



Fred J. Levine, Operations Director



Mrs. Margaret Halava, Assistant to the Publisher



Administration: A 25-Hour Day Job

Basically, a newspaper organization such as Observer Newspapers is an information system. Information in the form of news or advertising items is gathered, then manipulated into news stories or laid out ads, and then distributed via the printing press and the carrier boy.

Such an information system -- particularly one which has been growing as rapidly as Observer Newspapers -- takes capable and imaginative administration.

Operations director Fred J. Levine is charged with directing day to day operations of advertising, production, business and circulation departments.

Sharing 25-hour days with Levine is Mrs. Margaret Halava, Assistant to Publisher Philip H. Power. Mrs. Halava was responsible for coordinating the myriad of details involved in planning and completing Observer Newspapers' new plant. She worked closely with the engineering and general contracting firms, selected fabrics, draperies, carpeting, fixtures and made thousands of decisions to insure a pleasant working environment for Observer employees.

Now that the building is up and operating, both Levine and Mrs. Halava can turn their attention to further projects Observer Newspapers has for diversification and growth as an information system.



Mrs. Elaine Hall, Publisher's Secretary