

Subject: Re: Milwaukee Road Magazine
From: Wally Abbey
Date: Fri, 4 Mar 2005 12:47:43 -0700
To: Michael Sol

Michael,

The company magazine died with the bankruptcy. The last two issues (which predated the bankruptcy) began the task of really conveying what was going on with the railroad, government, etc., which earlier issues didn't cover. It had lost its staff, which walked out as I walked in. I was sorry that that happened, because those were talented guys and I could have used them, but the decisions were theirs and not mine. (They never even gave me a chance to talk to them.) I was aware of the magazine's history, of course, but I couldn't justify its high cost and didn't even try to. We replaced it with First Monday/Third Monday, a far more flexible medium that could convey news and comment about the bankruptcy and the reorganization (and anything else of interest) far better than could the magazine. As to effective communications media, FM/TM in conjunction with the To All Concerned letters, which moved over the company's wires direct to almost all employees sometimes several times a day, did a far better job for us. Those newsletters weren't flashy, but they said what had to be said as quickly as the information was available.

Martha's knee surgery was a rousing success, thank you for asking.

Good to hear from you.

W.

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Wallace W. Abbey

E-mail: