

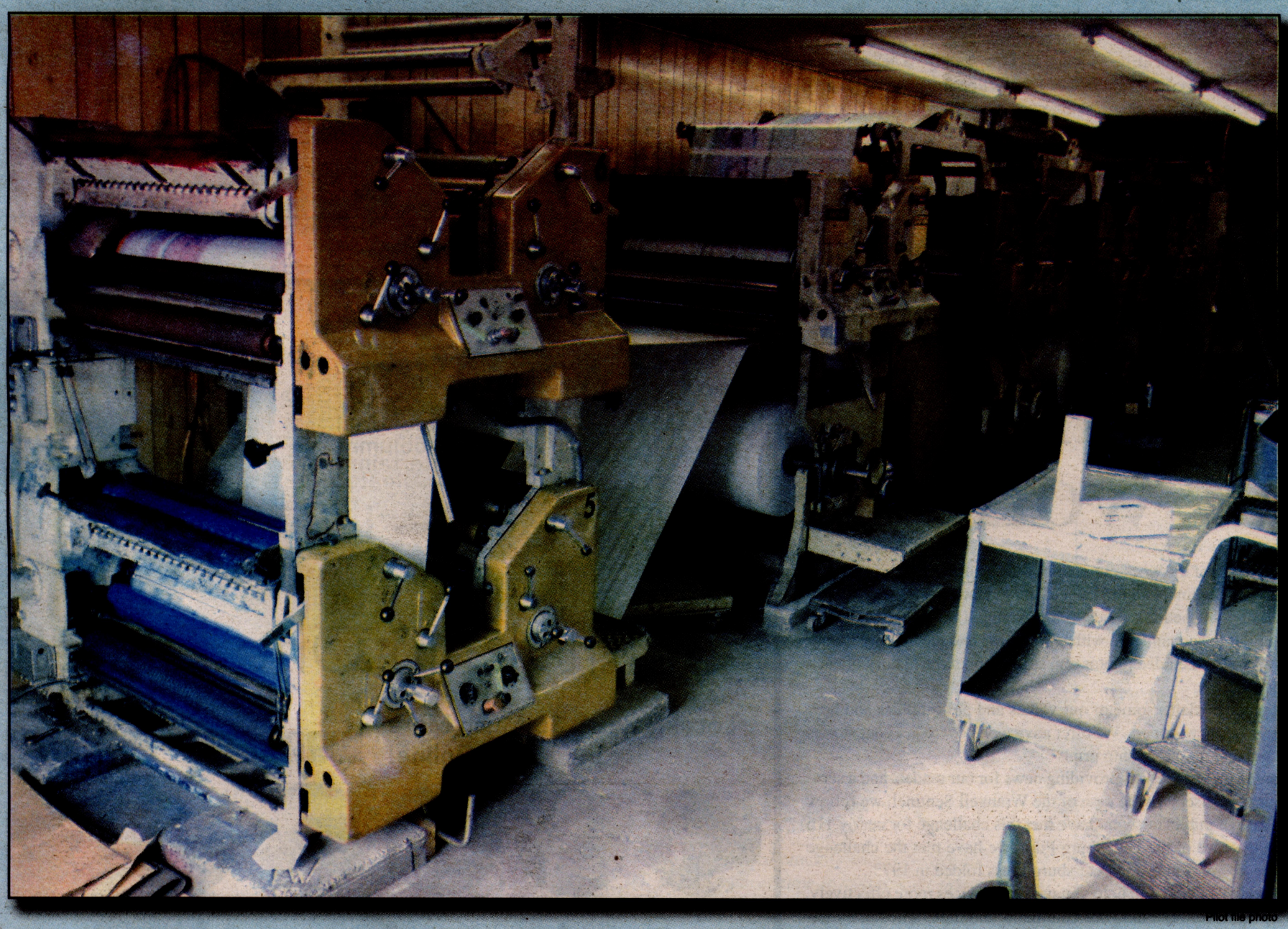
Photo courtesy Lew Williams, Jr.

Lew Williams, Sr. (above) stands in front of the Wrangell Sentinel's Country Campbell letterpress in use in Wrangell in the mid-1950s. The press, manufactured in 1866, is now housed at the Wrangell Museum.

petersburg pilot
PETERSBURG, ALASKA

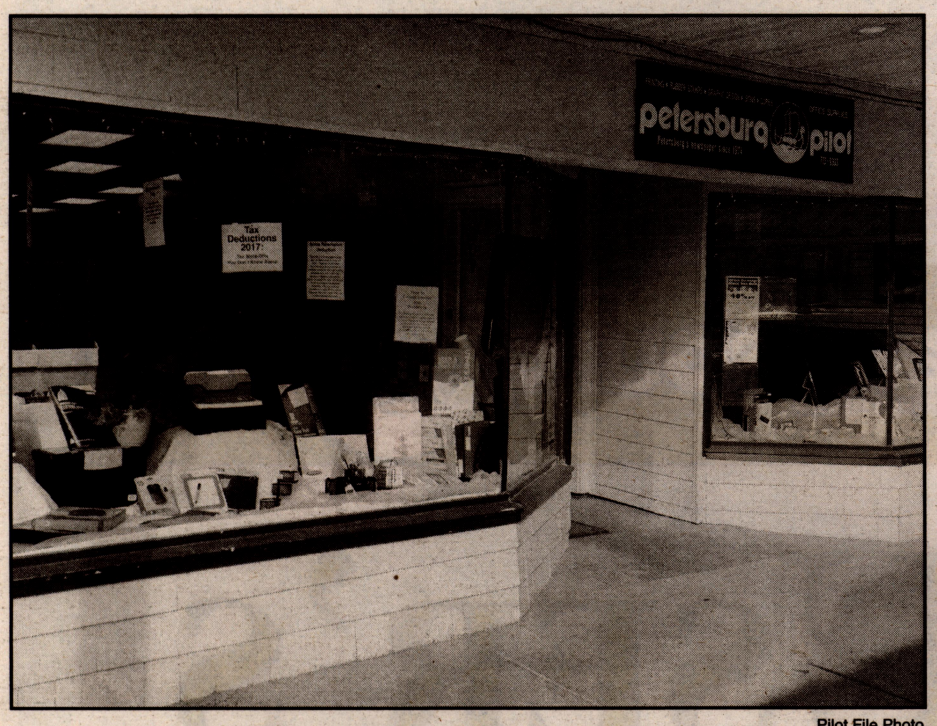
USER'S GUIDE

WRANGELL SENTINEL



Pilot file photo

Petersburg Pilot press operators output a recent edition of the newspaper on the company's 6-unit Goss Community offset press located in Petersburg.



Pilot File Photo

The Petersburg Pilot office at 207 N. Nordic Drive comprises 2,200 sq. ft. of space that includes 3 work stations, the co-publisher's business office and a retail office supply store. An additional 3,500 sq. ft. of space houses the pressroom, and production facilities and additional office space.



Sentinel File Photo

The Wrangell Sentinel offices are at 205 Front Street and utilize about 630 sq. ft. of space for business offices and reporter's work-station.

Williams provides historic photos and information for this User's Guide

We are indebted to former Petersburg Press and Wrangell Sentinel publisher Lew Williams, Jr. for providing stories, photos and information about both Petersburg and Wrangell newspapers.

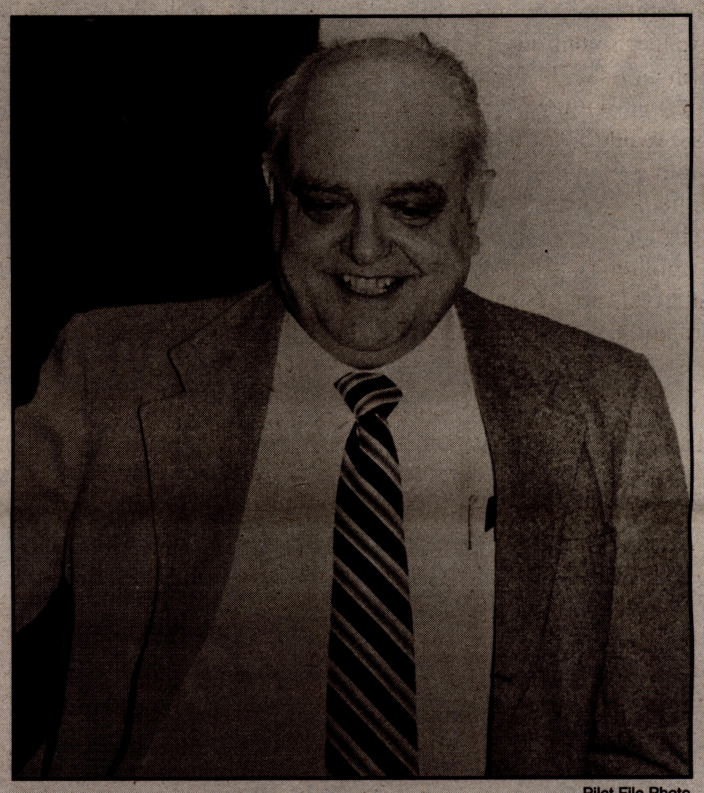
In addition to providing historic photos, Williams also provided entire chapters of a book he updated and edited, "Bent Pins to Chains; Alaska and its Newspapers."

In the mid-1970s historian and author Evangeline Atwood was urged by Fairbanks Daily News-Miner executive Charles Gray and Ketchikan Daily News Publisher Lew Williams, Jr. to write a history of Alaska newspapers. She completed a manuscript, "A History of One Hundred Years of Newspapering in Alaska, 1885 – 1985," but died of cancer in 1987 before it could be published.

She gave copies of her manuscript to Williams, Gray and her husband, Anchorage Times Publisher Robert B. Atwood. She asked Williams to edit it and have it published.

After retiring as a Ketchikan newspaper publisher, Williams began updating Mrs. Atwood's manuscript, resulting in an expanded archive copy. That copy is with her original manuscript in various archives. The book "Broken Pins to Chains," is developed from that updated copy.

Williams began his newspaper career in 1936 as a carrier for the Daily Alaska Empire in Juneau. He later operated newspapers with his wife, Dorothy, in Petersburg, Wrangell, Sitka and Ketchikan, where they retired in the 1990s.



Pilot File Photo

Lew Williams, Jr.

This guide explains our work

We're proud of the work our employees accomplish to bring a new edition of the Sentinel and the Pilot to our readers each week.

We have published this guide to the Wrangell Sentinel and the Petersburg Pilot to acquaint you with who we are and the how we do our jobs. We've also included photos and stories about the history of each of the papers.

This guide explains some of our values and philosophies and how we operate our newspapers. We offer advice on how to get your stories and advertising messages into print.

We are in the business of providing news for our readers and a service to our advertisers. In the case of the Wrangell Sentinel, we follow a long chain of publishers who have met this challenge for nearly 116 years. In the case of the Petersburg Pilot, we have met the challenge for a mere 44 years after the Petersburg Press folded in 1973.

We hope this guide will help you use our services more effectively.

As always, we welcome your comments and input whether by letters to the editor or suggestions to the publishers.

We exist to serve you.

Ron & Anne Loesch,
Co-Publishers
April, 2018



Editorial pages are reserved for opinions

Editorial pages are unlike any other pages in the paper, because they are reserved for opinions. News appears on other pages, free from opinions, except those of news sources that may be quoted from time to time.

Reader's opinions and the newspaper's opinion both appear on the editorial pages of both newspapers. We even label the page as the "Opinion Page."

One editor wrote, "The front page is for the report of what others are doing. The editorial page is the report of what the editor thinks they should be doing." An editorial is written by the editor and represents the newspaper's stand or commentary on an issue.

An editorial can praise, thank, inform, criticize, strengthen, invite, share or critique. An editor's viewpoint can change over time. An editorial opinion is a timely statement on an event. New information, new circumstances and a change in attitude can change an editor's viewpoint from one year to the next.

We print reader's comments on the same page, as "Letters to the Editor." They are the lifeblood of a community newspaper, because the newspaper exists as a forum for debate and exchange of ideas.

We print our opinions and those of our readers. We treat their opinions as carefully as our own. Libelous remarks are cut out and we reserve the right to edit all letters, without altering the intent. We encourage letters to be typed or printed in upper and lower case being careful of correct punctuation and grammar.

We cannot publish thank you letters listing more than five individuals or businesses. Likewise, we don't publish commercial messages veiled as letters to the editor. These items are best published as advertising.

Finally, we require that all letters be signed by the author. By publishing the writer's name, we make them accountable for their opinion and we keep the newspaper from becoming a vehicle for innuendo.

We make the editorial page one of distinction, located in the same place each week. We're proud to display the writings of this newspaper and our readers on it's special pages.

If you don't like the editor's opinion you may call him and tell him so, or you may flatter him even more by writing a letter for publication.

Forms help readers give us news

Both the Pilot and Sentinel have special forms that help people give us news about engagements, weddings, birth announcements and obituaries.

The forms list the types of information we publish and help us get the necessary information to write a story about the event.

Photos may be submitted along with stories, news releases or with completed forms that we provide. Bring in several photos and we will select those that are of interest to us or that will reproduce the best.

Photos must be in-focus and transmitted to us with at least 300 dpi. I-phone pictures should be sent to us in the "Large" file format.

Photos brought to us by a studio should have the studio name on the back, so we may give credit for the photo.

We will return all photos submitted to us. After publication they are available at our office. We cannot be responsible for photos left in our office for more than 1 month.

For critical photos that cannot be duplicated, we can often scan images while you wait, and return the photo to you in a few minutes.

petersburg pilot
PETERSBURG, ALASKA
P.O. Box 930
Petersburg, AK 99833
907-772-9393

OBITUARY INFORMATION

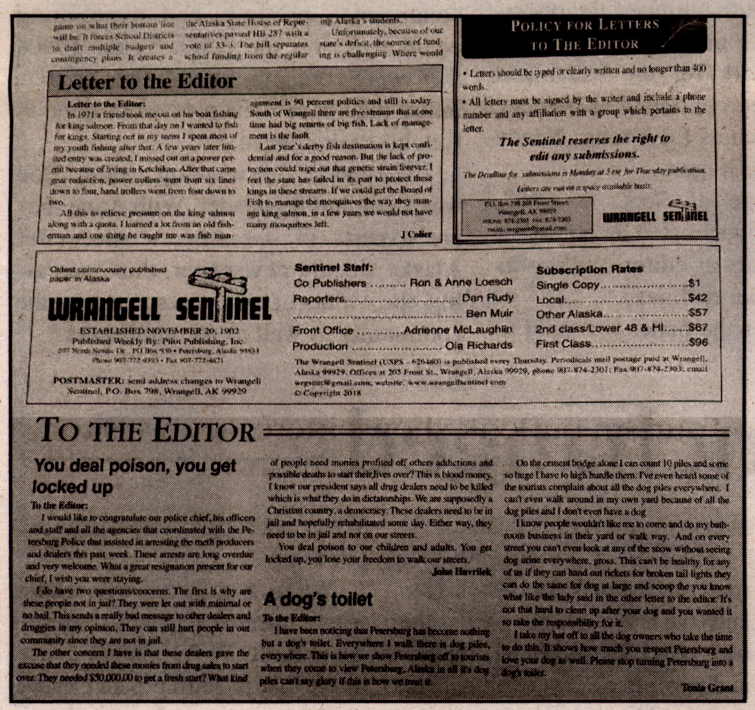
Name of Deceased _____ Age _____
Birthdate _____ City & State _____
Time & Date of Death _____
Place of Death (hospital, home, etc.) _____
Cause of Death _____

Birthplace _____ Parents _____
College/Schooling _____
Occupations _____
_____
Memberships/Organizations _____
Honors/Awards _____
Survivors _____
_____
_____

Memorial Services (time, date, place) _____
_____
Place of Burial _____
Officiating Pastor & Pallbearer names _____
_____
_____
Memorial contributions to _____

Other information _____
_____

Photo may be submitted for possible publication.
In some cases, color photographs may not be acceptable.
Black & white photos are preferred.



Letter to the Editor

Letter to the Editor:
In 1971 a friend took me out on his boat fishing for king salmon. From that day on I wanted to fish for kings. Starting out in my teens I spent most of my youth fishing after that. A few years later limited entry was created. I missed out on a power permit because of living in Ketchikan. After that came gear reduction, power trollers went from six lines down to four, hand trollers went from four down to two.
All this to relieve pressure on the king salmon along with a quota. I learned a lot from an old fisherman and one thing he taught me was fish management is 90 percent politics and still is today. South of Wrangell there are five streams that at one time had big returns of big fish. Lack of management is the fault.
Last year's derby fish destination is kept confidential and for a good reason. But the lack of protection could wipe out that genetic strain forever. I feel the state has failed in its part to protect these kings in these streams. If we could get the Board of Fish to manage the mosquitoes the way they manage king salmon, in a few years we would not have many mosquitoes left.
J Collier

POLICY FOR LETTERS TO THE EDITOR
• Letters should be typed or clearly written and no longer than 400 words.
• All letters must be signed by the writer and include a phone number and any affiliation with a group which pertains to the letter.
The Sentinel reserves the right to edit any submissions.
The Deadline for submissions is Monday at 5 pm for That days publication.
Letters are run on a space available basis.
P.O. Box 798 205 Front Street
Wrangell, AK 99929
PHONE 874-2301 FAX 874-2303
EMAIL wrgsent@gmail.com
WRANGELL SENTINEL

Oldest continuously published paper in Alaska
WRANGELL SENTINEL
ESTABLISHED NOVEMBER 20, 1902
Published Weekly By: Pilot Publishing, Inc.
207 North Nordic Dr. • PO Box 930 • Petersburg, Alaska 99833
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Sentinel Staff:
Co Publishers ..... Ron & Anne Loesch
Reporters ..... Dan Rudy
..... Ben Muir
Front Office ..... Adrienne McLaughlin
Production ..... Ola Richards

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TO THE EDITOR

You deal poison, you get locked up

To the Editor:
I would like to congratulate our police chief, his officers and staff and all the agencies that coordinated with the Petersburg Police that assisted in arresting the meth producers and dealers this past week. These arrests are long overdue and very welcome. What a great resignation present for our chief, I wish you were staying.
I do have two questions/concerns. The first is why are these people not in jail? They were let out with minimal or no bail. This sends a really bad message to other dealers and druggies in any opinion. They can still hurt people in our community since they are not in jail.
The other concern I have is that these dealers gave the excuse that they needed these monies from drug sales to start over. They needed $50,000.00 to get a fresh start? What kind of people need monies profited off others addictions and possible deaths to start their lives over? This is blood money. I know our president says all drug dealers need to be killed which is what they do in dictatorships. We are supposedly a Christint country, a democracy. These dealers need to be in jail and hopefully rehabilitated some day. Either way, they need to be in jail and not on our streets.
You deal poison to our children and adults. You get locked up, you lose your freedom to walk our streets.
John Havrilek

A dog's toilet

To the Editor:
I have been noticing that Petersburg has become nothing but a dog's toilet. Everywhere I walk there is dog piles, everywhere. This is how we show Petersburg off to tourists when they come to view Petersburg, Alaska in all it's dog piles can't say glory if this is how we treat it.
On the cement bridge alone I can count 10 piles and some so huge I have to high hurdle them. I've even heard some of the tourists complain about all the dog piles everywhere. I can't even walk around in my own yard because of all the dog piles and I don't even have a dog.
I know people wouldn't like me to come and do my bathroom business in their yard or walk way. And on every street you can't even look at any of the snow without seeing dog urine everywhere, gross. This can't be healthy, for any of us if they can hand out tickets for broken tail lights they can do the same for dog at large and scoop the you know what like the lady said in the other letter to the editor. It's not that hard to clean up after your dog and you wanted it to take the responsibility for it.
I take my hat off to all the dog owners who take the time to do this. It shows how much you respect Petersburg and love your dog as well. Please stop turning Petersburg into a dog's toilet.
Tonia Grant

Pilot photo

The Sentinel and Pilot print hundreds of letters each year on local topics of interest to our readers.

Letters to the editor are welcomed

Both newspapers welcome letters to the editor, particularly letters pertaining to local issues. Letters must be signed and be limited to 350 words or roughly a page and one-half of double spaced type.

Writers should include a daytime phone number so that the editor may verify content and authorship.

We reserve the right to edit letters for libelous material, length, taste and clarity. All letters are accepted and published on a space available basis.

Letters become the property of the newspapers and will not be returned.

Deadline for submission of letters is 5 p.m. each Monday for the Sentinel and each Tuesday for the Pilot. Letters should be addressed to: Editor, Petersburg Pilot, P.O. Box 930, Petersburg, Alaska 99833. Letters may be dropped off at our office at 207 N. Nordic Drive, as well. In Wrangell, letters should be addressed to Editor, Wrangell Sentinel, P.O. Box 798, Wrangell, Alaska 99929. Letters may be dropped off at the Sentinel office at 205 Front Street.

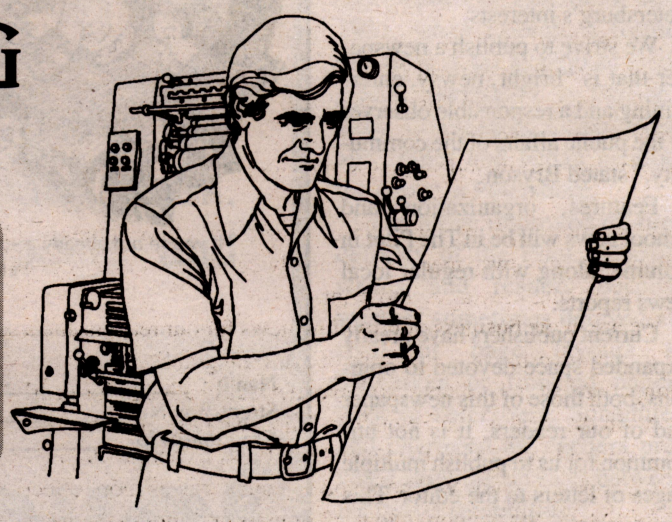
Letters are accepted by email as well. Wrangell Sentinel letters should go to wrgsent@gmail.com and to Petersburg Pilot atpilotpub@gmail.com

Both papers will accept longer op-ed pieces by prior arrangement with the publisher. Generally those pieces are limited to between 750 and 800 words.

QUALITY PRINTING
at Competitive Prices!

Call us today for:
- Brochures
- Books
- Flyers
- Labels
- Letterheads
- Envelopes
- Invitations
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- Magnetic Signs
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- Business Forms

Stop in at the Pilot and let us help you with your next printing job.
We have ideas, artwork, type styles, and a rainbow of ink colors to choose from that will suit any job you have in mind.



petersburg pilot
PETERSBURG, ALASKA

P.O. Box 930 • Petersburg, AK 99833
(907) 772-9393
email: pilotpub@gmail.com

Pilot is Petersburg's 5th local newspaper

Over a period of 60 years, Petersburg has had four weekly newspapers, one of which operated under two different names. The Petersburg Pilot is the fifth paper and was founded on February 8, 1974.

Newspaper history in Petersburg began on January 18, 1913 with the appearance of The Progressive, "published every Saturday" by J.E. Rivard and J. Frederick Johnson. Rivard was editor.

The Progressive survived only a year.

Johnson's name last appeared on the masthead on March 8, 1913 and the paper's last issue in Petersburg was on Sept. 26, 1914. Editor Rivard announced laconically that, "we can't make it." He moved the paper to Ketchikan where it continued to publish until 1917.

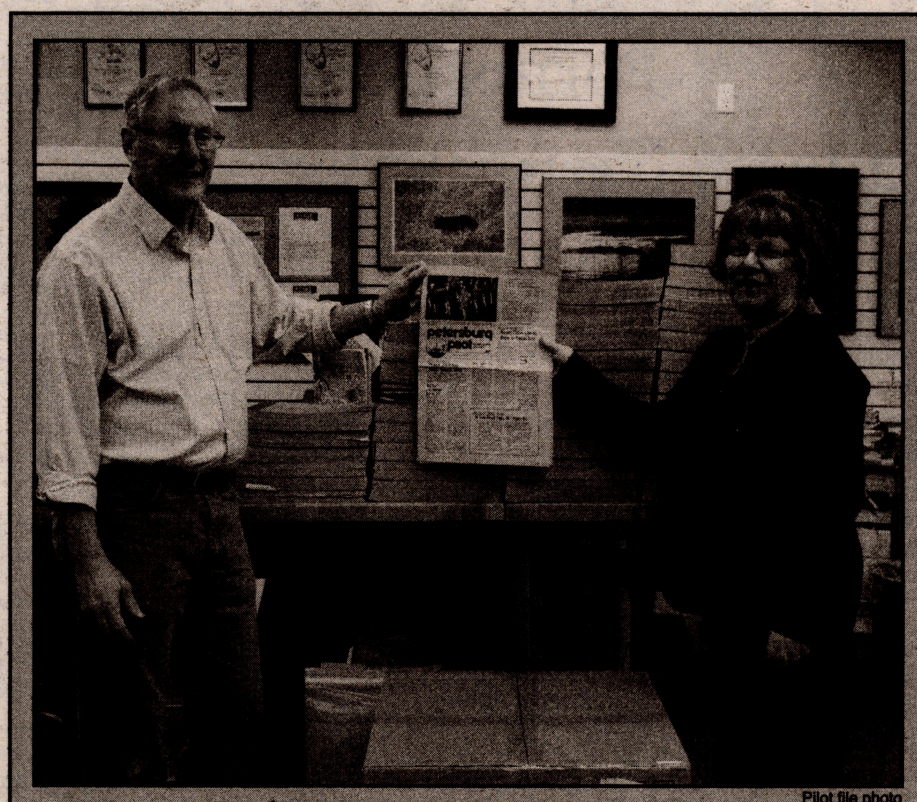
Three months later, on Dec. 5, 1914, The Petersburg Weekly Report appeared with Lynn W. Miller as editor and publisher. Publication was on Saturday and the subscription price was $2.50 per year.

With the issue of July 5, 1918, M.S. Perkins succeeded Miller as editor and publisher. Perkins had been at Juneau with The Alaska Daily Empire.

Perkins continued to publish the paper until February 1924 when Sidney D. Charles took over. Charles had been publishing the Sitka Tribune since 1921. With issue of March 7, Editor Charles changed the name of the paper to The Petersburg Herald. At the time the paper was published each Friday and the subscription price was $4 per year.

In the Issue of Feb. 26, 1926 Charles announced that he was turning the paper over to the holder of notes. The Petersburg Herald did not publish again until Wednesday, May 19, 1926. By the summer of that year, the paper folded and Harry M. Appleton was publisher.

On July 23, 1926, The Alaskan appeared with Louis F. Paul, editor and manager. This was published by the A.N.B Publishing Co. and produced on equipment shipped down from Skagway. The Alaskan published on Friday. Its last edition on file was Vo. VII, No. 11, Sept. 30, 1932.



Pilot file photo

Pilot is 40-years old

Co-Publishers Ron and Anne Loesch show off some of the 40 bound volumes of the Petersburg Pilot along with the first edition of the paper. February 6, 2014 marks the 40th anniversary of the newspaper that was started by Jamie Bryson who was the publisher of the Wrangell Sentinel at the time. In 1975 Von Braschler purchased the paper and in July 1976 sold it to Loesch.

Meanwhile, the Petersburg Press made its appearance on August 27, 1926, published by the Viking Publishing, Co. John W. Schoettler and Albert O. Elstad were the publishers and proprietors. It published under a long series of editors until May 2, 1941 when new owners took over the Petersburg Press.

Claire A. and Ethel Wilder moved down from Juneau where they had been associated with The Alaska Daily Press. The Wilders published the Press until the summer of 1953 when he was appointed United States Marshal for the First Division of Alaska. With the issue of July 31, 1953, Edward L. Clemons took over as editor and publisher and published the paper with his wife Betty Mae who was a daughter of the Wilders.

In the May 25 edition in 1956 Lew M. Williams, Jr., and his wife Dorothy took over the paper and continued the operation for 10 years until they moved to Ketchikan to work for the Ketchikan Daily News. They continued as owners, hiring editors such as Ed Young, Nancy Strand and Albro Gregory.

With the issue of Sept. 8, 1967, Charles F. Willis was listed as publisher with Albro Gregory as editor. Willis was president of Alaska Airlines.

In March 1971 the paper was sold to Glenn Luckie, who was first listed as publisher in the issue of March 17, 1971. In the last issue of the Petersburg Press on January 31, 1974, Glenn Luckie wrote, "we can't make it," and indicated he might move his plant elsewhere.

Realizing that Petersburg was about to lose its newspaper, Wrangell Sentinel editor and publisher Jamie Bryson, 38, flew to Petersburg and started the Petersburg Pilot, whose first edition appeared on February 8, 1974. Bryson and a rag tag staff of full and part-time workers published the paper until March 5, 1975, when he announced on the front page of the paper that he was tired, and had stretched himself too thin by attempting to publish two weekly newspapers.

Lew Williams Jr. of the Ketchikan Daily News recruited the Pilot's next publisher, Von Braschler, who got the next edition on the streets on April 9, 1975. All the paper's typesetting and layout was done in the offices of the Ketchikan Daily News, which also had been printing both Wrangell and Petersburg papers for years.

On July 14, 1976 Braschler bid the town farewell and announced the arrival of the state's youngest publisher, Ron Loesch, 23, who came to Petersburg from the Ketchikan Daily News. In August 1977 Loesch married his co-publisher and the couple continue to publish the paper.

Lew Williams, Jr. in his book titled, "Bent Pins to Chains; Alaska and its Newspapers," wrote: "The Loesches purchased a building and their own newspaper printing press and upgraded other commercial printing and typesetting equipment over the years. By the 1990s they were competing with other printers rather than have their presswork done in Ketchikan or Juneau.

"They were also winning awards. Ron was a community leader. With Anne they are experts in operating a successful Alaska weekly newspaper, thus increasing the value of the newspaper to the community as well as the publishers."

Newspaper mission still unchanged

Since the Petersburg Pilot was founded, our mission has remained the same as that stated by its first publisher, Jamie Bryson. Bryson also published the Wrangell Sentinel. The Pilot is a publication dedicated to running news, features and photos about and of specific interest to Petersburg and southeast Alaska. We only run state, national and international news items that pertain to Petersburg's interests.

We strive to publish a newspaper that is "bright, newsy, entertaining and a responsible observer of the public affairs of the community," stated Bryson.

Features, organization and school news will be in The Pilot in volume, along with regular local news reports.

Current publishers have greatly expanded space devoted to opinions, both those of this newspaper and of our readers. It is not uncommon for us to publish multiple pages of letters to the editor. This newspaper continues in its role as a sounding board for the community and a forum for debate.

We believe in expressing our own opinions as persuasively as possible, but only on the editorial pages.

We strive for excellence in our editorial product, both in appearance and content. We present the news as impartially, fairly and accurately as possible, and strive to cover those matters of most concern to our readers.

We are a business. We sell newspapers and we sell space in our newspaper. While the news is published free of charge, advertisers use this publication as a vehicle to inform readers of their goods and services that are available at their places of business.

Since we are a business, we must pay the bills. The best way to keep the bills paid is to publish the best possible newspaper for our audience. If readers can't depend on us, neither can the advertisers. When that happens, we will go out of business.

We're a growing newspaper with a talented staff in a dynamic community. We're a good newspaper that is getting better every week.



Looking for a bargain?

SUBSCRIPTION TYPE	RATES
In-Town	$52.00
Other Alaska Locations	$68.00
2nd Class/Lower 48 & Hawaii	$78.00
First Class Delivery	$112.00
6 Month Subscription	$48.00

If you're not already a subscriber, order a subscription today, and enjoy the convenience of having the paper delivered to your address each week.
Petersburg residents can save money by subscribing rather than purchasing the paper at the newsstand.

To renew or to order a subscription, please fill out the form below:

Name _____
Street/Box No. _____
City/State/Zip _____

METHOD OF PAYMENT

☐ Check or Money order
☐ Credit Card ☐ VISA ☐
☐ Number _____

Daytime phone # _____
Expiration Date _____
Signature _____

Send Payment to:

petersburg pilot
PETERSBURG, ALASKA

P.O. Box 930 · Petersburg, Alaska 99833 · 207 N. Nordic Drive (907) 772-9393

Writing a news release

A press release might be the best way to present news to us for publication. It's not hard to do. Here are some tips to follow.

Today, news releases can be sent to the paper by email.

Keep it short. Space is limited in our small paper; so brief items have the greatest chance of being published. If we want more information, we will get in touch with the news release writer.

Get to the point. The important information in your news release should appear at the beginning. This way editors can shorten news items by cutting from the bottom of the story, and yet the important information will be retained in the piece.

Generally, the lead of the inverted pyramid is contained in the first two paragraphs of the release. The lead should include the most important information.

Subsequent paragraphs are written in descending order of importance, with less critical information appearing at the end of the release.

FIVE W'S

All news releases must answer the following:

WHO – Who sponsored the event? Who will speak? Who is involved in the news event? Give complete names, spelled correctly.

WHAT – What will take place or what happened?

WHEN – Be exact with the day, date and time.

WHY – Why is the event taking place? Why is the news important? Background information could help explain "why" as well.

WHERE — Where is the event taking place?

HOW – Sometimes the five W's don't tell all the information. Sometimes we have to explain "how" an event took place.

The five W's should always appear in the first 2 paragraphs, and sometimes "how" also.

Finally, the person writing the news release or news information should include their name and phone number, which need not be printed. Sometimes however, the editor needs to get additional information or clarify an item in the release.

THE 5 W'S

- Who
- What
- Where
- When
- Why or How

Advertising is news from businesses

Advertising is the bread and butter of both newspapers and makes up about 70% of our annual income. Since we are a business, it is important that we be profitable. If we aren't, the bills would go unpaid and we would be out of business.

Since both newspapers draw an average readership in excess of 6,000 people each week, businesses find the papers to be valuable publications in which to advertise their goods and services.

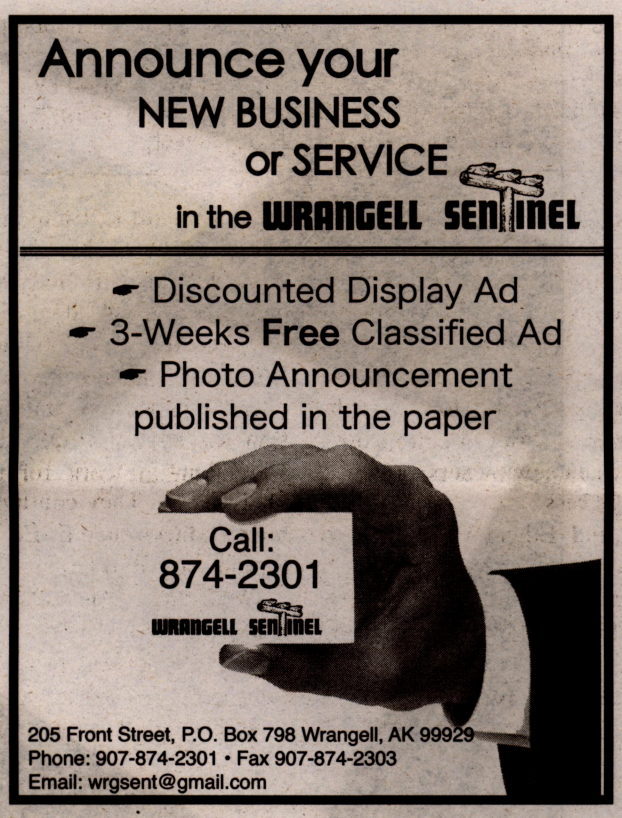
We have three major types of advertisements in The Pilot and Sentinel – classifieds, display and legal notices.

CLASSIFIED ADS –

Published under their own heading, we publish a full page of ads almost every week. We place ads under different headings or "classifications," thus the reason for their name is apparent. Classified headings include help wanted, homes for sale, boats for sale, etc. These classifications become more detailed as the paper's circulation increases to cover its market. The Seattle P.I. for example has many more classifications than does The Pilot or Sentinel.

LEGAL NOTICES –

The Pilot and Sentinel print public notices from the Petersburg Borough, the City and Borough of Wrangell, the Federal government and every government entity in between. City, state and federal laws mandate that the government notify the public of their actions that affect their constituents. IRS liens, U.S. Marshal's auctions, Forest Service timber sales, bids for purchases of vehicles and equipment, court hearings, election notices and job opportunities are just a few of the many types of notices that appear in the papers each week. Changes in almost any type of law require notification to the public.



The public notice section of the paper carry important news for citizens, and that is why we publish these notices near the classified ads, which make up one of the more popular sections of the paper.

DISPLAY ADS –

Any commercial message with a border around it is a display ad. It can be as small as one column wide by 1" high to several pages in size.

The size of the ad depends upon what information the advertiser needs to include in the ad space and the amount of money in their ad budget. Generally, larger businesses can afford larger ads. All of our advertising customers are important to us and we attempt to call on them regularly.

All advertising is not restricted to the sale of retail items. Many ads are placed to promote ideas, wish a happy birthday, promote political candidates or to make an announcement that will attract attention.

Ads may be printed in color. Color attracts more readers to the ad, and generally results in additional notice by readers.

The size of the newspaper each week is dependant not upon the amount of news, but upon the amount of advertising sold for a given week. Many newspapers devote 60 to 70 percent of their space to advertising and only 30 to 40 percent for news. The Pilot and Sentinel devote about 50% of our space to both news and advertising allowing us to remain in business. Interest payments, paper and labor are our biggest expenses each month, and without a minimum of 50% ratio of news to advertising, we cannot meet those obligations.

Advertising assistance is just a phone call away. To place classified, public notice or display advertising in The Pilot, just call us (772-9393). Our advertising deadline is Tuesday at 5 p.m. Wrangell advertisers may call (874-2301) before 5 p.m. on Monday to place an ad.



Sources: We depend upon them for news

Our reporters rely upon a variety of people to talk to them each week in order to report the news of the community. The police chief, city clerk, city manager, school principals, parents, children and many others all give us information each week that helps us write news report about this community.

Our reporters are trained to ask questions about news events that people want or need to know about, and then to write a story about that news event. They are trained to listen, observe and write about that which they hear and see.

Good reporters have good manners and treat their news sources as they wish to be treated. While good manners are essential, it doesn't mean they can't be aggressive and stubborn when they're trailing a tough story.

Responsible reporters seek sources that will provide them with news and establish a relationship of trust and cooperation from these sources. Reader's benefit when reporters have good working relationships with their sources.

Sometimes sources, for a variety of reasons, ask to go "off the record," and in most cases the interview has to stop. Without information that can be published, newspapers have nothing to give to the reader.

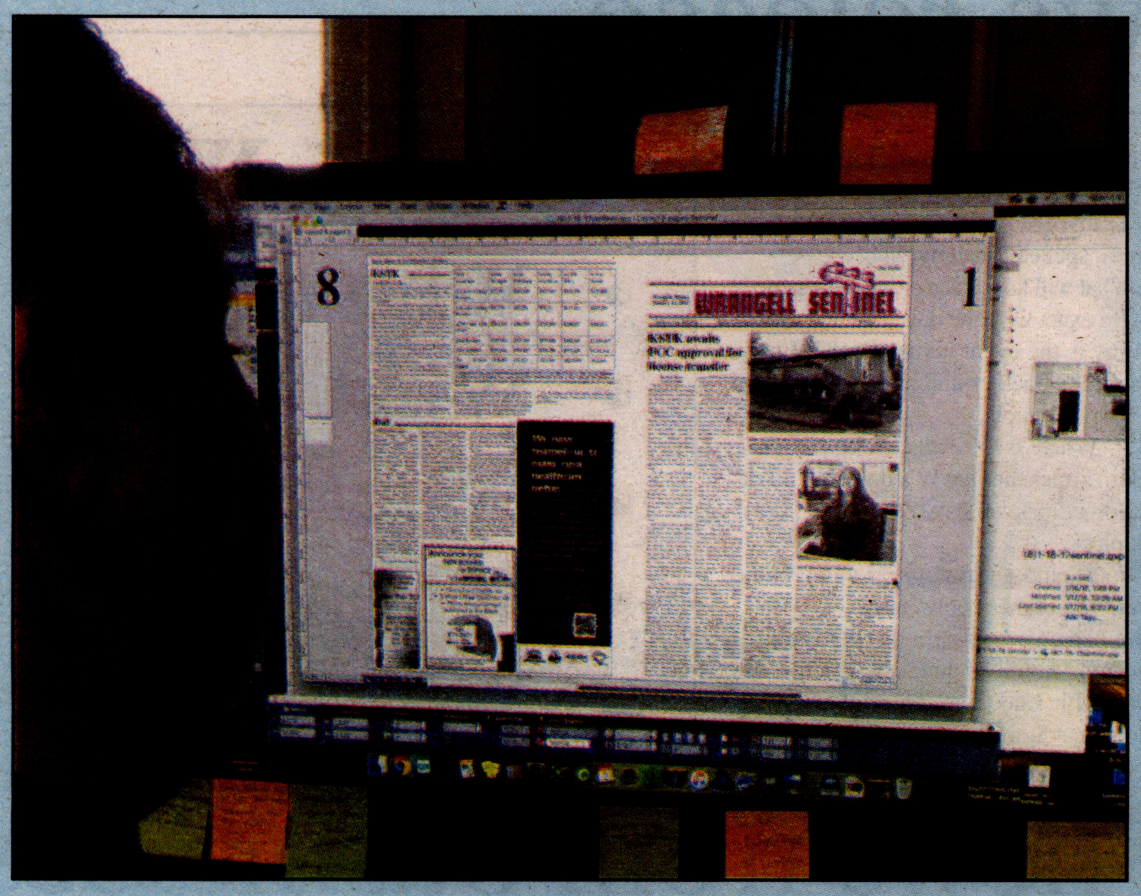
Reporters identify themselves as reporters at the beginning of all interviews, with the understanding that they will use information given to them in a news story. Sources cannot, at the conclusion of the interview, tell the reporter that the information was given "off the record" or not for publication. If they do, they have wasted both their time and that of the reporter.

Further more, if the "off the record" comments were not agreed to by both parties, prior to the beginning of an interview, the newspaper has every right to publish information from that interview.

Finally, the reporter can only grant "off the record" privileges in very limited circumstances. In most cases the reporter must check with his editor before granting such a request. The only time such a request should be granted is when the reporter has no other source for the information and that information provides critical background material for an important story.

"Off the record" information is often given to reporters to provide background information or provide context to news events they cover.

Participants at a public meeting of the city council or the school board cannot expect to go "off the record" since it is a public meeting and anyone, not just reporters, are present to listen to and view the proceedings. The news media also attends and reports on meetings on behalf of readers who cannot attend the meeting, but who want to know what action was taken.



Making ne

We start with blank

Following final proofing, the Sentinel pages are formatted and sent to the CRON-ECRM machine where the images are transferred to the printing plates. Prior to that, production employees and the reporter complete advertisements, stories and photos before they are assembled onto pages digitally.



Last year Pilot Publishing Inc. installed the latest plate imaging system from CRON-ECRM. Completed page layouts are sent digitally to the machine, which produces finished aluminum printing plates ready to be clamped onto the press cylinders after the edges are bent.



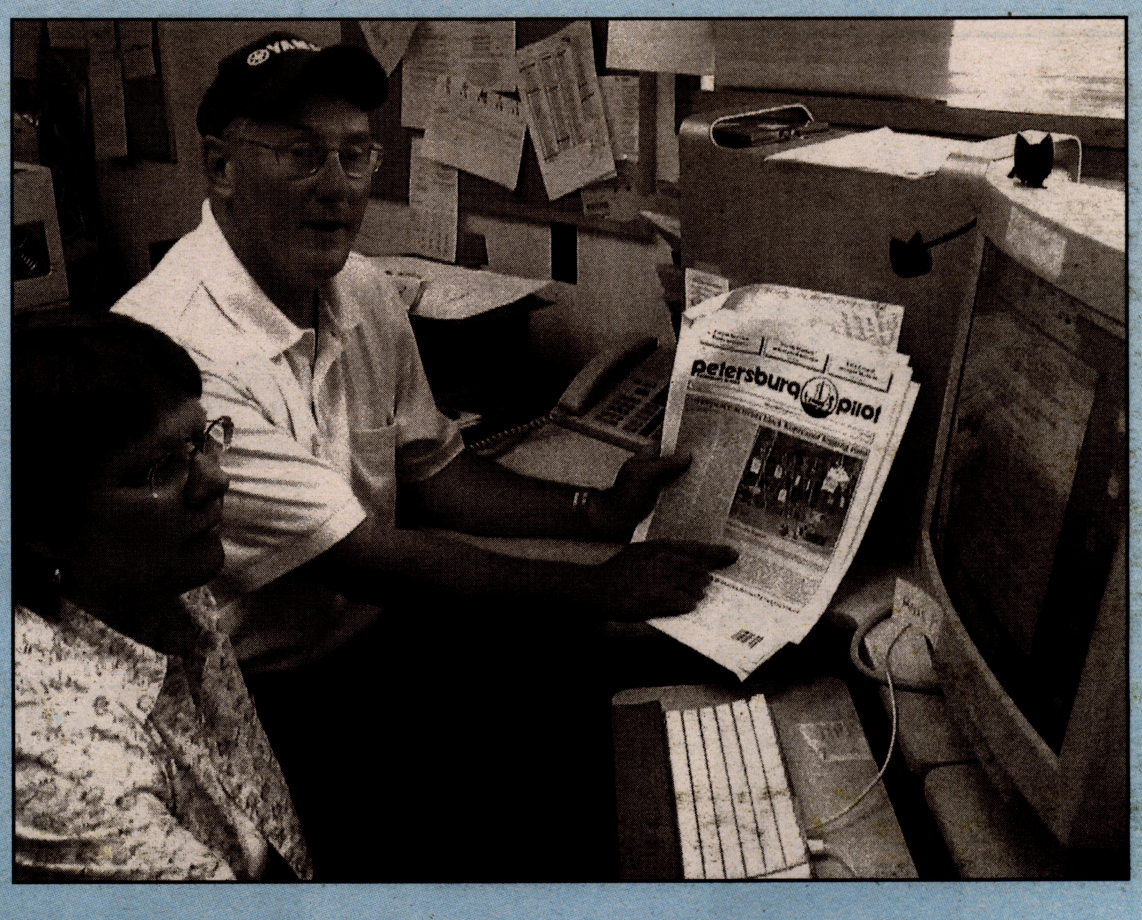
Ola Richards bends the edges of the aluminum printing plates so they can be clamped onto the plate cylinder on the press.



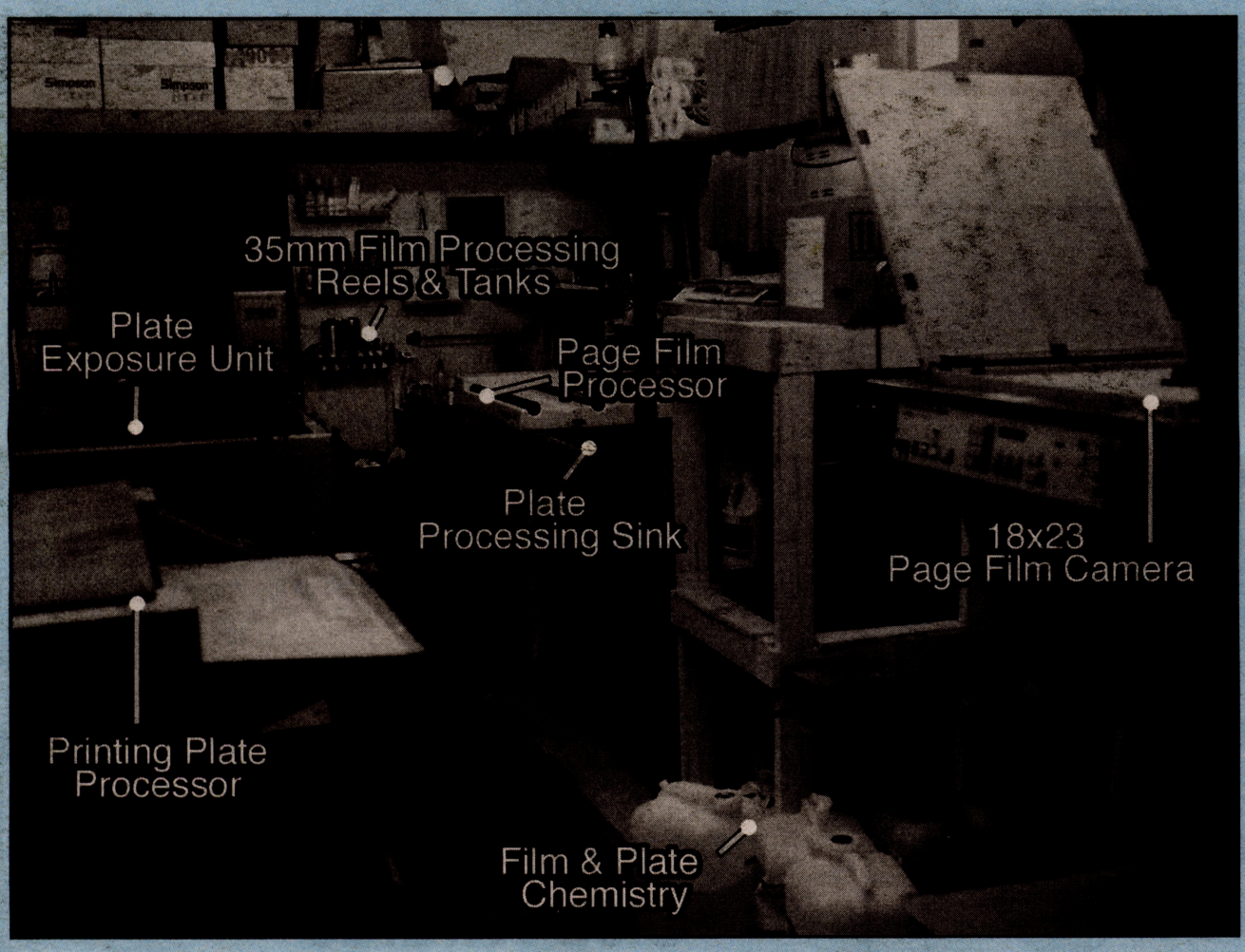
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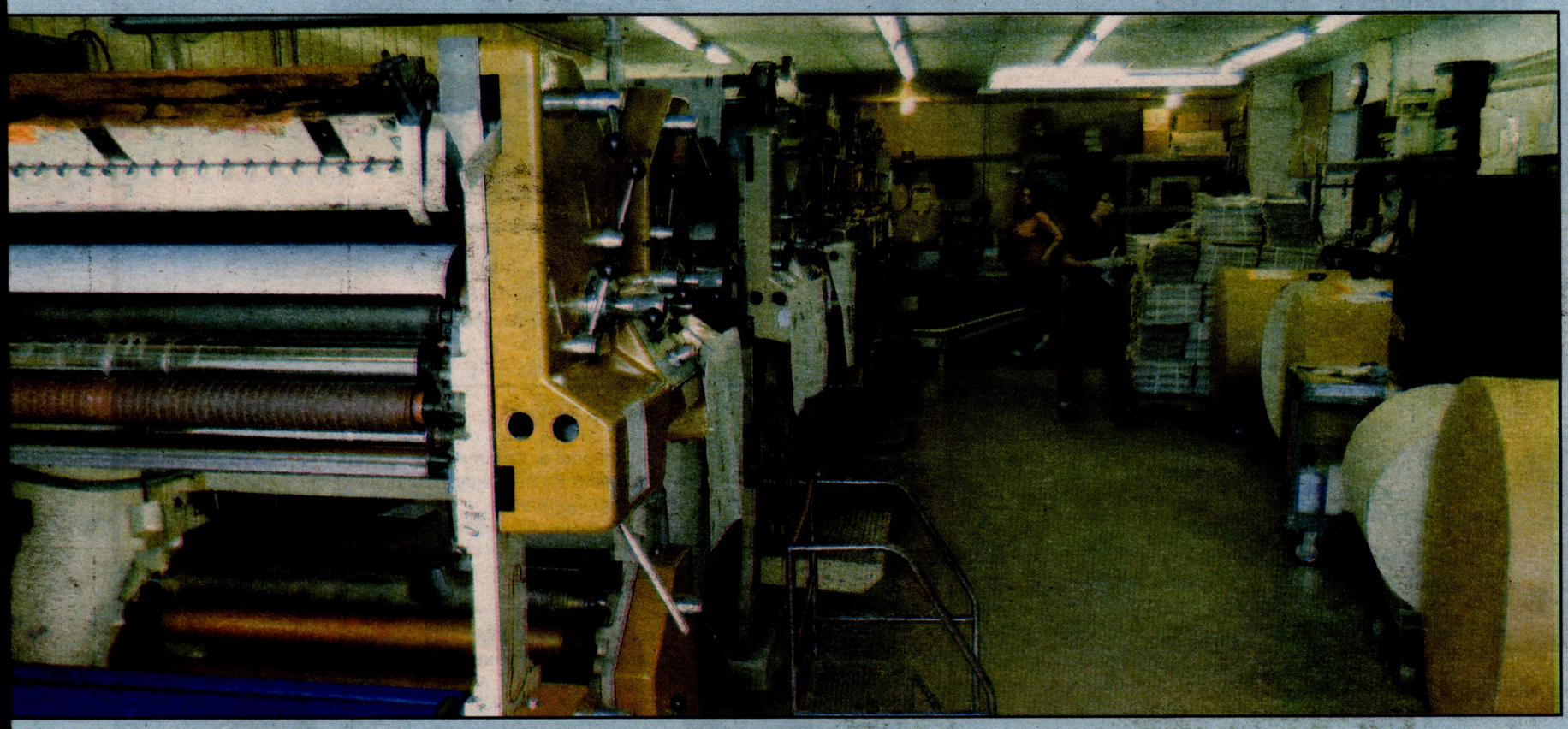
pages every week...



Co-Publishers Ron and Anne Loesch check page proofs before they are sent to the CRON-ECRM platemaker.



Prior to the new system, printing plates were sensitive to room lights and had to be processed using orange "safelights." Two chemicals (a developer and a finisher) were required to produce printing plates. With the new system, no chemicals are required to make plates and the plates can be handled under regular room lights. This system replaces the need for the light tables, sinks, film processors, process camera, chemicals and plate scrubber pictured in the darkroom in 1995.



blishing, Inc. operates a 6-unit Goss Community Press to print its newspapers. The press is capable of printing up to a 32-page newspaper with full color on up to 4 f the paper. Each press-run takes about 25 minutes depending upon how many paper roll changes are necessary. Make-ready (work required before the press-run takes another 30-40 minutes. Two to 3 people are needed for each press run.



PILOT PHOTO

Pilot installs new color presses

Reid Brothers Construction used their 950 Cat to move the 11,000-pound press unit into the Pilot pressroom from the Alaska Marine Lines shipping container in March 2009. A smaller Trident Seafoods forklift was used to move equipment inside the building during the installation. The Wrangell Sentinel rolled off the presses Wednesday morning and was the first paper printed on the new equipment.

2017 Alaska Press Club Awards

WRANGELL SENTINEL

Best Weekly Newspaper 2nd Place

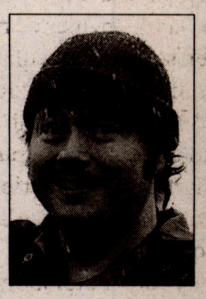
"Crisp, clean writing; wonderful photos that tell stories all by themselves. Good job."

-Judge's Comment


WRANGELL SENTINEL

Names given to faces on some stored totems

Wrangell bids goodbye to the Class of 2016



Best Reporting on Science 2nd Place - Dan Rudy
"Algae bloom study" - April 28, 2016
Judge's Comment:
"A detailed account that makes clear this project's importance to the community."

Best Business Reporting 2nd Place - Dan Rudy
"Businesses doing well" - December 1, 2016
Judge's Comment:
"Deep reporting that puts numbers into a context readers care about."

Best Culture Reporting 2nd Place - Dan Rudy
"Names given to faces on some stored totems" - May 26, 2016
Judge's Comment:
"Nice evocative detailed descriptions; good ability to link historical information in newspaper format."

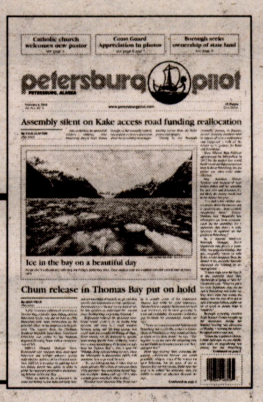
2017 Alaska Press Club Awards

petersburg pilot

Best Weekly Newspaper 3rd Place

"What I love about this paper is that a handful of reporters crank out stories-lots of them-that people in the community care about. That's what a good weekly should do."

-Judges Comment


petersburg pilot

Assembly silent on Kake access road funding reallocation

Ice in the bay on a beautiful day

Chum release in Thomas Bay put on hold



Best Editorial or Commentary 3rd Place - Ron Loesch
"Editorial: Protect industrial zoning" - October 6, 2016
Judges Comment:
"Good, specific, well-argued local editorial, just what local edit pages are supposed to do. No question where the page stands."



Best Business Reporting 1st Place - Jess Field
"Landlines and phonebooks" - February 4, 2016
Judges Comment:
"A well-sourced story giving readers a head's up on a coming trend that will affect their daily lives."

Press switches to offset printing July, 1964; Sentinel in May, 1965

Taken from: Bent Pins to Chains

Since 1930, the Petersburg Press had been printed on a drum cylinder press manufactured in the 1890s by D.B. Cottrell and Sons in Rhode Island. It printed eight full-size pages. The PRESS went to the new photo-offset method of production July 1, 1964, with page size reduced to a tabloid format measuring 11x17 inches. Most weekly newspapers including the Sentinel and the Pilot are printed in the same tabloid format.

The Petersburg Press was the first hot metal Alaska newspaper to convert to offset. Its new equipment consisted of a Chief 22 offset press and a Kenro vertical camera. Williams described the process to his readers:

"In offset, a photograph is made of the material to be printed. An aluminum or paper plate is made from the negative just as a picture is printed from a negative. The plate, when put on the press, transfers an inked image to a rubber blanket, which prints or, "offsets," the image onto the paper page. In letterpress, type is set, inked and the image is transferred directly to the paper.

The first offset edition featured an aerial view of Petersburg that was later reduced and included on the front-page flag."

On May 12, 1965 the Wrangell Sentinel appeared in a new format, having switched from a Campbell drum cylinder press to a new offset press. In switching to offset, the paper page was reduced to a tabloid size but the number of pages was doubled. It was the third Alaskan paper to switch from hot metal to offset. The Petersburg Press and the Southeast Alaska Empire in Juneau had both undergone the change.

The Williamses sold the Sentinel press equipment to the new Seward Phoenix Log and began printing the Sentinel in the Petersburg plant.

Publisher Glenn Luckie closed the Petersburg Press in January 1974 and took the printing press to Juneau to begin a commercial printing operation. The Wrangell Sentinel, and months later, the new Petersburg Pilot were both printed at the Ketchikan Daily News offset plant.

The Daily news continued printing the Sentinel until the Loeschs purchased the Sentinel in December 2003. The Pilot was printed in Ketchikan until 1985, when Loesch, a former pressman at the Ketchikan Daily News, purchased a two-unit Goss Community Offset Press and folder and began printing the paper in Petersburg.

The move improved on-time delivery of the Pilot to newsstands and readers because weather sometimes delayed arrival of page layouts to Ketchikan or finished papers back to Petersburg. Scheduled and chartered air carriers provided shipping services between the two communities.

Today the Petersburg plant operates six Goss Community printing units and a folder, enabling the production of up to a 32-page newspaper with full color photos on up to 4 pages of the publication.



Petersburg Pilot Staff: (Front row left to right) Jessica Owens, Anne Loesch, Ola Richards, Savann Guthrie. Back row, (Left to right) Debbie Lyons, Karrie Malcom, Ron Loesch and Ben Muir.

TOP NATIONAL AWARD

NATIONAL NEWSPAPER ASSOCIATION

1ST PLACE

GENERAL EXCELLENCE

WEEKLY NEWSPAPERS WITH CIRCULATION 3,000 OR LESS

We're proud of the hard work and professional craftsmanship that our employees bring to the production of the Pilot each week. Likewise, we're grateful for the support of our readers and advertisers, who make this achievement possible.

petersburg pilot

PETERSBURG, ALASKA

pilotpub@gmail.com 207 N Nordic Drive 772-9393



Pilot file photo

The company occasionally provides printing services for other newspapers or customers. Here pallets of a visitor guide press run is prepared for shipping to another newspaper.

Pilot Publishing, Inc. provides all types of printing

The publishers operate one the best-equipped weekly newspaper plants in Alaska. While other newspapers rely on larger newspapers or commercial printers to produce their finished product, Pilot Publishing produces its weekly editions entirely in its own plant.

In addition to the Pilot and Sentinel, we also print the Chilkat Valley News in Haines each week

The three publications are printed on our 6-unit Goss Community press, which is capable of printing 12,000 papers per hour. The papers are delivered trimmed and folded as they come off the press on a conveyor belt.

The press can print up to 32 tabloid-size pages with full-color photos on up to 4 common pages, in a single press-run.

In addition to printing the Pilot, the Chilkat Valley News and the Wrangell Sentinel each week, we also provide extensive commercial printing and copy services to the community.

Rubber stamps, plastic signs, business forms, letterheads, envelopes, raffle tickets, flyers, magazines, books, business cards, labels, posters and notary seals are just a few of the items we can deliver. If it involves type and ink, we can deliver just about anything.

All Your Printing Needs ...



SOLVED.

When it's your business, you demand materials that look and feel professional.
When you need printing services done right, demand our expertise.

Specializing in business printing needs:
copying • brochures • binders • reports • signs
displays • posters and more

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874-2301
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WRANGELL SENTINEL



Pilot File Photo

Some of Petersburg's Boy Scouts and Cub Scouts tour the Pilot's printing facility to get an inside perspective on the work that goes into producing a weekly newspaper. Press Assistant Ola Richards demonstrates printing plate preparation and press operation for the scouts.

Tours are available

The Pilot and Sentinel welcomes groups who wish to tour our facilities. We're proud of our employees, our plants and our history and we'd like to share it with you.

Please phone us at 772-9393 or at 874-2301 in Wrangell, to arrange the time of the tour. The publishers or a staff member will provide a guided tour of our operation, and explain how we publish the paper each week. We will also explain how the equipment works and contributes to our publishing effort.

News tips & photos welcomed

Our news staff at both newspapers are accustomed to digging out the news that appears on our pages every week. That doesn't mean that we don't appreciate and respond to "news tips" from anyone in the community.

If you see or know of a news event, let us know. Our receptionists will pass the item along to a reporter in the news department and we will attempt to cover newsworthy events to the best of our ability.

We have a small staff at both the Pilot and Sentinel, and we can't be everywhere at once. If you see news happening, give us a call.

The Pilot phone number is 772-9393 and the Sentinel number is 872-2301.

Nearly everyone carries a phone that is capable of taking photos. Everyday people have the opportunity to take and send photos of events we are not able to cover. Take some shots and send them to us. They will be considered for publication based upon their news value and our space limitations. Please include names and information about the subject of the photo.

What Makes News?

Webster's dictionary defines news as "new information or reports of recent happenings."

Other things that may help you identify news are:

Impact –does your news affect our readers?

Human interest – Colorful events about people.

Oddity – The biggest or smallest of anything is usually newsworthy.

Progress – Accomplishments from graduation to completion of a construction project are news.

Prominence – Famous, powerful or wealthy people interest most of us.

Locality – Some things are newsworthy just because they happen around here.

Public – Is it open to the public? It might be news.

Unusual – Information about the unusual or the uncommon should be in the paper.

When you see news, please give us a call. We will cover events as our limits if time and space in the paper will permit.

We love your pictures but. . .

We need photos:

- *In focus*
- *With no watermarks*
- *With resolution of 300 dpi or more*

Thank you for providing images for us to use each week!

For more information, contact us at pilotpub@gmail.com or wrgsent@gmail.com

We donate to the community

The publishers support the community with both cash and in-kind donations. They also volunteer time to community organizations, boards and commissions and committees. We encourage our employees to do the same.

Our largest contributions are in the form of free or discounted advertising to various non-profit organizations, schools and charities.

Several advertisers contribute their newspaper space to non-profit organizations to be used for advertising public events, concerts and school sporting events.

Facts & Figures in 2017

400 lbs. ink
9.5 tons newsprint
(Equivalent to 3800 reams of 8.5x11 paper)
928 Pilot pages printed
544 Sentinel pages printed
9 Full-time employees
43 Years Old, Pilot
116 Years Old, Sentinel
6,720 Average weekly readership
3 Office puppies
8 State & National Awards

Our Equipment

PRESSROOM
+ 6-Unit Goss Community Press w/ Folder
+ Ternes Plate bender
+ Lincoln Ink Barrel pump
+ 5,000 lb. Forklift with forks
+ 2,000 lb. Forklift with paper roll clamp

PRODUCTION/ LAYOUT
+ 3 – Mac Pro Computers
+ 3 — Apple Laptops
+ 1 Power Mac
+ Konica Minolta Magicolor 7450 printer
+ HP Color Laserjet CP 5225 printer
+ HP Color Laserjet 8550 N printer
+ Epson Stylus Pro 3800 printer
+ Software: Quark Express, Photoshop

PHOTOGRAPHY
+ 4 Canon EOS Rebel SLR cameras
+ 4 Canon telephoto & wide-angle lenses
+ 1 Canon Mark II camera
+ 1 Canon 100-400mm Telephoto

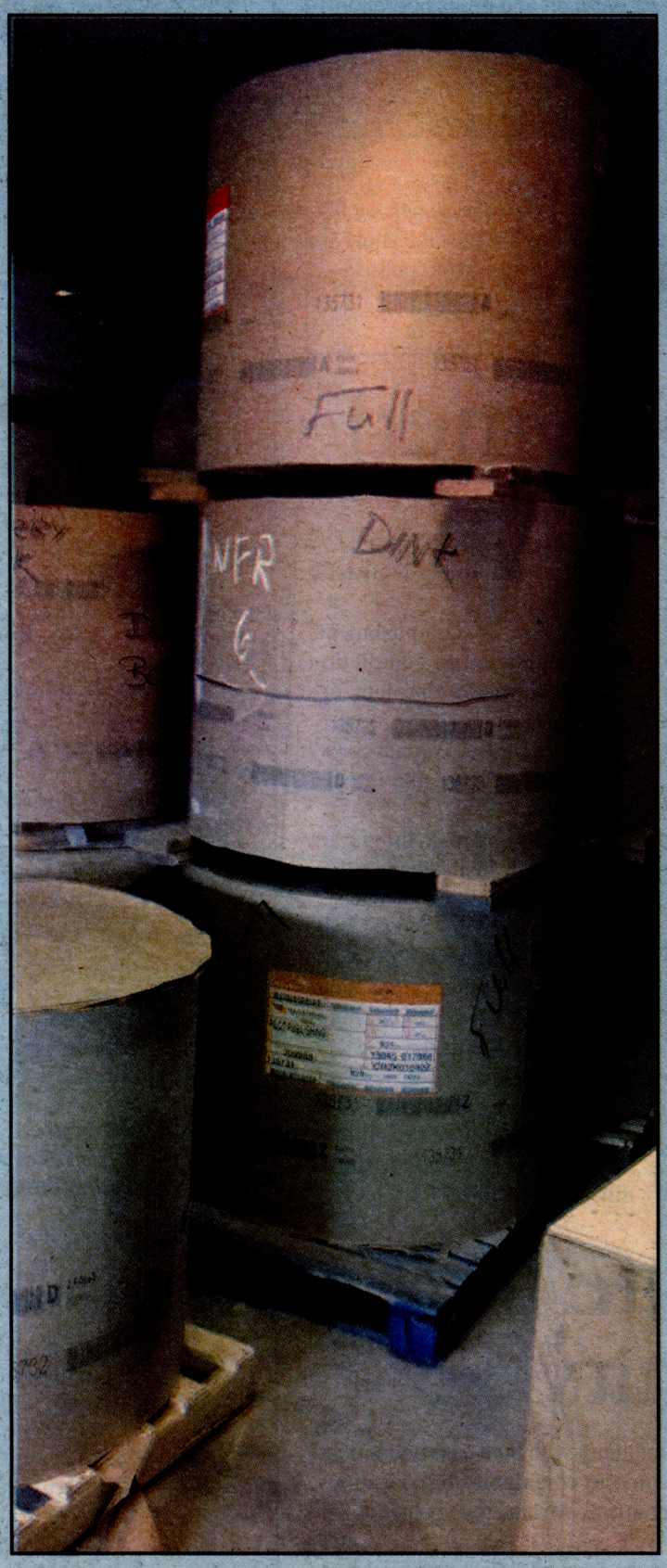
BINDERY
+ Challenge paper drill
+ Challenge 30" paper cutter
+ Interlake stitcher
+ Bostitich stitcher
+ 4,000 lb. Pallet jack
+ Rollem Numbering machine
+ 2 – Padding presses
+ 11x17" Paper Folder
+ Stahl 3-knife trimmer

COPY/REPRODUCTION
+ 2 - Richo Aficio MP C4501 copiers
+ Savin C3535 copier
+ Uline 11" laminator
+ Ibico Plastic coil binder

BUSINESS OFFICE
+ Isus computer – circulation
+ 3 – PCs, 2 Isus, 1 Dell - bookkeeping
+ Software: (Business) Quickbooks, Quickbooks POS



Both the Petersburg Pilot and Wrangell Sentinel rely on local companies to provide transportation for our newspapers and other freight every week. Occasionally, on sunny days accompanied by calm seas we load up the boat and make our own freight run. Former employees Beth Comstock and Beth Loesch were on-hand to off-load Visitor Guides a few years ago. Alaska Airlines, Pac Wings, Sunrise Aviation, Breakaway Adventures and Alaska Marine Lines regularly provide freight service for both newspapers.



Newsprint is stored in the warehouse, where 1,000 lb. rolls are stacked 3-high. Rolls are moved into the adjoining pressroom with forklifts.



Over 9.5 tons of newsprint is used each year to produce both the Petersburg Pilot and Wrangell Sentinel. The newsprint comes from our Canadian supplier Catalyst Paper aboard container vans shipped from Seattle. Here, the press crew off-loads 1,000 lb. rolls of paper from the van to the warehouse, where the rolls are stacked on their sides, three-rolls high, using a forklift with a special hydraulic paper roll clamp.