



MidWeek

My Drift
Jerry D. Petersen



MidWeek

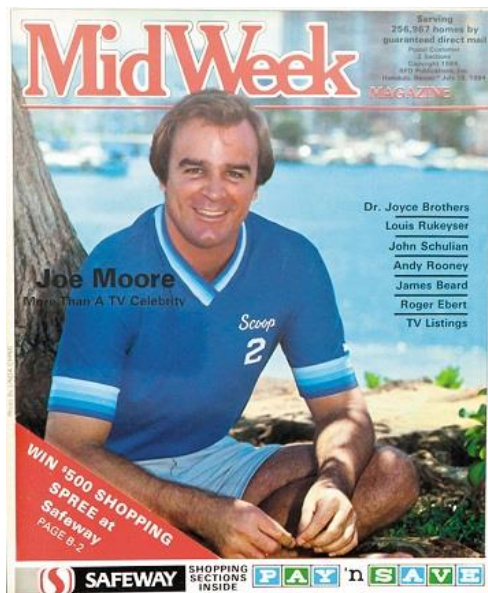
30 Mar 2016

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One of my favorite publication to read every week is MidWeek. It is sent “free” and delivered by the US Postal Service to nearly every home on Oahu (about 268,000 of them) arriving in the mailbox on either Tuesday or Wednesday. Around 500,000 Oahu adults read this publication on a weekly basis making it Oahu’s most read weekly publication. Readers like MidWeek because it provides “good news” and “local news.” MidWeek mixes a variety of local and nationally recognized syndicated columnists covering everything from politics to entertainment to medicine to sports to dining and cooking. MidWeek publishes opinions from right to left and all points in between. I will tell you what things in MidWeek I like best later in this article.

But first, let’s learn a little bit about the history of MidWeek. July 18, 1984 was the date of the first issue of MidWeek almost 32 years ago. Back then, it was called a tabloid shopper or an advertisement periodical by most people. Publisher Ken Berry helped secure deals with Safeway and Pay ‘n Save to advertise with the fledgling publication. Berry sought out cover stories and columnists that would increase readership. The first nationally syndicated columnists to join the MidWeek line-up were Andy Rooney, movie critic Roger Ebert, Dr. Joyce Brothers, Wall Street guru Louis Rukeyser, and the father of American cooking, James Beard. The first local columnists to join up were Larry Price, Bob Hogue and Susan Page.

The first issue of MidWeek featured local sports and newscaster Joe Moore on the cover.



Volume 1, Issue 1 of MidWeek

Joe Moore Bio: Growing up in Honolulu, Moore attended Aiea High School for three years, but graduated from Beavercreek High School in Beavercreek, Ohio, where his father, a career United States Air Force officer, was stationed. He attended the University of Maryland, College Park where he majored in communication and history, but after two years of college, he enlisted in the United States Army. Moore served two tours of duty during the Vietnam War with the Army's 25th Infantry Division in Cu Chi, Vietnam, and the American Forces Vietnam Network in Saigon with close friend Pat Sajak (of Wheel of Fortune fame).

Moore returned to Hawaii in 1969, joined KGMB as sports anchor under mentor and news director Bob Sevey. After nine years as part of the market-dominating news team at KGMB, Moore moved to KHON-TV which was then Hawaii's NBC affiliate (it joined Fox in 1995). Within a few years, KHON had passed KGMB as the top-rated station in Hawaii—a lead it continues to hold. In 2008, KHON-TV extended Moore's contract as lead news anchor for ten years.

Moore has starred in two independent motion pictures, *Goodbye Paradise* (1991, featuring James Hong and Pat Morita), and *Moonglow* (2000, co-starring Milo O'Shea and Joanna Cassidy). He has appeared in various episodes of network television series based in Hawaii, including *Hawaii Five-O*, *Magnum P.I.*, *Jake and the Fat Man*, *One West Waikiki*, and *Tour of Duty*.

Moore has also starred in several live theatrical productions, most recently, June, 2015 at Hawaii Theatre in Honolulu starring as James Wicker in the first post Broadway production of Terrence McNally's comedy, *IT'S ONLY A PLAY*, also starring Linda Purl and Cathy Foy. In 2014, at the Hawaii Theatre Moore co-starred with Pat Sajak in the dramatic comedy "*Wrestling Ernest Hemingway*". In earlier stage comedies, Moore co-starred with Sajak in Neil Simon's *The Odd Couple* (2001) and *The Honeymooners* (2004).

Joe Moore was a great pick for the first cover. In the early years, MidWeek was going up against another weekly competitor called the Ohana Shopper along with the two large daily newspapers, the Honolulu Advertiser and Honolulu Star-Bulletin. Many so-called journalist experts said MidWeek was not going to be around more than two years. Boy, were they wrong! Perhaps the biggest reason MidWeek is still around is due to the leadership of its president, Dennis Francis. Francis was recognized by Editor & Publisher magazine as the 2013 Publisher of the Year. That's a huge honor when you consider all the national newspapers were in the running. But in a time where newspapers are going the way of the dinosaur, MidWeek has and is still thriving.

The first MidWeek editor was Cheryl Deep, 1984 to 1987, followed by Vera Benedek, 1987 to 1994, and Don Chapman who joined the newspaper in November 1994 (who is the current Editor in Chief). Ken Berry left MidWeek in 2001 and associate publisher, Ron Nagasawa, who has been with the company since day one in 1984, stepped up to the publisher position. MidWeek senior editor Terri Hefner is the longest-serving staffer of MidWeek with over 23 years of service.

On March 15, 2001, MidWeek was sold by its owner Sam Newhouse (RFD Publications) to David Black (Black Press), who then merged it with the local daily newspaper, the Honolulu Star-Bulletin.

Midweek's early popularity was owed in a large part to its weekly Mystery Shopper which is the longest running contest in the history of the state. It started in the first issue and has been in every issue since and has given away thousands of dollars to thousands of shoppers of MidWeek advertisers. What seems strange to me is the fact that the winning prize amount in 1984 was \$500 whereas currently here in 2016, the winning prize amount is only \$150.

MidWeek added on a Friday/Weekend edition in March of 2005. But when the 2008 recession hit, the Honolulu Star-Bulletin converted from a broadsheet to a tabloid sized paper, froze wages, and cut jobs in order to stay in business. As a result of all this, the Star Bulletin and MidWeek (which are owned by Black Press Ltd) ended the weekend edition of MidWeek in February 2009. This was the most visible sign of the financial woes of Black Press. MidWeek had been considered to be the financially stronger of the two

newspapers, but Black Press, like much of the newspaper industry, had significant losses during 2008 and needed to cut its debt rating.

On June 9, 2010, MidWeek introduced MidWeek Kauai, delivered to every Kauai home via second class mail. Here are the Kauai statistics:

- **71,000 people on the island**
- **54,000 adults**
- **31,000 homes**
- **25,000 households**
- **38,000 adults read Midweek weekly (about 70%)**

On June 10, 2015, MidWeek introduced a new insert called the “Voice”. Terri Hefner (Senior Editor) and Carol Chang (Regional Editor) manage the Voice Newspaper Midweek. The Voice publication contains local news for each area of Oahu.

There are four versions of the Voice:

- **Central Oahu Voice** **Jaimie Kim (Editor)**
- **West Oahu Voice** **Nicole Kato (Editor)**
- **Windward Oahu Voice**
- **East Oahu Voice**

The MidWeek Main Office is located in downtown Honolulu in Restaurant Row on Ala Moana Blvd.



MidWeek Main Office at 500 Ala Moana Blvd

MidWeek Management



Dennis Francis – President



**Dave Kennedy
Chief Revenue Officer**



**Ron Nagasawa
Publisher**



**Don Chapman
Editor-In-Chief**



**Terri Hefner
Senior Editor**



**Yu Shing Ting
Managing Editor**



**Carol Chang
Regional Editor**



**James Nakamura
Creative Supervisor**



**Nathalie Walker
Chief Photographer**



**Patrick Klein
Vice President/Advertising**

MidWeek Local Columnists



Alana Folen



Alice Inoue



Alison Stewart



Rasa Fournier



Bob Hogue



Bob Jones



Chad Pata



**Christina
O'Connor**



Dan Boylan



David Chang



Diana Helfand



Lanai Tabura



Gary Kewely



Jade Moon



Jaimie Kim



Jay Sakashita



Tom Moffatt



Dr. John Kaya



**Mufi
Hannemann**



Nicole Kato



Paige Takeya



Pamela Young



**Susan Kang
Suderland**



**Tannya
Joaquin**



Ron Mitutani

MidWeek Local Cartoonists



Roy Chang



Dick Adair



John Pritchett



Below is MidWeek Content from Local Writers / Columnists / Cartoonists

Content / Title	Writer/Columnist / Cartoonist	My Comments
Home Cover Story	Chad Pata Susan Sunderland	Photo by Nathalie Walker
Feature Story Newsmakers	Alana Folen Staff	Midweek staff writers write these stories.
Business Business Roundtable Entrepreneurs Movers Thinking Smart	Christina O'Connor Nicole Kato David Chang	Various Oahu Business Leaders Small business success stories People getting new jobs and promotions How to best manage your money
Community Focus on Oahu Voice Central Surfing & Beach Voice West Voice Windward Voice East	Gary Kewely	This paper provides local community news for each area of Oahu.
Entertainment Art & Stage Movie Review Hot Ticket Uncle Tom's Gabbin	Rasa Fournier Ellise Kakazu Staff Tom Moffatt	Local art, stage, and theater news Local celebrity reviews a film Movies playing in town Local celebrity news
Editor's Desk Special Columns Letters to Editor	Don Chapman	
Lifestyle A Mindful Moment Applause Click Chick Good Neighbors Island Matters MidWeek Poll Misfit Spirit Moonlighting Mystery Shopper Old Friends	Alice Inoue Pamela Young Alison Stewart Nicole Kato Mufi Hannemann Yu Shing Ting Jay Sakashita Jade Moon Staff Jaimie Kim	One paragraph inspirational message People helping people on the island New "high tech" devices and apps Story about a local person Stories on what's going on in Hawaii People answer an interesting question Interesting/humorous take on religion Compassionate liberal stories Contest winner Person previously featured in Midweek

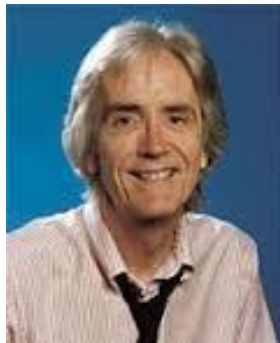
<p>Tannya's Take The Wild Side What's Next</p> <p>Food Hawaiian Style Heart-y Chef</p> <p>Fashion Fashion Flash Style</p> <p>Health Doctor in the House</p> <p>Politics Just Thoughts Mostly Politics</p> <p>Cartoons Dick Adair John Pritchett Roy Chang</p> <p>Sports & Fitness Currents Homegrown Keeping Score On the Move</p> <p>Photo Galleries Paina Hot Shots Pet Friends Forever</p> <p>Calendar What's Up</p> <p>Classifieds</p> <p>Advertisements</p>	<p>Tannya Joaquin Dr. John Kaya Ron Nagasawa</p> <p>Lanai Tabura Diana Helfand</p> <p>Staff Yu Shing Ting</p> <p>Rasa Fournier</p> <p>Bob Jones Dan Boylan</p> <p>Ron Mitutani Staff Bob Hogue Yu Shing Ting</p> <p>Staff Staff Staff</p> <p>Paige Taneya</p>	<p>Stories about Tannya's kids growing up Animal veterinarian stories Happenings at the Nagasawa resident</p> <p>Mostly Hawaiian food Variety of food and recipes</p> <p>Model Pictures</p> <p>Interview with various Oahu doctors</p> <p>Mostly liberal views Liberal views</p> <p>Mostly political cartoons</p> <p>Ocean related Local athletes playing on the mainland Local sports related stories Walking, running, and other exercises</p> <p>Pictures of people at various events Pictures from around town Animal picture</p> <p>Upcoming events on the island</p> <p>Various Ads</p> <p>Part of Midweek plus various inserts</p>
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National Syndicated MidWeek Writers / Columnists / Cartoonists

Content / Title	Writer/Columnist/ Cartoonist	My Comments
Features Gossip Zodia Scope Crossword The Advice Goddess Weird News Political Columns From the Right Musings Simon Says On the Level Humorous Columns 8 Simple Rules Paternity Ward Cartoons Working It Out Free Range Strange Brew Bennett Willie and Ethel	Robin Adams Sloan Madam Lichtenstein Amy Alkon Chuck Shepherd Patrick Buchanan Michelle Malkin Roger Simon E.J. Dionne Bruce Cameron D. L. Stewart Charlos Gary Bill Whitehead John Deering Clay Bennett Joe Martin	Celebrity questions and answers Horoscope LA Times Help for intimate relationship issues People doing strange things Political column Conservative views Political column Political column Work place humor Weird stuff Strange Political Usually has to do with food



Michelle Malkin



Chuck Shepherd



Bruce Cameron



D. L. Stewart

These pictures are only four out of the ten columnists that regularly appear in MidWeek. Actually, these are the four national syndicated Midweek writers/columnists that I read their articles. I'm not much for Political Columns, Celebrity Gossip and at my age, I don't think I need any help with my sex life. I don't have time or the patience to do Crossword Puzzles. I would read my Horoscope but Madam Lichtenstein thinks I'm a Cancer – I think I'm a Leo (Jul 23rd to Aug 22nd) – My birthday is the Jul 23, 1940.

In addition, I enjoy all five of the national syndicated cartoonists. Here are some of their cartoons:



Clay Bennett



© Clay Bennett



Charlos Gray



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"All of these postgraduate degrees don't impress me at all. What I really need is a good liar. Can you do that?"



WILLY 'N ETHEL By: Joe Martin

Sample Ron Nagasawa “What’s Next” Column (One of my favorites!)

You Talking to Me?

RON NAGASAWA

Probably one of the best things I did in 2011 was to get a family dog. I’ve always loved animals, but there’s something about a dog that is so endearing. Maybe the fact that my wife, my mom and I were all born in the Year of the Dog has something to do with it. Then again, maybe it’s just that our dog Buddy has captured our hearts.

Of course, dog ownership comes with a lot of responsibility. I never thought I would so willingly pick up dog poop or laugh off chewed-up furniture in our house. If you own a dog, you know what I mean. My entire family is smitten by him, which is great, except it wreaks havoc on my inter-spousal communication.

Last week it was time for us to have Buddy neutered. I was hesitant at first, but after all the benefits were explained to me, I willingly took him in myself. When he came home it felt as though we were caring for a sick child. Buddy was getting the maximum level of pampering. That night I was sitting within earshot of my wife.

In a melodic voice I heard her say, “Sweetheart, would you like something to eat?” I immediately answered, “Sure, what did you have in mind?”

My “high” was interrupted by a bite of the reality sandwich. Her voice changed, “I wasn’t talking to you, I was talking to Buddy!” The same thing happened several times over the course of two days, where she would say something and I thought she was talking to me, but Buddy was the target of her immediate affection.

By day three I was already trained not to respond to her as I assumed she was talking to Buddy. That morning, as I headed off for work, I heard her say, “Aren’t you going to give me a kiss?” When I didn’t respond, she raised her voice and said, “Honey, I’m talking to you. Aren’t you going to kiss me goodbye?” I did and headed out the door, and then heard her say, “Later tonight I’m going to give you a treat.” Unsure whom she was talking to, I did an about-face and handed her my pen and a piece of paper.

Like a puppy dog, I begged, “Can I get that in writing?”

Okay, let's take a look at what's in a typical MidWeek issue like the ones that come out while I was writing this article in March 2016 (see covers below). Remember, just because I don't read certain articles and columns, this does not mean they are not good. Everybody has their own opinions about what they like to read and what they are not interested in.



As you have found out in this article, there is a lot of stuff in each issue of MidWeek. A typical issue contains around 80 pages not counting the inserts. Granted, many of these pages contain advertisements and some classified ads, but there is still a lot of great reading material in every issue. If my arithmetic is right, there are about 64 columns, articles, stories, cartoons, etc. in each issue of MidWeek. Just for fun, here are the top 13 things I enjoy reading in MidWeek:

1. What's Next by Ron Nagasawa
2. The Wild Side by Dr. John Kaya
3. 8 Simple Rules by Bruce Cameron
4. Misfit Spirit by Jay Sakashita
5. Weird News by Chuck Shepherd
6. Keeping Score by Bob Hogue
7. Musings by Michelle Malkin
8. Paternity Ward by D. L. Stewart
9. A Mindful Moment by Alice Inoue
10. Applause by Pamela Young
11. Just Thoughts by Bob Jones
12. Moonlighting by Jade Moon
13. All of the Cartoons

I also read the Letters to the Editor. It seems like Bob Jones generates the most letters (both positive and negative). I always checkout the MidWeek Poll and try to answer the question before peeking at what other people say about it. I look at the Most Wanted article to see how many convictions each wanted person has – How in the world can some of these crooks be out on the street with over 40 convictions? I also look at the Honolulu Pa’ina pictures to see if I can find somebody I know. And lastly, I always checkout the models in the Style Section. I’m old but not dead yet.

A Few Small Recommendations

Since MidWeek is on the Internet (<http://www.midweek.com/>), people all over the world can read it. And once I put this article on my website (<http://bigdrifter.com/>), even more people will be aware of this great newspaper. I do have a few readers in Hawaii, Utah, and around the world. The new Digital Archive is okay but the print is hard to read and it is impossible to copy or print something you might like to keep. I think MidWeek management should bring back the Archive format used from Feb 1, 2012 to Jun 10, 2015. This format made it easy to find and read previous columns and features. Maybe MidWeek can just add this format to the current digital archive – digital technology is improving.

MidWeek helps tourism in Hawaii. It could help a lot more if MidWeek promoted the Hawaiian Islands with a weekly “Travel” article including color pictures of this beautiful state.

I also think MidWeek could use another “Sports” column. Ever since Steve Murray moved away and his “Hot Air” Sports/Fitness column stopped, there has been a rather big void in MidWeek sports. Steve was a good writer.

In Conclusion...

Keep up the good work – MidWeek is a very good newspaper / Tabloid / Magazine or whatever you want to call it. I (and most of the people I know) enjoy reading it every week. Please don’t let MidWeek go the way of the dinosaur. Thank you.

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