaper's involvement in the Sun Cities community.

"The change in our organization's structure will help us prepare for future growth in our local markets," says Dulin.

"The appointment of a local publisher reaffirms our company's commitment to community service by incorporating decision-making at a local level."

McKeand earned his bachelor of arts degree in journalism and communications at the College of St. Francis, in Joliet, Ill. Since being named as editor, the *Sun Cities Independent* has won 10 awards for newspaper excellence in the Arizona Newspapers Association "Better Newspapers" contest.

Independent Newspapers serves 10 Valley communities and has a total combined circulation of more than 200,000.

WEDNESDAY APRIL 16, 1986 NEWS-SUN A3

Minnesota woman named new editor of Daily News-Sun

SUN CITY—Janet A. Mittelstadt has been named editor of the Daily News-Sun, it was announced today by Edward J. Somers, publisher.

Mittelstadt was the managing editor of the Free Press in Mankato, Minn., a position she held for six months. Before that, she had been the editor of the People's Press in Owatonna, Minn. for three years.

The Free Press, a 27,000 circulation afternoon daily, and the People's Press, a 8,000 circulation morning daily, are members of the Ottaway Newspapers Inc. group which publishes 22 daily newspapers, including the News-Sun.

"Jan Mittelstadt brings to the Daily News-Sun a wealth of practical news experience and an enviable record of community involvement which will make her a valued addition to this newspaper," said Somers in making the announcement.

Mittelstadt, 35, is a native of Owatonna, Minn. and a graduate of Owatonna High School. She holds her bachelor's degree from Wartburg College, a private Lutheran college in Waverly, Iowa.

She worked as a summer intern at the People's Press while in college and joined the newspaper staff as a wire editor and reporter after she was graduated in 1972. She was promoted to news editor in 1974, to managing editor in 1979, and to editor in 1982.

She was named the managing editor of the Mankato Free Press in October 1985.

Mittelstadt was the first vice president of the Minnesota Associated Press Association. She is the past president of the Minne-



JANET MITTELSTADT

sota Press Women and has served on the Minnesota Newspapers in Education Task Force. She is a member of the American Society of Newspaper Editors and serves on the Human Resources committee.

She has won awards for writing and editing from the Minnesota Newspaper Association, the Minnesota Associated Press, Minnesota Press Women, and the Minnesota Education Association.

Mittelstadt received the Distinguished Service Award in Owatonna in 1980 and was an honoree in the Ten Outstanding Young Minnesotans program in 1981.

While in Owatonna, she was the vice president of long range planning for the United Way; served on the board of directors for Little Theatre of Owatonna and was active in their productions; was a trustee of the Owatonna Public Library; was a listener on a crisis line; and worked on many community projects.



The editorial page in many newspapers is used to express the opinions of the publisher. At Independent Newspapers, our publisher believes that the opinion page should stimulate thought in the reader. On our opinion page, the writer signs his editorial or his letter so that we may remain open to opposing points of view.

BRET McKEAND

Press Council serves readers

Newspapers have long regarded themselves as public watchdogs. But who watches the watchdogs?

This question has been posed quite often in the past few years. The news media, which seeks and depends on the public's trust, has slowly been losing its credibility over the past 20 or so years.

Newspaper people have taken great pride in watching the performance of powerful segments of society: government, big business, the political parties and bureaucracies.

But who watches the performance of the newspaper people?

Certainly the government cannot step in and regulate the industry. A democracy which depends on a free press to keep its government honest can't afford to have that press controlled by government.

The answer lies in the community — the readers themselves. And in the Sun Cities area, the Northwest Valley Press Council has taken such an initiative.

The Press Council met recently for the first time since taking a four-month summer hiatus. I was pleased to see that they have received a number of letters over the summer and I hope in the future more and more readers take an interest in the group and what they have to offer.

The Press Council is an independent and objective group of citizens whose main purpose is to monitor the presentation of news by the local media and to help improve the communication between the media and the community.

As editor of the Independent, and an ardent supporter of news councils wherever they may be, I would like to see the group perform an additional service to the community.

I would like the Council to listen to complaints from those who feel they may have been treated unfairly by the local press — present those complaints to the publication involved — and then make an impartial judgement on what can be done to resolve the problem.

If the Council sometimes comes out with reports unfavorable to the local media, it will simply provide citizens with another viewpoint they otherwise would not be exposed to.

The Independent has pledged to provide the Council space for its reports each month. Their reports will be published without interference from the Independent. And, although we may not always agree with their findings, we will allow them to say what they wish about the local media.

At the present, both the Independent and the daily paper, the News-Sun, participate in the monthly press council meetings. I hope that in the future more local newspapers will join in on the meetings.

Obviously, perfect news councils, like perfect newspapers, will be hard to find: none exist. But through cooperation between the local media and community residents, the Northwest Valley Press Council can become a true force in shaping and guiding the future of the Sun Cities area.

Men, Women of Year honored by News-Sun

For their contributions to community, six volunteers from the Sun Cities and Youngtown will be presented with the Daily News-Sun's Men and Women of the Year awards Tuesday during the Empire State Club's annual luncheon.

Sun City Man of the Year for 1984 is Charles McKinnis; Sun City Woman of the Year, Evelyn Conlin; Sun City West Man of the Year, Hogan Dunlevy; Sun City West Woman of the Year, Martha Akers; Youngtown Man of the Year, Ablett Flury; and Youngtown Woman of the Year, Emma Britt.

Of McKinnis, one of his nominators said: "His enthusiasm, dedication, overall knowledge and daily management of the Sun City Area Transit System Inc. (SCAT), his personal appeal, effective speeches and appeals to the many organizations and elected public officials in local and state government were outstanding in 1984 and

resulted in their supporting the operation ..."

McKinnis is active in the B-4-9 Lions Club, working on such projects as the paper collections, telephone book and magazine home deliveries, "ringing the bell" for the Salvation Army at Christmas and helping out on White Cane Day. He also is active in the Sun City Area Community Council and serves on the Human Services Curriculum Advisory Committee of Glendale Community College.

Mrs. Conlin's talents, a nominator wrote, "include a comprehensive organizational ability, the determination and foresight to follow through and the ability to choose competent workers."

She was general chairman of Sun City's 25th Anniversary Celebration; served on the Recreation Centers board as its secretary and as editor of the Recreation Center News; was a leader in the successful Overlay Amendment

for Senior Zoning and is a member of the Sunshine Service board.

"Hogan is recognized as Sun City West's trouble-shooter, who gets the job done ..." said one of Dunlevy's nominators. He heads the Property Owners and Residents Association election committee; is a member of the Sun City West Hospital steering committee; chairs the Beardsley Park Recreation Center advisory board committee on occupant selection, activity requirements and construction design and was master of ceremonies for PORA's Monte Carlo Fun Day, a fundraiser for charity.

Mrs. Akers' list of volunteer services include membership on the PORA board, chairmanship of the Health and Safety Committee, vice president for Lending Hands and chairman of her condo association. She has held seminars on health problems and is active

in the American Association of University Women.

Said a nominator: "She is that rare person who is always busy—helping others, exploring new ways to improve services to the needy, never thinking of herself."

"What would Youngtown do without a man like this?" asked one Youngtownner who nominated Ablett Flury for the Man of the Year honor. Flury is president of Chapter 1 of the American Association of Retired Persons, is on the board of directors of SCAT and the Northwest Area Chamber of Commerce, was a fund-raiser for the Optimist's Muscular Dystrophy Golf Tournament, is president of the Community Council of the Sun City Area and a telephone volunteer for the Booster Club. He also was instrumental in getting volunteers to restart the Surprise Library as an Optimist project.

"Besides all this, he was right there

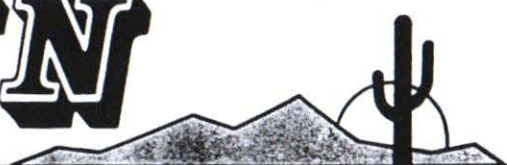
to make labels and keep membership lists on his computer for many local organizations all through 1984," the nomination concluded.

Mrs. Britt, said a pair of nominators, "is vitally involved with almost everything that makes Youngtown so pleasant to live in." She is president of the Caliche Garden Club and the Youngtown Players, secretary of American Legion Auxiliary Unit 62, vice president of the Northwest Valley Press Council, a deputy registrar and a poll judge, active in her church, a board member and membership chairman of Hospice Service of the Sun Cities Area and a volunteer for Medicare Assistance.

Retirement area residents who wish to make reservations for the luncheon Tuesday in Ritter's Restaurant may call Minnie Gold, chairman, at 972-4260 until Monday noon.

DAILY NEWS-SUN

OVER





Apex award

Burt and Ursula Freireich, recipients of Daily News-Sun's Apex Award, receive honor plaque from Edward J. Somers, News-Sun publisher, left, at luncheon Tuesday. The Freireichs, former News-Sun publisher and associate publisher, were recognized for contributions to Sun City area civic, cultural and service projects, 1960-85. Men, Women of year photos, A3. (News-Sun photo)

News-Sun March 21, 1985 p.1



Men, Women of Year

Edward J. Somers, left, News-Sun publisher, presented Women of the Year awards Tuesday to Emma Britt, Youngtown; Martha Akers, Sun City West; and Evelyn Conlin, Sun City, for outstanding contributions to community during 1984. (News-Sun photos)



Accepting Men of the Year awards for 1984 from Somers, at left, were Ablett Flury, Youngtown; Hogan Dunlevy, Sun City West; and Charles McKinnis, Sun City. The awards were made at the Empire State Club's annual luncheon in Pitter's Chalet.



URSULA FREIREICH



BURT FREIREICH

News-Sun couple nourished paper

By SUE MEULENDYK
Staff Writer

When opportunity knocked for a 35-year-old sportswriter, he flung open the door with both hands.

"I liked everything about my job but the salary," said former News-Sun owner Burt Freireich. "I felt I had to do something about grasping an opportunity. And I wasn't even

sure this was an opportunity."

Nevertheless, he and his wife, Ursula, bought the 3-year-old Youngtown News-Sun City Sun in July 1960 with a \$1,500 down payment—two-thirds of it borrowed on GI life insurance.

"WE HAD talked about buying a paper before," Mrs. Freireich said.

* News-Sun, A30

—From A29

"I decided if I didn't buy this paper, I'd never have a chance to get in on the ownership end," he said.

Thus began a 24-year relationship with the budding retirement community.

His first reaction, as has been the case with many others, was, "Who would want to live in an old folks' home?" he said.

BUT THAT impression was submerged in the hectic pace of getting the job done.

"We were so busy getting out a paper we didn't have time to think about that," Mrs. Freireich said. She was bookkeeper and circulation manager, while Freireich doubled as reporter and ad salesman.

The tasks were aggravated by the fact that they operated without an office for the first eight months.

"I worked out of my car and Sid Lambert let us use his back porch," he said. Lambert sold the paper to the Freireichs.

THEY ALSO worked out of their home at 16th Street and Bethany Home Road.

"We were always late," she said. "As soon as we'd get one edition out we were already

late for the next one."

"We must have worked 60 to 80 hours a week," he said. "We couldn't afford for both of us to sleep at the same time, so we would take turns."

While both had some journalistic experience, there were many lessons to be learned in doing business.

"**WE WERE** so naive, when people told us the check was in the mail, we believed them," Freireich said. "When people sent us an unsigned check, we thought it was because they forgot to sign it."

The success of the newspaper paralleled that of the retirement community. But the maturation of either was not without the usual growing pains.

Issues cropped up, such as use and membership of recreation centers, incorporation (that one came up repeatedly), membership in the Peoria School District, formation of the fire district board (which the News-Sun sued over the matter of secret meetings), formation of a hospital.

News flowed from the fledgling community as groups formed early, such as Home

* News-Sun, A31

—From A30

Owners Association and the myriad social and civic clubs.

THE FREIREICHS believed that getting names in the paper was among their most important tasks. Residents felt comfortable enough to suggest news stories, though some took that too far.

"There used to be a man who would corner me at Rec Center meetings and try to tell me what to write," Mrs. Freireich said. "I learned to sit near the door, but he would follow me all the way to the office."

Occasionally, readers would feel their favorite group was discriminated against in terms of its coverage. On the other end, some would approach the Freireichs with stories they didn't want to see in print.

One man's wife tried to kill him, Freireich said. Another said his wife had been apprehended for shoplifting.

The intricate relationship between the reporting staff and the business community (which, advertising representatives are quick to point out, supply the paychecks) also became strained occasionally.

WHEN FINANCIAL insti-

tutions began advertising that people could raid the equity on their houses with a second mortgage as a way of—say—financing vacations, Freireich took them to task in an editorial that drew some criticism from local banks.

In another instance, a fellow bank board member appealed to Freireich to abstain from printing the fact that yet another board member had been arrested for drunk driving.

"I let myself get talked into doing the wrong thing," he said. "I didn't print it."

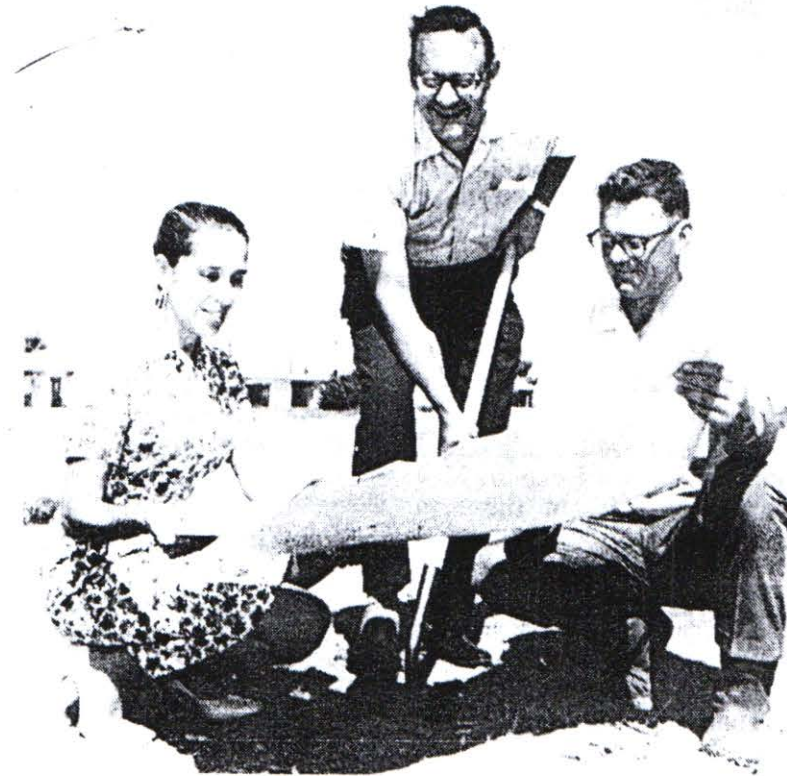
Otherwise, Mrs. Freireich said, "Burt was a fearless editor, who did not hesitate to write things that did not endear him to people."

BUT SHE said she did have to restrain him from adding sometimes stinging notes to letters to the editor.

"People have a right to their opinions," she said, to which he responded, "I had to get some fun out of the job."

What the couple found in the advent of the transition from a twice-weekly to a daily paper was residents' concern about

* News-Sun, A33



The Freireichs and a contractor break ground for the first News-Sun building, on Coggins Drive which in July 1967 was still full of vacant lots.

*News-Sun couple

—From A31

maintaining their "good news" newspaper.

"People felt we were less of a local paper when we started running wire stories" after becoming a daily, he said. "One guy asked me if we were going

to run 'bad news.' I told him if there was an earthquake or fire that killed people, I wasn't going to shield the readers from that."

AMONG their favorite stories, which made newspapers

* News-Sun, A34

*News-Sun pair

—From A33

in at least 20 states, is that of a Sun City resident who enrolled at Glendale Community College and received a notice that the draft board would be notified that he was not a full-time student.

During the Vietnam War, that was an invitation to get drafted.

The man had already served in World Wars I and II, Mrs. Freireich said, but the man responded that he was ready if his country needed him again.

As the paper and its staff grew, the Freireichs took a more philosophical than active role in the reporting process, though it was their philosophies that dictated the content and direction of the paper.

DESPITE THE hectic early days, they both found something to regret about not being in the trenches.

Mrs. Freireich said she missed writing, as well as her administrative work in the circulation department.

"I missed the contact with people," she said, and the feeling that "when I did it, I knew how it should be done."

Freireich concurred.

"I MISSED reporting and I didn't feel cut out for administration," Freireich said. "I was a newspaper man and I wasn't doing any newspapering."

That lack contributed to his decision to sell the paper in May 1984 to Ottaway Newspapers Inc., a subsidiary of Dow Jones.

"I was a business administrator—a role for which I didn't have the talent, interest or desire," Freireich said.

"When we were semi-weekly and even for three years after we went daily, I was a hands-on editor. I wrote about 10 columns a week for the editorial page. But I had to give that up.

"I WAS president, chairman of the board, editor and publisher and I had to give up the more desirable aspects. It didn't seem to me I could hire a business manager.

"Besides, I had never had the opportunity to enjoy the fruits of building up such an asset because everything was tied up in that asset.

"I had other offers, but I thought Ottaway would fit well with the community and the paper would progress."



Burt and Ursula Freireich admire gift from News-Sun employees as Paul Block, master of ceremonies, explains that montage of issues announces their purchase of the newspaper in 1960 and its sale this spring. (News-Sun photo by Jim Painter)

'Troops' honor Freireichs

News-Sun publishers Burt and Ursula Freireich were guests of honor Thursday night at a farewell party hosted by their employees and retirees. A buffet supper was held in the banquet room of the Crestview in Sun City West.

Edward J. Somers, new publisher for the newspaper purchased by Ottaway Newspapers Inc., hosted a pre-dinner happy hour for employees, their spouses and former employees.

Master of ceremonies, Paul Block,

News-Sun display advertising manager, projected photos highlighting activities at the newspaper during 24 years under Freireich ownership.

Entertainment was provided by Jeanne Blanchet, who played piano and guitar and strolled among the guests. She also serenaded the guests of honor.

Seated at the Freireich table were General Manager Elliott Freireich and his wife, Marquita, and Debra Freireich,

daughter of the retiring publishers.

As a farewell gift, the Freireichs were presented a framed printing plate etched with a montage of newspaper pages: the one announcing purchase of the newspaper in 1960 and the other the issue announcing sale of the paper this spring.

A second gift from his "troops," as Burt Freireich called employees, was a statuette of two bisque birds and blossoms on a branch positioned on a wooden stand. It is considered a collector's item.

New News-Sun chief welcomes Arizona post

The new publisher of the News-Sun, Edward J. Somers, describes himself as enthusiastic both about Arizona and lively community journalism.

He has credentials to back up his statement.

Three of his four children moved to Arizona long before Ed and Lucie Somers—or anyone—knew that the News-Sun was to become part of Ottaway Newspapers Inc., the organization Somers has worked in for 33 years.

SANDRA A. Somers, 24, is a nurse at Good Samaritan Hospital in Phoenix. Kelly A. (Mrs. Les Maness), 20, is married to a public relations consultant in Mesa. Laurie A., 19, has just completed her sophomore year at Arizona State University in Tempe.

The fourth member of the Somers family, James, 16, is concluding his sophomore year at Oneonta (N.Y.) High School and will be transferring to the Phoenix area in the fall.

"My daughters are convinced



EDWARD J. SOMERS

that I have the ability to forecast the future or that some celestial force was at work," Somers said. "Nothing in my past justifies the first theory. The second, of

'Now I have the best of all possible worlds: the opportunity to work in the state I have come to love so deeply, to be close to my family and to be in the place where I've wanted to spend the rest of my life.'

course, is possible."

ED AND LUCIE have spent many months in Arizona and had thought seriously about settling here on his retirement. But that occasion wouldn't have arisen for at least nine years, since Somers is 56.

"Now I have the best of all possible worlds: the opportunity to work in the state I have come to love so deeply, to be close to my family and to be in the place where I've wanted to spend the rest of my life," he said.

Professionally, Somers comes to Sun City at the peak of his career in community journalism. He has been publisher of the Daily Star of Oneonta, N.Y., for nearly 10 years.

WITH A circulation of 19,000, that newspaper is slightly larger than the News-Sun's 15,000, and has won many professional citations for meritorious news coverage and editorials.

Said Somers, "I believe that a good newspaper should truly reflect the community it serves, be sensitive to the issues confronting the community, objective in its reporting and independent in its editorial opinions.

"We should support what is valuable for our readers and give constructive criticism when it can help the Sun Cities and Youngtown become even more attractive retirement communities."

SOMERS SAID he believes that a newspaper's credibility depends in large measure on its accountability.

"When a newspaper makes an error," he said, "it should correct the error plainly and promptly. How else can we be believed on those occasions when we serve as watchdog and critic?"

Somers, who has served as a director of the New York State Publishers Association and as a member of the New York Associated Dailies, also has attended professional seminars at the American Press Institute in Reston, Va., for publishers, managers and managing editors.

HE HAS been committed throughout his career to the idea that the staff of a newspaper, particularly its leaders, should take an active role in the community in which they live.

His activities in Oneonta underline that point. He was on the board of directors of Pathfinder Village, a haven for retarded children and adults in upstate New York; a member of the Citizens Board of Hartwick College, the Chamber of Commerce, Rotary, the Elks, the Knights of Columbus, St. Mary's R.C. Church, the Country Club and the Sixth Ward Athletic Association.

Golf, fishing and sailing are his main recreations. As a football fan, for 25 years he was a high school, college and minor league professional football official. He hung up his zebra suit a few years ago.

SOMERS' SENSE of humor and ready laugh are legendary.

Several of his jokes were published in Reader's Digest and other publications.

He was born in Stroudsburg, Pa., the son of the late Thomas J. and Theresa F. Somers. His father had been police chief of Buck Hill Falls, Pa., and other Pennsylvania communities for more than three decades.

Somers, the oldest of three brothers, was graduated from Stroudsburg High School. He attended East Stroudsburg State College, studying physical education, and Scranton University, studying business administration.

HE SERVED in the Navy at the end of World War II, mostly aboard the U.S.S. Oglethorpe, where he became editor of the ship's newspaper, Century Notes.

In 1951 he began his affiliation with Ottaway Newspapers when he joined the staff of radio station WVPO in Stroudsburg. He eventually became its sales manager.

In 1964 he was named general manager of station WDOS in Oneonta and moved to Middletown, N.Y., in 1968 to join the Times Herald-Record in the ONI management development program.

In November 1967, he was named general manager of the Union-Gazette in Port Jervis, N.Y., where he also served as editor. Two years later he returned to Middletown as general manager, serving in that capacity until he was named publisher of the Daily Star in Oneonta in November 1974.

National news group purchases News-Sun

An agreement for the sale of the News-Sun to Ottaway Newspapers, Inc., was announced Thursday by Burt Freireich, the News-Sun's editor and publisher, and James H. Ottaway, Jr., president of ONI.

The sale, at a price not disclosed, is expected to be concluded on June 30.

ONI is the community newspaper subsidiary of Dow Jones & Co., Inc., publishers of the Wall Street Journal.

FREIREICH, 59, the News-Sun's publisher since 1960, will retire when the sale becomes effective. His son, Elliott, 33, and all other employees will continue to help publish the daily newspaper.

Elliott Freireich will remain general manager of the News-Sun.

Ottaway announced that Edward J. Somers, 56, will be moving to Sun City to succeed

Burt Freireich as publisher. Somers is publisher of the Daily Star of Oneonta, N.Y., an Ottaway newspaper. A profile of Somers will appear in tomorrow's News-Sun.

BURT FREIREICH said, "After almost two dozen years as News-Sun publisher, serving this community and growing with it, naturally I have been concerned with the kind of hands that will take over the reins.

"I am extremely confident that the community will benefit from the type of stewardship provided by the Ottaway organization.

"The Wall Street Journal has firmly established itself in the minds of local residents as being at the very pinnacle of the newspaper industry, and I am sure our readers will embrace enthusiastically this important link to the Wall Street

Journal."

OTTAWAY SAID, "We are very pleased to have reached an agreement with the Freireich family, and are happy that Elliott Freireich will continue in the management of the News-Sun. We will work hard

More about Ottaway, A2

with the dedicated staff of the News-Sun to serve Sun City, Sun City West and the Youngtown area in the best traditions of American journalism."

Somers said, "With respect for the accomplishments of the News-Sun leadership and staff, I look forward with enthusiasm and commitment to building on that record of community journalism and to becoming an integral part of Sun City's present and future growth."

Ottaway Newspapers, found-

ed in 1963 by James H. Ottaway, Sr., publishes 21 daily, 10 Sunday, eight weekly, and four bi-weekly newspapers in 11 states. Group headquarters is at Campbell Hall, N.Y., 65 miles northwest of New York City. A western office is in Medford, Ore.

OTTAWAY DAILY newspapers are in California, Connecticut, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, New York, Oregon and Pennsylvania.

Dow Jones publishes The Wall Street Journal, The Asian Wall Street Journal, the Wall Street Journal/Europe and Barron's and produces domestic and overseas newswires, computerized news retrieval services, and radio and TV news reports. Richard D. Irwin, another subsidiary, publishes college textbooks and business-related books.

(OVER)



James H. Ottaway, Jr., center, president of Ottaway Newspapers, Inc., talks with Burt Freireich, Daily News-Sun editor and publisher, right, and Elliott Freireich, general manager, after announcing jointly to the News-Sun staff this morning that Ottaway Newspapers, a subsidiary of Dow Jones & Co., Inc., will purchase the Sun City-based newspaper. (News-Sun photo)

Other half



By URSULA FREIREICH

Residents of the retirement tri-communities have an opportunity for input about material which appears in the News-Sun because our paper founded a press council.

However, as is often the case with the public vis-a-vis government, people may not like what their elected representatives do or do not do, but they do not bother to voice their opinions.

Nevertheless, the council meets the first Friday of the month except in June, July and August—except that next month's session is scheduled for 8 a.m. Sept. 9 because of Labor Day weekend.

THE FORMAT of the meeting is that letters about items in the News-Sun are read and discussed. Then each member present is given an opportunity to comment on any matters regarding the News-Sun, which in turn brings about discussions among the group and/or answers by News-Sun representatives.

A recent meeting of the International Society of Weekly Newspaper Editors conducted a forum entitled, "What Would You Do?" The session took the same format as our local press council sessions.

Here are a few examples of the problems presented to the assemblage. How would you handle them? For the record, none came from News-Sun representatives.

1. THE MINISTER of a local church is ticketed for driving under the influence. You have a firm policy of including everyone's name in the municipal court record published weekly in your paper.

But the minister makes an emotional plea to you to omit his name from the published record. He tells you printing his name will have a disastrous effect on his congregation. There are several members of his church he is trying to help through difficult times who won't have any regard for his counsel if the information on his ticket is published.

Do you omit his name? What if he threatens to quit the church or kill himself because of the effect publishing the information would have on his church and family? Does it make a difference if you (the publisher or writer) attend his church?

2. THE SOCIETY page editor for your newspaper has been asked by a former city councilman to become a member of a non-profit corporation which will work to renovate the former city hall. She would be responsible for reviewing plans and schedules of building and lease agreements, paying rent on time and getting the renovation done on time.

Seven directors are to be chosen, one to be a person familiar with the community and its social activities. Should she be allowed to accept the nomination?

3. A HOME in an exclusive subdivision has been damaged because of broken water pipes on the second floor. The fire marshal has estimated damage at \$200,000 because several pieces of artwork were soaked. The home has no water or electrical service because of the damage so the family will be forced to live elsewhere for a few weeks.

Do you print the address of the home? The early morning news has carried the address, and since then the home has been burglarized. Now do you use the address? If the burglars are apprehended only a few hours later, do you print the address of the home in the story about their arrest?

HOT AND HEAVY discussion ensued. Pros and cons were expressed. Several publishers brought up cases that were similar and explained the handling of the issues.

It was one of the best sessions which ISWNE ever scheduled (except, of course, the one conducted by my husband, and I admit to being biased on this subject.)

The reason this is being presented for our readers is to make them aware of the daily problems which newspaper people face—and, remember, in almost all instances it is not like a court case, where there is ample time to review the matter.

THE NEWSPAPER has a constant deadline—daily in our case—and the time element does not allow for long deliberation.

Remember also that there is such a thing as the public's right to know (it's not like a skeleton in the family closet which can be left hidden there forever) and that our readers count on us to present the news.

Editorials

Ombudsmen regroup

Every year at this time, there's a shift in the make-up of the Sun City-Youngtown-Sun City West Press Council.

This year, Paul Morrill, Otto Paulson, Helen Randall and Leona Yeager leave the ombudsman group; Emma Britt, Spencer Earnshaw, William Haskell and Mabel Ross join it.

New officers are Jane Freeman, president; Haskell, vice president; and Rose Brock, secretary. Continuing members are Ralph Novak, Ted Callis, H. "Ed" Gilbert, Rose Hodgson, Gene Jacobs and Albert Michels.

This might be the right time, also, to reacquaint our readers with the council's Memo of Intent. It says:

"We speak in behalf of the citizens of our community to the media of the tri-communities—Sun City, Sun City West and Youngtown. Our primary function is to serve as a conduit between the media and the members of the community.

"Secondarily, we are to criti-

cally examine the newspapers as to fairness, accuracy and responsibility in reporting. Our purposes are to advise and ensure that both individuals and organizations in our community are treated fairly and objectively by the media.

"It is our intent to represent the community by choosing our members from a broad cross-section of it. We are not proponents of special causes but we may propose articles to the media on subjects which seem to constitute problems in the community."

Residents of the retirement tri-communities are the only ones in the state who have access to a press council, and the News-Sun commends the group for its success as a liaison body. Access to the council is simple; address your comments, questions and complaints to Press Council, 10516 Prairie Hills Circle, Sun City AZ 85351.

"You'll get consideration—and an answer."

Daily News-Sun

commemorates 25 years of service

*Publisher recalls growth
pains of community*



BURT FREIREICH

By **BURT FREIREICH**

Sid Lambert founded the News-Sun back in 1957, assisted by a retired Dartmouth Professor Kelly, who also resided in Youngtown.

This was three years after the birth of Youngtown and three years before Sun City came on the scene.

Sid was about 68 years old at the time and had no previous newspaper experience. His publication, the Youngtown News, started as a few mimeographed sheets stapled together and distributed on a monthly basis.

OVER THE NEXT three years the newspaper moved to a slick paper, printed piece and then tabloid size on newsprint. By the time I heard about it, it was a semi-monthly publication and the name had been changed to the Youngtown News and Sun City Sun.

Sid became ill, and his doctor told him he ought to sell the paper or be prepared to accept death at an early date. He acted wisely. He sold.

I was a sports writer with the Phoenix Gazette at the time. A newspaper broker from Mesa put me in touch with Sid, who then had two potential buyers. The other contender was the son of a rich California man; Sid elected to sell to me, and so I became a newspaper publisher.

I HAD PRETTY good professional qualifications for newspaper writing, headline writing, and layout work. But I suddenly found myself as the staff's lone photographer (I had never pulled the trigger on a modern camera in fear or anger), and I was the only display ad salesman (I think I am the only graduate of the University of Illinois School of Journalism who had never taken an advertising course and I know I had never even attempted to sell an ad).

On top of that, I didn't even have the required \$1,500 down payment. I borrowed \$1,000 of it from my GI life insurance. The interest rate on such loans at that time was 4 percent.

Because I had to make an immediate living from a business venture which didn't gross enough for a family man to live on, I quickly (within 2½ months) converted the paper to a weekly and raised the display ad rates from 75 cents to \$1 a column inch.

THIS IS SOMETHING which you just can't do—but I was so inexperienced that I didn't know it so I did it and did it successfully. It would shock me today if I heard some young publisher was attempting such a foolish feat.

Meanwhile, my wife had become the bookkeeping department, the classified advertising department and the circulation department. And I changed the newspaper's name.

I figured that if I phoned an advertiser and said, "This is Burt Freireich from the Youngtown News and Sun City Sun" (Lambert had expanded the name when Sun City was introduced adjacent to Youngtown), the fellow would hang up before I finished identifying myself. So I shortened the name to News-Sun.

A FEW MONTHS later Youngtown held an incorporation election, and the issue passed. The first three Youngtown mayors were John Snure, Gabriel Morgan and George Thomas. I found the contrast of my relations with Snure and Morgan more than interesting.

Each had a strong background in union leadership. Snure had been a coal miner in his early teens—age 14 strikes a chord with me. He later rose up through a series of advances in the union organization. Still later he became part of management and he assumed the post of negotiator with the union. Thus he was experienced from both sides of this complex area of human relations.

I almost always got along very well with Snure, and this was true later on when he became justice of

the peace for the Peoria District, which covered Sun City and Youngtown.

MORGAN WAS A crusty old union boss on the highest level of national railroad union negotiations. I didn't get along as well with him—but not because of his union background. If he was crusty, it did not come about because of his labor association.

One day I had lunch at Kings Inn (nee Hiway-House) and saw him sitting at a table with his wife, another Youngtown councilman, and the councilman's wife. I stopped to chat for less than a half-minute. After saying hello, I asked Mayor Morgan whether the water rates in Youngtown would be raised—or some such question.

"Not if I have anything to do with it," he responded. End of conversation.

THAT BECAME THE lead article in the next issue of the News-Sun. The following issue of the weekly Youngtown Record, however, carried a Page One quote from the mayor saying that I had interrupted him at lunch and that he never made the statement which I quoted.

I was prepared to file a libel suit because of this unmitigated lie. I asked the councilman who had observed the entire matter to give me a statement acknowledging the accuracy of my quote. The councilman acknowledged its accuracy to me but wouldn't do it in writing; he didn't want to make waves. Thus an injustice went unpunished.

Mayor Thomas was a quiet, professorial type with an accountancy background (Detroit water works). This retiring fellow became the focal point of a recall issue when he ordered Youngtown's Maricopa Lake drained.

THE PROBLEM AROSE from the fact that water was being lost quickly from the lake at a sizable cost to the city. Many potential solutions had been tried, including laying a plastic covering over the lake bottom to reduce seepage. The draining was aimed, I believe, at making new tests with an eye to new conservation measures.

Whatever the reason, it met with substantial opposition from many townspeople. I editorially opposed the recall, saying that if the voters wanted to oust the mayor and the councilmen who supported him on the lake issue, they could wait five months and do it at the upcoming general election.

By **ELLIOTT FREIREICH**

General Manager

When you're little you have a different perception of things...they usually seem larger than life.

When I was growing up my parents bought the Youngtown News and Sun City Sun. I don't remember the city as being larger than life, which is probably because it was so small then.

After the expansion of the shopping center (Grand Center) we moved into a very small office, maybe 12 by 12.

SUN CITY WAS so small that there was one shopping center, one rec center, and the Webb sales office was a trailer parked at the edge of town where the Sun Bowl shopping center is now.

There was nothing north of Grand at all, except fields. In the earliest years when cotton grew in that area, the monsoons were awesome. A brown cloud would build on the northern horizon and get larger and larger until it would hit and you could barely see across the shopping center parking lot.

I helped out around the office after we expanded into two more 12 by 12 offices. At that time you had to stop working when the phone rang since the machine I ran was so noisy no one could hear on the phone.

WE WEREN'T the only early business that was understaffed. Andy Germond's insurance business and Gil Snyder's moving company were our neighbors and one of them would answer our phones and we would answer theirs during lunch hour or when nature called.

When my father also owned the old Glendale News, I would get to watch as the printers put together the pages in the old hot metal process, using linotype machines that spit out pieces of lead for each line of type. It was hot (the lead was melted at over 400 degrees) and dirty and smelly, but I really liked it a lot. They also did job printing there so I had a lot of different machines to watch. In retrospect this is where I really started my love affair with printing. It wasn't until much later that I realized I wanted to be a part of the newspaper business as a career.

As I got older I was given more responsibilities. In high school I was in charge of the mailing. The papers would be delivered from the printer in Mesa about 11 p.m. Then a friend and I would spend the better part of the evening addressing papers (we mailed them before we went daily) and delivering them to the post office and to newsstands. The next day there would inevitably be a film in school at 8 a.m. and I slept through most of them.

ONE TIME THE delivery truck was involved in a minor accident on the way from Mesa. While on the freeway, the truck had to swerve to avoid other vehicles and lost most of its load. I'm not sure any more if it tipped over. In any case, they reloaded everything and still made delivery that night.

While I was in high school Burt convinced me to take a journalism class. I resisted, saying I didn't want to work on a newspaper but he said that one journ. class did not an editor make. I wrote sports for two years on the school paper, the last as sports editor.

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Other half



By **URSULA FREIREICH**
Associate Publisher

Children often are asked what they want to be when they grow up. My earliest recollection of my future plans as a youngster were to follow in my father's footsteps—to become a doctor.

However, when I found in my teens that the sight of blood and I did not get along too well, it seemed like a logical choice not to follow a medical career.

Since languages had always been an interest to me, I majored in that field in college. It was my intention to go to work in the import-export field.

AS AN EXTRA-curricular activity in college, I worked on the daily newspaper, never dreaming that someday that background would come in very handy.

Looking back for the 22 years we have operated the News-Sun means recalling many wonderful people. There was Sun Citian Katherine Yeager, our first staff member when our office opened in Grand Center.

She was more than an employee; she was sort of a mother hen looking after her brood which included concern not only for her work, but for the Freireichs personally.

UNFORTUNATELY Katherine died only a short time after she signed on. We were fortunate to find another marvelous staffer, Sun Citian Jessie Smith, a very hard worker.

Not only was Jessie a great addition to our fold, but she brought with her, to pinch hit one day when she was sick, her housemate, Esther Gable, who very ably handled display billing even after Jessie retired. Both still reside in Sun City.

Through the years there followed many who were as dedicated as the first three. There were and there are those whom we never can adequately repay for all they have contributed and from whom all of us can learn.

THERE WERE SAD moments when we had to bid farewell to some of our outstanding staffers who went on to bigger and better things. But while we wished they would have stayed, we were glad for them for their new opportunities.

Sadness came also when there was sickness and death—especially when two very young staff members met untimely deaths.

While life in the early years of the News-Sun was difficult because of limited finances, it was exciting to grow with the development of the new community.

WHAT WAS ESPECIALLY delightful was the friendliness of residents. There were no strangers. Everybody was new and wanted to make friends.

How we wished there would have been more time to visit with each person whom we interviewed for a feature story.

In the only journalism course I took in college, it was drummed into us that the first rule was to spell names correctly. Shortly after becoming involved with the News-Sun, I also learned that people were pleased if upon meeting them a second time you remembered them.

TWO HIGH POINTS were the day our own press went into operation and having our son join the staff on a full-time bases.

Did I ever visualize that the News-Sun would expand from two people (plus the able assistance of two young children) to its current staff of almost 100?

Definitely not—there was no time between work and being a housewife and mother to think much of what would be.

However, we hoped that the News-Sun would be ever better because of the hard work and dedication of those who have been involved.

By **ELLIOTT FREIREICH**
General Manager

When you're little you have a different perception of things...they usually seem larger than life.

When I was growing up my parents bought the Youngtown News and Sun City Sun. I don't remember the city as being larger than life, which is probably because it was so small then.

After the expansion of the shopping center (Grand Center) we moved into a very small office, maybe 12 by 12.

SUN CITY WAS so small that there was one shopping center, one rec center, and the Webb sales office was a trailer parked at the edge of town where the Sun Bowl shopping center is now.

There was nothing north of Grand at all, except fields. In the earliest years when cotton grew in that area, the monsoons were awesome. A brown cloud would build on the northern horizon and get larger and larger until it would hit and you could barely see across the shopping center parking lot.

I helped out around the office after we expanded into two more 12 by 12 offices. At that time you had to stop working when the phone rang since the machine I ran was so noisy no one could hear on the phone.

WE WEREN'T the only early business that was understaffed. Andy Germond's insurance business and Gil Snyder's moving company were our neighbors and one of them would answer our phones and we would answer theirs during lunch hour or when nature called.

When my father also owned the old Glendale News, I would get to watch as the printers put together the pages in the old hot metal process, using linotype machines that spit out pieces of lead for each line of type. It was hot (the lead was melted at over 400 degrees) and dirty and smelly, but I really liked it a lot. They also did job printing there so I had a lot of different machines to watch. In retrospect this is where I really started my love affair with printing. It wasn't until much later that I realized I wanted to be a part of the newspaper business as a career.

As I got older I was given more responsibilities. In high school I was in charge of the mailing. The papers would be delivered from the printer in Mesa about 11 p.m. Then a friend and I would spend the better part of the evening addressing papers (we mailed them before we went daily) and delivering them to the post office and to newsstands. The next day there would inevitably be a film in school at 8 a.m. and I slept through most of them.

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The recall election never did come off.

AFTER THAT CRISIS ended, the mayor was found dead in the Agua Fria River bottom of a gun wound. He had committed suicide because of an unrelenting bout with cancer. We didn't ignore that one either; I wrote a very sympathetic editorial in which the mayor's attributes and contributions to public service were recognized along with the unbearable pain of his disease.

Many townspeople had been less generous. But Mrs. Thomas, now residing in a Sun City care facility, became a friend forever.

One letter-to-the-editor writer once pointed out that I wasn't elected editor, and this is true. The community has been stuck, for better or for worse, for more than two decades with Syd Lambert's decision to sell his publication to me.

I MUST, HOWEVER, take credit for two innovations.

The first was the introduction of duplicate bridge to the community. When I assumed the News-Sun ownership, I was serving my second term as president of the Phoenix Unit of the American Contract Bridge League. I thought I perceived a need for this great pastime here even though the community was quite small. (Youngtown had a population of about 1,300 and Sun City about 300 when I became the editor-publisher in July 1960.)

So I organized such a game in 1961 or thereabouts at what is now Fairway Recreation Center. That center still was owned by the Webb company, and I received a very good rental agreement. Soon thereafter, however, the residents were given ownership of the center and the rent became greater than the gross. Although I had to abandon the duplicate game, it was taken over by local residents and duplicate bridge has more than prospered here since then.

THE SECOND MATERIAL contribution was the Sun City Stamp Club. Such a club had been organized early in the game by Tom Austin, a Webb executive through whom every new organization or local activity flowed in those days. At the outset Youngtowners were allowed to join. Then it was decided that they couldn't attend the meetings because they didn't hold rec membership cards, and the meetings were in what is now Oakmont Recreation Center.

With the loss of the Youngtown contingent, the club was too small to continue and it soon ceased to exist.

Many years later I wrote an editorial or a column suggesting that a new philately club be organized. Substantial response was received and so an organizational meeting was held at the News-Sun Building. In short order the club was underway and, as far as I know, is flourishing. With some 300 clubs in business here, I really couldn't see why such a neat hobby as stamp collecting wasn't "on the menu." I'm glad it now is.

THERE HAVE BEEN several major issues in Sun City over the years.

The first was the "Berlin Wall," which developed over recreation center memberships. In Sun City's Phase I rec membership was a voluntary thing; this didn't work out well in practice so the Webb company made it mandatory for Phase II. And there evolved a conflict between residents of each phase.

It got so that members of what is now Fairway Rec Center couldn't use what is now Oakmont Rec Center and vice versa. A Fairway Rec member could invite a Peoria resident for a dip in the pool but not another Sun Citian from north of Sun City Boulevard.

IT FINALLY WAS settled by a remarkable

agreement, which didn't seem like it could be brought off, in which Oakmont area residents agreed that everyone would be obligated to pay rec dues.

The system worked fine until the Webb company decided not to call its new areas west of the Agua Fria River Phases 11, 12, 13, etc., but to call them Sun City West. Now we have a new "Berlin Wall" which seems to defy a favorable solution.

Crisis No. 2 was the Spur feed lot, a cattle feeding operation south of Olive Avenue. Horrible odors emanating from this lot which housed perhaps 40,000 or more cattle served as a catalyst (cattle-lyst?) for a long-running lawsuit by Sun City residents. Ultimately Spur was forced to move to another location, on the Indian reservation near Chandler, but it took years. Editorially we predicted the residents' victory, but we didn't think any of them would be alive by the time the matter was solved finally; some made it while others didn't.

IN 1964 THERE was a proposal to incorporate Sun City as a municipality. There seemed no opposition to the idea until the News-Sun published a series of three editorials, the first on Page 1, suggesting that incorporation was premature. Before the last of the three saw the light of day, an opposition group blossomed and the measure was defeated by a 2½-1 margin. It was the only official vote on incorporation ever taken here.

Almost 18 years have passed since then, and incorporation remains the most bitterly controversial issue in Sun City—with no relief in sight.

The one major issue over which there was absolutely no controversy, as far as I know, was the creation of Boswell Memorial Hospital. The News-Sun supported the hospital's creation 100 percent from the moment we first heard that a committee had been organized to bring a local hospital into existence.

FROM THAT MOMENT every news article having to do with the hospital idea was a Page 1 story in the News-Sun until we reached a point (we were a weekly publication at the time) that more than one story cropped up in a given week because of the on-going fund-raising campaign.

I believe the creation of Boswell was the biggest single spur to rapid growth of Sun City. Population here simply rocketed. A branch of Boswell in Sun City West may not produce a similar sales boom, but it will have similar significance to SCW residents.

Similar in significance to Boswell and also non-controversial was the creation of the Sun City Volunteer Fire Company District. This was the single-handed creation of George Meade, a retired New York accountant who did more for Sun City than any other person who ever lived here.

DESPITE OUR differences (the News-Sun and Meade had sharp differences on the matter of secret meetings, with the News-Sun finally winning a court battle), we readily acknowledge Meade's unparalleled contribution to the community. Just the creation of the fire district has saved Sun Citians (and Youngtowners and Sun City Westers) millions of dollars in fire protection and insurance costs.

Another bitterly contested area was that of bond issues for the Peoria School District. That ultimately was resolved when Sun City and Youngtown "seceded" from the district and became a no-man's-land, paying an education lieu tax to the state for distribution among all school districts.

Many other disputes arose—even the poisoning of jackrabbits to protect local gardens—but in the grand scheme of things these all were less significant and transient in effect.

More will arise, and we trust the rising tempers will serve to keep the bodily fluids flowing at effective levels.

In an age when many noted publications have folded because of decreasing circulation and advertising revenue, media success stories can be appreciated by everyone.

With an audited circulation last winter of 16,515, the News-Sun has become the sixth largest daily newspaper in Maricopa County, according to recent figures released by the Arizona Newspaper Association.

That's a long way from when it first began as a bi-monthly mimeographed newsletter published out of a garage in Youngtown during the 1950s.

AND WHAT began as a husband/wife and their two children team has turned into an operation employing nearly 100 full-time people working in two nearly new buildings on Santa Fe Drive.

In addition, the Daily News-Sun has the highest paid circulation in the tri-retirement communities.

When the Freireich family purchased the paper, what they got, basically, was an address list and rights to the name—the Youngtown News and Sun City Sun, according to Elliott Freireich, general manager.

"WE HAD a plate maker for address lists and the machine which did the addressing, but there was no press," he said.

Today, the newspaper

uses the most modern equipment available in the print media today.

With a sophisticated computer system which originally cost nearly \$300,000, most major departments at the newspaper have "automated" their work.

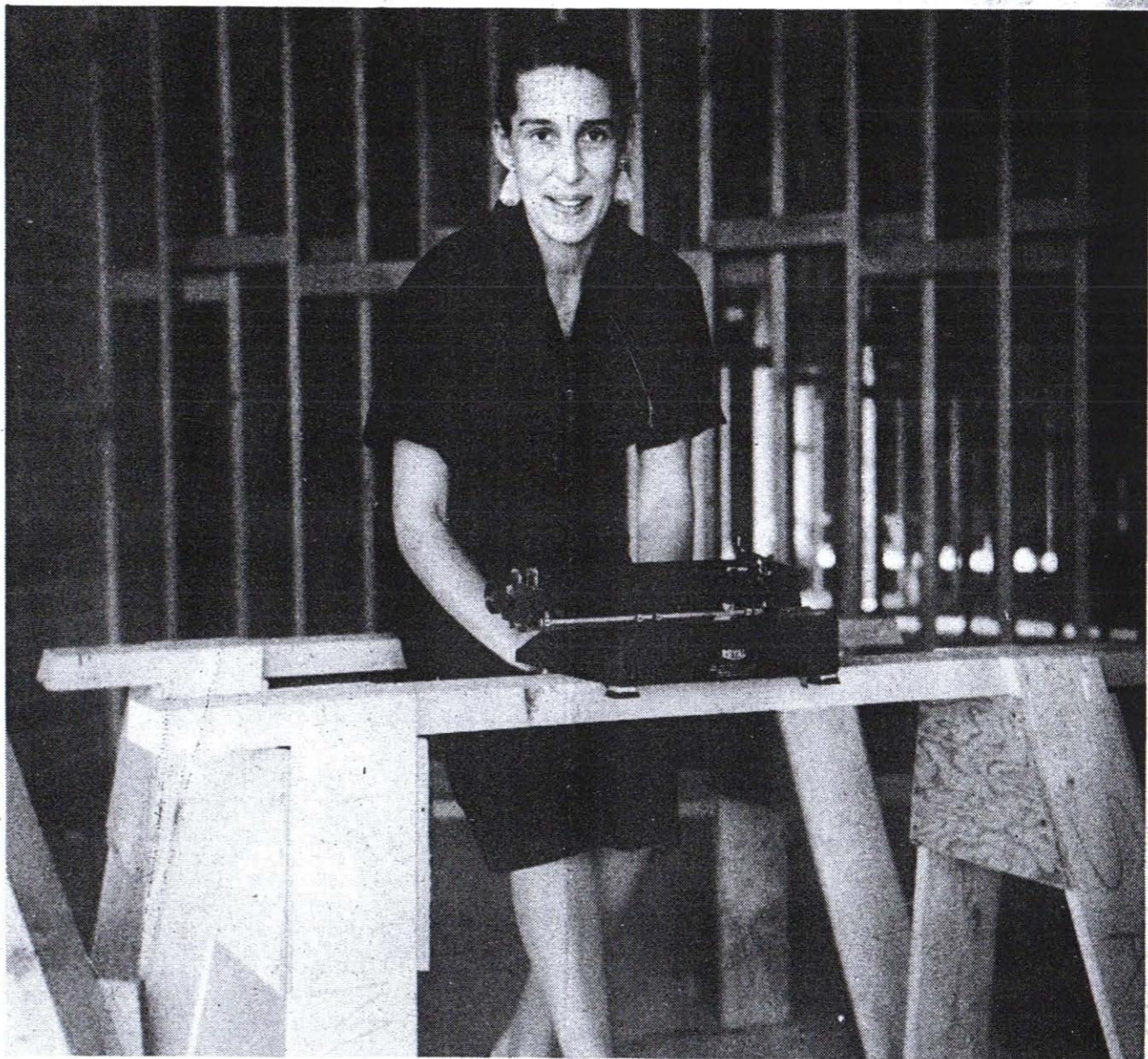
NO LONGER do reporters in the newsroom have to cut and paste pages from the typewriter. Video Display Terminals (VDTs) at each reporter's desk provide those functions, including editing, filing, type-size fit, headline writing, and just about everything else.

Likewise, employees in the retail and classified advertising display departments utilize the new equipment in ad sizing, lay-out and production.

The computer system replaced the traditional methods of typesetting which have almost become a thing of the past for most newspapers.

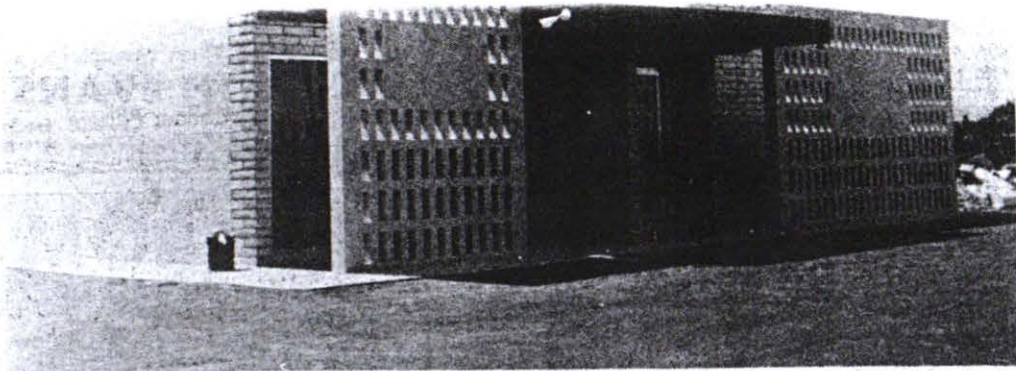
THE PRESS used at the News-Sun is the original one installed in October, 1978, when the company moved to its current location. The \$150,000 Rockwell-Goss Community has nearly doubled in price in nearly 15 years.

Freireich indicated his main goals as general manager are to maintain the community image and continue to bring the best possible news coverage to the retirement area.



Associate publisher Ursula Freireich wasted no time in getting right down to work at the very beginning. Even as construction of the newspaper offices in Grand Center were nearing completion, the Freireich

family managed to get the paper out from their home. "Our living room was the newsroom and the bedroom served as the circulation and advertising department," Mrs. Freireich recalled.



After the News-Sun moved from Grand Center, the company built a new structure on Coggins Drive (top left) where the Citizen now is located. In the fall of 1978, the paper moved to its current

location on Santa Fe Drive (bottom right). The original architectural plans called for a one-story structure. The second floor was added later as there became the need for more space.



One of the two current buildings of the Daily News-Sun, located at 10020 Santa Fe Drive, now serves as the newsroom, composing and photography departments, and production department. The second floor to the structure was added as the

need for more space became intolerable. Advertising, circulation and personnel offices were relocated to the second building about three years ago, just west of this one.

15¢

Sun City Citizen

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Observer					29,31
Date	H	L	4:30	P	
8-20	98	65	91	0	Crossword 6
8-21	100	62	95	0	Golf 7,21
8-22	101	65	95	0	Letters 4
8-23	103	66	98	0	Mehl 9
8-24	107	69	99	0	Obits 29
8-25	108	69	99	0	Photo Essay 20
8-26	107	69	99	0	TV log 26
					Welch 2

Citizen and Record bought by Independent Newspapers, Inc.

The Sun City Citizen and the Youngtown Record have been purchased by Independent Newspapers, Inc. (INI), one of the country's leading publishers of community newspapers.

The sale, effective September 1, was announced by Jack Pryor and Bob Heiberg, co-publishers, who, with their wives, have owned and published the papers for the past eight years. Pryor and Heiberg will continue as consultants for an indefinite period.

The current editor, Doug Morris, will assume full responsibilities as general manager.

Pryor said, "It has been evident to Bob and me, for some time, that the growth of these news-

papers, and the expanding requirements of the communities they serve, now demand the infusion of new methods, new equipment and new capital."

Heiberg added, "We have looked long and hard for a purchaser with a proven reputation for producing outstanding local newspapers. INI is, without question, the ideal buyer; we couldn't have hoped for better."

INI publishes 20 community newspapers in Arizona, Delaware, Florida and Maryland. In every case, control of content and operations is left in the hands of the local management.

Joe Smyth, INI president, said, "We take pride in our reputation as

good citizens in all the communities served by our papers.

"We will add the efficiencies of modern equipment, advanced production facilities, and the broad-scale experience of our combined operations to the strong base already established by the Citizen and Record.

"We are especially pleased to have Doug Morris on the job, ready to take over full management responsibilities. His business experience — particularly in the field of communications — and his intimate knowledge of Sun City, Sun City West, Youngtown and Country Meadows will make it easier for us to be increasingly useful to our readers and our advertisers. We

consider that to be the primary reason for a newspaper's existence.

"Everything will be geared toward the highest possible level of public service which only a responsive community newspaper can provide."

Morris, who came to Sun City August 1, 1973, has been active in community and state affairs. He took over as editor of the Citizen and Record last November. His career was in advertising, marketing and public relations, mostly in the New York and Boston areas. With his wife, Laura, he lives at 10638 Kelso Drive. His statement regarding the new ownership and operation is the subject of today's Editor's Chair.



Doug Morris

Editorials

Press Council role

Another milestone has been reached by the Sun City-Youngtown Press Council, with the election of new officers and the replacement of two who served — and notably contributed — since its inception four years ago, Mrs. Vivian Hewer and John Lang, by new members Dr. Irma Halfter and Mrs. Helen Randall.

Since the community it serves is not broadly aware of its activities, we consider it timely to restate at this time the "Memo of Intent" adopted by the council 14 months ago. We have modified the memo's contents to make it inclusive of the two newspapers it deals with rather than one at the time the memo was drawn up:

"We speak in behalf of the citizens of our community to the publishers of the News-Sun and

Sun Citizen. Our primary function is to serve as a conduit between the members of the community and the publishers.

"Secondarily, we are to critically examine those newspapers as to fairness, accuracy and responsibility in their reporting.

"Our purposes are to advise and to insure that both individuals and organizations in our community are treated fairly and objectively by the publishers. It is our intent to represent the community by choosing our membership from a broad cross-section of it.

"We are not proponents of special causes, but we may propose articles to the publishers on subjects which seem to constitute problems in this community."

News Sun Jan 24 '80

as of 57

Second hit news hard

Youngtown's second newspaper—The Youngtown News—began July 29, 1957, "devoted to the task of helping the residents of Youngtown enjoy living in an atmosphere of truth, frankness and understanding and to protect themselves against unjustified or unnecessary expense."

Though only a two-sided legal-size typewritten sheet, at the outset, at least, it was, from the outset, a newspaper, complete with an editorial, advertising and what is known in the trade as "hard news," as compared with The Desert Call, which was "soft news." Sydney Lambert was its founder and publisher.

The stories were short, but pertinent, especially when it came to keeping the Development Company on its toes regarding maintenance of the parks, lake and clubhouse until all lots were sold and Youngtown could incorporate, or take over operation. Comparisons with other nearby cities regarding taxes, discussions of deed restrictions, and a news tone of, if not suspicion of the development company, at least watchfulness, prevailed. It, too, was a nickel a copy, a dollar a year.

The milestone for The Youngtown News came with the July 25, 1968 issue, its first anniversary issue, when the publication went "professional" in its printing. Finally, there were pictures, the typewriter type was replaced with "set type" and illustrations could be used in the advertisements. A small size, 9½ by 12½ inches, it now contained more news in its eight pages, still sold for the original price and came out with the same frequency, every other week.

As 1959 was drawing to a close, The News began reporting the development of Sun City, starting with the banner announcement July 10 that "Del Webb Co. to Build 1,000 Homes in Youngtown Area."

By June, the story was even bigger. The headline: "Del Webb Co. closes Huge Land Deal."

The story: "Of more than passing interest to the residents of Youngtown was the announcement last weekend of purchase of some 20,000 acres in this vicinity by the De. E. Webb Development Co.

"The company has purchased ranches, including the famed Marinette and Santa Fe spreads extending from a point north of Peoria, southwesterly to the White Tank Mountains north of Luke AFB. The Marinette ranch extends from Olive Avenue west of Peoria northward seven miles.

"The transaction involves more than \$20,000,000, according to officials of the Webb Company. No dates have been announced for development of the area . . ."

In the Sept. 4, 1959 issue, the plans and dates were all laid out for readers of The News. The headline: "Plan for 1,600 Homes Told by Webb—First Unit of 555 Homes Will Cost Six and One Half Millions in Retirement Community."

The story noted that site preparation had been underway for a month already, that nearly five years of research had gone into the project, that the first nine holes of an 18-hole golf course would be ready to play by December, that the homes would be priced from \$8,000 to \$11,500. They would vary from 900-square-foot homes with two bedrooms and one bath, to three-bedroom, two-bath homes with 1,200 square feet of living space. All recreational features, a fully-enclosed Olympic-sized swimming pool, wood-working, ceramics, sewing and lapidary facilities, along with archery, shuffleboard, horseshoe and croquet areas would be built and in operation for the first residents.

As the Webb grand opening drew near, Youngtowners were made to feel at home in what was to become Sun City—it was not yet named.

In late December, Thomas Breen, manager of housing division for Webb, sent every Youngtown resident a letter of appreciation which included, not only an invitation to a preview showing on Dec. 31, 1959, between 1 and 4 p.m., but a guest card as well.

The card entitled Youngtowners free use of the Sun City pool and its adjacent facilities for 90 days and reduced rates on the golf course for one year.

Because of its every-other-week schedule of publishing, The News did not carry another Sun City story until Jan. 8. It was noted that the winner of the national contest to name the community was E. A. Britton of Eugene, Ore., for the entry "Sun City."

And it was noted that an estimated 100,000 visitors attended the official opening New Years Day "and traffic officers were still needed several days following to take care of the traffic off Grand Avenue." The Phoenix-Wickenburg highway was jammed as far as two miles with a steady stream.

(To page 16)

(From page 15)

"According to spokesmen for the new community, \$2½ million in housing sales were made in the three-day period of the opening and 237 homes have been sold so far."

It also was announced that The Youngtown News had obtained sanction from the Webb Company to add Sun City to its service area and call itself The Youngtown News and Sun City Sun.

Just a few months later, on Aug. 19, 1960, the front page changed to the now-familiar News-Sun and the headline announced the sale of the three-year-old newspaper by Syd Lambert to Burt Freireich, publisher today.

Good afternoon! News-Sun joins Arizona's dailies

With this issue, the News-Sun becomes Arizona's 14th daily newspaper.

Barely into its 21st year, the News-Sun has progressed from a monthly mimeographed sheet to a six-day daily.

That progress has mirrored the growth of America's two pioneer communities, Youngtown and Sun City.

The original Youngtown News first appeared in 1957, the project of a group that included Sydney

Lambert and Eric Kelly.

KELLY, a retired professor from New York state, died in the early days of the Youngtown News, and Lambert became editor-publisher of the new publication.

By July 1960, the paper called

itself the Youngtown News and the Sun City Sun, and its masthead proclaimed, "Youngtown's first newspaper and now Sun City's first."

That third anniversary issue also boasted a circulation increase of

almost 300 per cent in the previous year and the largest (16-page) edition in its history.

THE NEWSPAPER also had progressed from a mimeographed product to a regular tabloid and appeared every other week.

Letters to the editor in the anniversary edition addressed a still-familiar theme:

"What is all this talk about self-government being dependent on incorporation?" wrote T.A. Mitchel of Youngtown. "What about the hundreds of small communities throughout the nation who have carried on for 150 years without being incorporated?"

Another letter writer, Fred Montgomery, counseled delay: "So surely we can wait another year and see if we could afford to run a town without any business to tax or fines to collect."

Burt and Ursula Freireich, publishers of today's News-Sun, acquired the paper in August 1960 and two months later began publishing weekly.

The Freireichs, who also owned newspapers in Glendale and Avondale in that early period, shortened the publication's name to "News-Sun."

THE NEWS-SUN became a family enterprise. The Freireichs handled most of the tasks on the paper, aided by their son Elliott (now production manager), and their daughter Debra.

Burt and Ursula had attended the University of Illinois, where they met while working on the student newspaper.

Burt had worked 12 years as a reporter before entering the realm of newspaper ownership and publishing.

He started as a general news reporter for the Illinois State Journal in Springfield, worked briefly for The Sporting News in St. Louis, then migrated to Phoenix, where he had been stationed during World War II.

HE JOINED the sports staff of the Phoenix Gazette, and won

many sportswriting awards in a decade of work.

Mrs. Freireich, who holds a bachelor's degree in languages and a master's in education, won a number of awards from the Arizona Press Women in the early 1960s.

Publisher Freireich recalls that the newspaper had no office when he purchased it.

"We had rented quarters in the new building in Grand Avenue Shopping Center," he said recently. "But until that was completed, we operated out of Syd Lambert's back porch in Youngtown."

BETWEEN August and April, the passenger's side of the front seat in Burt's car served as the News-Sun office.

The newspaper occupied its first real office in April 1961—two rooms in Grand Center.

Visitors to the News-Sun office in those days often found themselves invited for a cup of coffee at Memory Lane (now Melody Lane), just around the corner. The office was too small and crowded to conduct interviews.

The paper switched from a tabloid format to standard newspaper pages in 1962, a change dictated in part by advertising demands from businessmen who recognized the potential of the retirement community market.

AS THE newspaper grew in the eyes of its readers and advertisers, Arizona's journalism fraternity also recognized and honored the News-Sun.

In its 10th anniversary issue, the News-Sun observed it had become "one of Arizona's most frequently honored weekly newspapers."

The paper already had converted to the modern offset printing method in 1964, and by 1967 it had outgrown even a third room in Grand Center and was breaking ground for its own building at 10327 Coggins Dr.

THAT SITE now is occupied by another Sun City newspaper.

The News-Sun served, then as now, as a training ground for young journalists.

The March 26, 1969 edition was produced by a dozen University of Arizona journalism students, leaving publisher Freireich to observe

(Continued on 3A) *over*

Good afternoon...

(Continued from page 1)

wryly that his "Sun Beams" column was a "last bastion of democracy and dignity in Sun City.

In the 1960s, the News-Sun developed a lively editorial page, often expressing opinions predictably contrary to those of its readership.

THE LETTERS to the editor columns became a community forum for expressions of opinion, emotion, and thanks.

The diversity and tolerance of their readers were appreciated by publishers of the News-Sun, who wrote in a 1967 editorial:

"We generally take special pains to point out how lucky we are that we have such a cosmopolitan readership which has the wisdom and experience to tolerate an opposite view.

"WE KNOW that often our let-the-chips-fall-where-they-may

editorials could alienate up to 90 per cent of our readership, and, frankly, we like to tell you how tolerant you are because otherwise you might not know it and therefore become disagreeably intolerant."

In August 1971, News-Sun readers learned that they would have to suffer their tolerance twice a week—the News-Sun would become a semi-weekly in October.

The increased number of publication days was followed rapidly by the announcement that the News-Sun would build a \$400,000 plant at its present location, 10020 Santa Fe Dr.

"WE HAD a Feb. 1, 1972, deadline for moving into the building, and we broke ground Feb. 8," Freireich recalled. "That was one deadline we were assured of missing." The new building, included a \$135,000 Goss Community Press.

The first issue to roll off that off-

set press (capacity 24 pages) appeared on Aug. 18, 1972, when the building had been occupied but not completed.

The distraction of a new building did not detract from the quality of the product.

The News-Sun was judged first among weekly newspapers for general excellence and general news coverage for 1974 and has continued to capture similar state awards.

In April of this year the News-Sun began construction of a second story atop its present building. That addition, completed in August, houses the advertising, circulation, and bookkeeping departments and provides space for future growth.

With today's first issue as a daily newspaper, the News-Sun renews its pact with its readers to remain the "hometown" newspaper for both America's first and most famous retirement communities.

AN EDITORIAL

Best Wishes To The New Daily News-Sun

Within a few days our friendly local competitor, the News-Sun, will enter upon a journey into the "wilds" of daily newspaper publishing. We've been around the newspaper business for a lot of years so we know first-hand what a challenge meeting deadlines on a daily basis can be. The thought of the tempo alone is frightening. To our friend, Burt Freireich, publisher of the News-Sun, and to all his employees, the Sun City Citizen and Youngtown Record send our greetings and best wishes for a long and happy daily publishing experience.

This event presents the Citizen/Record with the opportunity to restate its own publishing objectives and plans for the future so that our many friends in Sun City and Youngtown will know what to expect from us in the months and years ahead.

In our view it would take a serious change in the life-style of our two communities to motivate us to increase the frequency of our publishing days. Some time ago we considered the idea of going bi-weekly to "meet the competition," but we didn't. More recently we explored the idea of a

daily newspaper, but shelved that one too. It isn't that we are slow on the uptake, or unwilling to grow. We were of the opinion when we purchased the Citizen/Record that the tempo of Sun City and Youngtown was more suitably akin to a weekly newspaper than any other frequency. We still feel that way. Sun City and Youngtown may grow in size, but in our opinion the citizens of these two great communities came here to retire and enjoy life without the usual involvement of patterns, habits and tempo associated with the life they retired from. We may be wrong in this belief. We don't think we are. It is you, our reader, whom we are trying to satisfy and we know we can rely on you to let us know when you are ready for a change.

Meanwhile, we will continue to do the best darn job we know how in producing a weekly local newspaper, dedicated to the task of reporting ALL of the local news of people, clubs, events and community-wide affairs. In so doing we add our modest contribution to maintaining Sun City and Youngtown as the leading adult retirement communities in the country.

10¢ *Sun City Citizen*

SHERIFF — 258-6941

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VOL. 17, NO. 26

30 PAGES—2 SECTIONS

SUN CITY'S ONLY WEEKLY NEWSPAPER

SEPT. 28, 1977

Publisher's Statement

Today's issue of the News-Sun, the first on a daily basis, has created a lot of interest, anxiety, enthusiasm, delight, and disruption from the standpoint of our staff.

It is an exciting milestone and all of us will experience a special thrill when this issue rolls off the press.

The change obviously will have special meaning for our readers, too. We anticipate that you will scrutinize our efforts today and in the next week or two to determine whether our ambition is matched by our ability to produce a daily news product which will serve Sun City and Youngtown and the surrounding area well.

It is our intention to produce a pleasing and worthwhile package at the outset, and it is our intention to adjust quickly to the unexpected, cope with whatever comes our way, and to improve — constantly over the long run and perhaps dramatically over the short run.

We will have many good things to help make this newspaper representative of the pride and positive advantages for which this community has become known. The highly credible worldwide services of the Associated Press will be foremost among these good things. We hope to present a favorable balance of our already highly regarded local coverage and the AP's coverage of the "non-local" world.

For those who hope to find a "good news" paper, we offer our regrets. The News-Sun will not restrict itself to so-called good news. We intend to provide our readers with the news of major events which they will need to be informed. If 200 persons are killed in a Kansas City flood, we shall not shield you from it.

We are confident that we can fulfill the expectations of a readership group as sophisticated as the one which we serve here. In the past we have been the beneficiary of extraordinary patience and tolerance from our readers on occasions when the inexactitude of the human element has led to less than prideful performance. Fortunately these occasions have been relatively rare, but we do appreciate greatly your good will. We hope we can count on it in the future, especially during this transitional period.

The News-Sun will be published in the afternoons—daily except Sundays and six national holidays (our staff will be free to celebrate New Year's Day, Memorial Day, Independence Day, Veterans Day, Thanksgiving Day, and Christmas Day).

Today's issue represents pride, perseverance, and progress. We hope the entire community will share with our staff the joys of this accomplishment.

Burt Freireich

March 25, 1976

ORGANIZING MEETING OF PRESS COUNCILNEWS-SUN OFFICE...7:30 PM, MARCH 25, 1976

Present: Evelyn Barber, Robert Bucknam, Paul Cloud, Lawrence Conradt, Everett Eaken, Burt Freireich, Ursula Freireich, Vivian Hewer, John Lang, Doug Morris, Edna von Pischke, Jack Pryor, Arthur Reddemann, Helena Skinner, Myron Waggoner.

1. The first subject discussed was the rationale for a Press Council, i.e. do we need such a functioning group?...can it serve a useful purpose?
2. Everett Eakin distributed copies of a memorandum he had prepared, which outlined the general purpose, structure, and function of a Press Council. It was agreed that this was an excellent statement, and could be used as a starting position for our group. Copies will be made for distribution at the next meeting.
3. After discussion, it was the unanimous conclusion that a Press Council had potential for positive accomplishment, and should be instituted. It was the consensus that only through trial-and-error performance could precise areas and methods of application be established.
4. The "provisional members" present agreed to continue as the organizing Board. By common consent, terms of office were decided by drawing numbers. Terms are as follows:
 - 1-Year: Conradt, Eaken, Skinner, Waggoner
 - 2- " : Bucknam, Hewer, Judkins, Lang
 - 3- " : Cloud, Morris, von Pischke, Reddemann
5. It was agreed that the President would be selected from the 1-year group, the Vice President from the 2-year group, and the Secretary from the 3-year group. Elected were:
 - President: Myron Waggoner
 - Vice President: Robert Bucknam
 - Secretary: Doug Morris
6. The name of the organization will be The Press Council of Sun City-Youngtown. For the time being, it will not be chartered or incorporated.
7. A book, titled "Back-Talk", (on loan from Prof. Don Brown of ASU), defining and describing Press Councils, was discussed. A summary of its contents will be prepared for the next meeting.
8. General discussion of matters that could fall within the scope of a Press Council elicited a variety of pertinent subjects.
9. It was agreed that the Publishers of the News-Sun and the Sun-Citizen (or their representatives) would not be members of the Press Council, but would ordinarily attend meetings and act in ex-officio capacities.
10. The next meeting of The Press Council of Sun City-Youngtown was set for 7:30 PM, Thursday, April 8, in the back office of the News-Sun. President Waggoner will be out of town at that time, so the meeting will be chaired by V.P. Bucknam.

Doug Morris
Secretary

OVER

3/25/76

Everett Eakin 3/25/76

SUN CITY PRESS COUNCIL

BENEFITS - A Press Council can provide:

1. Two-way channel of communications between the newspaper editor and community.
 - a. Give editor a channel to talk freely to civic leaders.
 - b. Give civic leaders a better understanding of complex problems a newspaper faces and why it pursues a given course of action.
2. Provides a feedback channel - Gives editor accurate reading on how well paper is serving community needs.
3. Provides signposts for directions the paper can go in doing a better job for community.
4. Provides observation window for editor on current community problems.
5. Vehicle for adjudicating reader complaints.
6. Can provide moral support to editor in making changes in news handling procedures.
7. Can stimulate editor to take certain actions for community betterment.

COMMENTS:

Believe the basic idea of a Press Council is sound. Its success depends upon the cooperation between the newspaper and the council.

Have personal awareness of unfavorable undertone against an outstanding newspaper in another community. Various segments, perhaps antagonized by the personality of the publisher, protest the paper ignores coverage of certain groups and organizations. In most instances failure to get news space was failure of these groups to get the information to the paper in proper form and in keeping with editorial requirements. A press council would have helped.

In circumstances where two newspapers operate in a community, a press council could be helpful in certain situations where the editor of one or a public group might have a news reporting problem.

The fact that a press council is actively working with the local news media can be a most constructive factor for community growth.

RECOMMENDATIONS

1. That a press council be formed with those persons already invited constitute the membership if all are willing to serve.
2. Membership be for a three-year period, with terms staggered. Length of terms to be determined by drawing as previously suggested. Those chosen for one or two-year terms be eligible for re-election to another three-year term. Those chosen for a three-year term be ineligible for re-election.
3. Meetings to be set up for twice a year after council is once formed, subject to call at other times when need arises at request of council head of local newspaper.
4. Officers be a president, vice president and secretary.

Everett Eakin

News-Sun operates from new plant

First issue rolls on 6-unit press

This issue of the News-Sun is the first newspaper completely produced in Sun City-Youngtown, the result of the newspaper's move into a new plant and the inaugural run of a new six-unit offset press.

Star performer of the half-million dollars in plant and equipment is a \$135,000 Goss Suburban-Community press capable of producing 24 standard newspaper size pages at up to 20,000 impressions per hour.

THE NEW building at 10020 Santa Fe Drive, occupied although not yet completed, was constructed on a 45,000-square-foot site with 150-foot frontage adjacent to the Sun City Animal Hospital.

Heretofore, the News-Sun staff produced completed pages, then transported them to the Scottsdale Daily Progress for platemaking and press work.

Automation was featured in the composing room, and this theme has been carried out in added production departments which have keyed the major expansion program.

A CONVEYOR belt transports news and headline copy, as well as classified and display advertising copy, from the front office to the composing room. There two Fairchild Teletypesetter machines are used to transmit copy to punched paper tape. The tape is fed into a Compugraphic 4961 computer, which reads it and trans-

forms it into final form on photographic paper.

The Compugraphic, upon command, will produce copy justified both right and left in any of four type sizes, either light or bold face, and width up to about three newspaper columns wide.

LARGER sizes of type, that used for headlines and advertising display, are set on another Compugraphic machine, known as a 7200 headliner.

Newly added equipment to automate the processes between the completed page and the presswork include an automatic film processor produced by DuPont, a nuArc fliptop pulsed Xenon platemaker, an automatic plate processor, and an electric plate coater.

Plates for this issue were processed by hand because of the late arrival of the plate processor. This equipment is expected to be in operation in time for the next issue.

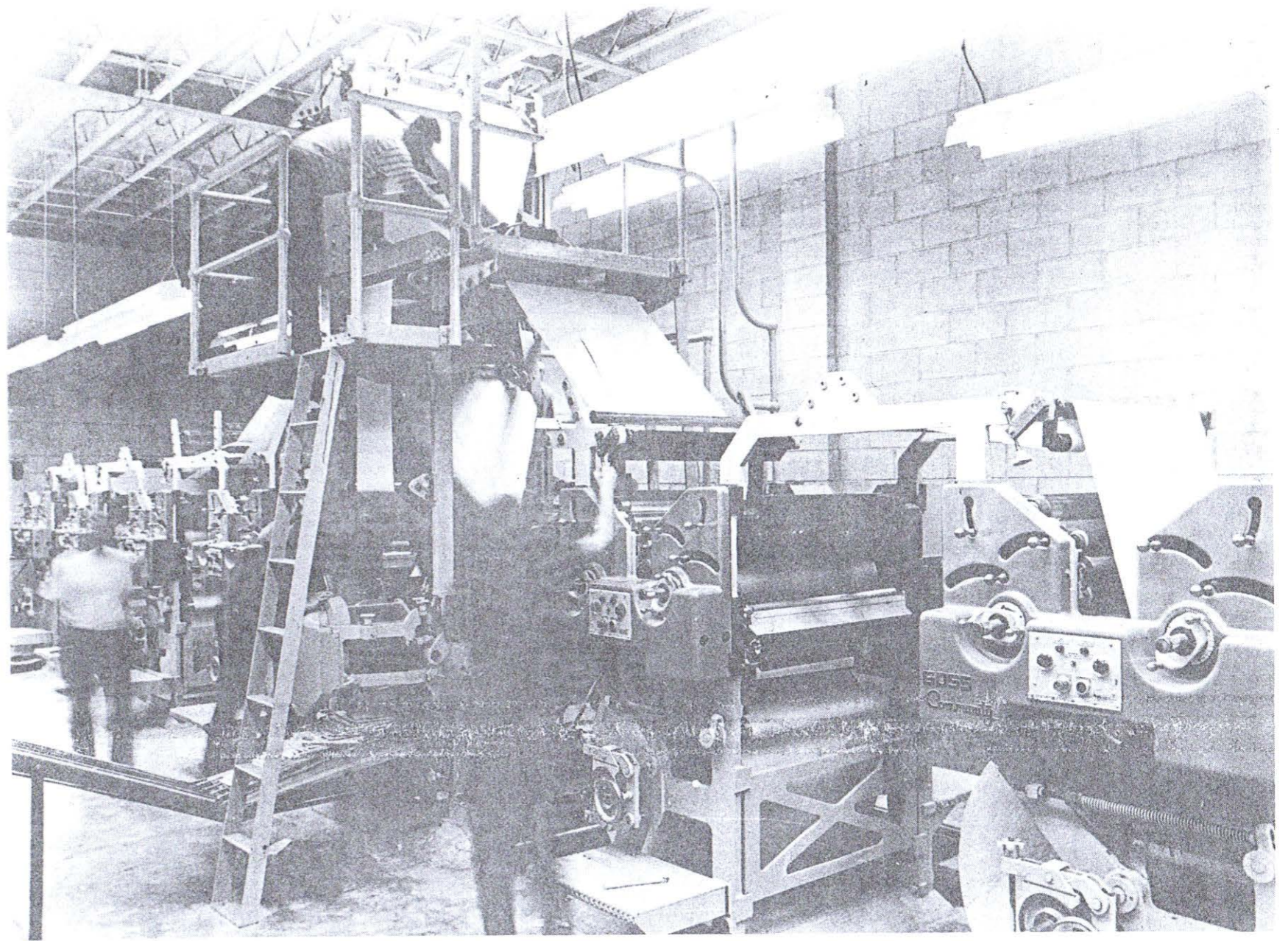
THE NEW building contains about 8,300 square feet. It has a modern design, and its outstanding interior feature is the attention to thorough lighting.

The most welcome addition, from the staff's standpoint, are three water fountains—there were none in the quarters occupied for the past four years at 10327 Coggins Drive.

The new News-Sun telephone number is 977-8351.

An open house and plant tours will be conducted soon.

OVER



TIME EXPOSURE catches News-Sun press crew in motion as test run comes off new 6-unit Goss Suburban-Community press in new plant at 10020 Santa Fe Drive. Web offset press will print up to 24 standard newspaper pages in two sections at up to 20,000 per hour. Today's issue is first printed in new facilities. (News-Sun Staff Photo)

On this the fifth anniversary of the Sun Citizen, the Sun Citizen Profiles deviates from its policy of bringing to its readers a profile of an outstanding resident of Sun City or a Sun City Merchant.

This week to mark the start of the Sun Citizen's sixth year a profile on the staff will be presented.

Len and Esther Morgan, came to Arizona in 1955 from Hamilton, Ontario, Canada. Youngtown at that time was just beginning, Sun City was unheard of. Moving to Youngtown in August 1955 the Morgans have watched both retirement towns grow beyond expectations. Taking an active part in the life of their adopted community they became interested in the Youngtown Record, Inc., and are co-owners of that incorporation.

As Sun City grew and developed there was a need for the type of community newspaper that the Youngtown Record was offering the residents of Youngtown. At the request of and with the encouragement of many Sun City residents the Sun Citizen came into being in April 1962, to provide clubs and organizations with the type of coverage they desire. The Sun Citizen makes no boast of printing state wide coverage of news, but rather the day to day events of Sun City and its people.

Len Morgan is the president of the Youngtown Record Inc., and is best known to the local merchants as their "ad-man".

Esther Morgan, probably the better known of the two, being in the Sun Citizen office daily, is news editor, reporter and sometime picture taker.

Also in the Sun City office is Vera Michael, who has charge of the classified advertisement department. Vera came to Arizona from Vandergrift, Pa., in 1931. She moved to Youngtown in its early years and is also a pioneer of the area.

Advertising manager John Blackmore with his wife Lorrene moved to Sun City in 1962 from Northbrook, Ill. John has a lifetime background of newspaper advertising and management.

No profile of the Sun

Citizen would be complete if it did not mention the staff photographer Lloyd "Rex" Reckner with his ever ready camera available to cover style shows, club meetings and parties. Mr. and Mrs. Reckner came to Arizona from Harvey, Ill. Harriett Reckner is a member of the subscription department and the couple reside in Youngtown.

An important part of any newspaper is its correspondents, the Sun Citizen is fortunate in having Lue Leisy with her Lue's Scrapbook, a pot-pourri of local events and happenings. Sherley Revard with her News and Chatter, which is just that, news and chatter of your neighbors, parties and local events. Mary Grant with replacing divots, has a thorough knowledge of local golfing events and happenings she has a talented pen with which she turns out her humorous sketches of lady golfers. These three ladies are all Sun City residents.

The most important position in a newspaper is the publisher, he is the "cog in the wheel" that ties together all the loose ends that make a finished paper. Sun Citizen publisher Eugene Ely, has lived in Arizona most of his life, he had been active in weekly newspapers for many years in Good-year and Avondale before coming into the Sun City-Youngtown area. Mr. and Mrs. Ely with their two daughters reside in Good-year.

The Sun Citizen is printed at the Pueblo Publishers in Peoria. The Sun Citizen is the one local paper whose employees live in the community which is owned, published and printed in the area, a truly "Home-Town" paper.

* * *

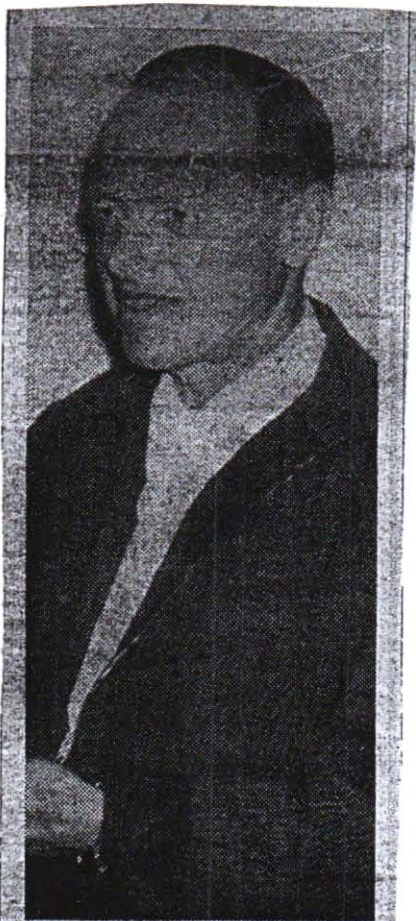
Do you recognize this driver? He haunts the freeway. Hesitates on the entrance ramp. Too slow for the traffic flow. Passes quickly but fails to signal intentions. Tailgates. Slows down too soon in traffic before entering deceleration lane. The Traffic Safety Division, Arizona Highway Department says he's the freeway novice. His mistakes may trap you — watch out for him.

The Sun Citizen April 20, 1967

Sun Citizen Profiles



THE STAFF — Four members of the Sun Citizen staff take time out to pose for staff photographer Lloyd Reckner as we bring a short profile introduction to our readers of the staff members.



BOB JANZ

Janz Named Editor

Bob Janz, whose 24 years in the U. S. Foreign service took him to posts around the world and earned him a place in Who's Who in America, has been appointed editor of the News-Sun.

The announcement was made by Burt Freireich, who has been serving in the dual capacity of editor-publisher. Freireich will continue to write and will assist in editing the weekly publication which serves both Youngtown and Sun City.

Janz, 57, of 12227 Cherry Hills E., was born at Omaha and spent most of his youth in the Midwest. He joined the navy at 18 and later spent one year at the Naval Academy at Annapolis after passing a competitive entrance examination.

JOURNALISM, however, at-

tracted him, and he left the academy to enter the Oklahoma University school of journalism. He spent three years there, working nights with a magazine publisher and later working on a large Virginia weekly and editing a small Oklahoma weekly.

He passed a civil service examination as "editor" and went to work at Washington, attending night classes to obtain a degree from the Georgetown University School of Foreign Service.

In the Foreign Service he saw duty at Guatemala City; Belfast, Ireland; Bahia, Brazil, Sao Paulo, Brazil; Ciudad Trujillo, Dominican Republic; Lisbon, Portugal; Angra do Heroismo, Azores; Jerusalem; Washington; Colon, Panama; Panama City; Cali, Co-

lombia; and Monrovia (on loan to the Liberian government).

AFTER HIS retirement in 1953 he served 18 months in Caracas working for the Venezuelan government.

Then came two years of fishing in Florida, a hitch as reporter with the St. Petersburg Times, and manager of Florida's International Trade Department.

Mrs. Janz, who has served as hostess to high government officials of many nations, was born in Oklahoma and met her husband at Oklahoma University. Before their marriage she went to Chicago with an older sister. There she worked at Marshall Field & Co. department store, taught painting, and studied at the Art Institute.

Sun City Sun to circulate

*(January 8, 1960, Youngtown
News-Sun City Sun)*

The Youngtown News has a new partner, the SUN CITY SUN, which will be dedicated to our neighbor to the east. The new enterprise has been sanctioned by spokesmen of the Del E. Webb Company.

As people move into the project their comings and goings will be reported in the same manner that has made the NEWS a successful advertising and news medium for Youngtown.

1959

SUN CITY CITIZEN

Published every Wednesday from offices in Clubhouse Square, Youngtown, Arizona, by the Youngtown Record, Inc.

Second Class postage paid at Youngtown, Arizona.

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Editor Bob Janz
Associate Ed. Elizabeth Allwood
Bus. Manager Esther Morgan
Ad. Manager John Blackmore
Sports Editor Andy Wagner
Staff Artist James Sullivan

Sun City Citizen

USPS 526-160

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Jack Pryor..... Publisher
Bob Heiberg..... Co-Publisher and General Manager
Darlene Heiberg..... Business Manager
Doug Morris..... Editor
Ed Forger..... Advertising Manager

Member of Arizona Newspaper Association

ADVERTISING STANDARDS

Merchandise or service advertised in The Sun City Citizen is expected to be accurately described and readily available at the advertised price. Deceptive or misleading advertising is never knowingly accepted. Complaints regarding advertising should be directed in writing to advertising manager; above address.

eventually becomes

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NAME CHANGES

1956 Youngtown News

Jan. 1, 1960 Youngtown News & Sun City Sun

July 22, 1960 News-Sun

1977 Daily News-Sun