



*Bruce McPherson, left, and Fred McPherson III*

## Fourth Generation To Head Sentinel

Fred D. McPherson III and Bruce A. McPherson will become The Sentinel's publisher and editor, respectively, upon completion of its merger on April 30 with Ottaway Newspapers Inc., a subsidiary of Dow Jones and Co. Inc.

They are the sons of Fred D. McPherson Jr., Sentinel president and/or publisher since 1940, who will become chairman of the board of Santa Cruz Sentinel Publishers Co.

The new publisher and editor have been employed full time at The Sentinel for a total of 33 years and are the fourth generation of the McPherson family to represent top management of the firm. James Ottaway Jr., ONI's president, is a third generation newspaper publisher (see story on Page 13).

Natives of Santa Cruz, Fred and Bruce McPherson first worked at The Sentinel as newspaper carriers and have been employed in virtually every department of The Sentinel.

Fred McPherson III was named business manager in 1975 and his overall duties have been to direct the advertising, circulation and production functions of the newspaper.

Bruce McPherson has been employed in the editorial department of the newspaper since 1966. He has been city editor since September 1973, directing the local news content of The Sentinel with a staff of 10 reporters and three photographers.

Fred McPherson III, 41, a 1959 graduate of Santa Cruz High School, attended Cabrillo College and Utah State University prior to receiving his bachelor's degree in journalism from California State University, Fresno in 1964.

After serving in the U.S. Coast Guard Reserve, McPherson worked as an

SEE BACK PAGE

REFERENCE

# FOURTH GENERATION

---

FROM PAGE 1

advertising sales representative and became classified advertising manager of The Sentinel in 1968.

One of his first responsibilities as business manager was to purchase a computerized production system for The Sentinel. That system has been expanded several times.

In 1976, he was responsible for converting The Sentinel's letterpress plate process with the purchase of new camera equipment and a modern photopolymer plate-making system.

He has been a board member of the Santa Cruz Chamber of Commerce and the Miss California Pageant. He now serves on the board of directors of the Downtown Association of Santa Cruz, Santa Cruz Little League and is a member of Kiwanis Club of Santa Cruz.

McPherson is married to the former Linda Epperson of Santa Cruz. They have a son, Trevor, 14, and live in Santa Cruz.

Bruce McPherson, 38, a 1961 graduate of Santa Cruz High School, attended the University of Oregon for one year before transferring to California Polytechnic State University in San Luis Obispo, where he earned his bachelor's degree in journalism in 1965. He then served in the Army Reserve program.

He was named sports editor in 1967 and 1½ years later began a new Sentinel newsbeat in the mid-county. In 1970, he began a two-year stint as the Santa Cruz City Hall reporter and then was assigned to the County Center newsbeat.

As a reporter, McPherson frequently contributed to the "View From the Beat" column on the editorial page. Since 1976, he has written a weekly editorial "Commentary" about local topics and contributed to The Sentinel's editorial page when it received the "Best Editorial Page" award from the California Newspaper Publishers Association in 1978 for its circulation category.

In 1980, The California School Boards Association recognized McPherson for "outstanding commentary in public education."

McPherson has served as director of United Way of Santa Cruz County, the Santa Cruz Chamber of Commerce, Red Cross, Boys' Club of Santa Cruz, coached in soccer and baseball youth leagues and assisted in drives for the Boy Scouts. He is currently treasurer of Friends of Long Marine Lab, a director of Friends of Santa Cruz Parks and Recreation and member of Rotary Club of Santa Cruz.

McPherson and his wife, Mary, have an 11-year-old daughter, Tori, and 7-year-old son, Hunter, and reside in Santa Cruz.