



• OCT. 3-5 • RED LION HOTEL • OLYMPIA • STORY, PAGE 6 •

# Correction act in force

Firm gives summary of new law, its effects

By **BRUCE E.H. JOHNSON**  
and **AMBIKA KUMAR DORAN**  
*Davis, Wright Tremaine LLP, Seattle*

On July 28, 2013, Washington's version of the Uniform Correction or Clarification of Defamation Act took effect. Designed to give incentives to publishers and prospective libel plaintiffs to settle their disputes before litigation, the statute creates a framework that requires a plaintiff to request a correction or

clarification before (or at the time of) filing a lawsuit. One who fails to do so cannot recover reputational or presumed damages at trial. The statute applies not just to defamation lawsuits, but to any claim targeted at an allegedly false statement. And perhaps most notably — unlike most state retraction laws — it expressly applies to all electronic publications.

This piece provides a brief summary of the law and the key factors a publisher or broadcaster should consider upon receiving a complaint that a broadcast or article contains a false statement.

**What triggers application of the law?**  
Because the statute applies to any claim

based on an allegedly false statement, you should immediately consider your options under the new law upon receiving a complaint about such a statement, coupled with any request that you publish or air a correction or clarification. A lawsuit satisfies this requirement.

**What do you do upon receiving a request for correction or retraction?** Within thirty days of receiving the request, you must either (1) issue a correction or clarification or (2) ask the complaining party for evidence of or information supporting his or her claim that the statement is false.

See **LAW**, page 4

# Hyde back as publisher in Shelton

Tom Hyde, former publisher of the *North Coast News* in Ocean Shores, is the new publisher of the *Mason County Journal* in Shelton.

He published the *North Coast News* for a decade before selling the weekly newspaper to Stephens Media Group in 2005.

He joined the *Mason County Journal* staff on August 1, and reports the newspaper has a strong team and is receiving positive feedback from readers on the new tall-tab format, also called a "supertab," a change made about five months ago.

"This newspaper has a storied past, and I am honored to have the opportunity to be the publisher," Hyde said.

Hyde has been a Mason County resident for the past 12 years.

Since selling the *North Coast News*, he has divided his time between building his home, office and shop in rural Mason County and freelance photography, writing and research services.

His photography has been published in Seattle City Arts magazine, *Le Monde* in Paris and the national literary publication the *Sun Magazine*, among others. He also played a role in the creation of the online photography showcase, *Burn Magazine*, curated by *Magnum* and *National Geographic* photographer David Alan Harvey.

Hyde comes from a newspaper family. His father, Nelson Hyde Jr., was assistant managing editor at the *Richmond (Va.) News Leader* and *Richmond Times-Dispatch*. His grandfather, Nelson Hyde, was a White

See **HYDE**, page 8

## HEIGHTS OF EXCELLENCE



John Hanron/*Methow Valley News*, Twisp

Six-foot-tall *Allium porrum* — leeks — stood starkly against the Mazama sky when Hanron shot this first place winner for the *Methow Valley News* in Twisp. His photo came in first among Circulation Group II newspapers in the Color Pictorial Photo category in the 2012 Washington Better Newspaper Contest.

# Editor moves up the ladder at two weeklies

McLean takes helms at Peninsula Gateway and Puyallup Herald

Brian McLean, editor of *Peninsula Gateway* in Gig Harbor and the *Puyallup Herald*, has been promoted to publisher of the two weekly newspapers. He

continues to report to Karen Peterson, executive editor and vice president of news of the *News Tribune* in Tacoma.

All three publications are



**Brian McLean**

McClatchy Newspapers.

McLean joined the *Gateway* as editor in March 2007 and in August 2011 assumed the same role at the *Herald*.

He had been the sports editor at the *Gateway* for two and a half years when he left the paper in November 2005 to cover prep sports and write occasional Mariners and Seahawks stories for the *Olympian*.

McLean got an early start in the newspaper business.

As a high school senior, he worked part-time as a sports staffer at his hometown paper, the *Peninsula Daily News* in Port Angeles. He was a sports stringer for The Associated Press and the *Spokesman-Review* while a student at Washington State University.

McLean succeeds Christian

Lee, who left in October to take over as the circulation manager at the *Fort Worth Star-Telegram*. Lee served as the vice president of circulation for the *Tribune* and the *Olympian*; the publisher role for the weeklies was an added responsibility.

He and his wife, Stacie, have a 4-year-old son, Mason.

# On today's card: National security vs. right to know

News is swirling these days around a complex mix of national security issues, leaks of classified information, and First Amendment protections for a free press amid the new world of digital journalism. Let's use some terminology from a heavyweight boxing bout to track this "match" pitting the needs of national security against the public's "right to know":

**Round One:** Score it for the Obama administration, which came out of the corner fighting against leaks early in the first term – by this year, bringing more prosecutions under the Espionage Act than ever before. Just that fact alone alarms those who see whistleblowers and an independent press as the ultimate watchdog on government actions, particularly those done in secret.

**Round Two:** Government takes this one, on a mixed card. Just as a shield law long-sought by many journalists to protect the reporter-source relationship was nearing a final vote in the U.S. Senate in 2009, a haymaker gets thrown: Wikileaks released hundreds of thousands of memos and battlefield briefs to the public. Officials cried "treason,"

while others saw it as a plus for public knowledge – but down goes the proposed "Free Flow of Information Act."

**Round Three:** In Spring 2010, U.S. Army Pvt. Bradley Manning is arrested on charges of giving more than 700,000 State Department cables, terrorism detainee assessments, combat logs and videos to WikiLeaks – the largest such leak in U.S. history. Manning will go to trial in three years later, facing more than 130 charges ranging from theft to "aiding the enemy," which could mean life in prison. Government round, clearly.

**Round Four:** in May 2013, The Associated Press threw some serious punches when it's revealed that the Justice Department secretly obtained



**Gene Policinski**  
senior vice president,  
First Amendment Center

months of AP phone records for as many as 20 reporters and at multiple AP offices while investigating leaks. AP chief Gary Pruitt called the seizures "unconstitutional" and said already some sources are backing away from his reporters. DOJ takes it on the chin.

Later "rounds" are harder to score.

**Round Five:** The bout is fully joined in late May and into June with a series of major disclosures by former low-level NSA analyst Edward Snowden of a massive National Security Agency program that provides access to the "meta-data" of millions on American phone calls and e-mail – but, the government said, not to the content of the calls or messages. Snowden begins a global trek to avoid U.S. authorities, eventually leading to Moscow.

**Round Six:** In punches to the journalistic gut, it's revealed that as part of an investigation of a 2009 leak, a search warrant request named Fox News's James Rosen as "an aider and abettor and/or co-conspirator"

for receiving the information. A quick series of jabs by free press advocates and media officials lead White House officials to backpedal. President Obama declares first that he supports the First Amendment, and later decries any attempt to "criminalize" news reporting. Obama also announces White House support for a revived federal shield law, despite its opposition to the near-identical 2009 proposal.

**Round Seven:** Jabs and roundhouse swings at the government over the AP records seizure and the Rosen affair produce an invitation in mid-June from Attorney General Eric Holder to major news outlets to discuss long-standing rules within the Justice Department governing attempts to get journalists' files or other records. The meeting is off-the-record, so some journalists will not attend. Still, updated guidelines revising Watergate-era rules are set out in early July, offering more protection to news media.

**Round Eight:** One for the government. On July 19, the U.S. Fourth Circuit Court of

Appeals ruled that New York Times reporter James Risen must give take the stand at the trial of a former CIA agent being prosecuted for leaking of state secrets. The court said "there is no first amendment testimonial privilege, absolute or qualified, that protects a reporter from being compelled to testify ... in criminal proceedings."

**Round Nine:** As July ends, there is a series of developments that is tough to score. Manning is convicted July 30 of violating the Espionage Act, and could be sentenced to as long as 36 years in prison. But he's acquitted on the charge of aiding the enemy. Still, a flurry of news reports raised the idea that the conviction – combined with continuing zealous efforts elsewhere by the Department of Justice – will "chill" whistleblowers and scare them away from talking with journalists.

**Round Ten:** In the U.S. House, the NSA data surveillance program survived a surprisingly tight vote, 217-205,

See CARD, page 10



## Officers:

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THURSDAY, OCTOBER 3

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5-7 P.M.

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FRIDAY, OCTOBER 4

EVERYONE  
8:30-10 a.m.

Innovation Mission:

Top Takeaways That Will Give You a Big ROI!

Peter Conti, Local Media Association

From the successes of newspapers small and large, you'll be inspired both in the moment and in the months to come to capitalize on your newspaper's opportunities to lead technical innovation and community connection for your readers. Peter Conti will also bring you takeaway moneymakers from LMA's Innovation Mission tour this year and great ideas for how to increase print revenue.



Sales and Marketing Director for LMA since late 2012, Peter Conti has been engaged in traditional and online business start-ups for more than 20 years. He received the Interactive Advertising Bureau's 2010 Service Excellence Award for his dedication and leadership in helping educate local marketers and ad agencies. Before coming to LMA, Peter was with Borrell Associates, Media General, and Landmark Communications Inc. He has taught global Internet marketing at Virginia Commonwealth University and holds a bachelor's degree in Radio, TV & Film from the University of Maryland.

GROUP PHOTO: BE IN THE HOTEL LOBBY AT  
5:45 P.M. FRIDAY!

PUBLISHERS, EDITORS, AD MANAGERS

10:15-10:45 a.m.

Ethics and Conflicts at Community Newspapers

MODERATOR

Bill Will, WNPA Executive Director

PANELISTS

Michele Earl-Hubbard, Allied Law Group, Seattle

Karen Peterson, The News Tribune, Tacoma

Bill Shaw, Sound Publishing Inc., Bellevue

Scott Wilson, Port Townsend Leader

Professional integrity is the cornerstone of a journalist's credibility, says the code of ethics of Society of Professional Journalists. In the working world, how does a small staff maintain ethical separation between news and opinion and between news and advertising? Learn from our experts — publisher, executive editor, advertising manager, attorney — how to deal with ethical dilemmas almost certain to arise in news rooms and advertising departments.



Michele Earl-Hubbard, a renowned media law and open government law attorney, is President of Allied Law Group (ALG). She has been named to Best Lawyers in America for First Amendment and Media Law every year since 2006 and also for First Amendment and Media Law Litigation since 2012.

ALG, which she co-founded in 2007, has been named to the list of "Best Law Firms" by U.S. News and World Reports every year since the rankings began (2010) in the area of Media Law. Earl-Hubbard has been the main hotline attorney for WNPA newspapers for many years.



Karen Peterson was named executive editor of The News Tribune in 2008. In 2009, she gained editorial responsibility for The Olympian, as well. Both are owned by McClatchy Newspapers. Peterson joined TNT in 2000 as suburban team leader. She had been a reporter and editor for newspapers in Hawaii and Indiana, and for an Army publication in Germany. She is a member of the American Society of Newspaper Editors.

SEE PAGE 5 FOR PRIZE DRAWING!  
MUST BE PRESENT TO WIN.

## OPEN ACCESS &amp; LEGAL ISSUES

## Shelton reporter dragged into trial

WNPA protests to judge following sudden incident

WNPA filed a formal protest with Mason County Superior Court Judge Amber L. Finlay on July 25, hours after a *Mason County Journal* reporter was called to stand to testify during a pretrial hearing in a murder case.

The reporter, Natalie Johnson, was not named on witness lists nor was she served with a formal subpoena before

being called to testify by Brett Purtzer, a Tacoma defense attorney.

WNPA executive director Bill Will said the incident was a clear violation of Washington's reporter shield law, which gives journalists broad immunity from being compelled to testify in court proceedings.

"Equally troubling," Will wrote to Judge Finlay, "is that



Bill Will

Ms. Johnson was brought to the witness stand without any objection from you, the presiding judge, or opposing counsel, Mason County Prosecutor Mike Dorcy, despite the fact that compelling Ms. Johnson's testimony would clearly be barred under RCW 5.68.010."

Johnson was grilled for several minutes by attorney Purtzer on her journalism background and the *Journal's* coverage of the case. Purtzer is seeking a change of venue in the case against Charles S. Longshore, who is charged in the murder of two people in Shelton last year,

allegedly over a drug debt.

Will was particularly irked that Johnson was called to the witness stand with no prior notice. Had her name appeared on a witness list or she had been served with a subpoena, a motion to quash would have filed, citing the shield law.

WNPA attorney Michele Earl-Hubbard of Allied Law Group in Seattle advises any reporter asked to testify should immediately seek a recess from the judge to consult with their editor or attorney—and cite the shield statute to the judge. The next step is to call Will at WNPA.

## At last, Shoreline suit ends

The Seattle Times

Nearly seven years after a puzzling statement at a Shoreline City Council meeting triggered an unusual Public Records Act lawsuit, the case ended June 28 when a judge ordered the city to pay more than \$400,000 to cover the plaintiffs' legal fees.

The \$438,555 judgment means the city will pay a total of \$538,555, plus its own attorneys costs, for violating the state Public Records Act by not releasing the electronic version of an email to the deputy mayor.

"It was nice to finally have some closure on a case that has dragged on for so long," said Michelle Earl-Hubbard, an attorney for those who sued the city.

Eric Bratton, a city of Shoreline spokesman, said the city is "disappointed in today's ruling and will be looking at our options moving forward."

The lawsuit, O'Neill vs. Shoreline, went to the state Supreme Court and back, eventually establishing that state public-records law applies to "metadata," or data about data—in this case, electronic information indicating the sender of an email.

The suit originated at a September 2006 City Council meeting in which former Deputy Mayor Maggie Fimia read aloud an email she said she had received from Beth O'Neill.

O'Neill, who was attending the meeting, had not sent the message. So she requested a copy of it to see who did.

But before handing it over, Fimia removed the part of the email that indicated the sender. And then she deleted the email itself.

The city then decided not to dissect Fimia's computer to get the email's metadata.

O'Neill sued, claiming the city had violated the Public Records Act.

A Superior Court judge disagreed, but that ruling was overturned in 2010 by the state Supreme Court.

The Supreme Court's order made Washington the second state in the country in which metadata is considered part of a public record, Earl-Hubbard said.

The city agreed to pay \$100,000 for violating the law.

Most of the additional money ordered Friday is going to Earl-Hubbard and other attorneys who have been representing the O'Neills for free.

"We didn't expect it to be 6½ years when we signed on," Earl-Hubbard said.

But she said it was worth it because the long fight established important case law.

"It's a reminder that the public-records law matters," she said.

## In Port Angeles, the speaker phone makes three

Peninsula Daily News, Port Angeles

"We have three commissioners in attendance."

Well, sort of. That's how Port of Port Angeles commission President Jim Hallett opened a half-hour special port meeting last month, held in the meeting room at

the port administrative office with no commissioners actually present.

Instead, Hallett and Commissioners Paul McHugh and John Calhoun participated

via speaker phone from three separate locations, each receiving the \$104 per diem allowed under state law.

See PORT, page 4



Bill Shaw is publisher of Sound Publishing's Snoqualmie Valley Record and regional publisher of the company's Reporter newspapers serving Bellevue, Mercer Island, Issaquah and Sammamish. Shaw started his journalism career in 1998 as an advertising executive with the former *Journal-American of Bellevue*. He was promoted to new roles as the newspaper became the *Eastside Journal* and then *King County Journal*. Sound Publishing bought the *Journal* and in 2007 named Shaw marketing director of the Reporter Newspaper Group.



Publisher of the Port Townsend & Jefferson County Leader, Scott Wilson joined the newspaper in 1989 and became publisher in 2001. Wilson is president of the WNPA Foundation and many times has served as Educator in Residence at local colleges and universities. A past president of WNPA (2002) and the Washington Coalition for Open Government (2004), Wilson is the 2005 winner of the Miles Turnbull Master Editor/Publisher Award.

## AD REPS

10:15-11:45 a.m.

## Proven Principles of Effective Advertising [Part 1]

## Kelly Wirges, ProMax Training

In this experiential session, Wirges starts with an introduction of the challenges and opportunities in advertising in today's changing environment. An interactive and informative team contest follows, where participants will test and share their knowledge in a lively group exchange. The exercise and related debriefing sets the stage for reps to understand and apply the proven principles of effective advertising. (See Parts 2 and 3 below.)



Kelly Wirges is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results. She has assisted media companies in increasing sales and revenue in all facets of the business for more than 25 years. ProMax

Training & Consulting, Inc., which she founded in 1993, develops practical, customized solutions that help companies retain, develop and align talent with business strategies. Wirges has authored 50 training programs, customized programs for hundreds of companies and facilitated to over 100,000 people. Maintaining partnerships with leading media organizations across the country, Kelly has received national notoriety for her program development, interactive and fun workshops and content-rich materials. She holds an advertising and marketing degree from the University of Nebraska and a graphic design degree from Platt College in Ontario, Calif.

Kelly Wirges presented three advertising sessions for our 2013 Convention. The presentations were strong, well-organized and contained relevant information for all sizes of newspapers.

Jana Shepherd | Program Director | Iowa Newspaper Foundation

## PUBLISHERS, EDITORS, REPORTERS

2-3:30 p.m.

## Tribal Nations and the Media

## MODERATOR

Richard Walker, North Kitsap Herald, Poulsbo

## PANELISTS

W. Ron Allen, chairman, Jamestown S'Klallam Tribe

Frances Charles, chairwoman, Lower Elwha Klallam Tribe

Darrell Hillaire, treasurer & past chairman, Lummi Indian Nation

Cynthia Iyall, chairwoman, Nisqually Tribe

Jackie Jacobs, media relations officer, Quileute Tribe

This is believed to be WNPA's first session addressing the topic of media coverage of Tribal governments and indigenous peoples in Washington state. Our five distinguished panelists will discuss and answer questions about sovereignty; assumptions, misperceptions and double standards in reporting; understanding and reporting on the richness of Native culture and lives; accomplishing regular coverage of Indian Country, rather than coverage that is precipitated by an event; terminology (regalia vs. costume, gaming vs. gambling, etc.); respecting the sacred (protocols and standards); and access to Tribal lands and events.



Richard Walker is editor of the North Kitsap Herald, Poulsbo, and is a correspondent for Indian Country Today Media Network. He was previously an editor and reporter in California, Utah and Alabama. He enjoys cultural activities, golf, kayaking, swimming, and exploring the Pacific Northwest with his wife, Molly.



The Hon. W. Ron Allen has served as chairman of the Jamestown S'Klallam Tribe (Port Townsend) since 1975. Former president of the National Congress of American Indians, he is its current treasurer and also chairs the Washington Indian Gaming Association. In addition, he served as co-chairman of the U.S. Interior Department's Self-Governance Advisory Committee (12 years) and as a member of the U.S./Canada Pacific Salmon Commission (16 years). He graduated from University

**LAW** from page 1

If you issue an adequate correction (whether upon a request or even without any notice), the plaintiff cannot recover reputational or presumed damages.

If you ask for evidence of falsity, the outcome depends on the person's response. If the person does not respond, he or she cannot recover reputational or presumed damages. If he or she does respond, you must issue an adequate correction within thirty days to take advantage of the statute's protections.

**What constitutes an adequate correction?** Under the statute, a correction must (a) be published with a prominence and in a manner and medium likely to reach the same audience as the complained of statement (as further defined

in the statute); (b) correct the statement (with special rules that apply to allegedly false implications and statements attributed to third parties); (c) be provided in advance of publication to the person who made the request (although the person need not approve it beforehand); and (d) accompany and be an equally prominent part of the publisher's electronic publication (if any).

**What happens if a publisher or broadcaster misses the deadline to issue a correction?** If more than thirty days have passed, you may still invoke the statute by offering to publish a correction and pay the person's legal expenses. If the person accepts your offer, he or she may not file a lawsuit about it. If the person rejects your

offer, he or she may not recover reputational or presumed damages.

The authors, lawyers at Davis Wright Tremaine LLP in Seattle, were heavily involved in drafting and advocating for the new law. For more information, contact them at [brucejohnson@dwt.com](mailto:brucejohnson@dwt.com) and [ambikadoran@dwt.com](mailto:ambikadoran@dwt.com).

*Disclaimer: This advisory is a publication of Davis Wright Tremaine LLP. Our purpose in publishing this advisory is to inform our clients and friends of recent legal developments. It is not intended, nor should it be used, as a substitute for specific legal advice as legal counsel may only be given in response to inquiries regarding particular situations.*

**PORT** from page 3

It was convened to take care of administrative matters because the port lacks an executive director following Jeff Robb's resignation June 26.

During the meeting, Hallett, an investment adviser, was at his office in Port Angeles a half-mile from the meeting room, while Calhoun was traveling, port Human Resources Manager Holly Hairell said.

Hallett did not return calls for comment about the meeting.

McHugh was at his summer home on Lake Sutherland west of Port Angeles. He could not attend the meeting because he had made plans to be with friends, he said.

The speaker phone sat near where McHugh normally would sit, with staff leaning toward the device as they gave their reports.

As port executive director, Robb simply would have approved the state Department of Ecology grant contract amendment and the reduction in property insurance coverage that the commissioners unanimously approved in absentia.

Commissioners have said they expect to hire an interim director by their July 8 regular meeting, but until then, they must approve any expenditures over \$5,000.

McHugh said in a phone interview after the meeting that the executive search firm Waldron of Seattle has submitted the names of two candidates for interim director.

Waldron already had a list of candidates to draw from, Hairell said.

Neither interim-director candidate is local, McHugh said.

"I think we will be in a position to make a decision on [July 8]," he said.

The commissioners have not set a time limit for hiring a permanent executive director.

Waldron's search for an executive director will cost up to \$50,000, Hairell said.

After Robb resigned at June 26's commissioners' meeting,

the commissioners immediately hired him on a 2-1 vote to fill the newly created, unadvertised position of environmental affairs director at the same \$138,000 salary Robb earned

as executive director.

Hallett voted against Robb's new contract, which expires in July 2014, when Robb qualifies for state retirement benefits.

of Washington with degrees in economics and political science.



**The Hon. Frances Charles** has served as chairwoman of the Lower Elwha Klallam Tribe (Port Angeles) for 16 years. She played a vital role in the recovery of Tse-whit-zen, one of the largest archaeological recoveries in the Northwest, and in the removal of the Elwha River dams and in the river's ecological restoration. She formerly was a fire crew leader in the Olympic National Forest.



**The Hon. Darrell Hillaire** is treasurer and former chairman of the Lummi Indian Nation (Bellingham), and founder of the Lummi Youth Academy. In 2013 he received the Legacy Award from the Center for Ethical Leadership in Seattle. Hillaire produced an audio version of "Beginnings: A Meditation on Coast Salish Lifeways," by Patrick J. Twohy, and the play, "What About Those Promises?" about unfulfilled promises in the Treaty of Point Elliott.



**The Hon. Cynthia Iyall** has served as chairwoman of the Nisqually Indian Tribe (Olympia) since 2006. She is treasurer of the Washington Indian Gaming Association and former senior economic development planner for the Nisqually Tribe. A descendant of Chief Leschi, Iyall helped lead a two-year effort to get Chief Leschi's 1855 murder case reopened, leading to his exoneration in 2004.



**Jackie Jacobs**, publicist for the Quileute Nation (LaPush), was retained in the wake of "Twilight" to help the public understand the Quileute culture and people. She is the founder and principal of J Talentgroup, a Seattle-based entertainment agency. She has a bachelor's degree in public relations from University of North Carolina at Pembroke and is an enrolled member of the Lumbee Tribe.

**AD REPS**

2-3:30 p.m.

**Proven Principles of Effective Advertising [Part 2]****Kelly Wirges, ProMax Training**

Advertising reps will learn how to evaluate, compare and prepare media plans like a professional media consultant should. Wirges explains when a business should advertise more and when it should advertise less to achieve maximum ROI. She also stresses the key strengths of strategically incorporating various media to create a win-win-win -- a win for the client, the company and your commission check! (See part 3 below.)

# Open records award surprises reporter

*The Seattle Times*

**S**eattle Times criminal justice reporter Mike Carter received a Key Award from the Washington Coalition for Open Government for his perseverance in pursuing the public release of a May Day 2012 memo that the Seattle Police Department initially claimed did not exist.

Carter, 58, said the award, presented last month, came "right out of the blue."

In May, the SPD admitted it violated the state Public Records Act by withholding from the *Times* an internal memorandum about the department's response to the violent demonstrations of May Day 2012. The department agreed to pay \$20,000 to the newspaper and its attorneys to avoid a lawsuit.

Carter filed a public-disclosure request for the memo in July 2012 after learn-

ing it contained a blistering internal review of the May Day response, particularly the interference in operational decisions by assistant Chief Mike Sanford. The memo resulted in the SPD hiring an outside expert to review what happened.

The department never officially acknowledged the memorandum existed, even though former chief John Diaz talked about it in a story published in the *Times* on July 23, 2012.

Carter fought for the document's release for 11 months. "Mike is a frequent, knowledgeable and dogged user of our state's public records act, the mark of an excellent reporter," said James Neff, *Seattle Times* investigations editor, who assisted Carter in his fight for the records.

Carter covered the Utah State House for The Associated Press before joining the *Times* in January 1999.

*"We had Kelly present multiple sessions two years in a row. Our members basically begged us to have her back. (Seriously.) She offers many, many topics from which you may choose, and all are fresh, appropriate to current business conditions, and she is an absolutely first-class presenter/instructor."*

**Barry Locher** | Member Services Director | Illinois Press Association

**REPORTERS, EDITORS**

3:45-5 p.m.

**Practical Reporting Panel: You Asked For It!****MODERATOR****Stephen McFadden, Ritzville-Adams County Journal****PANELISTS****Sarah Duran, Davis Wright Tremaine, Seattle****Polly Keary, Monroe Monitor****Brian Kelly, Bainbridge Island Review**

Covering crime, cops and courts, ferreting out the best stories from government packets, making covering meetings more exciting for readers: Convention attendees last year requested those topics, and our award-winning panelists will address them as well as issues raised by the audience. Panelists will share their habits, experiences and belief that it's still all about the old-fashioned skill of working the beat and working a source.



**Stephen McFadden**, WNPA President in 2005 and 2006, has been owner and publisher of the Ritzville-Adams County Journal since 2004. Previously he was reporter and general manager of the Toppenish Review, where he was mentored by Jim Flint, WNPA President in 1977. McFadden returned to the WNPA board in 2010.



**Sarah Duran** is a media and intellectual property lawyer with Davis Wright Tremaine, Seattle, and covered cops and courts before starting law school. Her involvement in media legal matters includes assisting with access disputes, opposing subpoenas issued to journalists, and defending First Amendment rights and defamation claims. Her intellectual property work includes trademark and copyright prosecution, counseling and enforcement.



**Polly Keary** was hired as a reporter at the Monroe Monitor in 2004 and was promoted to editor in 2008. A University of Washington journalism graduate, Keary completed an internship at Real Change in Seattle before joining the Monitor. She is also an internationally touring blues musician.

**FIND YOUR 25-HOUR DAY**

My 50 years on 15 small publications can help you:

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- simplify operations
- avoid bricks through your window
- start/improve your website

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# Colorful, controversial journalist and figure Guzzo dies

Seattle stalwart served at both its daily papers

Seattle Times

For more than four decades, Lou Guzzo was a fixture of civic life in this state, a name so recognizable that

everybody had an opinion on him — ranging from the folks who clamored for him to run for mayor to the punk-rock band that penned a song, “Kill Lou Guzzo.”

A consummate journalist, the song didn't bother him. And he turned down the call to run for mayor. Instead, Guzzo spent his time reading, writing and speaking on the topic most

important to him: ways to make Washington a better place.

He died June 29 at age 94. “He was a visionary,” his daughter, Diane Guzzo Shepp, said.

Growing up in the Little Italy section of Cleveland, Guzzo had two talents: writing and violin. He wound up embracing the former, but his interest in music and the arts remained strong throughout his life.

In 1943 he married the former Madeleine LaMaida, a girl he met through the Italian American club as a teen. Serving in the Army at Fort Lawton in Seattle during World War II, he escaped being sent to combat overseas. Once his superiors learned he could write, they decided to use him stateside, as a public-relations man for the fort's general.

“He fought that war with his typewriter,” daughter Judy Knight said.

After the war, he returned to Cleveland to work for the *Plain Dealer* newspaper, but quickly returned to Seattle for a job at

the *Seattle Times*. He worked at the *Times* for nearly 20 years, making his name as a drama critic and winding up editor of the arts and entertainment news.

Knight remembers as a girl answering phone calls at home from angry readers who used “words I'd never heard before.”

Afterward, she'd ask her dad: “Why do you have to write those things?” He'd say: “I want to make people think.” And that's pretty much what he did.”

Later, Guzzo was hired to become managing editor of the *Seattle Post-Intelligencer*. Reporters there said he was a delight to work for.

In the mid-70s, he began working for Dixy Lee Ray, first when she served on the U.S. Atomic Energy Commission and later in the governor's office. When Ray failed to win a second term, Guzzo was hired by KIRO 7, despite his age — in his mid-60s — and his lack of television experience.

“He immediately understood the clarity of communication” that television required,

explained John Lippman, then KIRO's executive vice president of news. A grandfatherly figure who showed up every day with a smile, Guzzo served as mentor to the decidedly younger staff. He also generated a fair amount of viewer mail.

“He was very versatile in terms of his approaches, and the attitudes he expressed weren't predictable,” Lippman said.

He had opinions on everything. Stop observing Pearl Harbor Day, he'd say one day. Tear down the Berlin Wall, he'd say another.

He worked at KIRO until he was 78. And after that he continued to write, including op-ed pieces for the local papers, books on a variety of subjects, and his own blog. As an octogenarian, he produced videos for YouTube.

“He's the only man I know so far that never retired,” Knight said.

In recent years, his eyesight failed. But he always maintained that passion for life, his children said.

In addition to his wife of 70 years and daughters Guzzo Shepp, of Bellevue, and Knight, of Thousand Oaks, Calif., he is survived by daughter Lynne Bishop, of Kirkland; son Richard Guzzo, of Escondido, Calif.; seven grandchildren; and five great-grandchildren.



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Bainbridge Island Review Editor since March 2012, **Brian Kelly** started in newspapers as a photographer in 1983. Before joining the Review, he was editor of the South Whidbey Record in Langley, reported for the Everett Daily Herald and the Seattle Times, and was editor of Snoqualmie Valley Record. Kelly graduated from the University of Oregon's School of Journalism.

## AD REPS

3:45-5 p.m.

### Proven Principles of Effective Advertising [Part 3]

#### Kelly Wirges, ProMax Training

In the final session of this three-part series, Wirges discusses a variety of elements that assist clients in achieving success with their advertising. Reps will experience an easy method of learning critical information about advertisers and their budgets that works every time! Wirges will teach ad reps how to recommend multi-media advertising solutions in a manner that leads to sales. Participants will emerge from this program equipped to sell the right products at the right time to produce the right results for their customers.

“A sales representative with 30 years experience in print media told me afterward that Kelly's was the best training session he had ever attended. The consensus of our board of directors was that the session was the most worthwhile training we have ever offered our members.”

**Tom West** | President | Minnesota Free Paper Association

## AD MANAGERS, PUBLISHERS

3:45-5 p.m.

### Best Ad Ideas is Back!

#### Peter Conti, Local Media Association

Bring tearsheets or printouts of your best ads — ROP, special section ad, online ad or ad campaign — and 25 samples to share. Choose any ad that produced well for your client's brand, product or service. You'll tell the story of how well it worked for you and your client. Votes by the audience award cash prizes of \$25, \$50 or \$75 to the very best!

## SATURDAY, OCTOBER 5



### ENTER TO WIN A NEXUS 7 TABLET

Entry form provided in convention packets at registration. Drawing at Saturday morning breakfast. Must be present to win.

## REPORTERS

8:30-10 a.m.

### Photography for Reporters

#### David Dick, David Dick Photography

Reporters after last year's convention asked for more hands-on, set-it-up-outside experience, and this session will provide plenty of that. Learn how to set up a dynamic shot, where you should stand to use lighting conditions to your advantage, and how to direct people and get a good expression. Details on how to select and crop to get the best images for your story will be covered. This award-winning presenter knows your job.



For over a decade, **David Dick** has been a professional photographer in the beautiful Kittitas Valley. His experience ranges from capturing photojournalistic images for the Daily Record in Ellensburg to his current assignments shooting landscapes, portraits, weddings and just about anything with David Dick Photography. He trained as both a fine arts photographer and a journalist at Central Washington University.

## AD MANAGERS, PUBLISHERS, EDITORS

8:30-10 a.m.

### Dynamics of a High Performance Team

#### Kelly Wirges, ProMax Training

Dynamics of a High Performance Team is a fun and informative workshop. It puts participants into a variety of scenarios to let them experience firsthand the importance of effectively working as a team and the role each person plays in the overall success of an organization. This session also teaches methods to building a solid team, and discusses the value of diversity and successful communication techniques necessary in accomplishing goals and meeting the needs of the customer, whether reader or advertising client.

## Times sells South Lake Union block

The *Seattle Times* announced July 31 the completion of the sale of one block and a non-contingent sale agreement on another block in South Lake Union to the Onni Group, a Vancouver, British Columbia-based private mixed-use developer for a total of \$62.5 million.

The two properties are bordered by Denny to the south, Thomas to the north, Fairview to the east and Boren to the west. Closing occurred July 31 on the south block and is scheduled for near year-end on the former *Seattle Times* headquarters block at 1120 John Street.

“Having owned most of this land for more than 80 years, the Blethen family is nostalgic about the sale, but pleased that a high-quality developer like Onni will add to our dynamic neighborhood,” said *Seattle Times* Publisher Frank Blethen. “The family will use the proceeds to invest in independent journalism and community service, as well as to complete the *Seattle Times*' transformation into a multi-platform print and digital media company.”

The Onni Group has constructed over 8,800 residential units and owns and manages more than 5 million square feet of commercial property. In recent years they entered the U.S. market in Los Angeles, Chicago and Phoenix. The purchase of *Seattle Times* property is their first investment in the Seattle market.

# Stellar lineup announced for 126th WNPA convention

Sessions offering new insights and skills will alternate with networking and celebrations at "The Future is So Bright," the 126th annual WNPA convention set for Oct. 3-5 at the Red Lion Hotel, Olympia.

The *Olympian* is sponsoring the opening reception set for 5-7 p.m. Oct. 3 at the Waterstreet Cafe in downtown Olympia.

Our advertising presenter Kelly Wirges of ProMax Training, a sales training expert from Omaha, is known for her ability to combine a dynamic presentation and lively interaction with information and tools necessary to achieve desired results.

Ad reps have a three-part series with Wirges, "Proven Principles of Effective Advertising," on Friday.

Saturday, editors and ad managers together will learn leadership and team management skills in Wirges' session, "Dynamics of a High Performance Team."

In a final session for ad managers, Wirges will apply those ideas in the advertising context while editors attend a panel discussion, "How the Internet is Changing Newspapers," with a wide-ranging group of panelists.

Wirges' presentations for other press associations garnered the strongest testimonials your WNPA staff recalls seeing.

For example, Barry Locher, Member Services Director at Illinois Press Association said, "We had Kelly present multiple sessions two years in a row. Our members basically begged us to have her back. (Seriously.) She offers many, many topics ... and all are fresh, appropriate to current business conditions, and she is an absolutely first-class presenter/instructor."

And Tom West, president of Minnesota Free Paper Association, said, "A sales representative with 30 years experience in print media told me afterward that Kelly's was the best training session he had ever attended. The consensus of our board of directors was that the session was the most worthwhile training we have ever offered our members."

Keynote speaker Peter Conti of Local Media Association (formerly SNA), will share top revenue-building ideas (print and online) from the LMA Innovation Mission, with an emphasis on what applies to smaller newspapers like yours.

Additional sessions include what is believed to be the first panel focusing on Tribal Nations and the Media, with five tribal leaders and moderator Richard Walker, editor of the *North Kitsap Herald* in Poulsbo, and an editorial panel with award-winning editors Polly Keary of the *Monroe Monitor* and Brian Kelly of *Bainbridge Island Review* discussing their work and taking questions from the audience.

We've brought back Best Ad Ideas with cash prizes and Photography for Reporters with last year's well-received presenter, David Dick, and scheduled two skills-oriented Saturday sessions for ad reps.

## Sponsors, investors

All of these great sessions wouldn't be possible without support from our sponsors and investors.

At the Platinum level are SmallTownPapers, Washington Potato Commission, Davis Wright Tremaine (Seattle) and Allied Law Group.

At the new Sustaining Investor level, Ad Pay and Sound Publishing. At the Gold level, TownNews.com, the *Olympian*

and Trace Communications.

At the Silver Level, MediaSpan Software, Nippon Paper USA and Catalyst Paper. And at the Bronze level, Pulse Research and the Blinder Group.

## Celebrations, awards

A welcoming song by

Nisqually people opens Friday's luncheon, where presentation of Community Service awards and the Freedom's Light and Miles Turnbull Master Editor/Publisher awards will follow the installation of new WNPA officers.

Breakfasts and receptions

offer opportunities to connect with colleagues from across the state, as do breaks during Friday night's Better Newspaper Contest Awards Dinner. General Excellence and hundreds of other honors will be awarded to the industry's top perform-

See LINEUP, page 10



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“Kelly Wirges, ProMax Training & Consulting, Inc., would be great to have as a presenter for our group of publishers and ad managers, and even for editors. She really makes you think about your management style and the amount of kudos you are giving your team.”

**Polly Shepherd** | Regional Publisher, South Division | Sound Publishing Inc. | WNPA Ad Committee Member

## AD REPS

8:30-10 a.m.

### Creating Team Successes

#### Advertising Teams at Nisqually Valley News, Yelm Port Townsend Leader

Where can advertising reps make a difference on their teams? You'll find out during this insider's look at the processes and systems of the Port Townsend Leader and Yelm's Nisqually Valley News, where the teams take different approaches. Ad reps will hear how these two teams work together to benefit advertisers, teammates and the newspapers' bottom line. You'll also see a half-dozen or more of each team's best ads and ad campaigns. Prepare to steal ideas!

#### Nisqually Valley News



**Angie Evans** began her advertising sales career at Yelm's Nisqually Valley News in 2003. Two years later, she was promoted to advertising manager and elected to the board of directors for the Yelm Area Chamber of Commerce. Evans has been active in the Yelm Midday Lions since 2004, four of those years as president. "Newspaper advertising is the easiest thing there is to sell," said Evans. "Businesses need us as much as we need them."



**Nicole Kiourkas** is the production manager for the Nisqually Valley News and has been with the company for more than eight years. She holds a degree in Digital Imaging and Prepress Technology. Kiourkas designs and paginates all of the paper's publications and media materials. Last year she designed the promotional materials for WNPA's 125th Anniversary Convention and redesigned the house ads for WNPA's 2x2 Impact Ad Network.

#### Port Townsend Leader

**Tami Hewitt**, a Port Townsend native and a Leader staffer since 2004, has been the top sales rep for many years. Previously she traveled the United States doing sales trainings as a sales and marketing rep for a local manufacturing company. Hewitt once dove into

small business and owned a quaint little flower shop. Her passions include floral design, photography, her dogs and family.

**Dominic Pangelinan** is a Leader marketing consultant. Before joining the newspaper, for four years he taught high school English in the Northern Mariana Islands, where he was born. Pangelinan earned a degree in fine arts in 2005 and anthropology in 2007 at Washington State University while working for the college print shop. After graduation, he helped a new printer-cartridge shop grow into a profitable enterprise.

Marketing Director **Catherine Brewer** got her introduction to advertising going on calls with her dad, a radio sales director. Before landing at the Leader she was a marketing rep in Sound Publishing's San Juan News Group. Previously Brewer was a grant writer and program director for programs for homeless and low-income families. She considers advertising and sales as meaningful and exciting work: Much like grant writing, in advertising there is a compelling story to find and then tell.

**Chris Hawley**, graphic designer and Port Townsend native, has been at the Leader since 1987. A brief conversation with then-publisher Frank Garred got him the job: "Can you type? Good enough. The job's yours." Responsible for graphic design and layout of ads and news pages, Hawley occasionally liaises between clients and the marketing department. He also hosts a radio show, endures CrossFit, and keeps his yard under control.

## REPORTERS, EDITORS, PUBLISHERS

10:15 a.m.-noon

### How the Internet is Changing Newspapers

#### MODERATOR

**Patrick Sullivan**, Port Townsend Leader

#### PANELISTS

**Sue Burzynski Bullard**, University of Nebraska-Lincoln  
**Valery Jorgensen**, Student, Pacific Lutheran University  
**Casey McNerthey**, KIRO-TV  
**Tyler Miller**, Daily Record, Ellensburg

From this mix of online, college, small daily and weekly professionals, hear where they think the techno-wave is going next. Get the latest on Twitter and video and why you should care. Learn new ideas about maximizing the opportunities your website offers and what advertisers want. Bullard will draw on her 2013 survey of editors to share some of the best newsroom practices for using social media, emphasizing ideas of use at smaller newspapers. Miller will outline his experiences with Pioneer News Group's yearlong multimedia campaign to raise awareness of the company's diverse products among staff, advertisers and community members.

# SPJ honors Boardman for in-house coverage

Seattle Times

David Boardman, executive editor and senior vice president of the *Seattle Times*, has received the national Society of Professional Journalists' Ethics in Journalism Award.

He was honored for his staff's coverage of the newspaper's decision to pay for ads supporting the Republican candidate for governor, Rob McKenna, and Referendum 74, a ballot measure to legalize same-sex marriage, in the 2012 election.

"Under Boardman's direction, the *Times*' News Department reported thoroughly and aggressively on the decision, even going so far as to publish a 'truth squad' piece pointing (out) the factual errors in the ads," the organization said in a news release.

Boardman also wrote a column explaining the newsroom's independence from the ads and pledging to readers that the

newspaper's campaign coverage would remain fair and impartial, the organization noted.

Boardman's "courageous actions" generally prevented damage to the credibility of the *Times*, according to John Michael Kittross, the Seattle-based editor of Media Ethics magazine who nominated Boardman.

In a written statement, *Seattle Times* Co. spokeswoman Jill Mackie said, "We are very proud of the recognition Dave has received. We have always known about his strong sense of ethics and it is good to see it be recognized broadly."

"As for the political advertising experiment, we understood before launching it that it would be controversial. Because of our clear knowledge of and support for the wall between our business efforts to fund journalism and the independence of our newsroom, we were not concerned about the effort compromising our reporting in any way."

# Times' Boardman bows out

Seattle Times

After 30 years — and four Pulitzer Prizes — David Boardman, executive editor and senior vice president of the *Seattle Times*, is moving on.

Boardman announced July 10 he was taking a new job as dean of the School of Media and Communication at Temple University in Philadelphia.

Jenny Durkan, U.S. attorney for the Western District of Washington, said that from investigative reporting that led to the downfall of U.S. Sen. Brock Adams for sexually molesting women, to tough stories on the University of Washington football program and the safety of Boeing aircraft, under Boardman's leadership the paper did necessary and important journalism.

"A lot of newspapers and a lot of people would be loath to take on the region's top benefactors and top dogs," Durkan said. "But if you look at what the *Times* has covered over the years, you can't overstate the importance of his

commitment to community and investigative reporting."

Boardman wiped away tears as he told the newsroom he was departing.

"I am so profoundly grateful ... you are the best colleagues that anyone could hope for, and I love you," Boardman said.

The newsroom responded with a sustained ovation.

Publisher Frank Blethen was equally emotional. "This is worse than when my kids went off to college," he said.

Blethen recalled that he appointed Boardman to the job of executive editor seven years ago as a severe economic crisis was bearing down on newspapers across the country, including the family-owned *Seattle Times*.

"I remember saying this is good news and bad news: You are getting your dream job," he told Boardman. "The bad news



David Boardman

is your dream job doesn't exist anymore."

Yet even while cutting staff by some 45 percent since, the newspaper went on to win two Pulitzer Prizes in the last three years and numerous national awards.

"When I think of what Dave's legacy was, it was to save this place," Blethen said. "If Dave hadn't saved the journalism, we wouldn't be here today."

Blethen's son Ryan, associate publisher and executive producer for the *Seattle Times*, said, "It's definitely a sad day. I don't think it's any secret that Dave was the heart and soul of this place."

Boardman emphasized his decision to leave was a difficult one, born not of concern for the paper's future, but his own sense that an important opportunity lay ahead at Temple: a chance for, as he called it, "a meaningful second act."

Some former reporters already in academia said they welcome what Boardman will bring to shaping the next generation of journalists.

"Dave was an extraordinary editor, and that is such an understatement," said Deb Nelson, a former reporter at the *Seattle Times* who shared a Pulitzer Prize in 1997 for investigative reporting for a project edited by Boardman. She teaches journalism at the University of Maryland.

She remembered Boardman's first reaction to the prizewinning story about corruption in tribal-housing programs when she started working on it.

"He said something no other editor had ever said to me: 'Let's take some time to see if this story is a national story.' He had a way of elevating every story that came past his desk. And he is going to do the same thing with that communications program at Temple."

But Boardman was also an executive editor who took the summer interns for a drive each year to introduce them to the city, said Managing Editor Suki Dardarian. "Even when his schedule became crazy, he wanted to do it. He insisted on doing it," she said.

And it was Boardman, 56, who belted out silly and bawdy songs of his own invention for employees' going-away gatherings.

Boardman was appointed president of the American Society of News Editors this year and is past president of the Investigative Reporters and Editors.

Martin Kaiser, editor and senior vice president at the *Milwaukee Journal Sentinel*, said Boardman was admired nationally for his insistence on quality journalism, even in tough economic times.

"He is recognized nationally for the great work he has done at the *Seattle Times*," Kaiser said. "It is easier when times are good. When times are tough, people are looking for leadership."

Boardman will begin work at Temple on Sept. 1.

No decision has been made about a successor.

"But the one certainty about what is ahead for the *Seattle Times* is that we will continue to be a newspaper that values investigative reporting and watchdog reporting and great storytelling," said Managing Editor Kathy Best.

"Those were hallmarks of David Boardman's era and will continue."



**Patrick J. Sullivan**, moderator, has been an editor at the *Port Townsend & Jefferson County Leader* since 1989. A University of Montana graduate who learned from all-time great community newspaper publishers in Montana and Washington, he chairs the WNPB Better Newspaper Contest Committee.



**Sue Burzynski Bullard**, associate professor in the College of Journalism and Mass Communications at University of Nebraska-Lincoln, is also the former managing editor of the *Detroit News*. Bullard spent most of her life in a newsroom. In August 2013 she presented outcomes of her recent editors' survey to gather best practices for using social media in the newsroom at the Association for Education in Journalism and Mass Communications conference in Washington D.C.



**Valery Jorgensen**, a junior at Pacific Lutheran University, is majoring in communication with an emphasis in journalism and pursuing a business administration minor. She is currently involved in MediaLab, a student-run multimedia organization, as a journalist and videographer. She also writes for PLU's student-run newspaper, the *Mooring Mast*. After college, she aspires to work in the media and is interested in reporting for a newspaper.



**Casey McNerthey** recently joined KIRO-TV as its online content editor. He had been a reporter for the previous nine years, first for the *Seattle Post-Intelligencer* and then for *seattlepi.com*. In the last half of 2010, he collaborated with Feliks Banel on a weekly culture and history podcast for *seattlepi.com*. McNerthey is a graduate of Western Washington University in business administration and marketing.



**Tyler Miller**, Ellensburg Daily Record Publisher, was promoted to publisher in November 2010 after serving as advertising director for more than three years. He has 13 years of experience in the newspaper industry. Before moving to Ellensburg, he ran the advertising department for 14 weekly newspapers in the Denver metro area and was an advertising sales representative for the *Idaho Statesman* in Boise. Miller graduated from Brigham Young University in Utah with a degree in marketing.

ideas and experiences learned in the 8:30-10 a.m. session specifically in the context of their advertising teams. The session will encourage participants to proactively make adjustments in their coaching, management and leadership styles that will have immediate impact on their own success as leaders and their ad reps' success as a sales force.

*"Kelly consistently receives some of the highest evaluation scores from our members. The information she presents is always interesting, timely and actionable. We selected her as a keynote speaker for both days of our July 2013 Virtual Sales Training webinars."*

AI Cupo | Vice President | Local Media Association

## AD REPS

10:15 a.m.-noon

### Ad Reps Round Table: Time and Tools

Lee Ann Mozes, Whidbey News Group

Terrie McClay, Marysville Globe and Arlington Times

Time and tools are a big part of creating more opportunities to grow your business. You'll get a handle on both at this interactive session taught by two seasoned experts. Learn how to organize yourself to sell multiple products in one call, so you can connect with more businesses in a week. And learn how to make those calls productive by packaging your newspapers' advertising opportunities so your clients will quickly understand the options and their values. These tools will put you in charge of your future numbers!



With more than 20 years' sales and management experience, Lee Ann Mozes knows how to help businesses succeed. Mozes was recently promoted to General Manager of the Whidbey News-Times (Oak Harbor), Whidbey Crosswind (Whidbey Island) and Whidbey Examiner (Coupeville). Her understanding of product flow, seasonal ups and downs, economic impacts and the versatility of advertising options helps her guide her teams to better serve their communities.



Advertising consultant Terrie McClay represents the Arlington Times and the Marysville Globe, selling into the newspapers, special sections, preprints and online products, as well as cross selling into other Sound Publishing print publications. To build account revenue, McClay uses analysis reports of market demographics and trends she identifies through Pulse Research and works closely with clients to develop spec campaigns and create positioning strategies. Previously she was with Skagit Publishing Co.

## AD MANAGERS, PUBLISHERS

10:15 a.m.-noon

### Dynamics of a High Performance Advertising Team

Kelly Wirges, ProMax Training

Advertising managers and publishers will learn to apply the

# Merilynn Wilson, quiet force in Washington papers, passes

Honorary member,  
WNPA legend,  
an insightful writer

Merilynn Wilson passed away peacefully, in her sleep, in her Port Townsend home surrounded by her immediate family on Saturday, June 29, 2013, about 9 p.m., as the sun was setting.

She was 90 years old, one month short of her 91st birthday. She had been living with congestive heart failure for several years, which finally claimed her.

She knew she was in her final days, and passed them with visits with her extended family and close friends exchanging love and goodbyes. She was at ease and in charge of her journey, reported her family.

Merilynn Adair Laskey was born on July 30, 1922, in Wahpeton, N.D., the first child of Stanley F. Laskey and Sylvia Leegard Laskey. She has two younger brothers, Roger and Bill, who survive her. The Laskeys enjoyed a close family upbringing in Wahpeton and Fargo, N.D., and enjoyed summers at a cottage in Detroit Lakes, Minn. that became a summer gathering place for all the related families. Merilynn was her class valedictorian, and all her life she was a walking encyclopedia, knew the names of all flowers, trees, plants and birds, and was a crossword puzzle master. A relative noted

recently that she was his source for all answers before Google.

Merilynn attended Stephens College in Columbia, Mo., and then Northwestern University in Evanston, Ill., where she met her future husband, Bruce A. Wilson, at the Medill School of Journalism, a master's degree program. He was editor of the student newspaper while she was his hard-working, smart and supportive assistant editor, a partnership pattern that would continue the rest of their lives together.

Later, Bruce wrote: "I began noticing her because she was the only person in class who could smile 24 hours a day."

Merilynn married Bruce on July 28, 1944, in Wahpeton, N.D. Bruce was a native of Wauwatosa, Wis. The young couple lived in Florida while Bruce was in military service in the Air Force from 1943-46. Then they moved to Williston, N.D., in 1946, working on the newspaper where they had their first son, Terry, and to Ritzville, Wash., in 1947, where they bought the *Ritzville Journal-Times*. Bruce was publisher and editor, Merilynn was a contributor and busy wife and mother as four additional children were born. One died as a baby.

The Wilsons moved to Omak



Merilynn  
Wilson

in 1957 when they purchased the *Omak Chronicle*. Bruce was editor and publisher; Merilynn was a reliable assistant (unpaid) who became known for her weekly column, "A Word From Home." She was always a gifted, witty and insightful writer. She and her husband also helped other independent publishers get started. They supported Frank and Pat Garred's purchase of the *Port Townsend Leader* in 1967, remaining silent partners for over two decades. They assisted in Henry Gay's purchase of the *Shelton-Mason County Journal* and the *Montesano Vidette*.

They were very active in WNPA and truly loved the association and its members. Bruce served as president and both worked as entertainers through comical musicals devoted to the world of weekly newspapering.

Merilynn was an avid reader, lover of classical music, bridge player, camper and traveler. In their many games, she was easily the best sport in a family known for hating to lose at anything.

In Omak, Merilynn led a Campfire Girls troop, worked with numerous community groups, was on the library board and served on the Wenatchee Valley College Board of Trustees. She also supported her husband's role in the Washington State Senate between 1968 and 1986, which was marked by his leadership of the passage of open government laws. They were among the founders of the Okanogan County Historical Society in

1963 and later spearheaded the construction of its museum, where there is a Wilson Historical Research Center. He wrote a definitive history of Okanogan County. In 1971, Merilynn led the rebuild of a new Omak City Library.

In 1991, Bruce died. Four years later, Merilynn moved to Port Townsend to be near son Scott's family. Scott is now publisher of the *Port Townsend & Jefferson County Leader*. She served on the Port Townsend Publishing board of directors. (Her son Duff has also remained in the journalistic fold; the former *Seattle Times* investigative reporter moved to the *New York Times* and is now an investigative reporter with Reuters, based in New York.)

In Port Townsend she was involved in her grandchildren's school and sports activities, and was a fixture for years at PTHS basketball games. She became active with the Quimper Unitarian Universalist Fellowship, volunteered for civic projects, played bridge and cribbage with Lars Watson and his family, and others. She kept close tabs on an expanding family and informally adopted others into it. Noted one of these: "She did that rare, wonderful thing: She paid you the honor of paying attention." She was a constant supporter of the arts, especially local painters and musicians. She attended live theatre and music events and brought others along.

Merilynn was preceded in

death by an infant son, her eldest son Terry, her husband Bruce and her nephew, Trevor Wilson.

She is survived by her daughter Christel Fisk, 62, with husband Bob Fisk of Portland, Ore., and sons Duff Wilson, 59, with wife Cyd of New York, N.Y. and Scott Wilson, 58, with wife Jennifer of Port Townsend, Wash. She is also survived by Duff's children, Lana Wilson, 29, and Grant Wilson, 27; Scott's children, Hana Ryan Wilson, 26, and twins Sophie Wilson and Walker Wilson, 22. The family also includes Sandee and Ed Canton – Sandee was Merilynn's oldest son Terry's wife until his death in 1986 and has been another daughter -- with their son Tyler Wilson, who presented her with Donovan Wilson, Merilynn's first great-grandson.

A Port Townsend memorial service was held in late July at the Quimper Unitarian Universalist Fellowship hall.

## HYDE from page 1

House correspondent and owned the *Pilot* in Pinehurst, N. C. His maternal grandfather, Earle Looker, was a writer as well and author of the best-selling autobiographical book *The White House Gang*.

"I really missed newspapers," Hyde said, "and this is a great opportunity in my own backyard."

Hyde succeeds Kari Sleight.

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### trending

#### Cross-body bags let you go lightly

By Ellen Moran / Chicago Tribune  
One yourself a world of hurt. Back and shoulder hurt, I mean. Get yourself a cross-body bag. These small purses that you drape across your body have a lot going for them. For one thing, they're generally cheaper than their full-size counterparts. And in a crowd, they're more secure than a clutch or handbag. The best feature, though, is that they force us to cut back on the huge quantity of stuff we don't need but carry around all day. These bags require you to pare down to your essentials: money, credit cards, driver's license, lipstick and phone. See what I mean about reducing back pain? I once spent a day shopping women on the street to weigh their purses and discovered that we had a lot of unnecessary stuff. The average bag weighed a hefty 8 pounds, and one poor woman's load was a back-breaking 20.4 pounds. Hey, I'm guilty too. I could use someone with the strength of a longshoreman to carry all these bags I bring to the office every day. That's the main reason I'm now using a cross-body bag myself. For short trips, I just sling on my small bag and head off. I feel liberated! You will, too.

### inside

#### Beauty: Travel-size products don't have to be subpar | E3

Home: Fill a second home with personality and memories | E4

### the deal

**Free sweets from Cinnabon. See's**  
Get a free Minibon cinnamon roll from Cinnabon when you join Club Cinnabon. Visit [cinnabon.com](http://cinnabon.com) and click on the link at the bottom of the page.  
**Score a free lollipop** from See's Candies on Saturday — National Lollipop Day. Stop into a store for the free treat, while supplies last. Visit [facebook.com/See'sCandies](http://facebook.com/See'sCandies) for more information.  
*ShopAtHome.com*

## wedding season

# guest of honor

Stand out at summer weddings in these styles for the whole crew

By Caitlin King  
Special to Sunday Market  
Aside from picking out the perfect gift, deciding on the right summer-wedding outfit can be among a guest's hardest decisions. Whether you're attending an outdoor daytime affair or formal evening nuptials, we've got outfit ideas for every member of the family.

**Women**  
Frock Shop on Seattle's Phinney Ridge has flirty dresses for any type of summer wedding. For a classic, conservative look, try the **Dear Creatures Sunday Blues Dress** (\$98) with a ruffled neckline and full skirt. To keep the look on-trend, pair the dusty-blue dress with metallic sandals. For evening affairs, opt for a maxi dress that will offer more coverage and more drama. The knit jersey **Silk-Trim Maxi Dress** (\$110 at J. Crew) features silk trim on the straps and empire waist. For something a bit bolder, try a black-and-white evening dress, such as the **Mytree Graphic Stripe Dress** (\$78 at Frock Shop). A wedding in the country or at a park calls for something flowy and floral, such as the **Francis Sarto Hedy Pump** (\$90 at Loft). Pair the flattering, full-skirted dress with pearls and ballet flats or sandals. Seeing double at a wedding is the worst. Ensure that no one will be wearing the same thing as you by shopping vintage. True Vintage Boutique in Ballard has feminine frocks in good condition from a wide range of eras. Eye the items on Etsy ahead of time and score.



**MORE FASHION** Clothing with sun protection is safe and attractive | E2

### tried & tested

#### Top ways to get a sun-free summer tan

By Bob Shapiro  
New York Times News Service  
For many people, there are few summer pick-me-ups like a glorious tan. Since soaking up the rays is undeniably hazardous, perhaps it is best to follow the succinct mantra of Scott Barnes, a makeup artist who created Jennifer Lopez's signature contoured look: "Take it, don't bake it." Celebrities do the same, he adds. "Jennifer stays out of the sun. She's naturally very pale." Below, Barnes and other beauty-industry professionals share their picks for the best ways to go golden safely.



**Continued on E2**

# Times hits an innovative triple

Among the recent innovations at the *Seattle Times*, three that debuted this spring and summer are managed by Alan Fisco, executive vice president of revenue and new products.

## The Seattle Times NW homes

Realogics Sotheby's International Realty  
Global Reach. Exceptional Brokers. Distinctive Properties.  
RealogicsSothebyRealty.com

Sunday Market is a new broadsheet section that highlights consumer trends, shopping ideas and deals focused on a timely theme.

Created to address the lack of local shopping content in the Sunday paper and pique the interest of women readers, it is also serving as a kind of spec section to support the *Times*' efforts to drive local ads into the Sunday paper.

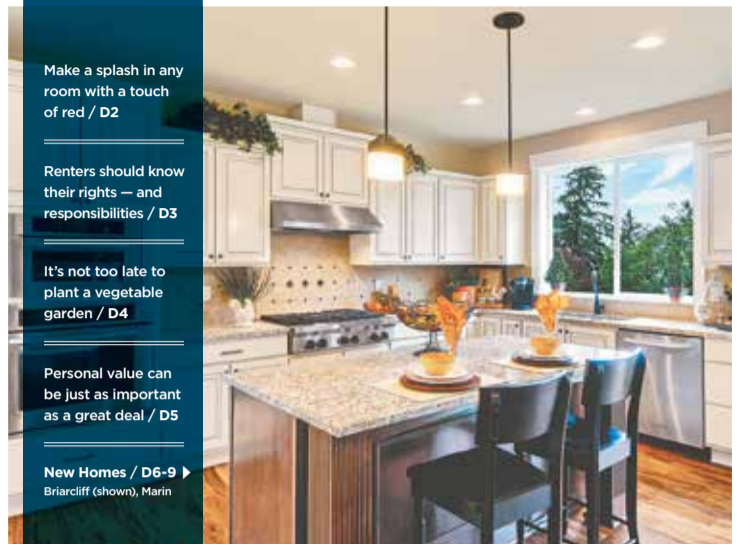
"It's an identifiable place for those local ads to be," Fisco said. After testing with non-subscribers drew positive feedback, the section became part of the Sunday paper.

The second innovation, a tabloid section called NW homes, runs in the Saturday newspaper.

When the *Times* heard from real estate advertisers that residential real estate activity was heating up on Saturdays instead of Sundays, it took a new look at all of its home and real estate coverage.

Formerly Saturday's real estate section focused on new-builder and condo development and Sunday's covered single-family residential design, maintenance, and resale.

The new NW home combines the majority of that content, from columns and neighborhood information to new construction, design and home decor ideas,



Make a splash in any room with a touch of red / D2  
Renters should know their rights — and responsibilities / D3  
It's not too late to plant a vegetable garden / D4  
Personal value can be just as important as a great deal / D5  
New Homes / D6-9  
Briarcliff (shown), Marin

making a more robust section for readers and advertisers.

"If it's what readers want and what advertisers want, and we can give it to them, then we'll all be successful," said Jill Mackie, the *Times*' vice president for public affairs.

The Saturday section also includes attractive pick-up rates for the residential resale advertising that also runs in Sunday's *Pacific NW Magazine*.

The magazine continues to offer home design ideas while the financial aspects of home ownership are covered in the Sunday Business section.

The third project is a series of half-page ads showcasing the newspaper's employees. With the objective of highlighting outstanding journalism and business excellence, each ad includes

a portrait of the employee with name, title and the accomplishment for which they are featured, as well as testimonials about their work and a biography.

Among the staff to be featured in the series are reporters Hal Bernton and Sara Jean Green, photojournalists Bettina Hansen and Erika Schultz, print salesperson of the year Lani Doely, and publisher Debbie Berto.

"Most people don't see the faces (of our staff), and this way they get recognized," said Mackie "It is also great for morale for employees."

When salesperson Phong Mai learned he would be featured, he told Mackie, "Oh, my mother is going to be so proud."

Mackie added, "All the moms are so proud."

**Seattle Times**  
The *Seattle Times*' Alan Fisco, executive vice president of revenue and new products, manages three new sections: Sunday Market, above; NW Homes, above right, and ads showcasing Times employees.

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## CAREER MOVES

■ At the *Peninsula Gateway* in Gig Harbor **Shawn McGrath** has joined the staff as advertising manager. She previously ran her own restaurant and was a salesperson at Fife RV. McGrath succeeds **Evelyne Lloyd**, who left to start a job at the state Department of Licensing. **Chris Crawford** is the *Gateway's* new sports editor/reporter. He has previous experience with ESPN as a contributor to the Major League Baseball Draft blog and at the University of Virginia. He succeeds **Neil Pierson**, who left to take a position at the *Sammamish Review*.

■ **Justin Burnett** has been named editor for the *South Whidbey Record*, the twice-weekly newspaper in Langley. Burnett succeeds longtime editor **Jim Larsen**, who left the *Record* in July. "We're really thrilled to have someone with Justin's journalistic experience and integrity to fill some very big shoes," said **Keven Graves**, Whidbey Regional Publisher at Sound Publishing. Graves and the *Record's* associate publisher, **Kim Winjum**, made the announcement July 18. Most recently Burnett covered Island County government and the noise issues centering around Outlying Field

Coupeville for the *Whidbey News-Times* in Oak Harbor. He has been a reporter and photographer at three Island newspapers, first at the *Whidbey Examiner* in Coupeville and later at the *News-Times* and the *Record*.

■ **Sandi Doughton**, science writer for the *Seattle Times*, has published her first book. "Full Rip 9.0" discusses the history, science and new research of the area's earthquakes. "The understanding of earthquakes in the Pacific Northwest has changed dramatically in the past 25 years or so. I thought it would be a good time to look back and pull together all that new understanding," Doughton said in an interview with the *News Tribune* of Tacoma, where she previously had been a reporter.

■ **Steve Perry**, advertising director at the *Peninsula Daily News* in Port Angeles, has been promoted to oversee production and sales for the *PDN*, *Sequim Gazette* and *Forks Forum*. He joined *PDN* in 2011, after nearly a decade as the advertising manager at the *Gazette*. Previously he was ad director at the *Peninsula Gateway* in Gig Harbor and worked for 12 years at the *Kitsap Sun* in Bremerton.



Washington Newspaper Publishers Association

## CALENDAR OF EVENTS

Sept. 5	Early-bird registration deadline
Sept. 12	WNPA group rate deadline at Red Lion-Olympia
Sept. 19	Convention registration deadline
Sept. 30	Deadline to reserve time with ONAC at convention
Oct. 3	WNPA Board Meeting, Olympia
Oct. 3-5	126th Annual Convention, Olympia

Details: [www.wnpa.com/events](http://www.wnpa.com/events)

## LINEUP from page 6

ers, as selected by Tennessee Press Association.

The Convention Committee plans a new approach to the presentation of BNC awards.

### Deadlines, details

The deadline for early-bird rates is Sept. 5 and the cutoff for all registration is Sept. 19.

Rates are the same as prior years, except the reception was increased to \$35 after five years at \$30.

Sept. 12 is the deadline to book your rooms at WNPA's rate of \$109 for single or double at the Red Lion.

And Sept. 30 is the deadline to reserve time with Patricia Murphy of Oregon Newspaper Advertising Company.

Brochures and registrations are online

## CARD from page 2

on July 24, At the same time, more documents and allegations surface from Snowden, supporting the claim that even low-level NSA analysts can gain access to the content – not just data surrounding – individual phone conversations and e-mails.

And the bell will ring soon for even more action: Manning's sentencing. More threatened disclosures by Snowden of secret programs. Congressional debate over the new shield law. And a larger, longer debate over national safety vs. individual freedom and privacy.

The fight analogy has its limits, but clearly we're only in the early rounds of balancing legitimate national security concerns against over-classification and with the need of the public for accurate

at [www.wnpa.com/events](http://www.wnpa.com/events)

Please direct your questions to Mae Waldron, [mwaldron@wnpa.com](mailto:mwaldron@wnpa.com) or (206) 634-3838 ext. 2.

### Appreciation

Thanks go to John Rodriguez, Donna Etchey and Jeff Baker of Sound Publishing for their work on the promotional brochures.

The planning committee, headed by Lori Maxim, WNPA Second Vice President and Sound's Vice President - West Sound, includes Etchey, Josh Johnson of the *Liberty Lake Splash*, Stephen McFadden of the *Ritzville-Adams County Journal*, Jana Stoner of the *Northern Kittitas County Tribune*, Cle Elum, and Patrick Sullivan of the *Port Townsend Leader*.

information on what its government is doing.

First Amendment concerns include not only threats to a free press' ability to report the news, but also to the potential for a narrowly drawn shield law which may exclude new-media users like bloggers, or which provides for a kind of "licensing" of journalists as a special legal class that later could be withdrawn.

Even with all that's come to light, we're just getting though the early sparring in this ongoing Constitutional rumble.

*Gene Policinski is chief operating officer of the Newseum Institute and senior vice president of its First Amendment Center. Email him at [gpolicinski@newseum.org](mailto:gpolicinski@newseum.org).*



## 3 Vital Questions Editors and Publishers Need to Answer

### 1 Should I reduce my body fat?

Maybe. Probably. How should we know?

A more important question: Do you know the WNPA Foundation relies on an annual auction to support its scholarship fund? The auction will be part of WNPA's convention, Oct. 3-5 in Olympia.



### 2 Do I need more fiber in my diet?

Again, we really can't help you figure this one out.

But we can tell you that every cent raised at the WNPA Foundation auction goes directly toward providing internships for top college students at quality community newspapers.



### 3 Will red wine improve my health?

OK, we'll take a stab ... It's probably worth a try.

But here's something that will really make you feel good: Donate items for the auction and help us reach this year's fundraising goal of \$7,500.



### ★ Popular items for donation include:

- Sporting event tickets
- Cultural and arts tickets
- Getaways/Travel
- Gift cards for retail outlets
- Golf
- Jewelry
- Dining certificates
- Regional food items
- Wine
- Technology
- Industry-related services
- Gifts/Collectibles
- Music



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Donations are tax deductible. Email or call **Josh O'Connor**, [publisher@heraldnet.com](mailto:publisher@heraldnet.com), (425) 339-3007, or **Mae Waldron**, [mwaldron@wnpa.com](mailto:mwaldron@wnpa.com), (206) 634-3838 ext 2, with details of your gift by **August 30**.

And plan to participate by bidding generously.



# With new Betterbnc feature, users create professional web pages

Journalists can share professional information and awards, view others'

Using Betterbnc.com's web page feature, journalists can create and publish web pages featuring examples of their work and awards.

Depending on your goals, you can create a public-facing page, which anyone can see, or a trades-facing page, which is visible only to other people with open-call accounts on Betterbnc.com.

You can also email links to your pages to others.

The feature is available to anyone with an open-call account (free) on the site.

Creating the web pages is a straightforward process.

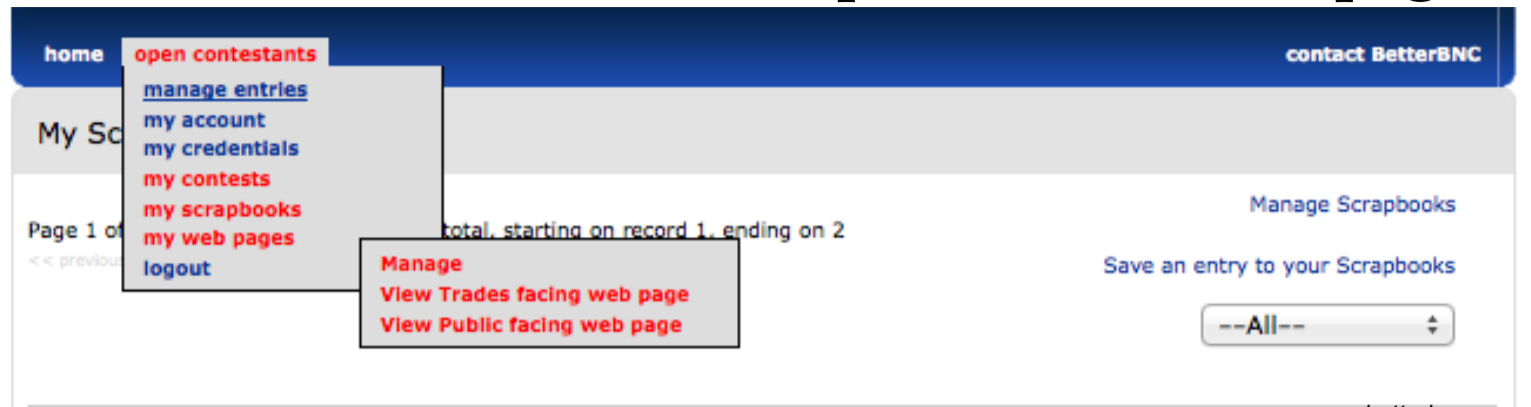
First, create an open-call account on Betterbnc.com and upload your work to your scrapbooks as urls or attachments (pdf, doc, txt, jpg, gif, png). See page 4 of July 2013 *TWN* for details.

Next, from the open contestants menu, select my web pages.

Then build your page, adding a variety of information:

- types of awards you've received,
- your work (as uploaded to your scrapbooks),
- a photo of yourself,
- your current city and title, or
- whether you are available for freelance assignments.

If you wish, you can specify the type of writing on your page, for example, opinion, news, feature and others.



betterbnc.com

**Betterbnc.com allows journalists with open-call accounts to build "trades-facing" or "public-facing" pages.**

If you'd like to write introductory text to provide context for viewers of your pages and provide an email address where viewers can contact you, those options are also available.

You can also add links from YouTube, Vimeo, Issuu, Facebook, Wordpress, Tumbler,

your personal website and other web locations.

Each open-call contestant can create one public-facing page and one trades-facing page.

To help searchers find your pages, you can enter specific tags for each web page.

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