

We're making changes to get you a newspaper

April 14, 2020



Del Norte TRIPLICATE

Dear Reader,

Nine months ago, Country Media saved the twice-weekly newspapers in Crescent City and Brookings from an uncertain fate by buying them out of bankruptcy proceedings.

Our goal then was to implement a business model that would sustain those newspapers' long-term business operations and ensure their longevity.

That goal is unchanged. What has changed is the difficulty of achieving it, given the advent of the coronavirus pandemic, which may remain with us for months to come.

Longtime newspapers in California and Oregon now are working hard simply to survive. At least one Oregon daily has begun publishing just three days a week. Another has reduced its distribution from seven days each week to six.

And more than one weekly newspaper has ceased publication altogether.

As you can see from a quick drive down U.S. Highway 101, the virus's impact on local businesses is severe. Many stores have closed their doors, some permanently.

These local businesses rely on newspapers to connect them to potential customers. We, in turn, rely on their advertising dollars for 90% of our total revenue.

Business closures intended to prevent the spread of the coronavirus have dramatically reduced our advertising revenues. While we all hope to emerge from this situation soon, there's no way to predict the duration or severity of the pandemic on the economy.

We must make some changes to ensure the sustainability of the newspaper business. So beginning the week of April 12, we will consolidate the Tuesday and Friday editions and distribute The Triplicate and The Pilot once weekly — on Fridays.

You'll still have access to news articles 24/7 on our websites at www.currypilot.com and www.triplicate.com. Articles will continue to be uploaded as they are written to ensure we deliver the most up-to-date news possible.

What's more, new subscribers will see a reduced subscription rate of \$78 per year. That's the same price as at the newsstand, but with the convenience of having your newspaper delivered to your mailbox every week.

Current subscribers, meanwhile, will have their subscriptions extended accordingly.

It's in times of crises that newspapers are proven most vital. To combat the constant barrage of rumors and hearsay surrounding the virus, newspapers provide accurate information critical to our communities. Our news staff is fully committed to this mission.

Thank you for your continued trust and support. It's our privilege to serve the citizens of Curry and Del Norte counties.

Publisher Ben Kenfield