

READ ALL ABOUT IT

A monthly newsletter for the associates of Freedom Orange County Information and its affiliated companies

January 2002

Season of Caring totals exceed expectations

By Maddie Gavel

The 2001 Season of Caring campaign ended January 11 with a grand total of \$266,000 raised from the community, an increase from \$230,000 last year.

Season of Caring is comprised of a fund of Register charities and the Orange County Community Foundation (OCCF), who in partnership match all donations, dollar for dollar, up to \$500,000. Proceeds are then distributed to a number of charities serving the needs of at-risk children, families in crises, and the elderly in need of health care, food and shelter. The combined donation amount this year is \$766,000.

More than 800 grant applications were sent out to non-profit agencies throughout Orange County, with 155 potential recipient's applications received back. A five-member selection committee then determined who would receive the funds at the end of the campaign.

The selection committee and the process used to identify the participating charities was slightly different this year to reflect the new partnership with the Orange County Community Foundation.

"The Orange County Community Foundation is the perfect partner in support of this important holiday giving program, as both the Register and OCCF focus on humanitarian needs throughout Orange County," said Ronna Shipman, vice president of Community Relations.

The Foundation assists individuals who are seeking to make charitable contributions to specific groups by conducting research and organizing the distribution of funds. The partnership was viewed as an ideal way to increase the matching of donations and be able to increase the number of groups assisted — 25 this year as compared to nine last year.

"OCCF was delighted to be a partner with The Orange County

Register in Season of Caring," said Shelley Hoss, president of the Orange County Community Foundation. "It was the perfect opportunity to fulfill our mission of philanthropy in Orange County."

This year's committee selection included Ronna Shipman and Publisher Chris Anderson from the Register, Foundation Chair Bob Grant and board member Marcia Adler from the OC Community Foundation, and community member Susan Smallwood, president of Get Involved for Mental Health.

Distribution of collected funds will also be different this year. The selection committee determined four levels of distribution to provide a greater serving base. For example, a charity providing for the needs of a larger portion of the community will receive funds comparable to its need.

For such economically tentative times, both Shipman and Hoss were delighted with the response

SEASON OF Caring

A fund of REGISTER CHARITIES &
ORANGE COUNTY COMMUNITY FOUNDATION

in the community.

"To be able to have increased our support of our local non-profits, especially in the wake of September 11 has been a highlight of our partnership," said Hoss.

It also hints of being able to expand the number of assisted agencies in the future, hopes Shipman. "As Season of Caring continues to gain in visibility and awareness, so grows our ability to increase the number of people we can help."

And every bit helps, notes Hoss. "Everyone can contribute, on any level... everyone can make an impact."

New Metro and FOCI roles



Ron Redfern



Diane Siegfried



David Stark



Ken Brusie



Nancy Souza

On January 14, Register Publisher and Metro President Chris Anderson announced that four associates of Freedom Metro Information Inc. will join the leadership team of the division to help facilitate initiatives being launched in 2002.

Ron Redfern, formerly the president of Freedom Interactive Newspapers, is the new senior vice president of sales development and customer relationship management for Metro. Redfern will lead the creation of a new Metro national advertising sales team, the synchronized sales to major accounts and customer relationship management. In addition, Redfern will be responsible for oversight of advertising sales at Freedom Orange County Information (FOCI). Doug Hanes, senior vice president of advertising sales at FOCI, will report to Redfern, as will the Customer Care and Acquisition and Single Copy Sales departments which were formerly part of Marketing.

Diane Siegfried, currently vice president and chief financial officer (CFO) of FOCI, will become senior vice president of Finance and Administration for Metro. She will retain her responsibilities as CFO for FOCI and will work with the presidents and chief financial officers of Metro's Phoenix-area and Colorado Springs businesses to facilitate financial planning and analysis in Metro. Siegfried also leads a team of Freedom Communications Inc. associates planning Freedom's financial shared services operation. As part of her administration role, the Human Resources department will report to her, effective Feb. 1.

Redfern and Siegfried will join David Stark, head of strategic market development for Metro, as the senior vice presidents with responsibilities across Metro. Stark, who joined the Metro team in September, will now have additional responsibilities as vice president of marketing for FOCI.

Two other FOCI associates will have expanded roles in Metro. Ken Brusie, formerly executive editor of the Register and for the past year the leader of the Vision 2005 strategic initiatives, will lead the implementation of shared-content centers across Metro. Nancy Souza, currently director of communications for FOCI, will become director of communications for Metro as well. She will work with Orange County, Colorado Springs and Phoenix to coordinate both internal and external communications initiatives.

The new roles reflect action on recommendations from Metro's business integration team and the Vision 2005 teams.

"These associates, working with me and Phoenix-area president Karen Wittmer and Colorado Springs president Tom Mullen, will bring great leadership to our new Metro Information company," Anderson said. "We are prepared to move forward quickly on the great work of the business integration and Vision 2005 teams to grow all the businesses in Metro."

In a separate announcement, Anderson appointed Beth Reyes, director of Associate Relations in Human Resources, as the interim head of the HR division after VP of HR Lorna Larson-Paugh leaves the company January 31.

Special sections provide beacon of light in murky economic market

By Maddie Gavel

Attractive, informative and rapidly-growing in popularity with advertisers and readers alike, the Register's special sections also serve as a mighty source of revenue and a successful business model — in good times and bad.

Last year, the Register produced a total of 21 special sections that ran in the daily paper, of which three, Estate Homes, Vintages and Earth Day, were new. Together, they generated nearly \$3.2 million in annual revenue. Additionally, 19 special sections that ran in the community weeklies generated almost \$300,000.

Special sections are pre-printed, specifically themed inserts or booklets which contain news or editorial content. Production styles vary to include flexi-formats, broadsheets and tabs, and are produced in either News or Advertising Operations. Topics are singular in focus and enable readers to find specific information in one concentrated and appealing format. Advertisers like them because they offer a targeted readership for their information.

"They're especially lucrative," said Lyn Liby, senior project manager in Sales and Marketing, "but they also bring value to our reader's lives. I think they're successful because we listen to what our customers are telling us they want, instead of what we think they want."

Project Development Manager Lori Dean agrees, "The biggest factor in a section coming to market is that it needs to make sense to the readers as well as the advertisers."

A great deal of research and planning go into the launch of a new special section — or product, as it's referred to — including seven stages of painstaking set-up to assure its market potential and profitability.

"We start by examining consumer trends, beliefs and attitudes towards a product," said Liby. Project managers then apply a seven-step method of developing the product, including research, documentation, development of a marketing and promotional plan, implementation and execution. Once the green light has been given, managers such as Dean and Liby make the publication become a reality.

By far the most profitable in terms of revenue and marketability, "Best of Orange County" is now in its eighth year of publication. It shattered the records in 2001, grossing over \$750,000 in returns, with 19 percent more revenue and 42 percent more ad accounts than in 2000. A strong marketing and

promotional plan appears to be key to its success, keeping sales teams and readers enthusiastic and involved. Suzanne Luce, account executive and captain of "Best of Orange County" knows her product is in a great position.

"Best of OC has been so successful through the years because of its branding in the marketplace," said Luce. "It is recognized by Orange County as a reference guide for things to do, places to go, places to shop and to eat. It's also very affordable compared to other magazines in the market."

"Las Vegas Live" is another strong section that has achieved increased revenue, market share and readership. Produced three times a year, it generates \$200,000 to \$250,000 a year and is a boon to readers in Orange County, the number three feeder market to Las Vegas. With nearly 31 percent of Orange County adults using the newspaper to choose their hotel accommodations in "the city that never sleeps," "Las Vegas Live" is well on its way to becoming the premier advertising medium for travel and play in the country's favorite adult playground.

"Estate Homes" is a new special section that runs the second Saturday of each month, targeting high-income buyers and homeowners of exclusive home developments in Orange County. The first issue produced a 63 percent profit margin with \$37,000 in new business, in addition to positive feedback from advertisers and readers.

"We're projecting an annual revenue of \$300,000 to \$400,000," said Liby, "it's a beautiful section and everyone loves it."



The 2001 special sections

Wedding Book: The ultimate guide for brides and grooms-to-be

LA Auto Show: Information and guide for car enthusiasts attending the L.A. show

Estate Homes: High end real estate information for buyers of exclusive home developments.

Private Showings: Real Estate news and offerings for homeowners (discontinued in 2002)

Travel Show: Key information and guide for travelers attending the OC show

Vintages: Tips for wine connoisseurs on local tours and tasting

Inland Counties New Home Guide:

Must-have information for OC home buyers

Ahoy! Everything for the cruise-bound traveler including upcoming sailings and deals

Las Vegas Live! Up-to-the-minute information on Las Vegas attractions and accommodations

Home Beautiful: Colorful guide with tips and insight on how to maintain your home

Hawaii Live! Premier guide to Hawaii's best and most beautiful attractions

Toyota Grand Prix: An exciting piece on the annual Long Beach race

Earth Day: Articles on environmental issues impacting the OC community

Health and Hospital: Fact-filled guide for healthy living in Orange County

Pool and Spa: Annual guide for pool and spa upkeep and beautification

Entrepreneur of the Year: Spotlight on one of Orange County's most successful citizens

Back to School: Annual guide for parents with tips for the post Labor Day pilgrimage

Best of Orange County: Premier guide to the very best OC offers in entertainment, shopping and activities for all ages

Race for the Cure: Course map, profiles and important information for the annual cancer fundraiser

Orange County Auto Show: Guide of vendors and special OC Auto Show attractions

Pre-owned Vehicles: Tips and insights for purchasing a previously-owned vehicle

Gift Guide I & II: Attractive guides to holiday events and gift-giving in Orange County

Focus: FOCI's military reservists

Fighting for the red, white and blue

By Maddie Gavel

Imagine you're at work on an ordinary day. A glance at your day planner has you in two meetings and lunch with your friend in Accounting. Then, out of the blue, you receive a phone call: pack, tie up loose ends and report to your base military camp. You're going to the Arabian Peninsula — for anywhere from six to 18 months.

Witness protection program? Not these days. With the nation's current military engagement in Afghanistan and a heightened need for security for American interests throughout the world, the nation's military reservists are poised and ready to receive immediate dispatch orders — orders that could land them anywhere on the globe within hours.

Meet FOCI's military reservists: **Joe Huizar**, an IT Help Desk coordinator who provides technical support, was recently called up to guard a Patriot Missile site in Saudi Arabia. Army Staff Sgt. Huizar spent six years in active duty and has been in the National Guard Reserve for four years. Friend and co-worker Ron Niccum, featured below, shared anxious moments with Huizar before his deployment. "He was excited, but also nervous," said Niccum. "Since I had actually been to Saudi Arabia for the Gulf War, he wanted to know everything he was in for."

Ron Niccum, a systems analyst in the Publishing Group, has served 31 years as a command sergeant major in the Army. He recalls the "antsy" feeling he had just after September 11 and the 24-hour alert status his unit was placed on. "I was deployed similarly in Operation Desert Storm. Being away from home for 18 months was hard." Niccum was recently informed that his retirement process had begun in December. Will he miss it? "Absolutely. They were some of the greatest moments of my life and some of the most depressing — but I wouldn't trade them for anything."

John Boone, production supervisor for myoc.com, is another Gulf War veteran. He served actively for 20 years in the Marine Corps and is on reserve status until September, 2009. Gunner Sgt. Boone is an MC helicopter door gunner instructor



Joe Huizar



John Boone



Miles Robinson



Pete Acosta



Steve Madson

for CH-53 helicopters, manning 50-caliber machine guns. He spent the majority of his active duty overseas and he misses the activity. "I'd go right now if I could," said Boone, "because most of my life has been dedicated to my country. It fills my heart and soul and always will."

Pete Acosta is a computer operator who ensures all systems are running smoothly, just like his Air Force Reserve unit's fleet of C141 aircraft. Staff Sgt. jet engine mechanic Acosta has been active for four years and has served in the reserve for five. He was nervous when he attended his first briefings last fall. "It was up in the air whether we would go or not," said Acosta, "because my kind of aircraft is very specialized. I think based on (President) Bush's plan, I won't be going." But he's ready just in case.

Steve Madson has his hands full as Facilities manager. In his role as a staff sergeant for the Marine Reserves, he specializes in managing other's careers. "I provide career counseling for those who want to continue service in the Marine Corps," said Madson. His primary specialty, however, is aircraft maintenance where he assumes he would be directed if he was called up. Madson, who will be promoted to gunnery sergeant



Laura Corbin



Marcelo Lopez



Ron Niccum

in March, is ready to go. He particularly feels good knowing his job is secure in that event, "I'm very reassured. The Register has taken a very supportive

position. I know I'm taken care of."

Marcelo Lopez knows he has the support of his manager in the event he is called for duty. Lance Cpl. Lopez, from Building Services, answers to Steve Madson. "I definitely know I have his support," said Lopez. He recalls his first thoughts after September 11 and his desire to be called up. "It was pretty sad what happened, and I really wanted to help." Lopez has been in the Reserve since 1988 and serves as a small arms repair technician. "They told us, 'don't be caught by surprise...be ready.' I am."

Laura Corbin runs the gamut as a reporter. She covers multiple OC communities as a staff writer, and as an Army broadcast journalist has had experiences that include an eight-month tour of duty in Bosnia and supporting the Armed Forces Radio Network as a disk jockey. "Sometimes we would just set up an impromptu radio station, play music and report information to the troops. It was a real morale booster," said Corbin. After September, Corbin is ready to do her part. "Everyone in the community is doing what they can, giving blood or donating. I have an opportunity in the military to help in a direct way — that feels good."

Miles Robinson, a color imaging technician in the news imaging lab, has served in the Marine Corps Reserve for five years, after two years of active duty as a machine gunner. Cpl. Robinson's infantry unit is on stand-by, but has not received any formal briefing. "So far, it's all scuttlebutt — rumors that we might be called up," said Robinson. "It's something I always knew could happen because it's what's expected of us really. I'm a little excited... I've missed the camaraderie of serving with other Marines."

Words from Chris



Two thousand one will be an unforgettable year for all of us. We'll never forget the events of September 11. We'll remember the very difficult business conditions, and the tough steps we had to take to deal with them.

I hope you join me in reflecting a bit on 2001, to think too about what we might have learned. Having this perspective allows us to move forward with great velocity in 2002.

I think the most important thing we learned — or perhaps simply reaffirmed — is that we are a tough-minded, focused, resilient group of colleagues. We faced adversity from the first day of the year, when it was apparent that the dropoff in advertising revenue we felt in the fourth quarter of 2000 would not get better in 2001. We pulled together to deal with those circumstances, pushing harder to maximize our best-performing advertising categories while cutting expenses as much as we could.

Because we moved quickly and forcefully, we salvaged what could have been a total financial disaster in 2001. I am grateful for the efforts of all of you in this regard.

Now we are forging ahead quickly with plans to make 2002 a success —

and to pave the way for an even brighter future. I am speaking of the work done in Orange County, our Vision 2005 efforts, and across our new Freedom Metro division, the business integration team recommendations.

Already we have announced a new leadership team for Metro, including the heads of our businesses in Orange County, Colorado Springs and Phoenix. Joining them are senior managers in finance and administration, market development and sales and customer relationship management, as well as leaders in communications and transformation efforts.

We're moving forward quickly on recommendations to drive more sales, improve our content, better market all our products and services, create new businesses, more tightly integrate our interactive and print businesses and become more efficient by leveraging talent and resources across all of Metro.

You'll be hearing more about the specifics of these moves in a special newsletter coming soon. I also am talking about this in Town Hall meetings across Metro this month.

This is an exciting time. We won't forget about 2001, but we'll take what we learned and put it to good use in 2002 and beyond.

— Chris

Applause

The Orange County Register Real Estate department won two awards this year at the 7th Annual Ready Awards 2001. The Register won Best of Show Realtor Resale for a black and white, full page tab ad for Michael Caruso, Ocean Ranch Realty. The ad was sold by Carol Caputo and designed by DeAnna Lobo. Caputo said this was the first time Michael Caruso ran a full page ad. Caputo also sold another winning ad — The Summit Real Estate Group won a Merit Award in



the Realtor Resale Image Ads category. The ad was a full page color ad that ran in OCHome Magazine. The ad was designed by The Summit. The Real Estate Ads of Distinction READY AWARDS are presented by the Newspaper Association of America.



First Quarter 2002 Town Hall Schedule

Tuesday, Jan. 29

- 9:00-10:00 a.m. Rancho Santa Margarita Distribution Center
2:30-3:30 p.m. Anaheim Print Facility (Spanish & English)

Wednesday, Jan. 30

- 9:00-10:00 a.m. McGraw DC, Irvine
1:00-2:00 p.m. Hoiles Auditorium
2:30-3:30 p.m. Hoiles Auditorium
4:00-5:00 p.m. Hoiles Auditorium

Thursday, Jan. 31

- 8:00-9:00 a.m. Hoiles Auditorium

Friday, Feb. 1

- 8:00-7:00 p.m. Hoiles Auditorium

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Kudos

- ★ The inserting department has seen a 7 percent decrease in labor costs year-to-date compared to 2000 despite a wage increase at the beginning of the year.

Rnet Guide

URL: Rnet.freedom.com

- FreedomLink, Freedom Communications' electronic platform, is now available to FOCI associates through Rnet. Go to the Forums tab and click on FreedomLink. You'll need to input your FirstClass username and password, then you'll be able to read and post to Freedom's discussion conferences (like What's New, What Matters Most, Q12 and tons of other specialized discussions that are Freedom-wide). If you didn't have a FirstClass account

previously and don't have the email software on your computer, you'll be notified of your username and password. Any questions? Call the Help Desk at ext. 7857.

- A new Associate Info forum is also now available through the Forums tab. This is the place to put any and all general associate information that you want others to know about — baby showers, new babies, going-away parties, sick or hospitalized colleagues, etc. Anyone can post to it and it works just like the other discussion databases on Rnet.

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