

# Terrace Bay News' head office also moved

By Michael R. Atkins, president, Laurentian Publishing, Sudbury

I'm being kicked upstairs this week. Not that I didn't long ago retire from doing real work, but this week represents a psychological departure I'm not sure I like....

It started out innocently enough....Norm said he needed more space for his increasing Northern Ontario Business staff and that it would also be nice if the majority of his people could have telephones because that was how they made their living.

We have now turfed out the paying customers upstairs, installed new phones, spent thousands of dollars fixing walls and building of-

fices for people who thought they wouldn't see one until the turn of the century. And, of course, as I said earlier, I no longer have my office or my fireplace. Admittedly, the fireplace was extravagant, but I am now being made to pay for those frivolous years of my youth.

All this activity runs deeper than simple home renovations and sprucing up the old building. The key change is that we now have a separate floor for administration. The folks who sell ads and write stories and draw pictures and paste up pages and deliver the result work on other floors. I already miss them and I don't move until tomorrow! Although having shared an office with many of them in the

last few weeks (as we renovate), I'll miss them less than I thought I would a week ago.

I swore I would never let this happen (the segregation of administration from other operating departments), but it sneaks up on you...

Unless we are careful those of us upstairs might begin to think we are in the administration business. The administration business means that we talk to bankers about our lines of credit; that we talk to our employees about the dental plan; that we converse with our computer suppliers about software; and that we discuss with printing companies the incremental cost of newsprint. None of this, of course, creates wealth. It neither creates wealth nor demand...it merely gets things organized.

Now that we are upstairs we'll miss the driving good cheer of Peter as his sales pitch is hurled across the long distance phone lines of Northern Ontario, entertaining clients and modest observers alike. Peter is our sales manager. We won't witness the less engaging sounds of an irate classified advertiser blasting our receptionist for a

missed phone number. We won't be around when one of our sales people marches into the production department to beg for an extra ad to be placed in the paper long after deadlines have passed. We won't witness the anguish of a junior reporter who had just had to make his or her first decision on the ethics of journalism...on the dividing line between the public's right to know and the subject's right to privacy and fairness. We certainly won't be catching the banter in the newsroom about the latest passion at city council or up-to-date speculation on who's running in the provincial election.

At various times in my life, I have appropriated the title of manager of almost all departments in our newspapers, doing so generally in the early years when I could find no one willing to do the job. The only position I wisely avoided was that of production manager because I refused to learn how the machines worked. I knew I would be enslaved to them for the rest of my life if I did.

As I move upstairs I do not take the title of manager of administration (note the sighs of relief on the

third floor). I go under protest and comply because there is a certain bureaucratic logic in organizing ourselves so that the people who sell ads and write stories, and run in and out of the building, and talk to one another, need to be there more than I do.

I retire to my corner office upstairs, overlooking the scenic CP railyards because Marlene had agreed to come upstairs with me (Norm wouldn't leave his Nobbers) and, frankly, there was nowhere else to go unless I wanted to go back to work.

I suppose walking upstairs will be good for my aging body, but it is no replacement for the excitement of selling a new advertiser into the newspaper or writing a story that will inform, entertain, or provoke a reader to think.

I'm lucky that after nearly 14 years I have a bunch of people who do all of the above better than I ever imagined possible, and they seem to enjoy doing it.

Last week I had an application from a journalism graduate who was born after the Beatles came to North America. What's next...a revolving restaurant?

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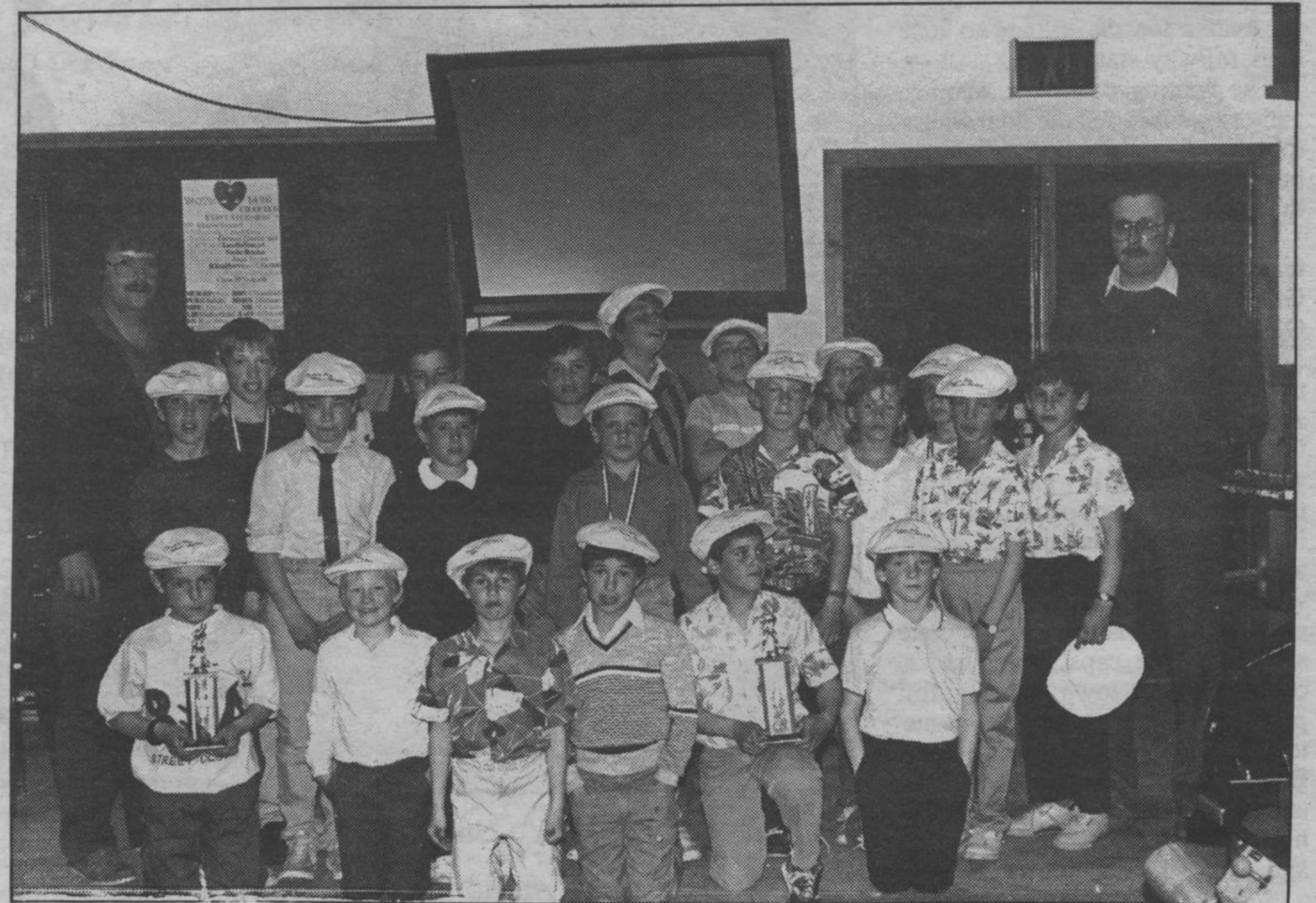
Comforters & Bedspreads	5.49
Sleeping Bags	6.29
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7 Simcoe Plaza  
Terrace Bay  
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The Mites and the Novices at the Terrace Bay Minor Hockey Banquet last Sunday



Publ. Service Canada / Fonction publique Canada

**Competition Concours**

Classification	Job Title / Titre du poste	Selection Process No. / N° de la méthode de sélection	CLOSING DATE / DATE LIMITE
GLAT E1M1C	Utility Craftman (English)	87-DOE-PUK-OC-007	87 05 15

Environment Canada, Parks  
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Position Title: Utility Craftman (English)  
Indeterminate Position.  
Position No. 50072

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Must possess Journeyman certification in the electrical trade and acceptable training and/or experience in the plumbing and heating trades.

**LANGUAGE:**  
Knowledge of the English language is essential for this position.

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**MEDICAL:**  
The successful candidate must pass a medical examination.

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**STATEMENT OF QUALIFICATIONS:**  
A 'Statement of Qualifications' is available upon request.

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Thank-you to everyone who participated in our Easter Bake and Craft Sale. Thank-you Costa's staff for the use of your store and your help.

Thanks to Faye Figliomeni and Lise Hnatuk for the beautiful cakes which were won by Christopher Ballentine and Helen Pelto. Girl Guide District Council.