

Sentinel will become a morning newspaper

The Sentinel will become a morning newspaper starting Sept. 2, Publisher Fred McPherson III has announced.

"The primary reason for making this change is that we believe we can better serve our readers with a more timely and complete newspaper by publishing in the morning," McPherson said.

McPherson cited a number of other factors that led to the decision to convert to morning publication.

"Your morning Sentinel will be fresh all day, unlike an afternoon newspaper that is read for a short time in the evening," said the publisher. He said the editorial staff will be able to take full advantage of the new publishing cycle by getting the news to

readers more quickly, long before the present afternoon schedule.

McPherson said editors and reporters will be added to the news staff, and The Sentinel plans to increase its business coverage and expand stock reports. There also will be an increase in national sports news, he said, including late-night scores and standings.

News deadlines, he said, will be several hours later than those of the metropolitan morning newspapers that are available in Santa Cruz County.

Increasingly heavy traffic, often resulting in gridlock, is another major factor, he said, "because we have found it more and

more difficult to deliver the afternoon Sentinel in a timely fashion."

Also, he said, delivery of The Sentinel in the early morning will benefit the more than 200 carriers who deliver the newspaper. Carriers will be able to have their afternoons free for school activities and sports. "More importantly, morning delivery will be safer and easier for our carriers because of less traffic," said McPherson.

Another benefit, he said, will be to advertisers and readers, who will be able to read advertisements in the morning and shop that day instead of waiting until the next day.

"Before coming to this decision, we con-

ducted considerable research, including two in-depth telephone surveys and individual conversations with many community members and advertisers. This research produced resounding support for a morning Sentinel," said McPherson.

"Until recently, we have not been equipped to achieve such a major move," said the publisher. "But the installation last year of our new Headliner Offset Press increased our capabilities in speed and color flexibility. The new press also gave us the capability to produce first-rate quality for our readers and advertisers.

"We look forward to saying 'Good morning' to Santa Cruz County six days a week starting Sept. 2," McPherson concluded.