

# INSIDE OPERATIONS

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Quarterly Operations Newsletter

## Tracey Johnson has designed a great career during her 40 years with Star Tribune

By Kay Krhin – Internal Communications



Tracey Johnson

■ **PREPRESS** – “There’s no place like home. There’s no place like home.” You know Dorothy’s familiar mantra but those words also apply to Senior Designer/Wizard of Oz enthusiast, Tracey Johnson, who celebrates her 40th year with the company on June 29. She has always thought of the Star Tribune as her extended family. Keep reading as she reminisces about family, friends and 40 years with Star Tribune:

**You’ve been with the company for over 40 years, Tracey. What has kept you motivated each day?**

I’ve been motivated by my commitment to community and family. When I joined the company, my father, Jerry Reichert, managed the Retail Advertising Art Department. We felt the entire company was an interdependent extended family, each person performing a role to serve our readers, our advertisers, and our community in what we all called “our daily miracle.”

**Looking back, how did your work evolve over the decades?**

While I was in high school at age 16 in 1974, I took a typing test on a manual type-

writer (98 words per minute) in what was called the Personnel Department. I was hired to type automotive and real estate classified advertising copy. I still remember what I wore that day, my burnt-orange pantsuit and my favorite platform shoes.

In 1976, I became a permanent employee, typing ad copy on an IBM Selectric Typewriter, and soon advanced to the newly installed computerized ATEX system where I verified and ensured the accuracy and proper content of classified ads.

When merged with the Retail Display personnel in the early 1980’s, I developed skills that led to taking on art layout tasks, advancing to roles as a production artist and during the early 1990’s utilized various Macintosh design applications.

As a consequence of developing and sustaining relationships with many major advertising accounts, I earned several promotions, and now serve as a senior designer with a team that has evolved into a prepress operation that produces online and print advertising.

**Can you tell us a typical day of work or examples of what you do in your position?**

There is no typical day. And that contributes to why I enjoy each day.

**What are some of your favorite memories of working for the Star Tribune?**

When I was only age 13 in 1971, I delivered the afternoon Minneapolis Star (Monday through Saturday) plus the Sunday Tribune in my south Minneapolis neighborhood, where I also collected payments from each subscriber on my Pillsbury Avenue route. I was proud of how a major newspaper company entrusted me to deliver the goods, collect the cash, and increase subscribers.

When working up on the fourth floor at 425 Portland in the Classified Advertising department, I always enjoyed feeling the floor vibrate whenever down in the basement our printing presses started to roll.

I remember when both the Minneapolis Tribune and Minneapolis Star were being published which meant that every day we had two sets of deadlines. I took pride in how we could produce two newspaper products each and every day.

I enjoyed working on and attending the Star Tribune Homecoming event before we moved from 425 Portland. So many fond memories were brought back that day. I reconnected with old friends and saw so many familiar faces. It was homecoming but it really felt like a family reunion.

**Do you have any Star Tribune history, lore or fun facts that others may not know?**

1: Back in the 1970’s we had our own bookie who went from floor to floor and collected bets from employees.

2: We had a company nurse, doctor, and a psychiatrist (who looked like Burl Ives.) All three of them had offices within our old building.



Tracey Johnson working on an ATEX Video Display Terminal in the Classified Advertising Department, December, 1979.

Tracey Johnson continued on page 2



Tracey Johnson continued from page 1



Tracey Johnson with an original Munchkin from the 1939 movie, "The Wizard of Oz".

3: We had an aviation department with a company jet plane and pilot.

4: My husband, Paul Johnson, while an advertising manager, was the person who suggested to the Associate Publisher, Chris Burns, that the new "brand color" for the Star Tribune be the same green color as the belt worn by Burns' administrative assistant, who at that moment was serving them coffee and donuts.

5: The man who introduced ATEX text processing computers to our newspapers, Paul Brainerd, went on to create Aldus PageMaker, helping make the Apple Macintosh and LaserWriter successful. He coined the term "desktop publishing."

### **What is something people would be surprised to learn about you?**

I met my future husband in the Classified Advertising department in 1976 and ten years later we married. Our 30th anniversary will be this September.

During 7th grade through 9th grade I went to Bryant Junior High School with Prince. He seemed sweet and shy and smiled at me.

### **Best advice you've ever received?**

Be useful. Be dependable. Be loyal.

### **Favorite movie:**

"The Wizard of Oz."

### **Book on your nightstand:**

Always a murder mystery.

### **What was the very first record you owned?**

First 45 RPM was "Come and Get It" by Badfinger. First LP was Jackson 5's "Third Album" containing their # 1 hit "I'll Be There."

### **Favorite vacation spots:**

Small Minnesota towns, including Grand Rapids, where at the 1989 Judy Garland festival celebrating the 50th anniversary

sary of "The Wizard of Oz," I talked with three Munchkins, including the Coroner.

### **Do you have a favorite mantra, motto or quote that helps you do your work?**

"How may I help you?" And sometimes "State your business," as spoken by the Emerald City Gatekeeper in "The Wizard of Oz."

### **Tracey's claim to fame:**

She shared the same yearbook page with music legend Prince. Shown below is a page from Tracey's 9th grade yearbook in 1973 at Bryant Junior High School.

The following year, in 1974, Tracey was hired as a typist in the Classified Advertising Department at the Star Tribune.

James Wilson  
Paul Brainerd  
Allen Meyer  
Nedra Meyer  
Paul Wilson

Scott Shady  
Scott Shady  
Prince Nelson  
Scott Shady

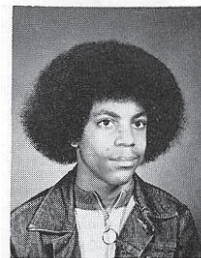
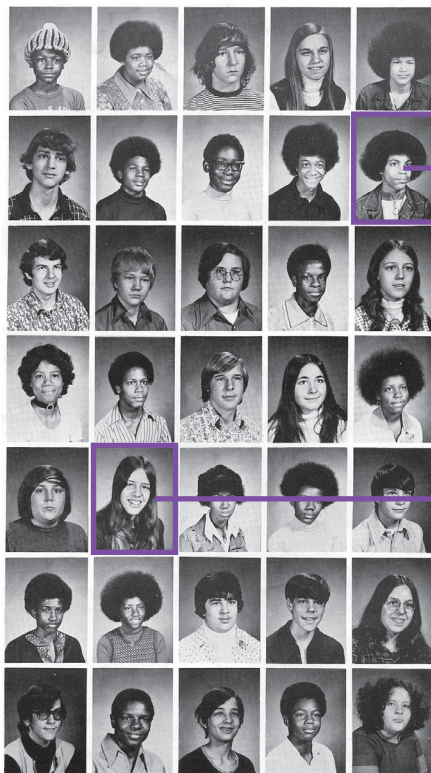
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David Nelson  
Larry Nelson  
David Nelson  
John Nelson

Wanda Olson  
Wanda Olson  
Wanda Olson  
Wanda Olson  
Wanda Olson

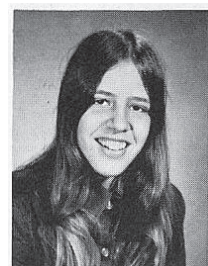
Tracy Reichert  
Tracy Reichert  
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Tracy Reichert

Lynette Rose  
Lynette Rose  
Lynette Rose  
Lynette Rose  
Lynette Rose

David Bailey  
David Bailey  
David Bailey  
David Bailey  
David Bailey



Prince Nelson



Tracey Reichert  
(Johnson)



Tracey Johnson's certificate for service as a, "Carrier Salesman."



# Heritage Safety Fair 2016

From Stribnet, May 18, 2016

## Use Your Smarts Around Moving Parts!



Safety Fair banner designed by Tom Witta, Prepress.

HERITAGE – The fourth annual Safety Fair held at Heritage recently was a successful event with over a dozen safety related booths and displays. Attendees enjoyed fresh fruit, bottled water and granola bars. Employees interacted with representatives focusing on safety including First Responders, AED, Hearing, Fire Department, and Pedestrian Safety.

Employees were given backpacks with this year's safety slogan. "Use Your Smarts Around Moving Parts"

Thank you to the Safety Fair planning committee, and to Mailroom Manager, Chris Duke, who lead the team's efforts once again this year!

## Great Turnout for the 2016 Heritage Safety Fair and Slogan Contest

From Stribnet, May 4, 2016

HERITAGE – The annual Heritage Safety Fair was held on Tuesday, May 17th. Several vendors participated and shared their safety related expertise. There were giveaways and drawings for door prizes.

### 2016 Safety Slogan Winner:

David Wallner, Pressroom:  
"Keep your smarts around moving parts"

### Safety Slogan Runners Up:

- Mike Kinsey, Mailroom:  
"Protect Your Hearing – It's a Sound Investment"
- Sundaygai Scott, Building Services:  
"Dedicated to Quality Service, Committed to Safety"
- Chris Caron, Mailroom:  
"When Danger is Seen, Kindly Intervene"



# Star Tribune Invests in Future with Upgrade to Presses

*From Stribnet, April 7, 2016*

**HERITAGE** – Imagine you have a classic 1986 Cadillac in your garage. It's still running like a charm after all of these years because you've had an expert team of professionals keeping it well-maintained. The problem is, some of the engine parts are no longer made and harder to come by.

That scenario is similar to what is happening with our presses at Heritage. Thanks to the excellent care our electricians, machinists, and pressmen have provided our 30 year old presses are mechanically in great shape. However, the electronic controls that run the presses is the original 1986 technology and needs to be replaced.

We need a new electronic controls system that allows our hardworking presses to perform reliably and meet our challenging production needs. Heritage is a successful regional print center, printing multiple daily and weekly newspapers, including the Pioneer Press and USA TODAY. A new system will position our press system for continued success in the future.

The new system Star Tribune chose is from manroland web systems. "During the selection process with manroland, we became confident that they have the knowledge of the complexities of our entire controls platform," said Kevin Desmond, senior vice president of operations for Star Tribune. "The long-term goals and expertise of their team members created a technology partnership which fits our desire to continue to grow and develop our own production models."

Matt Theiler is our project manager and is tasked with the goal of upholding our commitments to our customers. The upgrades will be done in a series of phases in order to minimize disruptions to our production. It is expected that the upgrades will be complete in 2020. Conversion of the first phase, including training our press operators on the new technology, will be done before our busy 4th quarter holiday season this year.

This upgrade and commitment to extending the life of our presses emphasizes that Star Tribune believes in print and we are investing in our future.

## Meet Marqueja Phillips

*By Ken White*



*Marqueja Phillips*

**PREPRESS** – The Prepress department has maintained a long time relationship with Step-up – Achieve Minneapolis, offering summer internships to some of the area's high school students.

This year, we are pleased to have Marqueja Phillips join us from this program.

Marqueja is entering her senior year at FAIR School Downtown, a fine arts focused school.

She will be primarily scanning photos for archiving. She enjoys reading, writing and singing.

She is very excited to be with us this summer.

Please feel free to stop by and say hello.

## Star Tribune in the spotlight in Poynter article

*From Stribnet, May 20, 2016*

**STAR TRIBUNE** – Poynter.org, a global leader in Media recently published a story about the StarTribune that should make all of us proud.

Poynter Star Tribune story can be found at:

<http://www.poynter.org/tag/star-tribune/>

## Congratulations to all Operations employees celebrating milestone anniversaries this quarter!

### 40 YEARS

**Tracey Johnson**, Prepress, June 29

### 35 YEARS

**Jeff Ganzer**, Mailroom, April 25

### 30 YEARS

**William Justice**, Mailroom, April 28

### 20 YEARS

**Robert Watts**, Mailroom, June 30

### 5 YEARS

**Soreti Chikaki**, Mailroom, May 7

**Stuart Harris**, Mailroom, April 4

**Andrey Kiselev**, Mailroom, May 7

**Igor Kiselev**, Mailroom, May 7