

## Maxim named to WNPA's trustee board

Archipley volunteers to add year to term

**L**ori Maxim, Vice President of West Sound Newspaper Operations for Sound Publishing, has been named to the WNPA Board of Trustees.



Lori Maxim

Meeting by teleconference call on June 10, trustees unanimously elected Maxim to fill the Board vacancy created by the retirement of Sound Publishing President Manfred Tempelmayr on May 31.

Maxim will serve the remaining two years of Tempelmayr's term.

Maxim is a 22-year veteran of Sound Publishing, Washington's largest group of community newspapers, and was promoted to her current post at Sound in 2008.

"Lori has done wonderful work as a longtime member of WNPA's Advertising Committee, and she will be a valuable member of the WNPA Board," said WNPA general manager Bill Will.

At the meeting, the Board of Trustees also voted unanimously to extend for another year the presidential term of Paul Archipley of Beacon Publishing in Mukilteo.

Tempelmayr was in line to become president of WNPA in October, and his retirement left Second Vice President Jana Stoner in line for the presidency. Stoner, however, was reluctant to step up to the top spot after only a year as an officer.

Archipley volunteered to extend his term by another year to allow Stoner to assume the top post in October 2011 as scheduled.

"Paul has been an outstanding leader, and his willingness to step forward and serve another year clearly illustrates his dedication to WNPA," Will said.

# Court: Petition names public

Justices rule 8-1 on state lawsuit

The Associated Press

**P**eople who sign petitions calling for public votes on controversial subjects don't have an automatic right to hide their names, the U.S. Supreme Court ruled June 24 as it sided against Washington state voters worried about harassment because of their desire to repeal

that state's gay rights law.

The high court ruled against Protect Marriage Washington, which organized a petition drive for a public vote to repeal the state's "everything-but-marriage" gay rights law.

Petition signers wanted to hide their names because of worries of intimidation. But the 9th U.S. Circuit Court of Appeals in San Francisco refused to keep their names secret. The Supreme Court stepped in and temporarily

blocked release of the names until the high court could make a decision.

The court now says disclosing names on a petition for a public referendum does not chill the signer's freedom of speech enough to warrant overturning the state's disclosure law.

Chief Justice John Roberts, writing the 8-1 judgment for the court, said it is vitally important that states be able to ensure that signatures on referendum petitions are authentic.

"Public disclosure thus helps ensure that the only signatures counted are those that should be, and that the only referenda placed on the ballot are those that garner enough valid signatures," Roberts said. "Public disclosure also promotes transparency and accountability in the electoral process to an extent other measures cannot."

But Roberts also said that the court's opinion deals with

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## SCENES FROM SUMMER



**ABOVE:** Flags and streamers, bunting and stars festoon a patriotic youngster's wagon in this parade photo selected from a prize-winning photo essay on the Fourth of July in Washtucna. The essay, shot by Jennifer Larsen, won second place in the 2009 Washington Better Newspaper Contest in Circulation Group I. **LEFT:** Idyllic water play at Bassett Park at Washtucna's Fourth of July was featured in Larsen's prize-winning photo essay.

Jennifer Larsen/  
Ritzville-Adams County Journal

## New Access guide available from SPJ

**A** newly revised Access Guide for Washington is available in hard copy format. Published by the Western Washington Chapter of the Society of Professional Journalists, the 120-page book is a comprehensive guide to open government in Washington State.

It is a compilation and analysis of state and federal laws, rules and court decisions affecting public access to government proceedings and records, and includes an

updated citizen's guide to open government, updates to the state Public Records Act, and nine updated commentaries covering Washington's open meetings and open records laws, electronic records, tribal government, access to state and federal courts and court records, juvenile courts, cameras in the courts and state's reporter shield law.

WNPA will have Access Guides available for purchase at the WNPA convention (Sept. 30-Oct. 2 in Wenatchee), but you can also

order directly from SPJ.

To order up to five copies, mail a check payable to SPJ Western WA to Marcus Donner, Access Editor, PO Box 17946,

See SPJ, page 4

The Society of Professional Journalists has released its new guide to open records for state journalists.



# WNPA does much, but members should pitch in, too

*When someone shares something of value with you and you benefit from it, you have a moral obligation to share it with others.*

— Chinese Proverb

I don't know that newspaper people have ever been known particularly for moral fiber, but the WNPA has been fortunate that its membership includes those who are willing to share their knowledge and skills.

One of the primary reasons I joined the organization nearly two decades ago was to be able to tap into that talent, learn from my peers and, on occasion, share what I have learned over close to 40 years in journalism. You hang around long enough, you're bound to pick up a few nuggets. The annual convention and,

increasingly, the workshops and teleconferences, provide great value to newspaper staffs. It has been said that if you come away from a convention with just one good idea, it will have been worth the cost and effort.

I say if you come away with just one good idea, you aren't even trying.

And thanks to increasing efforts by staff and members to offer teleconferences and workshops, WNPA members don't have to wait for the annual convention to hone their skills.



**Paul Archipley**  
Publisher,  
Mukilteo Beacon  
and Edmonds  
Beacon,  
WNPA President

The advertising committee, in particular, has been offering a variety of free and low-cost training opportunities to help advertising reps, managers and publishers across Washington to better market our products in a challenging economy.

Since becoming more active in WNPA, I have been fortunate to meet and work with some of the most talented people in the business. And I have marveled at their willingness to volunteer, share their expertise, and help WNPA weather one of the most difficult periods in our industry's history.

For example, the WNPA Ad Committee has formed a subcommittee to market our member newspapers to statewide organizations such as the Washington Dairy Council and the Washington Wine

Commission.

They'll be spreading the word that community newspapers remain one of the best ad buys around, as evidenced by the statewide Pulse Research survey that was funded by WNPA.

Think about it: WNPA offers marketing opportunities that benefit its members as well as the organization and, for those members willing to make the effort, provides a way to offset dues and convention expenses, along with free and low-cost training courses that can cost thousands of dollars elsewhere. This year's convention, by the way, is shaping up as one of the best yet, with workshops designed for employees from nearly every newspaper department.

With a full-time staff of just two — God bless them

— WNPA relies on its members to step up. The Advertising Committee, for example, could use some help, particularly from Eastern Washington members who may have connections as well as proximity to some of those industry groups we'll be targeting.

Should you "feel a moral obligation" to share your valuable skills and expertise for the benefit of WNPA and the newspaper industry in general, please consider joining the WNPA Advertising Committee. It meets monthly by phone for an hour or less. Contact advertising committee chair Lori Maxim at maxim@soundpublishing.com or Mae Waldron of Member Services at mwaldron@wnpa.com.



**Officers:**

**President:** Paul Archipley, Edmonds Beacon, Mukilteo Beacon ● **Second Vice President:** Jana Stoner, Northern Kittitas County Tribune, Cle Elum ● **Past President:** Sue Ellen Riesau, Sequim Gazette, Forks Forum ● **Secretary:** Bill Will, WNPA, Seattle

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# Post-Register takes stand for public's rights

In May, Quincy police officer Aaron Doyle's lawsuit against Quincy attorney Brian Chase was thrown out of federal court.

United States District Court Judge Robert H. Whaley ruled for summary judgment in Chase's favor after Doyle and his attorneys — the Moses Lake law firm Dano, Gilbert and Ahrend — unsuccessfully argued that Doyle had been damaged because it would cost at least \$5,000 to have an expert analyze computer equipment to determine if Chase had received allegedly stolen computer files belonging to Doyle.

Whaley stated in his order, dated May 24, that "no reasonable jury could properly award damages based solely on the expert's declaration."

Why is this matter being discussed in my column? Because during the course of the lawsuit, Doyle and his attorneys were trying to compel me to testify about my communications regarding Doyle and his legal issues.

It started last summer when attorney Garth Dano called

and asked me questions about an article I wrote about Doyle's defamation lawsuit against a Quincy family.

(The lawsuit was eventually settled in the family's favor.)

Our conversation was brief and I told Dano that I didn't want to talk with him. He then told me I could be compelled to talk. I wished him good luck with that and ended the conversation.

Earlier this year, I was served with a subpoena to attend a deposition and answer questions about the issue. During the deposition, I told Dano that the only thing I knew about the case is what I had already reported, then I informed him of Washington's shield law for journalists. The shield law protects reporters from having to testify in civil and criminal cases. The law



**Chuck Allen**  
Editor,  
Quincy Valley  
Post-Register

helps to preserve the freedom of the press by providing reporters and their sources confidentiality and immunity from legal actions.

(Consider this — how free is the press if all conversations with a reporter were subject to subpoena?)

A few weeks later, I learned that Doyle and Dano had asked the court to order me to show cause why I should be exempt from testifying.

At this point, our newspaper was forced to hire a law firm that specializes in these matters. While it would have been less costly to just answer Dano and Doyle's questions, we at the newspaper thought it was more important to fight for the freedom of the press, than to save money. My attorney, Michele Earl-Hubbard, of Allied Law Group in Seattle, filed a motion to quash the subpoena with the court.

When she first talked with Dano about the issue, Dano called me a liar.

I am not a liar.

I am a publisher who believes in the freedom of the

press and I know there are times when we have to pay to preserve our freedom. This was one of those times.

I was looking forward to my day in court when the judge would rule that I should not be forced to testify. But in the end, the judge's ruling for summary judgment against Doyle meant the motion for show cause and the motion to quash were moot, so he made no ruling on my issues and the matter came to an anticlimactic end.

While I have no delusions about where this case fits in the big scheme of things, I do feel satisfied that my newspaper did the right thing and fought for our First Amendment rights.

Our little case will barely make a ripple in Grant County, let alone the rest of the world, but that doesn't matter. We know what we are.

We are the press in Quincy and our readers should know we will do everything in our power to remain free.

*Reprinted with permission.*

# 1 for All: Standing up for the First Amendment

Every July 4, we celebrate the Founding Fathers who gave America the gift of liberty.

Except that they didn't. Actually, the operative word is "fathers." These gentlemen did a fine job of building a nation founded on freedom — unless you happened to be a woman, a slave or poor.

For all the poetic flourish of the Declaration of Independence, the most powerful passage in America's history can be found in the First Amendment to the Constitution. The five freedoms guaranteed there gave Americans the right to speak out against injustice, to report about inequality, to protest and petition, and to draw strength from freedom of faith.

In the centuries that followed this nation's founding, the First Amendment was used to free the slaves, extend the vote to women and ensure equal protection under the laws.

Yet despite its pivotal role

in making America what it is today, there are no fireworks celebrating the First Amendment. The anniversary of its ratification on Dec. 15 goes largely unnoticed.

More tellingly, most Americans have no idea what the First Amendment says. Surveys indicate that only one American in 25 can name the freedoms of the First Amendment and that a majority — when pressed — can name only one, typically freedom of speech. It's constitutional illiteracy of the highest order.

The truth is that we don't do a very good job of standing up for the First Amendment. Its freedoms are truly the cornerstone of democracy and make



**Ken Paulson**  
President,  
Newseum and  
First Amendment  
Center

America the special nation it is. It's time we said that. Publicly. Passionately. Over and over again.

That's the core concept behind 1 for All, a nationwide campaign to remind the public that there's one amendment that we all use daily. And it's the one that truly guarantees freedom for all.

1 for All is the collaborative effort of educators, artists, journalists, lawyers, librarians and many more who believe that the American public would benefit from a greater understanding of the First Amendment and the need to protect all voices, views and faiths.

With the help of the Weber Shandwick agency and support from the John S. and James L. Knight Foundation, we've crafted ads that celebrate freedom in America and the ways we exercise those freedoms in our daily lives. The First Amendment gives us freedom of speech, but it also provides freedom

to tweet. It protects political speeches, but it also guarantees our right to sing, dance and perform.

In fact, the First Amendment enriches our lives on a daily basis. That's the essence of 1 for All. The campaign — which will launch on July 1 — is defined by these guiding principles:

- 1 for All is nonpartisan. At a time of deep political polarization, we choose not to take sides. In fact, a shared commitment to freedom of speech, press and faith should unify this nation. Organizations of all political stripes are welcome to support 1 for All, but the campaign will steer clear of partisan content.

- It's all about education. America's teachers would like to do a better job of teaching about the First Amendment, but they often lack the resources they need. 1 for All will provide educational materials, course content

**See PAULSON, page 6**

## OPEN ACCESS &amp; LEGAL ISSUES

# Council's coffee meetings eyed

Some say meeting law broken; others say it's just politics

The Spokesman-Review, Spokane

The Spokane Valley City Council's new majority started off its term in office by possibly violating the Open Public Meetings Act, meeting for coffee every day at a local grocery store. One veteran council member said she believes the group is still discussing city business in secret.

"Decisions are made before they come to the meeting," Councilwoman Rose Dempsey said. "I'm certain of that."

Dempsey attended one of those early coffee meetings at which there was briefly a quorum of council members present. A gathering at which a quorum of council members is present is considered a public meeting and, by state law, must be advertised at least 24 hours in advance.

Councilman Dean Grafos, Councilwoman Brenda Grassel and Mayor Tom Towe said city business was not being discussed at the coffee meetings. But during one such gathering, Grassel met with Towe and Councilman Bob McCaslin at the grocery store and said she needed to "touch base with Tom about the agenda for tonight."

It's a violation of the state's

Open Public Meetings Act for two or three council members to discuss an issue, then contact other City Council members to relay the substance of the discussion and get input, Washington's open-government ombudsman said in January. "It doesn't matter that it's not simultaneous," said Tim Ford of the state attorney general's office. Even participating in an e-mail discussion could violate the act, he said.

Dempsey said she believes those types of discussions are going on now. "You have serial meetings going on," she said. "The same things are talked about."

Dempsey said McCaslin, who is a longtime state legislator, has told the other council members that such discussions are legal even though her own research has shown that they are not.

"He tells the others it's OK," she said. "He's tried to tell me it's OK."

She said that during a short break in a recent council meeting, as she walked past Grassel, Grafos and McCaslin, McCaslin stopped her and she was asked by Grassel if she would provide the fourth vote to kill the Broadway Avenue Safety Project that was approved by the previous council.

"It didn't happen publicly," Dempsey said. "I just stepped back and said, 'Whoa. This has to happen in public.'"

McCaslin has been hospitalized for more than a

week and was unavailable for comment. Both Grafos and Grassel, however, deny that anything improper took place.

"I had my back to Dean and Bob," Grassel said. "They were not in that circle. It was solely me."

Grassel said she simply asked Dempsey if she would consider a motion to kill the project. "I asked her, 'If I put forward a motion, is that something you would consider?'" Grassel said. "I wasn't collecting votes. If she took it the wrong way, I didn't realize that."

Grassel challenged Dempsey to provide evidence of her allegations that the council majority is holding improper gatherings. "I think at this point I would call that a conspiracy theory," she said.

Grafos also denied that such meetings are taking place, saying, "I think Rose is a little bit paranoid. I think she is probably disappointed that she wasn't picked as mayor. I am not having serial meetings with other council members."

Grafos chided Dempsey and Councilman Bill Gothmann — the two members who are not part of the "Positive Change" platform on which the other five were elected — for not focusing on the issues facing citizens. "Bill and Rose have elected to make Dean Grafos the issue," he said.

# School board member fights speech limits

Snohomish County Tribune

Your local school board member may not be able to give you his or her individual opinion.

The Monroe School Board wants to enforce a long-standing policy that says the board president — and only the president — speaks publicly for the board.

Outspoken board member Debra Kolrud calls the policy a way to control board members' freedom of speech.

The issue came to a head at the board's May 10 meeting during a discussion about Kolrud's public campaign against the district's \$47 million bond and two levies it asked voters to approve in the April special election. Two of the three measures failed.

The board will discuss whether to try again later this year to pass the failed levy and bond.

It appears the board wants to rein in Kolrud. She argues she has a right to free speech as an elected official.

"I believe they view me as a rogue board member," Kolrud said.

Kolrud stood on the street waving signs protesting the bond and levies' cost before the election. She said keeping silent would be a "disservice to squash information" to the public.

Kolrud argues that school district personnel and other board members expressed themselves by wearing "Yes!" buttons to public events.

Toby Nixon, president of Washington Coalition for Open Government, said he thinks board members have full freedom of speech, and restricting it would be a violation of the state Constitution.

"They most certainly have the freedom to speak their own mind about issues before the public," Nixon said. "Nothing says they have to shut up and get on board with the majority if they lose a vote. If the issue goes on the ballot, they can

even chair the opposition campaign if they want to, so long as they do it on their own time and with their own resources."

Monroe's policy states that "Board members by law do not have individual authority. Only the board as a whole has authority. An individual board member will not take unilateral action. The board president will communicate the position(s) of the board on controversial issues."

Many local school districts have similar policies to Monroe's. Monroe is known for strictly enforcing the policy that the board president only speaks for the board.

"It is imperative that we can function as a board per the policies," board president Greg Accetturo said.

Monroe's policy appears to restrict board members' ability to talk to the media before the board forms its decision.

"We do cross a line when everything we send out says 'school board member,' because that's not your personal rights," board member Jim Scott told Kolrud. "As soon as you use your title, you are speaking for the board."

In August 2008, Kolrud irked the district for publicly exposing a series of meetings designed to exclude the public from the discussion.

Monroe and other districts' policies follow advice from the Washington State School Directors' Association, a resource group for school boards.

School boards can take or leave WASSDA's advice, but WASSDA leadership director Phil Gore said once a school board makes its decision; it should stand in unity to provide a single message to the public.

Gore said board members do not forfeit their freedom of speech, but they should act in the best interest of the district and the children.

Kolrud said she is getting increasingly frustrated with the board, but she said she plans to continue fighting.

# Publishers criticize USPS strategy

Cut costs, waste, not services, they advise officials

National Newspaper Association

If he ran his business by raising prices and deeply cutting service, he would be out of business. The Postal Service should heed his warning, Michigan Publisher Christopher Huckle told the Postal Regulatory Commission late May in Chicago.

Huckle, publisher of the six-day *Cadillac News*, testified before the PRC in one of seven field hearings on the Postal Service's plan to eliminate Saturday mail delivery. The service cut would interfere with the *News*' delivery of the largest issue of the week, Huckle said.

The *News* is one of a growing number of small daily newspapers now relying on the Postal Service for primary delivery. Though many converted to mail in this decade, the *News* has been a mailed newspaper since 1980.

Loss of Saturday mail will force his company to face either major revenue loss or the need to create a new private delivery service — a tough assignment for a family-owned newspaper.

"Since our company has not had a private delivery infrastructure since 1980, the framework for creating such a service is not present in the company," Huckle said. "We are not part of a corporate

chain that can tap into expertise at a headquarters, or borrow experts from elsewhere in the corporation to show us how to create such a service. Such an undertaking will drain resources of our senior management and myself at a time when the tight economy demands our attention to the economic health of the community and the tending of our own customers. And then, even if we are able to execute this feat, we are not permitted to deliver our newspapers in the mailbox, where our readers are accustomed to finding it."

He predicted the five-day plan would result in job loss, both for his company and for the post offices serving his four-county service area. He urged the Commission not to recommend the elimination of Saturday mail. Instead, he believes the Postal Service should focus on cost-cutting. Help from Congress in trimming contributions to prepaid retiree health care is one part of the solution.

But USPS must look within, Huckle said.

"The perception is that the Postal Service is choosing the path of least resistance by cutting service rather than tackling internal cost controls, including labor pay rates, as private-sector businesses have had to do during this bad economy."

Huckle appeared on behalf of his own company and the National Newspaper Association.

NNA President Cheryl Kaechele, publisher of the *Allegan County* (Mich.) *News*,

said Huckle spoke for many NNA newspapers that rely upon mail delivery for primary circulations.

"We share the concerns of the Postal Service about the effects of the recession and Internet competition," Kaechele said. "The newspaper business is fighting in that same trench. But while we are looking for every non-essential cost to trim, we are continuing to cover the core news stories. That is our franchise. Basic six-day mail delivery is the Postal Service's franchise. It takes a dangerous step in the wrong direction if it walks away from its core business."

NNA Postal Committee Chairman Max Heath, Shelbyville, Ky., said NNA was committed to continuing to work toward better solutions for the Postal Service's financial challenges than major cuts in service.

"Our newspapers have changed their mailing practices dramatically over the years to help the Postal Service deal with its rising costs. A newspaper like the *Cadillac News* basically handles every piece of mail processing before dropping the mail at a delivery office for the postal carriers' distribution," Heath said. "There isn't much more we can do to help in mail improvement than that. But we can help Congress to recognize that cost-control solutions can and must be found."

# Moses Lake daily warns of impostor

Columbia Basin Herald, Moses Lake

A woman allegedly posed as a *Columbia Basin Herald* employee in Othello while requesting donations to help an ill child.

The woman is not a newspaper employee, nor is the newspaper collecting money for the child, said Harlan Beagley, the newspaper's publisher.

The woman was described to a newspaper vendor as having long, dark, wavy hair and last seen wearing jeans and a striped shirt, Beagley said.

She may have been driving a green mini-van, he said.

She allegedly gave the name of "Mary" to people and businesses in Othello, he said.

David Inks, Othello Police Department assistant chief, said his department received information about a woman trying to raise money.

She was allegedly telling people she is trying to help send a child to Florida because of an illness.

Inks wasn't able to confirm or deny other details, as the department hasn't received that information.

If asked, he will inform the public the newspaper is not collecting money for the child.

To report information about the case, contact Beagley, at the newspaper, at (509) 765-4561, ex. 115, or Inks, at the police department, at (509) 488-3314.

# Columbian article wins Mental Health Reporting Award

By SUE LOCKETT JOHN

An in-depth profile of a young professional woman has earned *The Columbian* social issues reporter Scott Hewitt the inaugural Mental Health Reporting Award for effective and accurate coverage of mental health issues. The Washington State Coalition to Improve Mental Health Reporting presented the award June 25 at the Washington Behavioral Healthcare Conference in Yakima.

“Sufferer, Survivor, Advocate,” Hewitt’s April 18, 2010, article traces the recovery story of Camas resident Melanie Green, who went from high school honor student through psychiatric hospitalizations and treatment to become a respected advocate and change agent for others living with mental illnesses.

“Scott’s story is a model of what good mental health reporting can look like,” said Jennifer Stuber, coalition director and an assistant professor of social work at the University of Washington. “It explains what

## ON THE WEB

**Tips, resources and guidelines for covering mental illness:**  
www.mentalhealthreporting.org

people who are supported with mental health treatment can expect, or hope for, in terms of their lives. Reading it makes recovery touchable and real.”

The first annual award follows a yearlong outreach to daily newspaper staffs and mental health community members to promote more even-handed, less sensational reporting of mental health issues, which affect one in four Americans.

The effort began after a statistical analysis of the state’s daily local news coverage showed that mental illness frequently is misrepresented as being linked to violence and seldom shown as common and treatable.

“Research shows that this contributes to public misconceptions about mental illness,” said Stuber. The misconceptions stigmatize people with mental illnesses, leading many to avoid

diagnosis and treatment or to face discrimination in housing, employment and daily life.

Hewitt and Green recognize the stigma associated with mental illness and the power of good journalism to help dispel it.

“Many people who open a newspaper to a mental health story expect to read about inexplicable disaster and defeat,” said Hewitt. On the contrary, he has been inspired by the recovery stories of Green and others.

Green works as a mental health recovery coordinator, but also speaks extensively on her own time, sharing how word choices affect perceptions of mental illness and recovery. She is fearless in urging journalists to use people-first language, which avoids defining people by their diagnoses (e.g. to say “the man, who has schizophrenia” rather than “the schizophrenic”) and to be cautious about mentioning mental illness in crime stories unless the diagnosis is clearly relevant.

Hewitt heard Green speak at a coalition workshop last summer and followed up months later

with a series of long talks over coffee.

His biggest challenges in covering highly personal mental health stories, such as Green’s, are finding time to build trust and get the details right, and then getting space to tell the story well. That means convincing management “that it’s worth the money that your time represents,” he says. The multi-page story was featured in a teaser at the top of the Sunday front page, marking it as premium content.

Hewitt spent hours interviewing Green over several months’ time—often asking the same question different ways—to verify details and make sure they both understood what the story would entail.

Green understood the rules and appreciated the care with which he worked. Still, she wondered how it would feel to have her story and photos published for all to see. She says the public response absolutely reaffirmed her decision.

“Tons of people have said that was helpful to their daughter, friend, or someone in their

world,” she said. “It helped break down stigma because when people think of serious mental illness, they don’t think of a working professional who’s successful in doing things.”

“I was afraid the story would change how people think about me, but it has changed how people think about mental illness,” Green said.

Hewitt’s feature was chosen from more than 40 entries judged in a three-tiered process culminating in statewide online voting open to more than 250 coalition members.

Finalists were Rich Steigmeyer, *Wenatchee World*, for “A Safe Place to Spread Your Wings” (Jan. 21, 2009), and Ruby de Luna, KUOW, “Group Health Launches Study on Antidepressants” (July 30, 2009).

*Sue Lockett John, Ph.D., is a member of the coalition’s media outreach team, funded by the Washington Mental Health Transformation Project. She is programming and Research Associate with Dart Center West at the University of Washington.*

## Three legal training options in July

A Media Ethics Webinar set for 10-11:30 a.m. July 16 will feature Doug Underwood of the University of Washington.

Underwood, best known as the author of “When MBA’s Rule the Newsroom,” also has written “Journalism and the Novel” and “From Yahweh to Yahoo.” His recent research has taken him into the domain of journalism and trauma.

Mike Dillon of Pacific Publishing, Seattle, has worked with Underwood to create a list of topics for the session, including advertising pressure on the newsroom, community uploads to your Web site, editors’ involvement in the community, covering a tragedy, obligations of an editor when stories are critical of an individual, and others.

Sponsored by the WNPA Editorial Committee, this event is free for WNPA members.

Register by July 13.

• A Media Law Training with Michele Earl-Hubbard of Allied Law Group is offered July 22 from 10 a.m. to 2 p.m. at the *Seattle Times* building.

The seminar is intended

## ON THE WEB

**Legal training seminars registration:**  
www.wnpa.com/other\_events  
**SeaBeez:**  
www.seabeez.com

as a refresher or introduction on media law, with emphasis on how to avoid libel and defamation lawsuits.

WNPA’s Membership & Bylaws Committee is co-sponsoring this event with Sea Beez, a new ethnic media organization.

*The Seattle Times* is provid-

ing the meeting space.

Cost is \$13, which includes lunch.

Register by July 16.

• Mike Killeen of Davis Wright Tremaine, Seattle, is providing a free teleconference for WNPA members on Employment Law from 9 to 10 a.m. July 29.

Take this opportunity to update your knowledge, and to ask and get answers to your human resources questions.

The registration form provides space to describe an issue or question that WNPA will forward to Killeen prior to the call.



## CALENDAR OF EVENTS

<b>July 15</b>	WNPA Board Meeting, Seattle
<b>July 16</b>	Media Law Training, Seattle*
<b>July 22</b>	Media Ethics Webinar*
<b>July 29</b>	Employment Law Teleconference*
<b>Sept. 30</b>	WNPA Board Meeting, Wenatchee
<b>Sept. 30 - Oct. 2</b>	WNPA Convention, Wenatchee

\*Register for events at [www.wnpa.com/other\\_events/](http://www.wnpa.com/other_events/)

## RULING from page 1

whether disclosure of the names on referendum petitions as a whole violates the First Amendment, not solely the Protect Marriage Washington case.

The intimidation that anti-gay rights supporters fear is not present in other referendum issues like tax policy, revenue, budget or other state law issues, Roberts said. “Voters care about such issues, some quite deeply — but there is no reason to assume that any burdens imposed by disclosure of typical referendum petitions would be remotely like the burdens plaintiffs fear in this case,” he said.

But the chief justice added that Protect Marriage

Washington could go back to the lower courts and try again on their specific concern in hopes of getting an exemption.

“Upholding the law against a broad-based challenge does not foreclose a litigant’s success in a narrower one,” the chief justice said.

The case now goes back to the lower courts for further arguments.

“While we wish the court had agreed with us and found that petition signers speaking on any issue should be protected from having personal information disclosed to the public, we are looking forward to returning to Washington and showing the court that supporters of traditional marriage should

have their personal information protected from disclosure,” said James Bopp, lawyer for Protect Marriage Washington.

Rob McKenna, Washington state’s attorney general, called it a good day for “transparency and accountability in elections — not just in Washington but across our country.”

“We’re pleased the Supreme Court ruled in favor of disclosure, upholding the public’s right to double-check the work of signature gatherers and government — and giving them the ability to learn which voters are directing the state to hold an election on a new law,” he said. “Citizen legislating is too important to be conducted in secret.”

## WHITE SPACE OR FABULOUS PHOTO DISPLAY BOARDS? YOUR CHOICE.

To those who entered photos in the Washington Better Newspaper Contest but have not yet submitted their tear sheets: Please take action. Mail one tear sheet or printout of your entries to WNPA, 12354 30th Ave NE Seattle WA 98125. Please write the category number at the top of each tear sheet.

These papers have not yet sent in photo tearsheets:

*Arlington Times*  
*Auburn Reporter*  
*Bonney Lake/Sumner Courier-Herald*  
*Cheney Free Press*  
*Chinook Observer, Long Beach*  
*Covington/Maple Valley Reporter*  
*Daily Record, Ellensburg*  
*East County Journal, Morton*  
*Edmonds Beacon*  
*Enumclaw Courier-Herald*  
*Herald, Puyallup*  
*Islands’ Sounder, Eastsound*  
*Issaquah Press*  
*Journal of the San Juan Islands, Friday Harbor*  
*Kent Reporter*  
*Kirkland Reporter*  
*Lake Stevens Journal*

*Lynden Tribune*  
*Methow Valley News, Twisp*  
*Mukilteo Beacon*  
*Nisqually Valley News, Yelm*  
*Northwest Asian Weekly, Seattle*  
*Omak-Okanogan County Chronicle*  
*Othello Outlook*  
*Port Orchard Independent*  
*Quincy Valley Post-Register*  
*Review Independent, Toppenish*  
*Sammamish Review*  
*Selah Independent*  
*Shelton-Mason County Journal*  
*Vidette, Montesano*  
*Whidbey Examiner, Coupeville*

**WNPA 124th Annual Convention**  
**Sept. 30-Oct. 2, Coast Wenatchee Center Hotel**  
**Awards Dinner Oct. 1, 6 p.m.**  
Details at [www.wnpa.com/convention/](http://www.wnpa.com/convention/)

## SPJ from page 1

Seattle WA 98127. Please include the address for your shipment.	= \$15
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	Pricing on more than 5 copies is available from <a href="mailto:mrdonner@seanet.com">mrdonner@seanet.com</a> .

# Sea Beez launches effort in state

Expertise-sharing project focuses on ethnic media

About 90 people, including more than 30 from ethnic media, gathered May 25 in the *Seattle Times* auditorium to explore the opportunities offered by Sea Beez, a new project for local ethnic media.

Julie Pham, managing editor of *Northwest Vietnamese News*, an associate member of WNPA, is founder and director of Sea Beez.

WNPA board president Paul Archipley and trustees Donna Etchey and Lori Maxim from Sound Publishing represented the WNPA Membership Committee at the event.

Key speakers were Sandy Close, New America Media's



Don Pham/*Northwest Vietnamese News*, Seattle  
At the Sea Beez launch party May 26, Garry Owens, left, Julie Pham, center, and representatives of local media gathered in the *Seattle Times* Auditorium.

executive director, and Garry Owens from the City of Seattle's Department of Neighborhoods, which provided a grant to the project.

Sea Beez programs will be offered with expertise from community partners and will cover areas vital to media success, from legal issues to

online journalism and ad sales.

One such workshop is a July 22 presentation on media law by Michele Earl-Hubbard of Allied Law Group, Seattle.

It is open to all interested parties, including WNPA members. Register on the WNPA Web site by July 16.

Thus far, community partners include WNPA, the University of Washington Communication Department, Chen Communications, the Business and Economic Development Center, Seattle Public Library, Comcast Spotlight, and the US Census.

Sea Beez is the latest project of New America Media, the nation's first and largest advocate for ethnic news organizations.

Other Beez are in San Jose, New Orleans and Los Angeles.

## City eyes rules to cut newsracks

*Bellingham Herald*

Officials trying to prevent more publication racks that one group of residents think are cluttering up downtown moved one step further June 2.

City Council members will ask the Ferndale Downtown Development Association to reach out to downtown businesses and media companies about potential regulations on publication racks.

The association's group of volunteers raised concerns about the racks as part of their efforts to beautify downtown. Initially, members of the group said they were largely concerned with the free publication racks for things like vehicles and home purchases, not newspapers, but city officials told them after researching the issue that all racks must be treated equally.

Various court cases have mandated that publication racks are legally allowed to be on public rights-of-way, but governments can regulate where they're placed and what they look like. If the city purchases racks for a few central locations, they could even charge media companies to use them.

That's something that, so far, sounds like it may be on the horizon after the City Council's committee meetings.

Using cluster boxes — one large modular box that can house multiple publications — seemed like an attractive idea to members of the Public Health & Neighborhood Services Committee. City Administrator Greg Young told the committee that the boxes cost anywhere between \$1,200 to \$1,500 based on his research.

The city has several options. They can require permits for publications but go no further with regulating the companies' private racks. They could require permits and regulate the placement and manner of the boxes, or they could go to even stricter regulations with uniform distribution racks, like the cluster boxes.

As the council's liaison to the FDDA, Councilman Jon Mutchler was asked what the preference of the group would be. He said the group would like want to go "as extreme" as the council would be willing in terms of more regulations.

"I'm pretty confident about that," he said.

Mutchler also advocated for perhaps removing all racks from Main Street, a common place for both free racks as well as newspaper racks near areas like restaurants, instead placing them on side streets.

## Salvation Army, World team up for local children

The *Daily World* of Aberdeen is partnering with the Salvation Army to fund summer camp for 50 local children at Camp Arnold at Timberlake, near Eatonville.

Throughout June the newspaper ran a canoe-oriented ad campaign asking for donations of any amount.

For each \$240 donated (the cost of one child's attendance) the paper added another child to the canoe in the ad.

It also published a story in early June on the fund drive and the value of camp experience for children, and illustrated it with a canoeing photo.

The goal of the fund drive is to fund all 50 spaces reserved for children from Grays Harbor and Pacific counties.

The Salvation Army's Camp Arnold serves all of Washington as well as parts of Idaho and Montana.

Camp Arnold has seven camps to offer experiences for different areas of interest, from music and theater to backcountry hiking and rope courses, as well as short camps for the youngest participants.

## Review halts publication

The *Independent Review*, serving Othello, Royal City and Warden, ceased publication with its April 7 edition.

Founded as the *Othello Independent* in September 2007, the newspaper had been publishing weekly for the three communities since Feb. 3.

Brent Giles and Brian Gentry, Othello natives, launched the *Independent* after offers to purchase the *Othello Outlook* were rejected.

In April 2009 they bought the *South County Sun*, a weekly serving Royal City and Mattawa, and hired editor Lisa Leitz for the *Independent*.

In May 2009 they started the *Warden Review*, printing 11 issues by the end of the year.

Gentry bought out Giles in December, and the three newspapers were merged in February.

The *South County Sun* and the *Independent Review* were regular members of WNPA.

## TNT touched by Legacy

Paper gets excerpt, lesson in history from project

*The News Tribune, Tacoma*

It's not often that we run a story on our front page written by someone other than a reporter, let alone by a state worker.

But we thought this story was special. Mostly that's because it's about Booth Gardner, two-term Washington governor and Tacoma native. In addition, it's a slice of local history, something newspaper readers (including this one) tend to enjoy.

The Gardner story also is interesting in that it is part of The Washington State Legacy Project, which falls under the secretary of state and is housed at the state library. The project was established in 2008 to capture the life stories of elected officials and others who have helped to shape our state. (The state Legislature has a separate oral history program.)

John Hughes, who wrote today's story, is remembered by many of us as a former editor of *The (Aberdeen) Daily World*, where he started at age 12 filling paste pots and worked for more than four decades as a journalist.

Hughes has written eight biographies since he became chief oral historian for the Legacy Project 18 months ago. They include stories about former Washington first lady Nancy Evans; Charles Z. Smith, the first person of color on the Washington State Supreme Court; and rock star-turned-political activist Krist Novoselic. Hughes states proudly that he met Novoselic when the young man was working the counter at Taco Bell in Aberdeen.

Hughes loves to talk about 96-year-old Lillian Walker, another of his subjects. Walker moved to Bremerton in 1941 to work in the naval shipyard and went on to be a local civil rights pioneer.

"She was conducting sit-ins when Martin Luther King was in junior high school," Hughes said. He calls Walker "the most amazing human being I've ever met" and is glad his work documents the lives of unofficial history-makers as well as official ones.

Hughes is in a unique position to view the intersection between newspapering and history gathering.

"I spent 42 years writing the first draft of history," he said. Now he's writing the second and third drafts and depends on newspaper archives to help tell his stories.

Oral history projects include interviews that are transcribed and posted on the project website. Then Hughes interviews other people and gathers artifacts — such as the folder of old TNT photographs we provided for the Gardner biography. He also dives into the state library's microfilms of every newspaper

in the state.

"Using *The Tacoma News Tribune*, *Seattle Times*, *Peninsula Gateway*, *Puyallup Herald*, I could triangulate any given month in the life of Booth Gardner," Hughes said. "You've got all these different voices.

Without the reporters, editorial writers and photojournalists who covered Booth Gardner, I couldn't have written this book."

As someone who cranked out his share of copy on a tight daily deadline, he is pleasantly surprised at the accuracy of their work.

"Those journalists working on deadline — less than 1 percent of what they wrote was incorrect, and when it was, it was something simple like transposing a date or a misspelling. The Booth clips check out 99 percent of the time and provide an invaluable richness of day-to-day dialogue," Hughes said.

Preserving newspaper archives is something our state does particularly well, Hughes said. In addition to the microfilm collection, the state library is beginning to scan and index old newspapers and post them online, where they are searchable for free. So far, the library has posted papers from the mid-1800s, when Washington was still a territory, including Washington's first newspaper, *The Columbian*, from Olympia, and the *Truth Teller* from Steilacoom.

"They document the daily life of communities in a way that no history book can reproduce, from the grand scope of world events to the minutiae of lost horses and the claims of patent medicines," the site says.

Another part of Hughes' job is visiting school classrooms, telling stories and teaching students how to tell stories of their own. He also urges them not to believe "every rumor, every rant they read online."

"We need to find a way to engage more young people in history and journalism," Hughes said, "and to be more informed consumers of information."

**Editor's Note:** The *News Tribune* Executive Editor Karen Peterson explained in this June 6 column why TNT published an excerpt from "Booth Who? A Biography of Booth Gardner," John Hughes' book about Booth Gardner, on that issue's front page. Hughes' book is available in three formats: Digitally for free at [www.sos.wa.gov/legacyproject](http://www.sos.wa.gov/legacyproject), softbound for \$25 at [www.sos.wa.gov/heritage](http://www.sos.wa.gov/heritage) and at retail booksellers, including the Washington State Historical Society Museum store in Tacoma.



John Hughes

# Funk joins UW Class of '48, at last

## Clerical error cleared up, he gets his degree

The Seattle Times

Wallie Funk was always careful when people asked about his education.

"I attended the University of Washington," he would say.

But Funk, a former long-time newspaper publisher in Anacortes and on Whidbey Island, could never say he graduated.

That changed when the UW honored Funk, now 88, and his journalism career by electing him to the Department of Communications Alumni Hall of Fame. Funk told them he hadn't graduated, but the school looked into his records and told him otherwise.

Last fall, the UW awarded him the diploma that he should have received in 1948.

And last month, Funk joined college graduates at the department's commencement ceremony, donning a cap and gown and turning his tassel in celebration of a degree he was denied for 61 years.

"I'm 88 years old and I'm celebrating like it's 1948," Funk said.

There must have been some clerical mistake, Funk said, because after four years of attending college, he was told that he was 15 credit hours short of graduating. A World War II veteran who had grown up during the Depression, Funk couldn't

stomach another setback.

So, he decided to go out into the real world and risk it.

Funk went on to co-own three newspapers, and he proudly tells stories of photographing four different U.S. presidents in the White House as well as celebrities such as Mick Jagger.

Locally, Funk became something of a celebrity himself. In 1950, he and business partner John Webber bought the *Anacortes American* newspaper. The pair owned the newspaper for 14 years, transforming it from a weekly into a daily.

While most journalists strive to be unbiased, Funk was unabashedly one-sided.

"I never was objective about anything," Funk said. "All my life I've had strong opinions, but not opinions that weren't subject to reversal with a good argument."

Funk was active in his community, and in 1957 he founded the Anacortes Museum and Maritime Center.

"If you want something to happen in your town that's positive, do it yourself," he said.

In 1964, he sold the paper and left Anacortes. Funk admits that, as a somewhat controversial newspaperman, his departure was not a sad occasion for all.

"When I left, I can tell you that every eye was not wet," he said.



Wallie Funk

That same year, Funk and Webber bought the *Whidbey News-Times* and the *South Whidbey Record*.

After the partners sold the Whidbey papers in 1988, Funk and his wife, Mary Ann, moved back to Anacortes. She died in 2008.

Funk always worked and lived in small places, and that's the way he liked it. He was a community figure and a mentor to many journalists, including former *Whidbey News-Times* reporter Steve Berentson, 58.

"I love the man," Berentson said. "He was very instrumental in my life and my career."

Berentson remembers graduating from college with a degree in journalism, going to three unsuccessful job interviews, and working as a waiter and bartender. Then he met Funk, who gave him his first chance as a reporter.

Berentson knows he's not the only person influenced by Funk, adding that he could think of four people who became publishers of their own newspapers after working for Funk. Their passion, Berentson said, was fueled by Funk's enthusiasm.

"It was nice to know that I had a presence and left an impact" in those small areas, Funk said.

His impact was noticed at the UW, which, in fall 2008, elected him to the Department of Communications Alumni Hall of Fame.

That was the catalyst for Funk to receive his diploma the following year.

"We were thrilled that we were able to do this," said

Victoria Sprang, the UW's alumni and development manager. "It meant so much to him to actually have the paper in his hands."

Said Funk: "I feel so good about it. I have reveled in the fact that I am a graduate and I have a diploma to prove it."

He sat in a room at downtown Seattle's Triple Door with family members as he waited to hear a performance by his son Carl's band, The Halyards.

He told stories of his years as a newspaperman, of his 10 years as chairman of the Washington State Arts Commission and of the time he went on a double date with William H. Gates Sr. and Gates' first wife, Mary, before they married.

"I've had very few dull moments in my life," Funk said. "I'm not looking back at how old I am, I'm looking at the life I've had, and I feel so fulfilled."

There is one last piece to his fulfillment, though, and that is the department's commencement ceremony.

Funk's son Mark smiled at the stories and said he had never known his father did not have a college degree.

"It was his deep, dark secret," Mark said. "He didn't tell us a thing."

"No, no, no," Funk said, shaking his head effusively. "Never."

Funk no longer has a reason to keep secrets or to carefully word statements about his education. Instead of downplaying that part of his past, he can show it off. He carried his diploma with him, just in case anyone wanted proof: Wallie Funk is a University of Washington graduate.

# Bunting takes helm at NFOIC

## Veteran newsman at P-I for 17 years

The National Freedom of Information Coalition (NFOIC), a nonpartisan coalition of open government groups and advocates, announced Ken Bunting as its new, full-time executive director effective July 1.

Bunting will oversee all daily operations of the NFOIC, including fundraising, coalition building, and managing the Knight Freedom of Information Fund, a new initiative created by the John S. and James L. Knight Foundation to support FOI litigation.

"Ken Bunting is a wonderful addition to the NFOIC organization, and we're proud to welcome him to the School of Journalism and the Reynolds Journalism Institute," said Dean Mills, dean of the Missouri School of Journalism. "He brings a wealth of knowledge and experience in First Amendment and access issues, and his many years of journalism experience make him a great fit here."

As the first full-time executive director of NFOIC, Bunting will administer funds for the Knight FOI Fund and oversee pass-through grants to state freedom of information groups, work daily to strengthen the work of its member coalitions, coordinate an annual conference, publicize the efforts of the NFOIC and its affiliates, and collaborate with a board of directors to chart the future of the organization.

Bunting was associate publisher of the *Seattle Post-Intelligencer* for five years. Including his tenure as associate publisher, he spent a total of 17 years at the *Post-Intelligencer*, also holding the positions of executive editor and managing editor. During his tenure as ranking editor, the newspaper and staff won more regional and national awards — including two Pulitzer Prizes — than at any time in its history.

Prior to joining the *Post-Intelligencer*, Bunting was senior editor at the *Fort Worth Star-Telegram* and spent nine years with the *Los Angeles Times*. He has a bachelor's degree in journalism and history from Texas Christian University, and completed the Advanced Executive Program at Northwestern University's Kellogg School of Business.

He has served on the board of directors of the Washington Coalition for Open Government (a member of NFOIC) and the Alfred Friendly Press Fellowships, and was a member of the State of Washington's Public Records Exemptions Accountability ("Sunshine") Committee.



Ken Bunting

## PAULSON from page 2

and study guides for teachers of grades 1 to 12. In addition, 1 for All and its Liberty Tree Initiative will sponsor campus festivals celebrating the exploration of First Amendment freedoms.

- 1 for All is interactive. There's no point in celebrating free expression without encouraging some of it. Students and others will be encouraged to submit photos, videos, songs and stories that reflect the value of freedom in America.

- The focus is on all five freedoms. America's news media are quick to defend freedom of the press, and churches embrace freedom of faith, but these freedoms are interdependent and deserve the full support of all Americans. We can't pick and choose the freedoms we like.

- We need a little help from our friends. Marketing is expensive, and an organization determined not to engage in advocacy or take a partisan position faces an uphill battle in raising the funds needed to spread the word. So we're not going to try. Instead, we're going to provide the ad campaign to the news media, First Amendment groups, educational organizations, performing arts groups and anyone else who believes in this cause. We ask that these 1 for All partners use one of the ads on the July 1 launch date and then publish additional ads whenever space allows. 1 for All is not asking for money; we're asking for media.

There's extraordinary power in repeatedly marketing a message to the American people. "Got Milk" proved that. And every generation understands that "Only you can prevent forest fires."

1 for All is an opportunity for those who believe in the importance of free expression to share one overriding message with the American people: It's not a coincidence that the strongest, most dynamic, most creative and most ambitious nation in the history of the planet is also the most free.

One amendment. Freedom for all.

Ken Paulson is a founder of 1 for All, the president of the Newseum and the First Amendment Center, and the former editor of *USA Today*.

**Editor's note:** WNPA is a Friend of 1 for All. Download its print, Web and video ads at <http://1forAll.us>

# Classified ad leads to reunion

The News Tribune, Tacoma

When Patti Langdon's doorbell rang one Monday afternoon in June, the Tacoma woman expected a UPS delivery.

Instead, she got the son she gave up for adoption 43 years ago.

Langdon, 65, and Todd Smith, 43, of Lacey were reunited after he tracked down his birth mother through a classified ad she placed in *The News Tribune* on April 19.

"I've been looking for him for more than 30 years," Langdon said Monday evening. "I'm afraid that if I go to sleep, I'll wake up and find that it was all a dream."

Curious about how many people were born at Tacoma General Hospital the same day he was, Smith did a basic Internet search on Saturday. He found the two-month-old ad in the paper, addressed to "Baby Boy Langdon."

For as long as she can remember, Langdon has placed the same ad in the paper every year on her son's birthday, only changing the age.

With a copy of the ad in hand, Smith and his wife Tracey drove to Langdon's apartment on Mildred Street and knocked on the door, unannounced.

"I had no image in mind of what my birth mother looked like," said Smith, who was raised in Winlock by his adoptive parents. "I never did any of that business because you run the risk of being disappointed ... I was more worried about her being disappointed with me."

A tall, blonde woman with blue

eyes walked out the door. Mother and son immediately saw the family resemblance. They hugged. She smelled like gardenias.

"I just squeezed him tight," Langdon said. "I didn't want to let go of him."

Langdon, who grew up in what is now University Place, became pregnant with her only child when she was 22.

"I got pregnant out of wedlock; it was the worst thing I have ever done." She said her father made her give the baby up for adoption.

After she delivered her 8-pound, 13-ounce baby, she was separated from her newborn "because that's how it was back then." When the baby was 5-1/2 weeks old, she got the chance to visit him at the adoption agency. Holding her infant, she dreamed of escaping with him.

As Langdon reached her 30s and her friends had children, the ache intensified. "Every April 19, I would cry, and every Mother's Day, I would disappear," she said.

Mother and son spent several hours chatting outside Langdon's apartment, updating each other on their lives. He served in the Navy and is now an electrician; she worked in classified advertising at *The News Tribune* for 29 years and is now a caregiver. They plan to get together with Smith's adopted parents.

"I told my two boys they have a new grandma," Smith said.

Langdon can't wait to meet her grandsons, ages 6 and 8, and see photos of her son growing up.

# Upgrade to Adobe's CS5 — but think first

I've fielded an onslaught of questions this spring concerning Adobe's latest rendition of Creative Suite, CS5. "Should I upgrade?" has been the query of choice in my e-mail over the past few weeks, and now we lay aside our anxiety and take a look at the application of most interest to newspapers, InDesign CS5.

Let's not waste time. For those of you in too much of a hurry to finish this column, the answer is a resounding, "Yes!" No hesitation. No second-guessing.



**Kevin Slimp**  
Director,  
Newspaper Institute of Technology

Or maybe a little second-guessing. A tad bit of hesitation. But only because the computers you're now using might not support this powerful application.

And though you might have the latest Macs and PCs scattered around your newsroom, chances are you still have a few G5s and Pentium IIIs pounding out pages.

However, if you have the computers to support Creative Suite 5 — or you're willing to go out and replace your older workstations — run, don't walk, to the nearest software dealer and upgrade to InDesign CS5. Here's what you'll get for your trouble:

• **Automatic Font Loading:**

Let's say someone packages an InDesign document on another computer — or in another hemisphere for that matter — and sends it to you. And let's say your computer is missing some of the fonts used in the document. Not a problem. InDesign CS5 will automatically find those fonts in the package, install them in the background and they appear on your page. No more pink highlights.

• **Photo Captions from Metadata:**

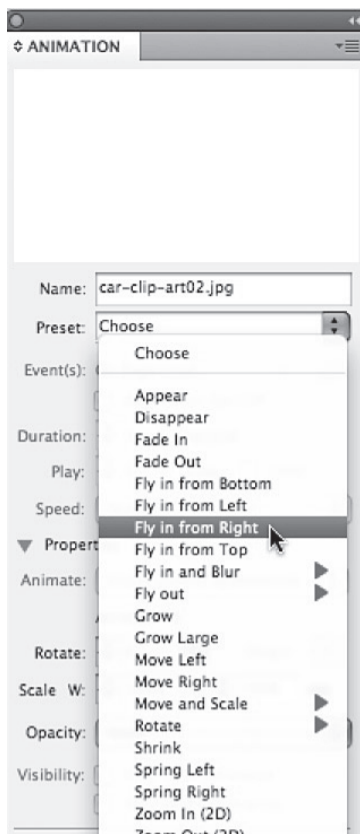
Metadata is that information built into photos that includes data related to how a file is created. Metadata can also include text intended for cutlines. InDesign CS5 will automatically fill your cutline text frame with information from this metadata, meaning editors and photographers can include this information in the photo so the paginator can simply insert it into the appropriate text frame.

• **Track Text Changes:**

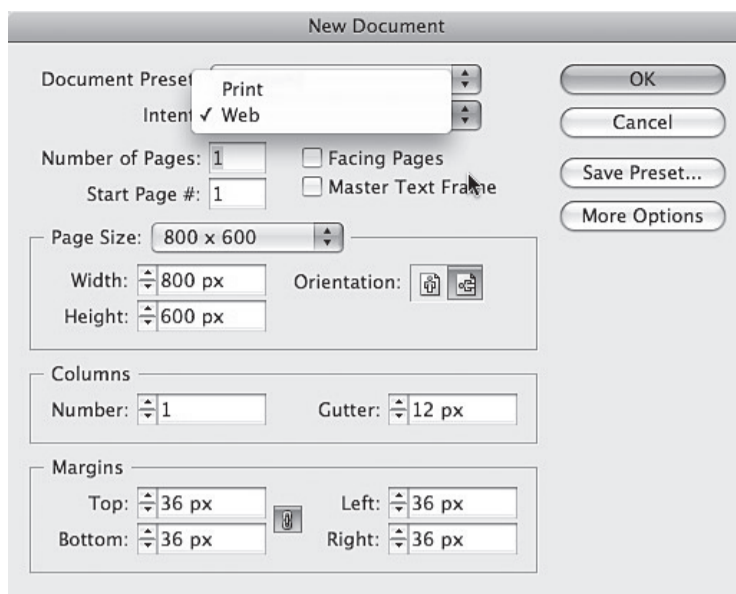
Newspaper workflows often include writers and editors making changes to text after it appears on the page. InDesign CS5 keeps tracks of these revisions. The paginator can accept or deny changes without having to import multiple text files.

• **Creating Animated Flash Documents:**

Yes, you heard me right. You can design a file to be exported in various Flash formats. These files can include movement, such as a car zooming across the screen, videos and more. In a word, make that three words, I love it. Creating animated files just became much easier. And you don't have to have Flash to make it happen. The work can be done solely in InDesign or exported and opened in Flash for further enhancements.



• **Multiple Column**



**LEFT: When creating animated graphics in InDesign, this dropdown window allows the user to select from over a dozen animated effects. ABOVE: InDesign users will notice an immediate difference upon creating a new document. Document presents for "Print" and "Web" are available in the New Document window in InDesign CS5. BELOW: InDesign CS5 allows users to create animated effects right on the page. This means you can have elements that move when exported as a Flash file.**



**Headlines:** In previous versions of InDesign, headlines that spanned multiple columns had to be created in separate text frames. Not anymore. Now headlines can be included in the same text file as body copy, then reflowed across columns by applying a span setting.

• **Revamped Selection Tool:**

Tasks that previously meant changing tools can now be easily accomplished using the Selection tool. Rotate, resize, move, distribute, crop and scale content without changing tools. A real time-saver.

• **Mini Bridge:**

Adobe Bridge is now included with InDesign. A new Mini Bridge operates within InDesign CS5, allowing the user to browse files and drag and drop graphics, text and photos right on the page. Handy dandy.

• **Multiple Page Sizes:**

This might not impress newspaper editors very much, but your production staff will have to be restrained when they learn they can create varying sized pages within one InDesign document. If I had a dollar for every time a layout person asked why this couldn't be done ... well, I'd have

a lot of dollars. Now it can. Enough already. If I haven't convinced you to upgrade to InDesign CS5 by now, it's probably not possible. Heck, I don't get a penny if you upgrade, so use any version you wish. However, for those of you who want my humble opinion, this is the most impressive upgrade I've seen in any application in a long time. And it's well worth the \$199

upgrade, if you've got the computer to run it. It might even be worth considering new computer purchases.

Adobe InDesign CS5 can be purchased as part of the Design Standard or Design Premium versions of CS5. It can be purchased separately for \$699 or upgraded from a previous version for \$199.

**Highlights from the road**

I've noticed an interesting trend at newspaper conferences lately. It seems like the sessions

I'm leading related to online journalism are drawing the biggest crowds. Last week in New Orleans, a packed house listened attentively as I told them about the latest tools available to news media sites.

Two days later, we wondered if anyone would show up in Orange Beach, Ala., for a Saturday morning session titled, "Online Journalism: What You

**Adobe hits a home run with InDesign CS5**

By: by Kevin Slimp, May 2010

Now that the iPad hysteria has settled down, it's been replaced by a new onslaught of questions concerning Adobe's latest rendition of Creative Suite, CS5. "Should I upgrade?" has been the query of choice in my e-mail over the past few weeks and now we lay aside our anxiety and take a look at the application of most interest to newspapers, InDesign CS5.



**tynt.com provides a method of tracking material copied and pasted from your Website.**

Need to Know." After all, it was Saturday and the convention was being held at a beach resort. No worries, though. The room was full when it was time to begin.

Sure, people still show up in large numbers for photo editing and design workshops, but it seems to be the online topics that are really bringing them out. Could it be that we're really

moving to a paperless world? Are all these publishers ready to convert their publications from print to Web-based?

No. That's not what's happening. But it does seem like newspapers are looking for ideas and tools to make their online presence more compelling and profitable, without having to invest unreasonable amounts of time in the process.

Let me share a few of the ideas that seem to make the audiences light up:

• **tynt.com:** tynt provides users with a simple javascript that can be placed in the code for your website. Don't worry; it's much easier than you think. And with this code, anytime a visitor copies and pastes text from your website, it automatically appears with a link to your site. For example, say Joe Visitor selects and copies the following text on your Web page:

*The moon is bright tonight.*

When the text is pasted onto another website or into an email, it would appear something like this:

*The moon is bright tonight  
read more at:*

<http://www.ournewspaper.com>

How much text gets copied from newspaper websites? A lot. And this helps make sure the reader is guided back to you. tynt also has tools to help users keep track of how often text is copied from their sites.

• **OnlyPodcasting.com:** Still don't know how to create a podcast for your community? OnlyPodcasting.com has step by step instructions that will give you the basics of creating a podcast. In addition, you'll find an area on their site specifically related to podcasts created by newspapers. What more could you ask for?

• **Pocket Video Camcorder:** My choice is the Kodak Zi8. This camcorder captures video in stunning 1080p high definition. Stay in focus while you're on the move with integrated image stabilization. I also like the Flip Ultra HD, with 720p high definition resolution and prices around \$179. But for \$149, it's hard to beat the Kodak Zi8.

Another topic that has been popular at newspaper conferences this year has been "Simple Ideas to Make Money on Newspaper Websites." If you're looking for a simple way to increase revenue from your website, one is to offer direct links

to florists in your obituary section. I've visited with several newspapers that do this and it seems to be a very popular — and profitable — idea. Simply sell the idea to a local florist, then create a link at the end of each

obituary that says "Click here to order flowers" or "Send flowers now." After clicking on the link, the visitor immediately goes to the florist website where they can place an order.

OK. This doesn't mean you can skip my sessions when I'm speaking in a town near you. There are a lot more ideas where these came from.

## CAREER MOVES

■ The *Sequim Gazette's* new reporter, **Amanda Winters**, spent most of her childhood exploring the fields and forests of what was once the Winters' dairy farm east of Port Angeles. She was home schooled until she began attending Peninsula College, from which she graduated in 2006. At Western Washington University, she received a bachelor's degree in journalism, minoring in humanities and religious studies. After college she worked as a multimedia journalist for the *Redding Record-Searchlight*, a medium-size daily. But Winters says a summer of intense Northern California heat and a winter without a single snowflake were enough. She joined the *Gazette* on May 17.



**Amanda Winters**

■ **Bob Richardson** returned to the *Columbia Basin Herald* in Moses Lake, where he had been circulation sales manager for four years. His new job is as an account executive. Most recently the ad director at the *Grant County Journal* in Ephrata, he is currently on the board of the Ephrata Chamber of Commerce.

■ The *Yakima Herald-Republic* is hosting two reporting interns this summer. **Viviana Buzo** is a December graduate of Marquette University's journalism program. She grew up in Chicago and wrote for her high school newspaper and designed pages and reported for the *Marquette Tribune*. **Ryan Ricigliano** graduated from Zillah High School in 2005 and this summer is scheduled

to graduate in journalism from Central Washington University. His family was from Syracuse, N.Y. and moved to Outlook when he was 8.

■ **Jane Brown** has been promoted to advertising representative at the *Stanwood/Camano News*. She joined the newspaper seven years ago as a part-time receptionist after retiring from a 22-year career as a flight attendant. She'll handle her new inside-sales responsibilities in combination with her previous role at the *News*.

■ **Elizabeth Celms** has left the *Mercer Island Reporter's* news staff to pursue a master's degree in international relations at Columbia University. At the *Reporter*, her hometown newspaper, she covered schools, city and community for three years. Previously she reported for an international newspaper in the Baltic states.

■ The *News Tribune* in Tacoma has announced the first four interns for its new internship-for-credit program.

**Rose Thompson**, a senior at University of Puget Sound, is working on the design and copy desk. She is from Grand Marais, Minn. News reporting intern **Daniel Serna** is a student at Yale University. He is from Puyallup, and previously was a community columnist on *TNT's* editorial pages. **Keegan Prosser**, from Tacoma, is studying journalism at Western Washington University. She is a features reporting intern.

**Cameron Cowles**, a senior communications major at Pacific Lutheran University, is a photo intern. He is from Kent, and has a freelance business. In past years, the newspaper had five or six 10-week paid internships that were nationally advertised. Those were eliminated in expense cuts, and last year *TNT* had no interns at all. This new program recruits students with ties to nearby communities or Northwest universities.

## Task force focuses on 'tabvertising'

To help create an infrastructure that would support a variety of rich new advertising opportunities for the emerging technologies of tablets and e-readers, the Interactive Advertising Bureau (IAB) announced it has formed the Tablet Task Force, a group of senior publishing and interactive industry executives. Tablets and e-readers are the latest electronic tools that enable the new era of interactive content experiences available to consumers anytime and anywhere.

"Since 1996, the IAB has played a critical role in the growth of interactive advertising by developing standards and best practices for existing and emerging digital media platforms," said Randall Rothenberg, President and CEO,

### ON THE WEB

**Tablet Task Force:**  
[www.iab.net/tabvertising](http://www.iab.net/tabvertising)

IAB. "The Tablet Task Force launches an important conversation about what should happen to drive sustainable advertising growth for tablets and e-readers, and it taps into the combined experience and expertise of respected industry leaders."

The preliminary objectives of the Tablet Task Force are to explore and define comprehensive best practices in the area, build an infrastructure for ongoing growth and provide guidance on the development of ad standards that enhance the lush consumer experiences that these devices promise.

"The ad market is developing for tablets and e-readers as

the excitement builds for those devices," said Bob Carrigan, CEO, IDG Communications Inc., Co-Chair of the Tablet Task Force and a member of the IAB Board of Directors. "Their growth will create new revenue for media companies, agencies and technology companies and new experiences for users."

As part of its initial effort to provide context and information on these new platforms, the IAB's Tablet Task Force recommends the recently released "tabvertising — iPad and other tablets: the advertising and marketing opportunities," a preliminary overview of the tablet and e-reader consumer experience written by Jack Wallington, Head of Industry Programmes, at the IAB UK.

## PASSINGS

### Times writer Johnston dies at 63

Veteran reporter also wrote humor

*The Seattle Times*,  
*Heraldnet.com*

Steve Johnston, Everett native and longtime *Seattle Times* reporter and columnist, has died.

For years, Johnston wrote a Sunday humor column for the newspaper that occasionally touched on his experience with multiple sclerosis.

The *Times* reports the 63-year-old Johnston died June 17 of throat cancer. The MS had weakened him over the years and led him to decline treatment for the cancer diagnosed late last year.

"I always say that MS won't kill me," Mr. Johnston wrote in 1990, eight years after he was diagnosed. "It will just bore me to death."

It was a grim but typical comment from a man for whom boredom, not illness, was the worst possible fate. The article won a first-place award from the National MS Society.

Although he was a skilled breaking-news reporter, Johnston may have been best known for daring to call his wife "The Truly Unpleasant Mrs. Johnston" in print nearly every week — after she forbade him from using his initial title for her, "Saint Nancy."

After taking early retirement from *The Times* in 2001, he continued to write "Sunday Punch" columns for the newspaper's Pacific Northwest magazine.

Over the years, those columns took readers inside the Johnston household, exploring struggles over the TV remote, paying bills and raising children.

Dozens of the columns, collected by Johnston's daughter, Molly, were recently reprinted as a book, "Tales of the Truly Unpleasant." In a foreword in the book, Molly Johnston said growing up, she would often hear



**Steve Johnston**

compliments from her teachers about her dad's columns. "I'd obviously try to utilize them to my benefit, and increase whatever grade I was already receiving in class," she wrote.

Bill Ristow, a former *Seattle Times* editor who helped edit the book, had been Johnston's supervisor in the newspaper's Eastside bureau "as much as anyone could pretend to be in charge of such a notoriously free agent," Ristow said. "He was so much fun to work with, with his irreverent, sarcastic humor and his penchant for creating bizarre, pointed nicknames for everyone."

Born Oct. 9, 1946, Johnston grew up in Everett, in a large family that remains close. While he was still in high school, he and two friends ran a coffee shop called "Three Thieves." When his draft notice arrived in 1965, he enlisted in the Navy.

After leaving the service, Johnston took journalism classes at Everett Community College. His first composition was a humorous look at a classmate's hopes of becoming a radio DJ. He transferred to Western Washington University, where he studied journalism and became editor of the campus newspaper, *The*

*Western Front*.

While still in college, he worked as a reporter for *The Bellingham Herald*, and later edited the weekly *Molalla* (Ore.) *Pioneer* before moving to Seattle, working for several years as a reporter at the *Seattle Post-Intelligencer* before being hired by *The*

*Seattle Times* in 1978.

Johnston once explained his interest in journalism by saying, "I get to ask nosy questions, see interesting things and write about them."

Early in his career, we wrote about a high-profile 1979 racketeering case that sent a former Pierce County sheriff to jail. While covering that trial in federal court in San Francisco, he met Nancy Barrett, and the two were married the following year.

When Mount St. Helens erupted on May 18, 1980, *The Seattle Times* put virtually its entire staff on the story, but Johnston was the only reporter named in a front-page byline the next morning. The page carried an overall story about the volcano, bearing the credit "Times staff," alongside an additional story Johnston wrote about a Kelso man who'd barely made it out alive after the eruption killed two of his friends.

Besides his wife and daughter, of Bellevue, survivors include sons Eric of Shoreline, Tim of Seattle and Barrett of Seattle; brothers Bill of Tacoma, Chuck of Everett and Scott of Everett; a sister, Jayne McDonald of Everett; and three grandchildren.

A private memorial is planned.

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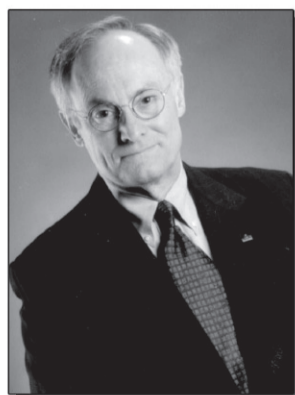
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