

# Outrigger Magazine



By Barbara Del Piano

Each and every month, Outrigger members at home and abroad receive a copy of the *Outrigger*, an informative, attractive, full color magazine that keeps them abreast of upcoming activities and vividly describes recent happenings. Brimming with photos and interesting articles, the magazine is by far the most sophisticated publication of any private club in the Islands.

Regatta schedules, menu changes, Logo Shop sales, financial reports, committee projects, social events, historical data and sports activities are just some of the subjects covered to keep OCC members apprized of what's happening around the Club.

The magazine, as we know it today, like the Club itself, didn't just happen. It grew from very humble beginnings and over the years has gone through turmoil, hard times and near extinction before evolving into its present form.

The Club had already been in existence for 40 years before its first official publication came out in print, the brainchild of long time member Ernest W. "Ernie" Stenberg. No stranger to publishing, Ernie was sales manager for the Commercial Printing Division of the Honolulu Star Bulletin. A pau hana regular on the volleyball courts, Ernie was bigger than life, balding and never without a long stemmed briar pipe firmly clenched between his teeth.

As Entertainment Committee chairman, Ernie needed a way to inform members about the upcoming social events and proposed to the Board of Directors a penny postcard to promote the latest dance or dinner party. Permission granted, the first issue was mailed in September of 1941. The simple 3" x 5" postcard became a monthly feature and was promptly named *The Forecast*, a name that would continue until 1970.

Occasionally, when additional news needed to be disseminated, the postcard was doubled or tripled into "fold-out" form.

Perhaps it was the announcement in June of 1942 that the initiation fee was jumping to \$50 that caused the *Forecast* to take on a slightly classier look. For the first time, photographs, (black and white of course) were included and sepia ink replaced the usual black. The photos were of the new Club buildings and listed some of the amenities that the Club offered . . . such as its own drug store. The *Forecast* boasted of a drug store in the lobby where "the attendant will fill your needs from stock or you may place your order and it will be there when you're ready to leave."

In October of 1942 the postcard had outgrown its limited size and a 16 page magazine measuring 6 1/4" x 3 1/2" replaced it. Included was news from the Club's six committees: Athletic and Boys, Membership, House and Grounds, Junior House, Entertainment, and Canoe and Steersmen. With this expansion of the magazine, a different colored paper was used each month.

At the end of 1943, the Club's Board of Directors took over the sponsorship of the publication from the Entertainment Committee, although Ernie Stenberg remained as editor.

In May of 1948, the magazine again changed its format. A masthead depicting Diamond Head and an outrigger canoe appeared and the size was enlarged to 6" x 9". The most remarkable change, however, was that advertising appeared for the first time.

Old timers will feel a few pangs of nostalgia at some of the commercial establishments who promoted their businesses in the Club's blossoming publication. . .

Elmer Lee's Night Club on Kapahulu Avenue (where the new Starbucks Coffee House is now); the Dan Wallace Dance Studio in the Royal Hawaiian Hotel; stylish Lawrence's Shoe Store in the Outrigger Arcade, which plugged its popular lines of Delman shoes for women and French Shiner for men; and frequently Lewers & Cooke took the whole back cover.

Pictures of visiting celebrities soon began to enhance the magazine's covers, including Shirley Temple, Clark Gable and Buster Crabbe.

In the issue of December of 1949 still other milestones in the expansion of the magazine were realized. The first-ever color photo appeared on the cover of that issue and for several years thereafter the cover of the December issue was in full color as well.

Also in that issue, the first article by Colonel Edwin North McClellan appeared. A distinguished historian, editor, writer and traveler, Colonel McClellan first visited Hawaii in 1908 with the "great white fleet" on its voyage around the world. He returned to Hawaii many times before settling in Honolulu and joining the Outrigger Canoe Club in the late '40s.

In the years from 1949 to 1958, Colonel McClellan wrote a total of 101 articles for the *Forecast* on a myriad of subjects relating to the Club, Waikiki, or some interesting facet of Hawaiian history.

The Club's 50th anniversary in May of 1958 elicited a special edition of the magazine and boasted a cover of gold foil on which was superimposed a photograph of Alexander Hume Ford, the Club's founder.

After 17 years of serving as editor of the *Forecast*, Ernie Stenberg retired in 1958 and for several months the magazine was put together by a committee chaired by Ed Greaney with members Norman Godbold III, Harvey Wilson, Pat Wyman and Traylor Mercer.

In January of 1959 Norm Godbold was officially named editor. Some changes were made, one of which was to reduce the December cover to just two colors in order to save money. In fact, the size and amount of color used was closely related to the Club's financial condition.

Genie Pitchford took over as editor in late 1960 and a new masthead, this one featuring each letter of the word "Outrigger" inside a canoe paddle, was adopted. Photographs were featured on the covers, many of them showing quite a bit of pulchritude.

## DIAMOND HEAD



### STUNNING VIEWS!

One of a kind location in Pu'u Panini. Beautiful views of ocean, Black Point and Koko Head. This 20,000 sq. ft. lot located on a cul-de-sac is the perfect spot for your dream home. \$3,200,000 (FS)

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# Has a Colorful History



The December issue that year was completely printed in green ink. Shortly after, in early 1962, the magazine once again increased in size, to 8 1/2" x 13" but consisted of just one page, printed on both sides. The following year the masthead was printed in red ink.

As the magazine grew, it had to rely on members and committee chairpersons to provide the copy. Frequently promised articles were not forthcoming on schedule, causing no little consternation on the part of the editor. At one point, the editor threatened to shut down publication of the magazine if deadlines were not met.

Another problem which plagued the magazine was frequently misspelled names and other errors such as the issue which featured a large photo of the Club's president. The lady next to him in the picture was identified as his wife, when indeed, she was not. Issues frequently included apologies for mistaken identities or misspellings.

The first issue to be published after the move to the new Club site was in February of 1964 and featured a slicker paper. The size was again enlarged to 8 1/2" x 11" and the front and back covers boasted two colors on a regular basis.

Over the years, many innovative ideas were introduced. Delightful cartoons by Pat Ekstrand and Jerry Ober added humor to both covers and interior pages. A "This 'N That" column debuted in September of 1964 but lasted only a few months, replaced by "The Prying Eye," which, as the name suggests, was a bit of a "gossip column."

In 1975, Rudy Huber introduced "The Ear", with the caption "Never Fear - the Ear is Here," a column along the same lines.

The most prominent change however, was the renaming of the magazine itself. The nearly 30 year old *Forecast* became the *Outrigger* in 1970.

In August of 1971 Harold Yost took over the reins (for the second time) and held them until early 1980 when major changes were considered. The Public Relations committee took over the supervision of the magazine. In search of a signature format and greater readership, different colored borders, backgrounds, mastheads, layouts and type were experimented with.

New columns were introduced and even a crossword puzzle contest appeared in the issue of March, 1983. The contest rules proclaimed that the winner would be the first to turn in a correctly completed puzzle and the prize was dinner for two in the dining room.

An immediate problem arose when complaints poured in because members received their magazine on different days. The problem was solved by setting a deadline for submission and the winner's name was pulled from a bowl containing the names of everyone who had the right answers.

Marilyn Kali first got involved with the magazine in 1985 through her daughter, Kehau, who was the Junior Riggers' columnist for the magazine, and as such, served on the PR Committee. She volunteered her mother to do some public relations work and before long she was the

magazine's official proof reader.

When editor Marty Buckley resigned, Marilyn was asked to serve as temporary editor while a search for a permanent replacement took place. As Marilyn tells it, "No one applied, so I became editor by default." She has been on the job ever since, nearly equaling the tenure of Ernie Stenberg.

From the beginning, Marilyn had the help of someone whose name never appeared as part of the staff but who was of invaluable assistance for many years behind the scenes. Early on, the new editor was approached by long time member Cline Mann who expressed his frustration with the frequently misspelled names and other inaccuracies that often appeared in print.

After subjecting Marilyn to the third degree, he volunteered to check the copy each month. This was the beginning of not only a professional relationship but a friendship as well. Cline continued to keep a sharp eye on everything that appeared in the *Outrigger* until his death. His input was especially helpful, according to Marilyn, because "Cline wasn't only interested in the mechanics of the articles. He was a former president who knew the Bylaws by heart, knew the history of everything, including the familial relationships between Club members, and was a self appointed censor. Nothing got in the magazine that he didn't approve and many articles were rewritten with his advice." His wise counsel is deeply missed.

Full color was slow to become an integral part of the Club's publication, mainly because of the high cost. The first full color cover in many years was displayed when

the OCC men won the 1985 Molokai Hoe race. Gradually, the use of color covers increased as the cost of color printing decreased due to new technology.

From six color issues a year, the magazine presently uses color in every issue, not only on the covers, but throughout the magazine. Ten years ago Obun Hawaii, Inc. took on the design and printing of the magazine, and their expertise and creativity have brought the magazine to new levels of excellence. The *Outrigger* is not only a marketing tool but a valuable archival resource as well.

Although the magazine looks great and is filled with photos and Club news of all sorts, as well as a profitable schedule of advertising, the editor is often frustrated by the same problem that plagued her predecessors... getting the copy on time. Often at the last minute she goes through the minutes of various committees to find out what is happening, and writes an article herself, rather than let an upcoming event go unpublished.

Most of the time copy arrives neatly printed by computer or sent by email, but on more than one occasion, a story was submitted scribbled on the back of a cocktail napkin. For the most part, members are helpful and cooperative and there is always someone on hand who offers to take pictures of events or write stories about them.

Occasionally there are complaints from people who are unhappy about some part of the magazine. Marilyn tells of a beautifully creative photograph submitted by the Food and Beverage Department. The picture showed a delectable array of fresh meat, fish and chicken artistically arranged on a platter, in front of a beautiful scenic background. The picture had been taken by a professional photographer to promote the Koa Lanai. Marilyn heard from a lot of people who were disgusted at the sight of raw meat on the cover of the magazine.

Each month, Marilyn says she receives email and phone calls from members expressing their likes and dislikes about the contents of the latest issue and she takes all the comments to heart. Although she is the heart and soul of the magazine, Marilyn gives credit to many people who help get the magazine to press each month, especially assistant editor Gerry DeBenedetti who writes the social column, As the Terrace Turns, the monthly Club calendar and Employee of the Month stories.

When she first took over the job of editor, there were no photo files for the magazine, so out of necessity Marilyn has become the *Outrigger's* chief photographer, continually improving her skills in that area. Through the years, she has taken thousands of pictures and watched young members graduate from high school, marry, and have families of their own. She vows some day to put together a photo montage of *Outrigger* families.

Marilyn has kind words for the people she has worked with, particularly members of the PR Committee. But, she reminds them on occasion, "There will always be a magazine, with or without you, but it will be better if you contribute to it."

