

# Among Ourselves

Since 1924

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## A Look Back 2004

Fitting 2004 into two pages wasn't easy, but the year-in-review on pages 4 and 5 captures the complexity of the year that was.

Consumer marketing is taking a number of different approaches in its efforts to market the newspaper.

**Page 3**

How does talking and listening help reporters with their writing?

**Page 6**

After 50 years with the company, Shav Glick still finds himself on the fast track as he goes about covering his beat.

**Page 8**

# Nailing a Headline Is Sport for These Two Copy Editors

It takes a certain knack to write headlines that resonate with readers, particularly if you're a headline writer for The Times Sports section. Be clever, but not too clever. Play on words, but don't overdo it with too many puns. Create high-impact, "hammer" headlines that make a point.

Writing sports headlines "is somewhere between an art and a science," according to Steve Horn, senior copy editor in sports. "I think everyone has it in them. All you need is a quick mind and a way with words."

Headline writers on the sports pages typically have more creative license than headline writers in other sections, because, well, it's all about sports. Sports section readers, many of whom are avid sports fans, expect the copy and headlines to be lively and entertaining.

"Since it is sports, you want the headlines to be generally fun. We can be a little less serious than other sections," says Horn, who worked on the sports pages at the Riverside Press-Enterprise and L.A. Herald Examiner before joining The Times 15 years ago.

Every day, four to seven copy editors create headlines for The Times sports section. In addition to crafting headlines, they write subheads and photo captions, edit stories, and compile roundups from the wire services. But for many of them, the best part of the job is writing

headlines.

"Headline writing is a creative outlet...it's something that you want to devote a lot of time and thought to," says Mike Davis, copy editor, who, like his colleagues, writes about a dozen headlines a day. "Some headlines come up instantaneously; other times, they don't come at all, but you have to go with the best thing that comes into your head."

Copy editors usually read a story first, get ideas from the writer's lead or angle, then write a headline based on the designers' page specifications, which determine the headline's size and column-width. "Sometimes you have a headline but it doesn't fit in the hole," says Horn, but adds, "Our design people can be accommodating if you come up with a good one."

"Just by the nature of the business, we do more of our work on deadline than other sections — we don't get a lot of advanced stories," adds Davis, who has also spent his career on the sports pages. "You may only have 15 to 20 minutes to write a headline and cut line and edit the story."

It's not uncommon for a sports writer to file a story at 10:30 p.m. — a half hour before the section's 11 p.m. deadline. Oftentimes, copy editors monitor sporting events on TV so they can start thinking about headlines before they receive the copy.

Davis says he often looks for a pop cultural reference,



Photo by J. Emilio Flores

Copy editors Mike Davis (left) and Steve Horn race the clock nightly to exercise their creative license to thrill Sports section readers.

## MEMORABLE HEADLINES

**Hit and Ron:** After Indiana Pacer Ron Artest went after fans during the recent melee with the Detroit Pistons.

**Graying at the Temples:** On how the Coliseum and Rose Bowl are showing their age.

**Red Sox Are Ruthless:** After the Red Sox beat the Yankees in the 2004 World Series.

**Cy Magnifique:** When the Dodgers' Eric Gagne, a French-Canadian, won the 2003 Cy Young Award.

**Fantasyland!:** When Disney-owned Angels won the 2002 World Series.

**USC Gets Pushed Around Bend:** Following USC's defeat one year by Notre Dame in South Bend, Ind.

**Kobe Still Looks Good for 40:** Following Kobe Bryant's ninth straight Laker game with at least 40 points during the 2003 season.

such as a movie title, TV show or song lyric. Last month, he wrote a headline that played off the title of Jan and Dean's hit song, "Dead Man's Curve," with "Dade Man's Curves" for a story about a man who built a racetrack in South Florida's Dade County.

When Horn worked at the Examiner, he wrote the headline "Purple Reign," based on the 1980s song, "Purple Rain" by Prince, after the Lakers beat the Boston Celtics in a championship game. This year, when the Lakers dismantled their team of veterans, he came up with "Purple Drain."

The key to a good headline is "you don't want the reader to think too much about it," says Horn, who, along with Davis, was part of a group of Times editors that won a headline writing award this year from the American Copy Editors Society.

"We have plenty of people who let us know if we didn't quite nail it," adds Davis. "Our night editors...they've got very good radar on

whether a headline crosses a certain boundary or captures a story."

And don't forget reader feedback. While most of the feedback is on stories, some readers comment on the headlines. "We get 'That was a good headline,' to 'That was a terrible pun,'" says Horn, adding that some readers call to suggest headlines for the next day's paper.

While writing "deadline headlines" can be challenging, Horn says it's not as tough as writing stories or columns. "It's an incredibly difficult job to write a game story when the game is over only a few minutes before deadline and I am in awe of their (beat writers) ability to do it night in and night out."

Horn adds: "When I can write a really good headline, that's how I know I can make an impact. It really never gets boring...although sometimes I worry if I have written the same one before. But then I figure I have at least a five-year window and most people will have forgotten about it from the last time."

# Committee Honors Carroll for Talent, Integrity

Editor John Carroll was honored by the Committee to Protect Journalists (CPJ) with its annual Burton Benjamin Memorial Award for lifetime achievement at a dinner ceremony in New York City on Nov. 23. The event celebrates both the courage of individual journalists and their collective determination to thwart forces that would silence the press.



In honoring Carroll, CPJ said, "Throughout his four decades of newspaper work, John Carroll has been a respected leader, admired throughout the industry for his considerable journalistic talents, as well as for his integrity and deep commitment to press freedom and fairness."

"He has served as the newspaper's chief advocate—defending its Middle East coverage, for example, when readers organized a boycott—as well as its chief critic, reproving his publication for liberal bias in its coverage of an abortion story this spring. In 2004 the Los Angeles Times won five Pulitzer Prizes, prominently affirming The Times' place as a top U.S. newspaper."

In accepting the honor, Carroll reflected on the profession that he has made his life's work: "A journalist, they taught us, must not be afraid to stand alone. A journalist's work is a counter-weight to the misuse of power. A journalist lives or dies by that humblest form of knowledge, the simple fact. And a journalist, when things get tough, can serve only one master: the public."

The full text of Carroll's remarks are available via a link in the Among Ourselves section of TimesLink.

## Dwyre Receives Literary Award

Subiaco Abbey and Academy has named Times Sports Editor Bill Dwyre as this year's recipient of the Subiaco Award for Literary Merit. Dwyre received the award at the Third Annual Subiaco Literary Symposium held on the Subiaco campus in western Arkansas on Nov. 18. As part of the symposium, Dwyre and area journalists held writing work-

shops for Subiaco students.

Dwyre has served as The Times' Sports editor since 1981.

The annual symposium honors distinguished writers and authors in journalism, poetry, political science, fiction, non-fiction and drama as a way to recognize the importance of literature and creative writing in modern communication.

# Approaching Circulation from All Angles

Growing circulation in a media market as competitive and fragmented as Southern California presents The Times with some daunting challenges. People have lots of media options, including 16 daily newspapers; 21 television stations, 134 radio stations, five cable operators, 1 main cable interconnect, and four main direct mailers. Oh, and there's the Internet. On top of all this, the Do Not Call legislation that went into effect last year limits Times' telesales operations, which have traditionally been the cornerstone of the paper's subscriber acquisition efforts.

The Times' circulation and consumer marketing department is taking on these challenges with a mix of new offerings, methods, media and research. Three new programs offer a glimpse of the multifaceted approach The Times is taking to turn the tide.

## 3-day plus subscription package

The Times has created a new 3-day subscription package that includes home delivery of the Friday, Saturday and Sunday papers. The 3-day package was developed in response to consumer feedback that indicated an interest in Friday-Saturday-Sunday service.

The package is being promoted to Sunday-only and weekend-only subscribers. They can upgrade to a 3-day subscription for the same rate they are currently paying. The 3-day package will also be available to new subscribers.

The new package is being promoted via direct mail pieces, group voice mail messages, sampling and telemarketing to more than 350,000 Sunday and weekend subscribers. The promotion emphasizes the entertainment and sports content of the Friday paper, the new LIFE magazine included on Fridays and the Local Community Values inserts with advertised specials and coupons from local merchants.

## Direct-response radio campaign

A new direct-response radio campaign began airing in November. According to Greg Peterson, director of circulation and consumer marketing, the goal of direct response is simple: "With direct-response radio, you launch the campaign and, that day, you start to see people calling in to subscribe to the newspaper."

While the goal is simple, effective execution can be elusive. The "offer" – in this case, a Sunday subscription for \$1 a week for up to 26 weeks – is the key element of any direct-response campaign.

To deliver the offer, The Times sought on-air radio personalities who



More than 11 million direct mail pieces such as these were distributed during the fourth quarter of 2004.

value the Los Angeles Times. "We don't ask anybody to endorse a product they don't believe in," said Peterson. "We asked them what they liked about the paper, and created a specific campaign outline for each DJ so that when they're talking to their listeners, they talk about what the paper means to them. It's a much more personalized approach."

Consumer marketing then tracks response station-by-station to see which are most effective. They also have access to digital recordings of what each personality is saying about the paper. (Audio examples of the actual radio spots are posted in the "AO Extra" section of TimesLink.)

"If someone is getting really great response, we can listen to every single thing he said about the paper," said Peterson. "If we find something interesting, this might suggest something for us to try in our branded radio spots for next year."

## Database/direct mail marketing

The Times has completed development of its database marketing system and is now using it to develop a robust approach to selling the paper and servicing customers.

Working with the Chicago Tribune, The Times is developing a database tool that allows the paper to understand and connect with both sub-



Photo by J. Emilio Flores

Working on the direct response mail pieces used in the current marketing campaign are (from left) Nina Lee, production manager; Bob Rose, direct marketing manager; Donna Tarzian, creative services manager; and Greg Peterson, director of circulation and consumer marketing.

scribers and the larger market. "We want to make our different sales efforts more efficient by talking to people in ways that resonate with them," aid Peterson.

During the October-December period, consumer marketing is sending out millions of direct mail pieces to Southern California households. "We are targeting a broad audience, because we are trying to generate circulation and to learn as much about our programs as we possibly can," said Peterson. "We'll be hitting most households in our core market an average of three times."

In addition to subscriptions, Peterson's department also wants to generate data for future, targeted sales efforts. That's why it's testing different versions of direct mail pieces in different areas of the market.

He said several variables go into a direct mail piece: the format (e.g., inside an envelope or a self mailer), the graphics, the message/selling points, the offer and the price. They test one variable at a time in a specific area to see what works best.

For instance, The Times recently tested three direct mail pieces in Orange County, each emphasizing a different aspect of the paper's content. All other elements of the direct mail pieces were the same. The subscription orders generated by each piece provide a better understanding of potential subscribers in Orange County.

Such insight is just the beginning. "We're trying a lot of things in the market, and next year we're going to

take what we've learned in this fourth quarter to do a lot more targeted selling that's smart and efficient," Peterson said.

"Ultimately, the promise of direct marketing is to be able to reach out and have a one-on-one relationship with consumers at the household level. Each person has a personal relationship with our newspaper, but they're looking for different things. We need to figure out what is most important to each person, and how to talk to people in ways that show we understand."

## Go Online to TimesLink for 'AO Extra'

Ever feel that there could be more in each issue of Among Ourselves?

Check out the Among Ourselves link (AO Extra) on TimesLink, the company intranet. There you'll find additional photos, lists, audio clips, links and video related to stories in each issue of Among Ourselves. It's also where we keep back issues archived as portable document format (PDF) files. The issues are searchable using TimesLink's search engine, making it easy to find an article from a past issue.

# A LOOK BACK AT 2004

## JANUARY

**Jan. 4:** Latimes.com surpasses 2.5 million registered users.

**Jan. 12:** The Times launches its classified self-publishing system (print and online) for Automotive and Real Estate private party and transient commercial advertisers.

• The Times-KTLA Fire Relief Campaign gathers \$1.41 million for fire victims, with \$941,000 in donations and a 50-cents-on-the-dollar match from McCormick Tribune Foundation.

• The Times hosts a three-day workshop, Saturdays at The Times – High School, for 26 student journalists.

## FEBRUARY

**Feb. 2:** Advertising holds its 2003 all-new advertising awards program at Walt Disney Center and establishes three new top honors: Vance Stickell Sales Professional Award, Otis Chandler Partner in Sales Award and the Publisher's Award.

**Feb. 5:** The California section is reconfigured to give advertisers more zone opportunities and increase revenue.

**Feb. 19:** Frank del Olmo, associate editor, columnist and 33-year veteran with The Times, dies of a heart attack Feb. 19 after collapsing suddenly in his office.

**Feb. 26:** The Times and CNN co-sponsor a debate at USC among Democratic presidential hopefuls: Sen. John Kerry, Sen. John Edwards, Rev. Al Sharpton and Rep. Dennis Kucinich. About 2.2 million tune in for the 90-minute debate.

• The Times wins George Polk awards for National Reporting ("The Wal-Mart Effect" reported by Nancy Cleeland, Abigail Goldman, Evelyn Iritani and Tyler Marshall) and Breaking News Photography (Carolyn Cole's photographs of wars in Iraq and Liberia).

• David Willman's "Stealth Merger" investigation into payments made to

top scientists at the National Institutes of Health is honored with the 2003 Worth Bingham Prize.

• The Times wins the largest number of awards given in the Society for News Design's annual competition, with 64 awards in 21 categories.

• The Sunday Comics begins publishing in two color sections, Comics I and Comics II, to provide new advertising opportunities and establish an additional marketplace.

• The Times is awarded Cars.com's 2003 Madison Avenue award for its excellence in marketing and promotion.

• Reading by 9's Holiday Book drive pulls in approximately 605,000 books during its 2003 campaign.

• Gwen Murakami is appointed vice president of human resources after serving as acting director of the department since December 2003.

## MARCH

**March 1:** Hoy Los Angeles debuts to serve the Southland's diverse Latino communities.

**March 20:** Times honors its best work of 2003 at its 42nd Editorial Awards.

**March 31:** The Local Community Values program is moved to Thursday-Friday allowing advertisers to align their marketing message to coincide with the end-of-the-week purchasing habits. The package is delivered to over 3 million households throughout the Los Angeles market.

• Reading by 9 begins distributing over 600,000 books donated during the Holiday Book Drive to schools in the five-county area.

• The Times wins top prize in the staff category (for work by teams of copy editors) in the American Copy Editors Society's annual headline writing competition.

• A radio campaign begins on a dozen Southern California stations

to build the paper's readership and circulation.

## APRIL

**April 5:** The Times wins five Pulitzer Prizes, the most ever won by the paper in one year: Breaking News Reporting (for staff coverage of the 2003 wildfires that raged across Southern California); Criticism (for auto critic Dan Neil's columns); Feature Photography (for Carolyn Cole's pictures from Liberia); Editorial Writing (for Bill Stall's editorials on state government); and National Reporting (for the Wal-Mart series by Nancy Cleeland, Abigail Goldman, Evelyn Iritani and Tyler Marshall).

**April 22:** About 120 children visit Times facilities for Take Our Daughters and Sons to Work Day.

**April 24-25:** The ninth annual Times Festival of Books on UCLA's campus draws big names, such as "Tonight Show" host Jay Leno, and big crowds. Author Ishmael Reed receives the Robert Kirsch Award at the Book Prizes Ceremony.

• Editor John Carroll is honored by the American Society of Newspaper Editors with its annual Leadership Award.

• Carolyn Cole wins the Overseas Press Club of America's Robert Capa Gold Medal Award for "Covering Conflict: Liberia and Iraq."

• The Times wins three Sigma Delta Chi Awards. Robert Lee Hotz wins in the Non-Deadline Reporting category for "Butterfly on a Bullet"; Carolyn Cole and Rick Loomis win in the Photography Spot News category for "The War in Iraq"; and the staff wins in the Online Deadline Reporting category for "The Southern California Wildfires."

• Media placement of Times journalists reaches a high for the year with 220 broadcast appearances during the month. Placements are driven by Times reporting from Iraq, Pulitzer Prize news, interest in the Wal-Mart series and the release of the 9/11 Commission Report.



Photo by Gary Friedman  
The Wal-Mart team celebrates one of five Times' Pulitzer winners in April.



Campus Times returned in September as a TCN product.

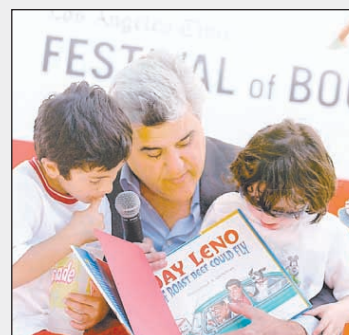


Photo by J. Emilio Flores  
Jay Leno and his book were hits with kids at the 2004 Festival of Books.

## MAY

**May 20:** 2004 Los Angeles Times Student Journalism Awards distributes \$21,000 to 8 high school newspapers, 7 college newspapers and 40 high school students.

• The second annual Jim Murray Sports Journalism Workshop brings 27 college sports journalists to a three-day workshop at The Times.

• The Times average daily circulation increases for the period that ends March 31. Average-daily circulation for Monday through Saturday was 983,727, an increase of 4,178 or .5% compared to last year. Sunday circulation declined by 3,372 or .2% compared to last year.

• Latimes.com wins an EPPy award for Best Internet Community Service for "Faces of the Recall."

• The Times celebrates 50 years of the Summer Camp Campaign that has raised \$28 million to allow 380,000 disadvantaged youth to enjoy a week at camp. On May 22, about 350 disadvantaged kids spend a day at Disneyland with Times volunteers and chaperones.

• For the fourth time in a row, The Times is admitted to the International Newspaper Color Quality Club.

• The Times launches Hot Properties (Real Estate) using self-publishing technology.

## JUNE

**June 14:** Michael Kinsley, former columnist for Slate.com and the Washington Post, and a contributing writer for Time magazine, comes to The Times as editor of the editorial and opinion pages, replacing Janet Clayton who returns to news and become assistant managing editor for state and local news. Clayton replaces Miriam Pawel who becomes a senior projects writer.

• "The Wal-Mart Effect" series wins a Sidney Hillman Foundation award in the newspaper-reporting category.

• Michael Hiltzik wins the Gerald Loeb Award for Distinguished Business and Financial Journalism in the Commentary category for his "Golden State" columns.

• The Times' coverage of wildfires that blazed through San Bernardino County last fall is the topic of "The Story Behind the Story" held in San Bernardino.

• Latimes.com debuts an interactive election map for the 2004 presidential race. The map, which allows users to track and predict possible electoral vote outcomes, quickly becomes one of the site's most popular features.

• Advertising and technology begin launching self-service capabilities for private party Classified customers as a means of increasing advertising revenue.

• The Times wins the Environmental, Health & Safety

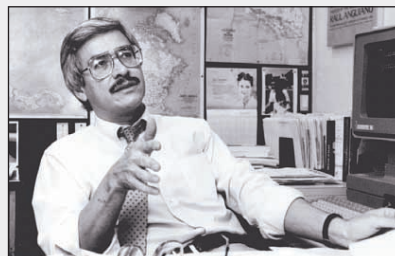


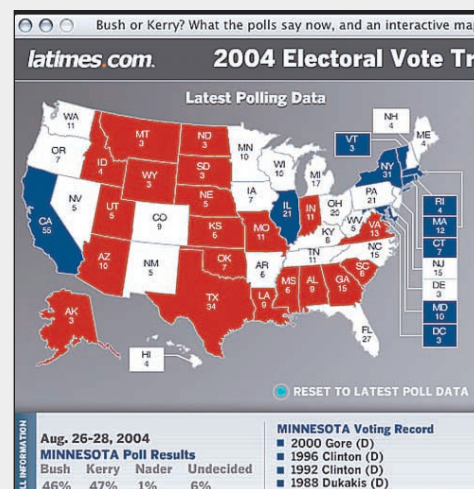
Photo from Times Archives  
Frank del Olmo passed away in February at the age of 55.



Summer camp and smiles go together year after year.



Photo by Ron Murray  
Love Riders Doug and Gail Havens ride for Reading by 9 in November.



Latimes.com's interactive election map became a popular destination after its June debut.

Award in the 2004 Presstime Best Practices Awards for consecutively lowering on-the-job accidents in operations.

• The Times implements a series of cost reductions to offset the loss of advertising revenue, newsprint price increases and rising benefit expenses. The reductions include non-salary expense cuts as well as voluntary and involuntary staff reductions.

## JULY

**July 17-18:** Thousands turn out at the Rose Bowl for The Times' KidCity event.

**July 28:** An afternoon at the Orange County Fair brings Reading by 9's most successful single book drive ever with 29,600 books collected in six hours.

• The United Way of Greater Los Angeles recognizes The Times with three top honors for outstanding fundraising achievements during this year's campaign.

## AUGUST

**Aug. 9:** The Times Family Fund awards more than \$1 million in grants to 77 nonprofit agencies.

**Aug. 18:** Latimes.com joins other Tribune newspaper websites in launching ShopLocal, a new online shopping channel that helps consumers find sales and other deals at local retailers.

**Aug. 30:** Gisselle Acevedo-Franco, vice president/public affairs at The



Photo by Myung Chun  
Larry King moderated the Times-CNN debate, which featured four Democratic hopefuls.



The Times provided primary-through-concession coverage of the presidential race.

latimes.com for publication in Calendar Weekend. Restaurants can advertise full run or select from one of four zones.

**Sept. 21:** The 2004 Pulitzer Prize-winning story "The Wal-Mart Effect" takes center stage as a special "The Story Behind the Story" presentation at a Los Angeles Town Hall meeting.

• Andres Martinez, formerly a member of the Editorial Board and assistant editorial page editor of The New York Times, is appointed editor of the editorial pages.

• The Times wins first place in the General Excellence category of the 2004 Missouri Lifestyle Journalism Awards competition.

## OCTOBER

**Oct. 1:** The Times joins 10 other Tribune newspapers in launching the new LIFE magazine as a weekly insert in their Friday editions.

**Oct. 4:** The San Fernando Valley facility celebrates its 20th anniversary.

**Oct. 7:** SFV Plant sets newspaper industry production milestone with first successful implementation of stacked color printing units.

• The 2004 Summer Camp Campaign reaches \$1.39 million in donations, an all-time record.

• The Times Donor Advised program raises \$847,000 in donations to support disadvantaged children and youth. With the McCormick Tribune Foundation's match, over \$1.27 million will be granted to 19 nonprofit

agencies.

• METPRO, the Minority Editorial Training Program, celebrates its 20th anniversary, having trained more than 200 journalists in its first two decades.

• For the six months that ended Sept. 30, The Times reports Monday-Saturday average daily circulation of 902,164, a decline of 5.6 percent compared with the prior year, and Sunday circulation of 1,292,274, a decline of 6.3 percent from the prior year.

## NOVEMBER

**Nov. 7:** First four new MAN Roland color printing towers go on edition as the Advertising Color Expansion (ACE) project remains on track for early 2005 completion.

**Nov. 8:** Todd Brownrout, formerly senior vice president, sales and marketing for Philadelphia Newspapers, Inc., joins The Times as its new senior vice president of advertising.

**Nov. 16:** A state-of-the-art marketing data warehouse developed by a Times-Chicago Tribune team goes into production. It enables Times marketers to target prospects more precisely, to model customer behavior more accurately and to automate marketing campaigns for more efficient deployment.

**Nov. 16:** The Times becomes the first of 175+ Cars.com affiliates to surpass 400 Cars.com dealers.

• During Thanksgiving week, The Times sets an all-time single-week



Photo by J. Emilio Flores  
Michael Kinsley joined the editorial pages in June.



Photo by Carolyn Cole  
Carolyn Cole's dramatic photos from Liberia won several major awards, including a Pulitzer.

high of 123 million inserts carried in the paper.

• The Times implements a new strategy integrating Recycler and Times classified ads.

• A conference at the University of Arizona brings together many of The Times staff members who worked on the 1983 Latino series, which won a Pulitzer Prize for Public Service in 1984.

## DECEMBER

**Dec. 2:** The Times is the first Tribune market to launch the new Automotive classified self-publishing system, which, integrated with Cars.com, provides photo upload, enhanced online content and online ad editing capabilities.

**Dec. 4 & 11:** The Times holds the second annual 2-day workshop, Saturdays at The Times – College, for 40 journalists and photographers from four-year and community colleges throughout the region.

**Dec. 7:** A new version of TribToday, a content sharing system used by all Tribune papers, goes live at The Times. It is the first major application that The Times hosts for all Tribune publishing units.

• The Times launches an automated email program that automatically emails classified advertisers when their ads are due to expire.

• For the first time, The Times records three straight weeks of more than 100 million inserts in the paper.



LIFE magazine returned Oct. 1 as an insert in Friday's paper.

## Writers Use Dialogue To Enhance Articles

With the pressures of daily deadlines, reporters and editors don't always have time to think about the craft of writing or creative writing techniques. That's why Steve Padilla, state editor in Metro, started the Writers Roundtable.

The Writers Roundtable is held monthly for Times reporters and editors to discuss a piece of writing – whether it be a news or feature story, narrative essay, and even song lyrics. Hosted by Padilla during the lunch hour, attendees review a piece in detail and talk about writing styles, techniques and story approaches. So the discussions don't get personal, none of the selected work is from The Times.

"The idea is to remove the deadline factor, emotions or hurt feelings," says Padilla, who conducted roundtables from 1997 to 1999 when he was city editor at the Valley edition and brought it downtown 16 months ago. "Anyone can say, 'This story is good or bad.' But the craftsman is the one who can say, 'This story is wonderful because the writer used this technique.'

"When it comes to writing, we have to do more than just go by instinct; we have to understand the craft of it," he adds. "If we can take apart a piece of writing and understand why it works or

why it doesn't work, we can better write ourselves."

The group may have 10 to 25 attendees at a time – some new to The Times and others who have been at paper for 25 years or more. Padilla selects articles from a wide range of newspapers and magazines, including The New York Times, Sports Illustrated, and Wall Street Journal. "I try to keep my eye open for articles that are provocative and fun to read. But not everyone likes what we read. That's valuable, too."

"Steve brings all this great writing from people who have very different styles," says Duke Helfand, education writer. "You can internalize those styles and use little licks from what you've learned. One of the big things I've learned is how to use dialogue in stories."

Last month, the group held its first song session and listened to music performed by such artists as Mick Jagger, Pete Seeger and The Beatles. "A lot of narrative songs are very similar to a news story," Padilla says. "They often have the who, what, when and where in the first stanza and often rely on strong verbs. Just as a news writer must hold your attention so you don't stop reading, a song writer has to write so you don't stop listening. As storytellers, we can be



Photo by J. Emilio Flores

Steve Padilla

inspired by other forms of storytelling."

Education writer Jean Merl says, "These sessions are wonderful opportunities to think about the craft of writing.... It's also great to hear from other writers and learn from them. I think it has encouraged me to take more chances and to try out different techniques in writing."

Diane Wedner, real estate writer, adds: "I've gained an insight into how writers here plan and execute their stories, based in part on how they deconstruct the stories we read for the roundtable. When I read excellent stories, by writers who stretch the newspaper-writing boundaries, it does encourage me to be more adventurous myself."

"I learn something every month," says Padilla. "Someone always says something that really explains writing in a useful way."

## Frederick Offers Overview of Election Past and Future

From Reagan vs. Mondale in 1984 through Bush vs. Kerry in 2004, Don Frederick has been right in the middle of coverage of the last six presidential campaigns. This year he oversaw Times coverage of the campaigns and election in his role as national political editor. Frederick said that this year's campaign "was the most fun I ever had."

Frederick talked to a Times management group a few days after the election about his experience and observations this time around. Here are excerpts from his address.

### On our pre-election coverage:

In one story that I was especially pleased with, we tried to flesh out what has become one of the best ways to predict what's going to happen in U.S. elections, which is the divide between regular churchgoers and those who do not attend religious services on a weekly basis. It used to be that you could tell how people in this country were going to vote based on their income. Now you can best tell how people are going to divide based on how often they go to religious services. One of the reasons George Bush won is because of the incredible turnout of people who go to church or synagogues once a week or more.

### On what was different about this election:

There are two questions that we always look at on polls – one is "Do you disapprove or approve of the President's performance?" The other is, "Do you consider the nation on the right track/wrong track?" For several elections, if those numbers are at or under 50%, the incumbent party is in deep, deep trouble. That's where those numbers were throughout most of this election, even on Election Day, according to the exit polls. Based on all the guideposts in past elections, the Kerry people were right to think they could win the election, but, of course, as it turned out, they were wrong. That was just one of a number of guideposts that did not apply to this election.

By the guideposts in the past, Howard Dean should

have been the Democratic nominee because he raised the most money in 2003. Ever since 1980, the candidate in either party who's raised the most money going into the primaries has emerged as the nominee – that didn't happen. Coming forward to this fall, the candidate who was judged in the opinion polls to have won the debates ended up winning the elections. John Kerry was judged in the opinion polls to have won the debates – and yet he lost the election. And, then, of course, we have these guideposts of the approval/disapproval rating and the right track/wrong track. The Kerry campaign made a mistake in thinking that it was waging a past election and not the current election.

### In response to a question about possible 2008 candidates:

In both parties, the race has already begun. On the Republican side, Bill Frist, John McCain and Rudy Giuliani are some of the obvious names. Frist starts with the advantage. It's hard for me to see the Republican party, as it's currently constituted, ever nominating a presidential nominee who is pro choice on abortion, and that takes out Giuliani. It's hard for me to see them nominating McCain because he's just too funky for the Republican Party.

On the Democratic side, the two obvious camps now are Hillary Clinton and John Edwards. Edwards came out of this campaign without great reviews, but the Democratic Party also looks at the fact that, since John Kennedy, the only three Democrats who have been elected president – Lyndon Johnson, Jimmy Carter, and Bill Clinton – all came from the South. So, that's the plus for John Edwards. The plus for Hillary Clinton is her last name and the enormous affection, respect that both she and Bill Clinton still have and the fact that they're able to fire up the base. So, over the next year, in particular, we'll be looking at the jockeying between those two camps.

The good news for us political junkies is that there's only one thousand four hundred and fifty-seven days until the next election.

## PRINT TO BROADCAST FOR NOVEMBER

Times reporters frequently are called upon for their expertise by local, national and international broadcast outlets including BBC, CNN, KTLA, NPR and PBS. These on-air appearances showcase the newspaper's reporting before a wider audience.

### November highlights:

- Luis Sinco provided field reports for CNN's "NewsNight with Aaron Brown" and discussed his embed experience on NPR's "Day to Day." His photography was featured on both outlets.
- Bob Drogin appeared on ABC's "NightLine" and WBUR-FM's nationally syndicated "On Point" to discuss the turmoil within the CIA following several senior staff resignations.
- Don Frederick, national political editor, provided election updates for KTLA's "News @



Photo by Luis Sinco

Luis Sinco's photo of 20-year-old Marine Lance Cpl. James Blake Miller, taken after more than 12 hours of almost nonstop deadly combat in Fallouja, was featured in more than 100 newspapers and on major television networks across the country.

Ten," KNX-AM's "Business Hour" and Netherlands Public Radio.

- J. A. Adande and Bill Plaschke discussed the Nov. 19 Pacers-Pistons' "basketbrawl" game on PBS' "Tavis Smiley Show" and PRI's "To The Point," respectively.

## Holiday offerings from Company Store/TribMart Suggestions for Last-Minute Holiday Shopping

A new shipment of merchandise at The Company Store can help with employees' holiday shopping lists.

- Choose from hooded sweat-shirts, jackets, polo shirts and other apparel sporting the Times logo.

The Company Store will extend its hours to 8 p.m. on Thurs., Dec. 16 and Fri., Dec. 17 to facilitate holiday shopping. Stop by or call in your order to ext. 75939.

- Visit [www.latimesphoto.com](http://www.latimesphoto.com) to access a variety of services for digital photo processing. Have holiday photos shipped to the Company Store and create an online photo album to share with family and friends.

- TribMart @ Home offers great prices to Tribune employees on gifts from Hammacher Schlemmer, Amlings Flowerland, Nextel, Grainger and others. Find a TribMart quick link on TimesLink's homepage.



Photo by Ryan Miller@captureimaging.com

## Employee Service Recognized

The operations department had the largest number of honorees, 40, for this year's long-term service awards, celebrated Nov. 8 at a dinner held at the Petersen Automotive Museum in Los Angeles. Joining operations senior vice president Mark Kurtich (third from right) at the dinner are operations honorees (from left) Rex Monson (25 years), Charlie Bower (25 years), Mike Osso (25 years), Lucy Miller (25 years), Bill Conover (25 years) and Rick Terry (30 years). In all, 112 employees celebrated their 25th, 30th, 35th, 40th or 50th anniversaries with the company during 2004. (See a profile of 50-year honoree Shav Glick on page 8 of this issue and more service award photos in the Among Ourselves section of TimesLink.)

## Organizations Honor The Times

November brought a fair amount of recognition to The Times as the company and its employees were honored for their contributions to the community.

Times Publisher John Puerner accepted the "Media in the Public Interest" award from the Legal Aid Foundation of Los Angeles at the annual Access to Justice Dinner. The award was in recognition of the paper's "decades-long commitment to serving Southern California through the highest quality journalism in the public interest." The award cited specific award-winning coverage of news and feature stories.

Western University of Health Sciences honored The Times with its "Elie Weisel Humanism in Healing Award" for our "regular reporting of medicine, medical research, and of the public policy, philosophical, political, and spiritual issues that are a part of the national dialogue on health care directly impacting our free society's ability to make informed decisions on the future of health care." Health

section editor David Olmos accepted the on behalf of The Times.

The Public Relations Society of America - L.A. Chapter awarded The Times its "Outstanding Corporate Citizen of 2004" award for the Reading By 9 program. PRSA-LA cited the many ways RB9 programs and activities "create understanding, action, and goodwill about issues of public concern." Kim McCleary La France, Times vice president of planning and community affairs, accepted the award.

Sports Columnist Bill Plaschke was recognized as "Man of the Year" by Big Brothers Big Sisters of Greater Los Angeles and the Inland Empire. He was honored for his long-term commitment to a



Bill Plaschke

young man who is now a successful realtor. Plaschke was introduced in an emotional speech by Dodger Broadcaster Vin Scully as Plaschke's parents and other family members looked on.

## Holiday Campaign Seeks Donations

Fund-raising for the Holiday Campaign began Nov. 1 and continues through the season, winding down in mid January.

The McCormick Tribune Foundation will match the first \$750,000 raised at 50 cents on the dollar.

Money raised during this campaign helps nonprofit agencies that provide food, shelter, clothing, literacy and arts services and preventive programs for disadvantaged youth in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties.

More than \$1 million in grants was awarded to these organizations with donations from last year's Holiday Campaign. Employees who want to contribute may make credit card donations online at [latimes.com/holidaycampaign](http://latimes.com/holidaycampaign) or mail donation checks to:

L.A. Times Holiday Campaign

File #56986

Los Angeles, CA 90074-6986

## Dec. Workshop Includes Forum on Youth, Gangs



Photo by Ron Murray

Mary Engel, Times editorial writer, was among the panelists at the Dec. 4 Times Forum on "Youth, Gangs and Violence - Is There a Solution for Los Angeles?" held in the Chandler Auditorium. The forum was part of the latest "Saturday at The Times" event for college journalists. The student journalists covered the forum and wrote on-deadline reports as part of the two-day journalism workshop. KTLA-TV videotaped the forum and plans to use it as part of a program to be aired in January.



Photo by Ron Murray

## Love Ride Benefits Reading By 9

Some 200 Times employees and guests participated in this year's Harley-Davidson Love Ride, held Nov. 14 to benefit Reading by 9 and other charities. Sharing road tales as they assemble for the start of the ride are (from left) Wayne Olgin, admin production services coordinator; Publisher John Puerner, Randy Dent, mechanical supervisor; Times retiree Rudy Adeshian and former Times employee Lynn Luiz. About 25,000 riders joined in the 50-mile Love Ride from Glendale to Castaic Lake. Additional Love Ride photos, along with a link to the Love Ride web site, are posted in the Among Ourselves section of TimesLink.



## Times Welcomes Latest METPRO Fellows

Ten new Minority Editorial Training Program (METPRO) reporting fellows began the 2004-2005 program recently. They are, back row, left to right: Claudia Zequeira, Rong-Gong "Ron" Lin II, Nicholas Shields, Andrew Wang and Susana Enriquez; front row, left to right: Natasha Lee, Veronica Torrejon, Rachana Rath, Erica Williams and Tonya Alanez. Their initial stints here run through August 2005. After that they move on to new assignments at The Times or another Tribune newspaper.

## SERVICE

**35 Years:** Michael S. Gibson, Antonio D. Sena

**30 Years:** Larry A. Franco

**25 Years:** William E. Conover, Alfonso Duarte, David R. Holley, Nancy Westley

**20 Years:** Danny J. Velasquez, Cherise E. Williams

**15 Years:** Carla Briggs, Janet L. Eastman, Don Frederick, Mark D. Geers, John R. Hernandez, Valerie Hood, Nathalie R. Kawaguchi, Carl A. Knapp, Kathy Kristof Magnuson, John T. Malnic, Joshua S. Meyer, Maura E. Montellano

**10 Years:** John Bryan, J.R. Moehringer, Alejandro H. Mora, Eric Slater

**5 Years:** Deepa S. Bharath, Rochelle D. Flores, Josellina I. Huerto, Craig T. Nakano, Hamlet Nalbandyan, Richard R. Sanchez

\*Service anniversary information is supplied by human resources.

## MARKETPLACE

**For rent:** Maui AAA beachfront condo. 2 bdrm., 2 bath and magnificent view. Spring and summer specials. Contact Howard at 760-723-9099 or howglo@aol.com.

**Needs Home:** Rescue dog needs permanent or foster home. Female, 3-4 years old, mix breed, about 40 pounds, house-trained and rides in the car beautifully. A very relaxed dog with all people but needs to be the only dog in the family. Contact Carol Kaufman 213-620-6252 or carolkaufman@sbcglobal.net. divvy

**For sale:** NordicTrack health rider, \$50. Leather sofa bed (gray), clean and comfortable, \$250. Motorcycle carrier, fits into trailer hitch, with ramp, \$150. Mike 626-794-2978 or langemike@mac.com.

Submit your ad for "Marketplace," with a home phone number or personal e-mail address where you can be reached to:  
[amongourselves@latimes.com](mailto:amongourselves@latimes.com)

## PROFILE

## Shav Glick

**S**hav Glick was covering track and field for the Pasadena Star-News in the 1950s when he met Otis Chandler, who was beginning to get the hang of the newspaper business at the time. Chandler offered Glick a job at the L.A. Mirror. Glick recalls this story with a laugh, because that evening he went home and stayed up all night thinking hard about the offer. He was 34 at the time and wondered if he was too old for a career change. But he went for it. Now at 84, Glick is still writing about sports – racing to be exact. In July, he was elected into the Motorsports Hall of Fame where his picture hangs next to such famous racers as Mario Andretti and A.J. Foyt. That was the pinnacle of his career. Looking back at Chandler's offer 50 years ago, Glick said it was the best move he ever made.

**Is retirement one of the questions people ask you?**

Oh goodness, they do ask. When you turn 65, everyone asks you when you're retiring. I was 75 in 1995 and kept telling people that I couldn't retire then because of my burning desire to learn who won the 2000 Indy 500. Now I've seen the 2004 Indy. I just kept going. Five years ago, I never dreamed I'd still be here five more years. I keep going day to day. My boss says that as long as I feel OK, then I can keep going. I can't tell you why I'm still doing this. But I'm enjoying it obviously.

**How did your interest in journalism begin?**

I actually started writing in junior high school. In one class, we had a journalism assignment where they wanted us to do an interview. Quite by accident I went with a friend to Santa Anita. It was just getting started then. In those days, you could wander around at will. I talked to a Bob Smith, the trainer of a famous horse called Cavalcade and wrote this little story about five or six inches long. It later appeared in the school newspaper. I wasn't a horse race enthusiast, it was just an odd coincidence.

**Did someone in your family have a sports influence on you?**

From as early as I can remember, I've been a sports fan. When I was really young, I wanted to be an athlete, but I found out that I wasn't fast enough or good enough. Neither of my parents had the least bit of interest in sports. I was an only child. Listening to baseball games on the radio had an influence, but I don't know why I started doing that. But my parents encouraged my sports interest. They took me to the Olympics in 1932 and to other sporting events when I was quite young.

**How did you get the racing beat?**

I came to The Times as a desk man, working nights writing headlines and making up the paper. I wasn't a reporter, but eventually I started writing. I wrote my way off the desk. At first I covered track and field because that was my specialty. Later I covered golf. I seemed to gravitate to jobs when people left them, such as golf, track and field. When the auto racing writer left in 1969, I took that beat over. So I was covering golf and motor



Photo by Ryan Miller@captureimaging.com

Shav Glick and guest Doris Syme at this year's Service Award Dinner

racing. Eventually those two beats expanded. Golf got a senior tour. Speedways were built. I had to choose between auto racing and golf – I chose auto racing.

**Why did you pick auto racing?**

I think the auto racing people are the most interesting in all of sports. So that makes it easier to write about. There is a lot of diversity with the racers' backgrounds. Racers come from every conceivable area. Some started riding bicycles or motor carts. Some are rich kids, some are poor kids. Some like Dale Earnhardt lost some marriages because he spent every penny on race cars and then became a millionaire. Every person has a different story. It's unlike other sports such as baseball and football where the players often got their starts in childhood and high school. I cover motor sports and that includes motorcycles, Formula 1 and more. There's so much going on. It's like telling a reporter to cover ball sports. That would include volleyball, football, baseball, tennis and more.

**What do you do in your free time?**

I don't know. I golf some. I take little sight-seeing trips. I like to go to antique stores. I have a lot of antiques in my house and don't have any room for more of them. When I'm out of town and if the mood strikes, I look around antique stores. I went to San Francisco last May on a business trip and had an interview set up at a restaurant. I got there early and wandered around the plaza and ended up buying an antique lamp before the interview. I had said I wasn't in the mood to buy anything and then all of a sudden I did.

## OBITUARIES

**Jody Jacobs**, Times society editor from 1971 to 1985, passed away Dec. 1. She was 82. The last and widely considered one of the best society reporters of her era, Jacobs covered the social life of the city.

Among her exclusive interviews was one with Ronald Reagan after he was elected president in 1980. The evening before his inauguration, Jacobs took notes as Reagan hunted through luggage for his mother's Bible, which he had brought to use during his swearing-in ceremony.

Born Josephine Caceres in Venezuela, Jacobs attended Hunter College in New York City, majoring in journalism. She worked for Women's Wear Daily from 1957 until joining The Times. She is survived by husband Bernard Leason; daughter Jessica Salet from an earlier marriage to Russell Lee Jacobs; three grandchildren, and one great-grandchild.

**Gerard Henny**, 15-year Times employee, passed away Nov. 22. He was 38. Henny was a pressperson at Orange County. He is survived by his mother, fellow Times employee, Mary Kennedy; stepfather Philip; brothers John and Robert; and sisters Fiona and Moira.

**Tim O'Brien**, a 6-year Times employee, passed away Nov. 22. He was 43. O'Brien worked as a security officer at the San Fernando Valley plant. He is survived by his sons, Sean, Matt and Mark, and his wife Laura. In his honor, his family has started a college scholarship fund for his sons. Contributions can be sent to: *The O'Brien Brothers, c/o Washington Mutual Bank, 31 West Foothill Blvd., Upland, CA 91786, Acct# 331-633086-4.*

**Barbara Welmon**, a 23-year Times employee, passed away Oct. 23. She was 71. Welmon retired from classifieds in 1991. She is survived by her husband, and fellow Times retiree, Wayne.

Among Ourselves  
Since 1924

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