

### LEGISLATIVE DAY 2011 MARCH 17, OLYMPIA

▪ Register by March 10. Details are at [www.wnpa.com](http://www.wnpa.com)

▪ Registration information and an agenda will be distributed this month to the members of Allied Daily Newspapers of Washington and Washington Newspaper Publishers Association.

▪ Immediate questions?  
WNPA members, contact Mae Waldron, [mwaldron@wnpa.com](mailto:mwaldron@wnpa.com), (206) 634-3838 ext. 2.

Allied members, contact Heather Clarke, [heather@clarkecompany.net](mailto:heather@clarkecompany.net), (360) 628-8129

## THE THRILL OF VICTORY



Damian Mulinix / Chinook Observer

Damian Mulinix won first place for the Chinook Observer in Long Beach for this shot entered in the Best Color Sports Feature Photo category, Circulation Groups II-IV combined, in the 2010 Washington Better Newspaper Contest.

## Herald wins long records fight

The Associated Press

The Washington state Supreme Court on Jan. 13 ruled in favor of a Yakima newspaper's quest for access to an estimated \$2 million in billing records for court-appointed attorneys in a 2005 murder case.

The *Yakima Herald-Republic* had argued that the public has a clear interest in knowing how the money was spent. Yakima County countered that it couldn't turn over the documents because they were sealed by a judge.

Court records are exempt from the state Public Records Act, but only when they are exclusively held by the courts, the court said in a unanimous 9-0 ruling. Court records held by other agencies, in this case Yakima County, are not exempt.

The case involves legal fees and other expenses that court-appointed lawyers incurred defending Jose Luis Sanchez Jr. and Mario Gil Mendez

in a 2005 home-invasion shooting that left two people dead, including a 3-year-old girl. Mendez pleaded guilty; Sanchez is appealing his conviction and life sentence after a 2007 trial.

Taxpayer-funded defense costs in the murder case totaled \$560,000 for Mendez and \$1.5 million for Sanchez.

The defendants had a legal right to representation at public expense, and the newspaper waited until the trial court proceedings were concluded before asking for the records, said Bob Crider, editor of the *Yakima Herald-Republic*.

"Our argument was that the public, which paid for that defense, had a right to know how that money was spent," he said. "We're hoping that this will lead to some more transparency, and that it will send a message to the legal system throughout the state that the Public Records Act cannot be ignored."

The county's lawyer, Ken Harper, did not immediately respond to a telephone message seeking comment.

A judge assigned to oversee spending by defense attorneys in the murder case had placed the billing records under seal. But copies of the documents were apparently sent to the county auditor and board of commissioners so the lawyers could be paid.

The newspaper asked the high court to review its case seeking billing records for Sanchez. An appeals court upheld the newspaper's stance on billings records for Mendez, but the decision was appealed to the state Supreme Court.

The high court previously ruled in a separate case that the judiciary is exempt from disclosure requirements of the Public Records Act. But this case presented some new questions for the justices: Was the sealing of

See YAKIMA, page 5

## Summer internship entries due Feb. 4

If you have a qualified nominee for a WNPA Foundation internship scholarship for summer 2011, remember to send in the nomination by Feb. 4.

**RELATED STORY, PAGE 4**

The criteria for publishers' nominees are that you want them as an intern on your newspaper and they are interested in a career in community newspapers. They may be high school students, college students, or simply someone in your community.

Nominations should be e-mailed to Mae Waldron, [mwaldron@wnpa.com](mailto:mwaldron@wnpa.com). Please include your name and newspaper name, the nominee's name and a statement about his or her interests in a career in community newspapers, and a clear explanation of the proposed duties for the intern, including the name and title of the person who will supervise the intern.

Winners will be announced by March 11, 2011. The internship is a 240-hour commitment and must be served at a WNPA regular-member newspaper. The internship scholarship, up to \$1,000, would be in addition to any salary or other benefits you may provide for your intern.

If you have any questions, please call Scott Wilson at (360) 385-2900 or Mae Waldron at (206) 634-3838, ext. 2.

# Tread carefully when changing the state public records law

Ever since the voters decided public records should be, you know, public, public officials have complained about the unfairness of being forced to produce some of those records when a member of the public has the nerve to ask for them.

Such requests are seen by some legislators as particularly onerous on small cities and counties that get taken to court and fined for failing to give a person something to which he or she is entitled. The fine sometimes threatens to blow a hole in that city or county's meager budget, which generates sympathy from folks who routinely saddle local governments with mandates but no money.

In these stories of overwhelmed governments, the villain is usually a vexatious citizen who demands reams of documents then sues when some poor overworked public employee fails to produce a single page, record or missive.

There's a variation this year in which the villains are prison inmates, who are even less sympathetic than nosy citizens.

Attorney General Rob McKenna is proposing several restrictions to rein in a handful of inmates who file the lion's share of all lawsuits over public records.

His statistics suggest this is a problem worth solving: three-fourths of all public records actions in the state are brought by inmates, and half of those by five inmates who have turned winning such cases and collecting the fines into a cottage industry that spawns new lawsuits with the proceeds from victories.

He proposes that inmates who win such lawsuits over illegally denied records would no longer be able to collect the fines, which can range from \$5 to \$100 for each day the record was denied.

Inmates have no natural constituency in the Legislature, so it's not surprising legislators might be inclined to squash this



**Jim Camden**  
Spokesman-Review,  
Spokane

cottage, particularly after being told the inmates sometimes mine the files, find personal information about corrections officers and have contacts outside harass them or their families.

McKenna said he has no desire to expand the restrictions beyond inmates. But some members of the House State Government Committee seem eager to run toward this slippery slope. When Senior Assistant Attorney General Tim Lang said they weren't targeting inmates per se – because some do have legitimate requests – but the cost of the lawsuits they generate, Rep. Gary Alexander opined the clampdown shouldn't stop at the prison gates.

"Maybe this is the first bite," Alexander said, and the criteria should be applied to other frequent filers of public records requests. "Maybe we ought to be reconsidering that criteria and still not blocking valid public records requests."

But therein lies the rub. If a person files a valid request, and a government agency files it, there's no dispute, no lawsuit and no fine. If a person files an

invalid request, and the agency denies it, there may be a dispute and a lawsuit, but no fine. (There could be attorney costs, but McKenna's proposal doesn't do away with those even for inmate suits.)

It's only when a person files a valid request, the agency improperly fills or denies it, is sued and loses, that there's a fine. So how does anyone craft a law that picks out the invalid requests at the get-go?

Clearly, instances of harassment based on information found in records should not be tolerated. But that might be better addressed with added prison time for any miscreant who plans or carries out a crime based on information gleaned from a public record, similar to the extra penalties for crimes with guns.

If we don't want inmates to profit from multiple records requests, make it possible for a judge to order the fines from their suits to be paid into an account toward some worthwhile goal the state can't afford. According to the budget writers, there are hundreds of

them.

Removing the penalties for noncompliance with the public records law will only lead to one thing: Noncompliance with the law.

Those who doubt that should consider: The original Public Records Act had no penalties for noncompliance. They had to be added later by the Legislature, and even increased, to force some agencies to obey the law.

If legislators start down this slippery slope, one can easily see a time when the law is reduced to a mere suggestion that governments come up with documents when they want, if they want, for their pesky citizens.

*Spin Control, a weekly column by Olympia Bureau Chief Jim Camden, also appears online with daily items, reader comments and videos at [www.spokesman.com/blogs/spincontrol](http://www.spokesman.com/blogs/spincontrol).*

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# Secrecy is a bipartisan winner

Now know why bipartisanship is so hard to accomplish.

It apparently is such an incendiary topic that it can be discussed only in private.

Which might be why the Senate Early Learning and K-12 Education Committee went behind closed doors for a "joint caucus" last week.

The purpose of the secret meeting of committee members from both parties was bipartisanship, said Chairwoman Rosemary McAuliffe, D-Bothell. She planned to repeat them every Thursday after the regular meeting was finished.

Usually a caucus is a separate meeting of each house's party members. A joint caucus, therefore, is something of a contradiction in terms. The only difference between a "joint caucus" and a committee meeting is that the former is closed to the public and the latter is open.

I objected to the closed meeting, but committee staff members argued that according to Senate rules the only committee meetings that must be conducted publicly are those in which bills and resolutions are discussed and voted upon.

Yet for as long as I've covered the state Legislature, all committees where all members are present have been open – even work sessions and study sessions.

By Friday morning, Senate majority leadership had decided to end joint caucuses.

"We talked about it in leadership and in caucus, and we agreed that although her intent was positive ... there could be a perception that public business was being done in private," Senate Majority Leader Lisa Brown said.

Which is certainly good news and a wise decision. But McAuliffe's move behind closed doors was not a radical departure from what is becoming regular practice. It is just the next step.

Already common – more so in the House than the Senate – is the committee party caucus. Once rare and reserved for budget committees to review spending amendments, the closed caucus has spread to policy committees.

Brown promised that it would not be widely used in the Senate. In the House, however, nearly every bill in every committee is first discussed and voted upon in closed partisan caucuses. Then, lawmakers come out for a public vote, sometimes without debate.

If a city council, school board or county commission did such a thing, they'd be slapped with a lawsuit and a court order in days. Not the Legislature, though, which exempts itself from the



**Peter Callaghan**  
The News  
Tribune  
Tacoma

state Open Public Meetings Law.

Both parties embrace it.

"Governing in secret is one of the few truly bipartisan issues," commented Gig Harbor Councilman Derek Young on our Political Buzz blog. "When they want to play open government, they come up with some new rule for local government to follow and bask for a time in the 'sunshine.'"

"Local electeds screw up on occasion, but for the most part, doing things in secret and then scripting a kabuki theater for the public to see would seem pretty bizarre to us."

The Legislature has rules that require open meetings. Senate Rule 45 requires that "during its consideration of or vote on any bill, resolution or memorial, the deliberations of any committee or subcommittee of the Senate shall be open to the public."

The House has similar language. But both interpret their rule so that only the final deliberation and vote must happen in public. That interpretation contradicts court rulings on the state open meetings law, which allows no votes of any kind in secret. But the Legislature's rules aren't subject to court jurisdiction.

Some lawmakers claim closed caucuses are traditional. That's true if talking about the caucuses of the entire membership of the parties that meet in rooms just off the House and Senate floors.

But closed committee caucuses are a practice that seems to have taken off only when the House was in a 49-49 tie from 1999 to 2001. They weren't dropped when Democrats took control.

Now, as House members win election to the Senate, the bad practice could spread there as well.

Why? Because it's easier and produces less political damage. As such, it won't be given up easily.

Read more:

[www.thenewstribune.com/2011/01/16/1504219/houses-habit-of-closed-caucuses.html#ixzz1C611m4v6](http://www.thenewstribune.com/2011/01/16/1504219/houses-habit-of-closed-caucuses.html#ixzz1C611m4v6).

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## CALENDAR OF EVENTS

<b>March 17</b>	Legislative Day, Olympia
<b>March/April</b>	Advertising Webinar: Classifieds
<b>April 6-22</b>	Judge Texas Better Newspaper Contest, by mail
<b>April 15</b>	WNPA Board Meeting, Seattle
<b>May 13</b>	WNPA Better Newspaper Contest deadline
<b>June 4</b>	WNPA BNC Tourism Special Sections due
<b>July 15</b>	WNPA Board Meeting, Seattle
<b>Oct. 6</b>	WNPA Board Meeting, Everett
<b>Oct. 6-8</b>	WNPA Convention, Everett

## OPEN ACCESS &amp; LEGAL ISSUES

# McKenna targets inmate records suits

Crime should not pay in frivolous actions, he says

Spokesman-Review, Spokane

Prison inmates would be barred from collecting damages in public records fights with state government and could be banned from court if they repeatedly file frivolous suits, under bills supported by Attorney General Rob McKenna.

State law requires government agencies to release public records and allows anyone denied a public record to sue and receive damages if a court agrees the record was public and should have been released

by the government agency that denied the request.

The Public Records Act, which comes from a 1972 voters' initiative, is used by journalists and citizen activists as a check on government. But about three-quarters of all public records lawsuits are filed by prison inmates, McKenna said, and more than half are from a half-dozen or so inmates who have turned the suits into "a cottage industry."

"They should not be benefiting. Crime should not be paying in this way," said Sen. Mike Carrell, R-Lakewood, a co-sponsor of a bill McKenna supports that would keep inmates from collecting damages from a denied records claim. The state

would still be on the hook for attorneys fees if the lawsuit is successful.

Although damages aren't assessed unless a government agency violates the law, McKenna insisted the cases involving inmate requests are mostly "innocent mistakes" that come from handling lengthy and complex requests. And while local governments sometimes complain they are saddled with unfair damage awards when losing lawsuits over requests from citizens, the attorney general said there would be no attempt to keep anyone else from receiving damages for failing to disclose records the law says are public.

"We don't intend to propose

penalties be removed for citizens," he said.

Another proposal would bar inmates from filing any new lawsuit in state court if they've had at least three previous cases dismissed as frivolous. It's similar to a rule in federal courts.

In an effort to keep public records disputes from going to court, McKenna is also supporting a bill that would set up a pilot program in the Office of Administrative Hearings to review complaints of violations of the law. Another law would require any lawsuit over denied records to be filed within one year from the date an agency claims an exemption, provides the records or says there are no records that meet the request.

# Activist threatens lawsuit

Gold Bar, county said to hide facts about employee

Monroe Monitor

Gold Bar public records activist and attorney Anne Block has announced her intention to sue current and former members of the Gold Bar city council, as well as the Snohomish County Department of Emergency Management and Gold Bar as a city for issues related to public records requests.

The suit stems from a public records request Anne Block filed two years ago.

Convinced that then-mayor Crystal Hill was hiding something to do with a relationship with city employee Karl Majerle, she requested all city e-mails related to Majerle.

Majerle was fired for misusing city gas credit cards; he sued the city, and the city settled with him.

Block says that former city council member Dorothy Croshaw told her that during an executive session (a session held outside public view, only legal for discussing certain legal and business matters), the city agreed to pay Majerle off in order to conceal that the mayor had been having an affair with him.

Croshaw has since vehemently denied having said such a thing to Block or anyone, and has said no such deal was ever made.

But Block sought proof of the alleged affair, and requested the e-mails. The city missed a deadline getting her the e-mails, and when they were delivered, they were incomplete, Block alleges.

Later in 2009, Hill resigned, and the mayor's job was turned over to current mayor Joe Beavers.

Block believes that Beavers and other members of city government then decided to target her.

Saying that a current council member tipped her off, she alleges that one council member used his position at the Department of Corrections to search her personal history looking for ways to embarrass her into silence.

Block says she has found proof of that, and has filed a criminal complaint against the council member.

The whistle-blowing council member, who Block would not name, allegedly told her the council discussed the matter in executive session.

Block also believes that a member of the Snohomish County Department of Emergency Management, who has since married the former mayor, also used his Department of Homeland Security clearance to search

See GOLD BAR, page 6

# Chronicle gets report, drops suit

The Chronicle, Centralia

A lawsuit between the city of Centralia and the *Chronicle* over public records has reached an out-of-court settlement. According to court documents, the city will have to pay \$14,650 to the *Chronicle* to cover the newspaper's legal fees. The city also agrees to release all future evaluations of city managers.

In exchange, the *Chronicle* has agreed to dismiss a lawsuit filed in July to force the city to release the records of former City Manager Patrick Sorensen.

The city agreed to the settlement the evening of Jan. 11 after a closed-door executive session. City Attorney Shannon Murphy-Olson could not immediately provide details of how much the city spent defending the lawsuit, but she said she could provide it after the *Chronicle* makes another formal public records request.

In July of last year, the *Chronicle* filed a lawsuit with the city after it repeatedly denied the newspaper's requests for the release of performance evaluations of Sorensen, who abruptly resigned in March citing "philosophical" differences with city council members. Sorensen was hired in February of 2009. *Chronicle* reporter Adam

Pearson filed a request under the state Public Records Act the same day, asking for disclosure of the evaluations that began before Sorensen's departure.

Sorensen was paid \$69,600 compensation equivalent to six months of his nearly \$127,000 annual salary — following his departure. Murphy-Olson had been receiving additional compensation of up to \$10,000 in her role as interim city manager. Rob Hill, who left Susanville, Calif., as its city administrator, began his job as Centralia's new city manager in September.

Hill said he didn't have any specific comments relating to the lawsuit because it dealt with a city employee who was there

See CHRONICLE, page 4

# New Ferndale clerk opens up

Former journalist makes changes, plans many more

Ferndale Record

Visitors to the City of Ferndale Website may have noticed a few changes recently and should expect to see more.

On his first day as the new city clerk, Sam Taylor posted the employee contacts for all city department heads and added an online public records request feature allowing anyone to solicit records or review city forms and applications with the click of a mouse.

The Website's newest additions are the first step to better exposing citizens to how their local government operates, said Taylor. It's a process that he aims to make more transparent and accessible in the coming weeks.

"My first priority is open government," Taylor said. "It's why the mayor hired me in the first place, because I am a passionate government watchdog."

A journalist for eight years, Taylor developed a keen interest in state laws regulating which government documents and meetings the public can access. As he evolved into a

small government and politics reporter for the *Bellingham Herald*, navigating the request process quickly became his specialty as he pursued information pertinent to his coverage. Now as a city employee, Taylor said it is his goal to apply that same diligence but from a new perspective.

"I promised myself I would remain true to my beliefs," Taylor said. "I think it is crucial that the public can easily get their hands on as much information as possible and by putting it on the Website it's that much more accessible and more efficient."

In a preliminary meeting with city administrators, his role was clearly defined—enable the city to become more transparent and keep citizens in the loop, informed of city actions. Taylor said these priorities reassured him that staff were aware of the importance of and willingness to dialogue with the community.

"The mayor said 'we want citizens to be able to say maybe I disagree with the decisions you're making, but I can't say I wasn't informed,' and that is the best possible thing to tell a person like me," Taylor said. "I think [Ferndale] does well at open government, but I am that last missing piece of the puzzle."

Taylor, 26, attended the University of Idaho, graduating with a bachelor's degree in journalism and a minor in political science. As a post-graduate he worked with several newspapers, covering municipalities large and small including the *Spokesman-Review* in Spokane, before joining the *Herald* news staff in 2006. Taylor was invited by the Society of Professional Journalists Leadership Institute to participate in training, furthering his abilities to cover elections and to manage a team of journalists interviewing candidates during political races.

The city clerk position requires only an associate's degree, but Taylor said he will pursue Certified Municipal Clerk status through training and extended learning opportunities over the next three to four years. Already a member of the Washington Coalition for Open Government, he also plans to pursue a membership with the Washington Association of Public Records Officers.

"I've worked with these organizations in the past from the journalism side, but I think it is important to continue to be part of those groups in order to participate in those conversations and learning,"

See FERNDALE, page 4

# Long e-mail battle ends in Monroe

Dispute lasted five years in court

Herald, Everett

It all started when activist Meredith Mechling asked for e-mails between City Council members and the city's lawyer.

When the city failed to fully comply, she sued Monroe under the state's public records laws in 2006. She won in October 2009 in the Court of Appeals.

The controversy played out almost five years, but it finally come to a close Dec. 17

when Monroe paid Mechling \$157,394 to settle the dispute.

"If we don't hold our government accountable, things will never change," Mechling said.

The settlement covers the nearly \$115,000 Mechling spent on legal fees. It also is about \$35,000 less than what she proposed to settle the case in November 2009.

The money came from Monroe's revenue stabilization fund, which is earmarked for financial emergencies.

Monroe has made adjustments in how it handles information requests, Mayor

Robert Zimmerman said.

Monroe now has two employees who deal with public information requests. They've received more training, city administrator Gene Brazel said.

The council approved the settlement at its Dec. 7 meeting. The city earlier this year paid \$20,000 for its own legal fees in the case, city financial manager Dianne Nelson said.

Both sides agree it is good the case is closed.

"It's better for everybody involved to put these things behind us," Mechling said.

## FERNDALE from page 3

Taylor said.

In addition to updating the Website and adding more detail, Taylor plans to utilize social media such as Facebook and Twitter to communicate with citizens. A meeting with department heads last month allowed him to identify other information such as growth and economic development details that citizens don't always get to see but are nonetheless important, Taylor said.

"It's attractive to work within a community that is interested in its government, one that values openness and transparency," he said. "Already I've fulfilled two public records requests. Both were about me, but I am happy to do that."

Over the next few months Taylor will work closely with City Administrator Greg Young and deputy clerk Sylvia Stiles on becoming familiar with City Hall, filing systems and records, goals for communication and his duties with the city council.

Taylor said already he has fielded questions regarding meetings and records, especially since his own appointment created questions within the council regarding city versus state law, and that he is working to help the council operate correctly according to state law.

At committee meetings last month, one session ended early and rather than move onto the next, Taylor said he encouraged the council to stick to the posted schedule to give members of the public the opportunity to be present.

"It's the little things that are the most important," Taylor said.

For more information regarding public records requests or city communications, visit [www.cityofferndale.org](http://www.cityofferndale.org) and click on 'public records'. E-mail Taylor at [SamTaylor@cityofferndale.org](mailto:SamTaylor@cityofferndale.org).

# Legislative news interns ready to work

## Papers still have time to register

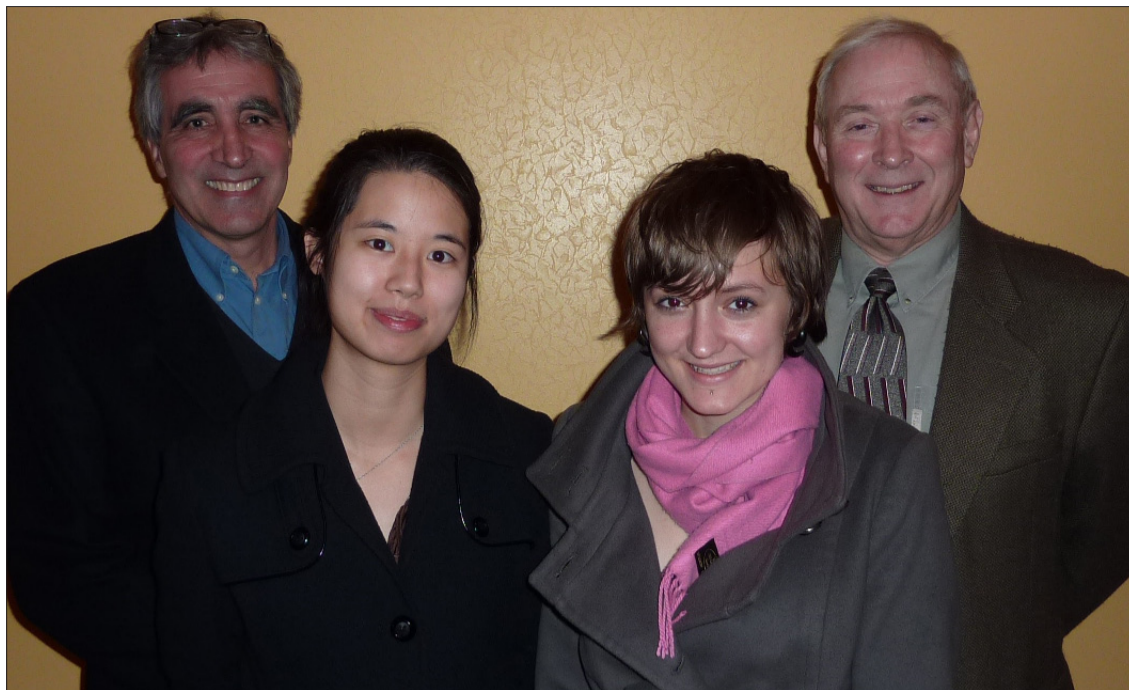
Members of Washington Newspaper Publishers Association may still register to receive stories from WNPA's legislative reporting interns, Tiffany Vu and Janelle Kohnert.

The two students are participating in the University of Washington's legislative reporting program, with Vu reporting for newspapers in Eastern Washington and Kohnert for papers on the West side of the Cascade Mountains.

Frank Garred is serving as editorial director for the two reporters.

He introduced the students to trustees of Washington Newspaper Publishers Association at the WNPA board meeting Jan. 14 in Olympia.

The interns were funded by the WNPA Foundation and by donations the Foundation solic-



Jana Stoner/Northern Kittitas County Tribune, Cle Elum

From left are WNPA Foundation president Scott Wilson, WNPA Reporter Tiffany Vu, WNPA Reporter Janelle Kohnert, and Frank Garred, editorial director for the two reporters.

ited from WNPA members.

To register to receive stories or request stories, contact Garred by e-mail at [fpg@olympus.net](mailto:fpg@olympus.net) or use these phone numbers, land: (360) 385-3313 and

cell: (360) 808-0648.

Garred is a former director of the WNPA Foundation, past president of WNPA and former publisher of the *Port Townsend Leader*.

WNPA members are invited to donate \$100 to the WNPA Foundation. The Foundation expects to support this UW Legislative Reporting program again next year.

## UW to honor Ng with Odegaard

Assunta Ng, founder and publisher of the *Seattle Chinese Post* and *Northwest Asian Weekly*, will be honored May 5 by the University of Washington's Educational Outreach Program.

Ng, who holds multiple degrees from UW, will receive the the Charles E. Odegaard Award, which honors individuals whose leadership in the community exemplifies the former UW president's work on behalf of diversity.

The award will be presented May 5 at the Bell Harbor

International Conference Center on the Seattle waterfront at the annual EOP Celebration gala sponsored by Educational Outreach and the UW Office of Minority Affairs & Diversity.

The *Northwest Asian Weekly* is a member of WNPA.

Ng is a strong supporter of WNPA and the WNPA Foundation.



Assunta Ng

## Washington News Council gets bittersweet grant news

The Washington News Council announced it has met the Gates Foundation's Challenge Grant target by raising \$100,000 in total donations by the deadline of Jan. 15.

"We are extremely grateful to the Foundation for its continued generous support of the WNC and our important work," wrote John Hamer, WNC president, on the WNC Website. "This news is especially welcome because we recently learned that the Minnesota News Council, which was the model for the Washington News Council when we were founded in 1998, is closing its doors after 40 years."

Funding issues and fewer complaints were the catalysts for MNC's closure, Hamer reported on [www.wanewscouncil.org](http://www.wanewscouncil.org). "Over the past 40 years, much of the MNC's support came from that state's newspapers and other media outlets, including local television stations. However, their funding declined severely in recent years due to the financial problems of the news industry in Minnesota," Hamer noted.

The Washington News Council relies on foundations, including the Gates Foundation, for financial support, as well as associations, corporations and individuals.

## CHRONICLE from page 3

before his tenure. He said he did not have a problem with any potential future evaluations of his performance being made public.

"It's of no concern to me, I have nothing to hide," Hill said.

He said he believes in government transparency, but he stands by the decision the city council made on initially not releasing the documents, again noting the situation occurred before his tenure.

"I am in no position to second-guess what the city decided," Hill said. "I just want to move on and continue doing my job."

City officials had initially said they wouldn't release the performance evaluation because they said if it were made public, they would not be able to honestly and openly evaluate future city managers.

However, Mayor Harlan Thompson now says that although a city manager's evaluation can be made public, he still felt he could give an honest assessment. He said he did agree with the city initially not disclosing the evaluation because

Sorensen had requested it not be released. Sorensen had the opportunity to obtain a court order barring the release of the documents, "but he didn't so we released it and that was the end of it," Thompson said.

City Councilwoman Edna Fund said she didn't like the city "having to pay out any money for this sort of thing," and that an evaluation potentially being made public is a "touchy" situation. She noted she used to work as an administrator for vocational rehabilitation employees with the state and had to conduct several employee evaluations. She said whether or not an evaluation is made public, it is her duty to give an honest one in order to help the employee improve and do the best job he or she possibly can.

Sorensen now works as the manager of the Lake Whatcom Water and Sewer District in Bellingham. The *Chronicle* contacted Sorensen early on Jan. 12. He said he wasn't aware of the settlement, but said upon learning a city manager's evaluation

can be made public that the outcome was an "interesting part of the judicial process."

*Chronicle* Executive Editor Michael Wagar said he agreed to a settlement rather than taking the lawsuit to court because the city agreed to release the public records requested in the future.

"We didn't feel it was necessary to pursue this in court," Wagar said. "We're not happy the city had to pay ... when they could've released the records initially."

He noted that if the *Chronicle* had chosen the route of court proceedings, he believes the paper would've had a "strong case," because of the support of the Allied Law Group, the Seattle law firm representing the newspaper against the city.

He said he hopes the settlement will be a reminder to all governments of their responsibility to inform the public of how they conduct business.

"I hope this sends a clear message to Centralia city government and all governments across Lewis County it's their duty to

provide a transparent government," Wagar said.

Wagar said state law is firm in requiring public agencies to release documents, not withhold them, as their first impulse.

"There was more valid information in those documents than what the city had said why (Sorensen left)," Wagar said. "After Sorensen was let go, we had no idea why and we thought it was appropriate to find out and let the public know."

The *Chronicle's* position was supported, he noted, by statements from Assistant Attorney General for Government Accountability Tim Ford. Ford wrote in an e-mail to Murphy-Olson indicating that under the state's Public Records Act, evaluations of a city manager are of a "legitimate public interest."

Murphy-Olson had sent a statement to the *Chronicle* the day the *Chronicle* sued the city saying the city was standing by her original position that the case of *Dawson v. Daly* controls the non-disclosure of routine perfor-

mance evaluations.

"It is very apparent that the city and the *Chronicle* are at odds on the interpretation of Washington state law in this area," she wrote. "The city strongly supports transparent government, but there still remain a few areas that require protection of employee privacy."

The city eventually released Sorensen's evaluation in August of last year, five months after the initial records request and one month after the *Chronicle* sued for their release.

The documents said Sorensen did not "seem to know how to work in the high-octane Lewis County political environment" when it came to balancing the budget, working with the City Council and working with higher elected officials and managing city personnel. It documented numerous council members stating they were not happy with Sorensen's performance with community relations and "not having respect" for elected women in positions with titles.

## HOW THEY DO IT

## Daily News uses reprints to mark century of growth

Weekly reprints mirror century of change in Moscow/Pullman

To mark the 100th anniversary of the *Moscow-Pullman Daily News*, the newspaper published a special 2011 calendar and instituted a weekly feature where a page from the archives is reprinted on the back page of the Slice of Life section.

Coincident with the Sept. 28 anniversary, the newspaper plans a special section about the century of growth and change in the area.

Publisher Nathan Alford announced the plans Jan. 2, along with a call for volunteers for the newspaper's Community Advisory Board IV.

The first reprint, on Jan. 2, was the front page of the *Star-Mirror*, Vol. 33 No. 8, dated July 16, 1914.

The page included more than 20 stories of international, national and local significance.

The sole illustration was of

the Ancon, the first passenger steamship to pass through the Gatun locks of the Panama Canal. It was shown carrying 700 passengers and being towed through the locks by two locomotives.

Among the local stories above the fold: the early stage of a primary campaign ("Republicans Active in Primaries, Democrats are Going Slow — Many Candidates Out for Sheriff"), a notice that the state supreme court would rule on the Milwaukee Railroad's transport of liquor through dry territory, the arrival of a soil scientist from the USDA charged with working with the local university to survey the state's soils, a review of the well-attended closing of the Moscow Chatauqua, and the disappearance of a Spokane man.

Future reprints will feature pages from the other *Daily News* predecessors, the *Idahonian* and the *Palouse Empire News*.

## Journal journeys through past

Stylized front pages cast today's news in designs of past

The editorial staff of the *Shelton-Mason County Journal* dramatized the newspaper's 125th anniversary by designing the front page of each January issue in the style of another era, while presenting the current week's news.

Each front page featured a commemorative 125th anniversary logo by *Journal* ad designer Will Adams. The logo drew readers' attention to a note from Editor Jesse Mullens about the decade of the week and, in some instances, its top news stories.

For the first week, the staff chose the 1930s, when the flag featured the newspaper name in a gothic font superimposed on a line drawing of an eagle. Headlines were all-caps in a serif font and rules were plentiful.

The second week looked back to the 1980s. The flag, in a more decorative italic font and without a graphic, ran below the top story and just three columns wide. Headlines were in narrow, sans serif fonts and had lots of leading. Serving like subheads, the first few words of some paragraphs were in bold-face, all caps.

Week three featured a 1990s-style page and cyan spot color in the flag. Many editorial staff members started in the newspaper business in the 90s and enjoyed returning to their roots that week.

Saving the most difficult for last, week four, Jan. 26, looked back to the late 1800s. Front pages were nearly 100 percent text and used very small fonts.

Though Mullens found it was a challenge to fill the front page that week, he said the project had been a lot of fun and readers had responded very well.

The anniversary issues'

editorial pages also featured reprints of columns or editorials.

The Jan. 2 page opened with these paragraphs of explanation:

"The *Shelton-Mason County Journal* has published in three centuries. Since our first paper went to print 125 years ago, we have been a dominant voice in Mason County covering local news and events and giving our opinions.

"Much has changed but our jobs remain pretty much the same. We are the watch dogs of Mason County. During the coming month we will publish columns and editorials from our past highs and lows. Hopefully the words still ring true today.

"Our series begins with a column written by *Journal* legend Henry Guernsey Gay (1926-1999) on Sept. 12, 1991."

## YAKIMA from page 1

the administrative and financial court records proper, and must a government agency comply with the Public Records Act if it has copies of documents that also happen to be in a sealed court file?

The high court rejected the newspaper's argument that the billing records were administrative, rather than judicial, in nature, and it ruled that the trial court should determine whether the decision to seal the financial documents was proper. But the high court found that as a nonjudicial agency, the county violated the Public Records Act when it failed to release the documents.

The court also awarded costs and attorneys fees to the newspaper.

Crider estimated the newspaper's costs in the "six figures," but couldn't provide an exact dollar amount.

"It's a pretty major victory for open government," said Michele Earl-Hubbard, lawyer for the newspaper. "The court here has streamlined the process so that hopefully, in the future, the public can gain access to these records."

Gregory Link, an attorney for Sanchez, had asked the justices to consider his client's interests, arguing the release of the billing records could reveal defense attorneys' strategy and thus jeopardize Sanchez's right to a fair trial. Furthermore, defendants who can afford their own attorneys would never have to reveal such information.

Link did not immediately respond to a request for comment.

Two prominent Seattle defense attorneys who were assigned to represent Sanchez in 2005 were kicked off the case in 2006, after a judge found they had acted unethically. The attorney general's office then investigated and found the attorneys had wasted \$1 million of public money and engaged in wrongful conduct, but it found there was not enough evidence to prosecute them.

## Community paper readership stays strong

Large online sites don't fare as well in NNA's survey

Communities served by community newspapers continue to demonstrate heavy reliance upon their local papers for news and information. Seventy-three percent say they read a local newspaper at least once a week.

Readers also say they read most or all of their community newspapers (78 percent), and of those going online for local news, 55 percent found it on the local newspaper's website, compared to 17 percent for sites such as Yahoo, MSN or Google, and 26 percent for the website of a local TV station.

The results are reported by the National Newspaper Association, which late last year completed its fifth readership survey on the patterns of

community newspaper readers. Working with the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, NNA tests reactions of people living in smaller communities served by local newspapers.

Since 2005, NNA has done research on how people read and what they think about their local newspapers. Results have been fairly consistent over the years, though the surveys have focused more tightly on small communities during the five years. For the 2010 survey, readership for towns with newspapers that have circulations of 8,000 or less were sampled. The community size has not significantly affected outcomes. The surveys show that community newspapers have remained popular.

### THEY WANT IT ON PAPER

Early data gathered by the National Newspaper Association indicate that the positive findings are consistent with earlier surveys:

- 73 percent of those surveyed read a local newspaper each week.
- Those readers, on average, share their paper with 3.34 persons.
- They spend about 37.5 minutes reading their local newspapers.
- 78 percent read most or all of their community newspapers.
- 41 percent keep their community newspapers six or more days (shelf life).
- 62 percent of readers read local news very often in their community newspapers, while 54 percent say they never read local news online (only 9 percent say they read local news very often online).
- 39 percent of those surveyed read local education (school) news very often in their newspapers, while 67 percent never read local education news online.
- 30 percent read local sports news very often in their newspapers, while 67 percent never read local sports online.
- 35 percent read editorials or letters to the editor very often in their newspapers, while 74 percent (nearly three quarters) never read editorials or letters to the editor online.

## PASSINGS

### Former YHR columnist Carol Hilton remembered

Also a section editor and reporter, she was active in community

*Yakima Herald-Republic*

Carol Hilton's columns in the *Yakima Herald-Republic*, which ran twice a week in the early 1970s, read like letters from a friend.

Conversational and by turns confessional and lighthearted, Hilton's regular feature on what was then the women's page, was her most public contribution to the newspaper. But she was also a section editor and reporter, both here and at *The Daily Olympian*.

Hilton died Jan. 10 in Portland, where she had lived since 2004. She was 85.

A Southern California native, Hilton met her husband, civil engineer John Hilton, in 1949 while working as an airline hostess. A 2009 *Seattle Times* obituary about Jack

Hilton describes their whirlwind romance beginning during a turbulent flight that sickened several passengers.

"The two flirted over an ammonia inhalant and chatted about classical music," the story said. "Before the DC-3 charter plane landed back in Denver, he'd asked her out to lunch. They married a month later."

Remembered by friends for her sense of social justice, Hilton was a booster of local performing arts and member of the Allied Arts board of directors. Hilton bolstered her journalism career, which began as a reporter for the weekly *Bothell Citizen*, by returning to school midlife and earning a master's degree from the University of Washington. She went on to win state and national journalism awards and was active in the Washington Press Association and the Association for Women in Communications.

She is survived by her son, John Hilton III, and his wife, Kerstin.

### HILTON'S TOUCH

An engaging columnist, Carol Hilton was perhaps at her best writing the sort of thoughtful column she published on New Year's Eve in 1972:

"'Auld Lang Syne' we sing for old acquaintances we hope to see again, and also for a passing acquaintance with a year we'll never meet again.

"How do you say 'goodbye' to a year?"

"The way you do to a beau, perhaps, when the romance is ended. Firmly. Without regret. Remembering with pleasure the good times you had together. You grieve a little over the disappointments — the hopes that were unfulfilled, the faith that was broken. Maybe you shed a tear or two.

"Then you put a bright, new ribbon in your hair and see what's around the corner."

## GOLD BAR from page 3

personal histories improperly on Hill's behalf.

And Block says that Gold Bar's city council and mayor also orchestrated a city council meeting in such a way as to try to silence her, thus depriving her of her civil right to speak, and to seek and get public records.

Block has hired William Chritenden, the same attorney that helped Monroe's Meredith Mechling win more than \$150,000 from that city in a public records case, to represent her.

She is seeking \$10 million in punitive damages and \$500,000 for compensatory damages for pain and suffering.

She is aware the city doesn't have anything like \$10 million. And in any case, the city's insurance would not be likely to cover the settlement, should the city lose.

Therefore, the city council members themselves would be personally liable for the settlement, along with their spouses, something Block said is not her problem.

"It's not my problem, I didn't go down this road," she said. "All I asked for were records. Unfortunately, I am where I am today. I am confident these people will be brought to justice for what they have done."

Gold Bar Mayor Joe Beavers has been outspoken about what he sees as a chronic abuse of public records requests as a means of harassment in the state of Washington, and said that the Gold Bar case is an example of it.

As for the tort claim, he said he would wait to comment until he saw the papers.

# Publisher, husband survive road wreck

## Van den Bosch touts Airlift Northwest after her experience

*The Islands' Sounder, Eastsound*

**I**slands' Sounder Publisher Elyse Van den Bosch and her husband, Fred Munder, are recuperating in Friday Harbor at the Life Care Center of the San Juans after they were seriously injured in an auto accident early on Jan. 4.

Their car was clipped by an 18-wheeler that crossed into the oncoming lane on an Orcas Island road. The accident was

reported around 6:30 a.m., Orcas Fire and Rescue said.

The couple's SUV was traveling south towards the ferry landing when it was struck by a truck's long trailer that veered into their lane. The SUV came to rest upside down against a tree.

The couple was airlifted to St. Joseph Hospital.

Munder suffered a broken leg and arm, and Van den Bosch has a fractured hip. The truck driver was not injured, public safety officer Maxx Jones said.

Van den Bosch is also the publisher of the *Journal of the San Juan Islands* and

the *Islands' Weekly*. Sound Publishing Inc. owns the three newspapers.

Marcia Van Dyke, publisher of the company's two newspapers on Whidbey Island, is handling publisher responsibilities for Van den Bosch on a temporary basis. Van Dyke is a former publisher of the *Journal*.

Van den Bosch wants to remind islanders to take advantage of the Airlift Northwest membership for medical flights.

"It's an incredible service," she said. "It's only \$79 for a year, and you never know when you are going to need it."

As a result of the crash,

Orcas Island Road was blocked in both directions, which meant many commuters did not make it to the ferry.

"Since our No. 1 objective at all times is safety, we will always strive to maintain scene safety until everything is clear and all danger is mitigated," Jones said. "The scene may appear clear to the public eye when, in fact, it is not. We understand the need to get to the ferry and we work as fast as possible to clear the road. But life safety will always be first. We apologize to anyone who may have been inconvenienced by this crash scene."

## Institute looks for big ideas

**D**o you have a big idea, but not enough bandwidth in your day job to tease it out of your head and onto the table?

Are you missing the right bright people around that table to help your idea take shape?

Does your current situation lack the development and research capabilities to test and measure your idea? Bring your big idea to the Reynolds Journalism Institute.

The Donald W. Reynolds Journalism Institute is now accepting applications for the 2011-12 class of Donald W. Reynolds Fellows.

"RJI is looking for solutions for the future of journalism. If you have an idea that you think can transform journalism's role in society, we want to hear about it," says Pam Johnson, RJI executive director.

In a time of tumultuous and exhilarating change in journalism, what would you do with eight months, a generous living stipend and a chance to collaborate with some of the brightest minds in media today?

The Fellows program has created a network of journalists and scholars who have led the way in journalism.

To apply, take the best idea that you'd like to develop. Make sure it has the po-

### ON THE WEB

Check out the past classes of Fellows and their success:

[www.rjionline.org/fellows-program/index.php](http://www.rjionline.org/fellows-program/index.php)

tential to sustain the values, principles and purposes of journalism. Proposals that link technology and journalism are especially sought. Boil it down to three pages.

Make sure your idea will benefit from the research and experimentation opportunities at the University of Missouri.

Be prepared to spend Sept. 1 through April 30 largely in residence in Columbia, Mo., home of the University of Missouri.

Proposals are reviewed on a rolling basis. The earlier you apply, the more opportunity there will be to review, collaborate and strengthen your proposal. Finalists will be asked to provide additional information regarding the expected outcomes of the proposed work.

Send your proposal and resume to Executive Director Pam Johnson: [pam@rjionline.org](mailto:pam@rjionline.org) or mail to: Pam Johnson, Executive Director, Donald W. Reynolds Journalism Institute, Administrative Offices, Suite 300, Columbia, MO 65211.

## 175 slots open for teachers

**I**f the newspaper at your local high school needs more help than you can provide, pass this story onto the paper's adviser.

As part of its national effort to help teens develop and embrace 21st century news literacy, journalism and leadership skills, the team at [my.hsj.org](http://my.hsj.org) and [hsj.org](http://hsj.org) seeks high school teachers for an expenses-paid, two-week summer institute.

Up to 175 teachers will be selected to attend the 2011 Reynolds High School Journalism Institute. Deadline for applications is March 1.

Teachers from high schools that lack student media or have struggling journalism programs are especially encouraged to apply. Transportation, lodging, meals, materials, tuition and continuing education credits are covered by ASNE with a grant from the Donald W. Reynolds Foundation. There is no cost to the teacher or school.

People from throughout the school building are encouraged to apply, as long as they have an interest in journalism.

### ON THE WEB

Applications for 2011 Reynolds High School Journalism Institute: [hsj.org/reynolds](http://hsj.org/reynolds)

# Shooting down 'stand-up' stories; pitfalls of the Web

**T**he story about a government project was weak, without the faintest ripple of skepticism, so as I read it, I slowly stood up and aimed a forefinger at it, as if to blast it back to where it belonged: the graveyard of broken journalism.

I have a nickname for such stories. I call them "stand-ups," from the fact that, as I'm reading them, my rising bile causes me to rise involuntarily and threaten violence.

Then came the real killer paragraph: Electronically dredging up a year-old press account, the reporter had used a quotation, a public official's prediction that seemed not only grossly out-of-date, but also preposterously wrong.

Logic compelled me to pull the trigger.

Computers, the Internet, Websites, e-mail are all outstanding products of the electronic age. But they're often the McDonald's of newspaper reporting, the drive-through joint you go to for low-nutrition convenience.

Of course, that's a broad brush; no way I'm prying my fingers off my access to the Internet or electronic archives or e-mails.

I may be dreaming, but I think newspapers' use of e-mail

interviews is fading. (I do worry that reporters are doing e-mail interviews, then not labeling them as such, employing instead the misleading attribution, "... So-and-so said.")

But if reporters (and editors) have wised up as to the danger inherent in the e-mail interview, they seem to have replaced one danger with another even more insidious.

At least the e-mail interview is an attempt, albeit a foolhardy one, to get current information. The electronic grabbing of old statistics and archived interviews is pure laziness that produces untrustworthy material.

Reporters always have looked back — the traditional newspaper library, bulging with the community's history, was great fun to explore — by sifting through yellowed clips for background, context, names of sources, etc. And I won't swear that I never filched from one of those clips something I shouldn't have.

But the usual payoff for such



Jim Stasiowski

library mining was to confirm that Action A happened at Time B on Date C at Location D.

Some of my editors were soft-spoken and reasonable, some serpent-fanged and argumentative, but all were demanding, and to comfort me in my times of woe, none ever used these words: "Gee whiz, Jim, what a darn shame to have that hole in your story. Tell you what, just find something old in the library, that'll be good enough."

I was more likely to hear, "... and do not even think about telling me you couldn't get hold of him (her, them)."

Sure, in absolutely dire circumstances, an old reference can be better than none at all, but it still isn't "good enough"; more often, it's a sign that we're surrendering to convenience.

And even if it's true that the number of e-mail interviews is decreasing, there's another questionable Internet connection that is flourishing: Reporters, sensing a reprieve from the chore of getting detail and background firsthand from sometimes prickly sources, are clicking on company or personal Websites for information, explanations, even quotations.

Oh boy.

The pitfalls there are so numerous and obvious that I have a hard time understanding why editors would accept anything straight from a Website. Let us review a few of the horrors:

First, very few Websites are updated regularly, and I'll wager close to none are updated daily. Thus, a phone call to a source is going to yield fresh information.

Second, there is no guarantee that even the most basic material on a Website is accurate. Can you count on a company's Website to spell the CEO's name correctly? Probably, but if I'm writing the story, I'm going to make sure I've checked the spelling with the CEO, or at least with someone who speaks officially for the company.

Third, most business and personal Websites are nothing more than electronic billboards filled with carefully crafted spin. We swear that we spurn the public-relations-crafted statement, but the stuff on Websites is merely that, designed not to inform, but to sell a product or polish an image.

Fourth, when I read a sentence that quotes from a Website, I envision a slouching, lazy reporter and a timid editor. Neither inspires confidence

in me, and thus, I am left to wonder what other corners the story cuts.

Such references get into newspapers not because reporters use them, but because editors allow them. If you're an editor, and you see a story with that kind of usage, demand better.

In other words, stand up before I do.

**THE FINAL WORD:** One of the baffling sections of *The Associated Press Stylebook* covers words beginning with the syllable "work."

Almost all of the ones we journalists commonly use are one word: "workday," "workout," "workplace," "workweek." But here's the oddity: "Work force" is two words, the *Stylebook* says, although the dictionary disagrees, preferring "workforce."

Please, AP, go with the flow. I'm tired of having to look on Page 310 every time I use one of those.

Jim Stasiowski, the writing coach for *The Dolan Company*, welcomes your questions or comments. Call him at 775 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

# Upgrades necessary — if the price is right

I remember visiting a newspaper several years ago that had multiple workflow issues. This was a weekly newspaper, mind you. I'll never forget walking into the "scanning room" to meet the full-time scanning person.

As I jotted down some notes in my notebook, she asked, "What are you writing?"

I told her I was going to recommend some changes that would significantly speed up the scanning operation. One of these included replacing the ancient scanner that took what seemed like forever to scan a photo.

Faced with that reality, she said, "No, don't do that."

When I asked her why, she pulled a word search puzzle book from her desk drawer and said, "I can get a lot done on my puzzles while I'm waiting on the photos to scan."

Though it seems unrealistic, that scenario wasn't all that different from many I face while visiting newspapers in my role as a consultant.

Just last week, over breakfast, I visited a publisher in New York concerning the company's workflow. A few hours later, after making a recommendation that would save the newspaper several thousand dollars, I commented, "It looks like I just paid for my visit."

She turned to me and said, "I hadn't planned on mentioning this, but you way more than paid for yourself at breakfast this morning."

That's the way it works. Newspapers, just like other businesses, often keep doing things the same way they've done them for years, never considering that a few tweaks here and there could save tens of thousands of dollars each year.

A few days ago, I received calls from two different newspapers within an hour of each other. It was a crazy busy day, but I took them both. The first was a client I had recently visited. She asked if I could take a few min-

utes to look over a contract she was getting ready to sign for new equipment. On the list were three MacPro computers, totalling over \$10,000. I mentioned that this was overkill. By purchasing 27-inch iMacs, the newspaper could save almost \$6,000 and see no appreciable drop in output. In 5 minutes, the publisher saved \$6,000.

Just minutes later, I received a call from a newspaper in Tennessee. They were getting ready to sign a contract for upgrades to their hardware and software and asked if I could take a minute to look over the list provided by their vendor. Within a couple of minutes, we cut \$10,000 in expenses for items that would never have been used.

Here's the thing. Both newspapers were doing the right thing by upgrading hardware



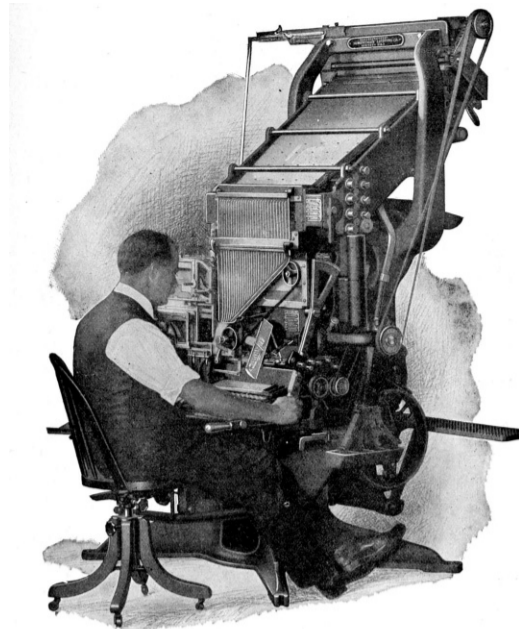
**Kevin Slimp**  
Director,  
Newspaper Institute  
of Technology

and software. What many publishers don't anticipate, however, is the money that will be saved in improved efficiency after purchases are made. A lesson they learned is that by taking the proper time to make purchasing decisions, significant savings can be achieved.

A couple of months ago, I visited a group of newspapers in North Carolina. The computers looked like they came right out of the 1990s. Some designers were laying out pages in QuarkXPress. Others were working in InDesign. I met two paginators who were creating pages in Illustrator.

When I asked why there were so many applications being used to achieve the same purpose, I was told, "We just use whatever was on our computers when we got here."

I made suggestions related to hardware and software that



**Lintotypes got replaced for the same reason you need to upgrade your backshop today — new technology increases productivity.**

should increase output by 30 percent or more. Eventually, I sent an e-mail to a contact with the group, explaining that what they really needed to consider was changing their entire workflow. With new production methods, I wouldn't be surprised

if the staff doubled their creative output.

I'll let you do the math. There were at least a dozen full-time staff persons involved in page and ad design. If they're spending twice as much time (and I would guess they're spending considerably more than this) as necessary due to slow equipment, how long do you guess it would take to recoup a few thousand dollars in hardware and software purchases?

What would I suggest if I came to your newspaper? I'd probably look around for equipment that needs to be replaced and production methods that would improve efficiencies.

Want the biggest bang for your buck? Don't keep computers that are more than three or four years

old for design, photo editing and production purposes.

I remember reading a column in an Australia-based industry publication a few years back. It was about a publisher who refused to move to computers to design his newspapers. His reasoning? It was too expensive to buy computers and software. They'd just do it the "old" way.

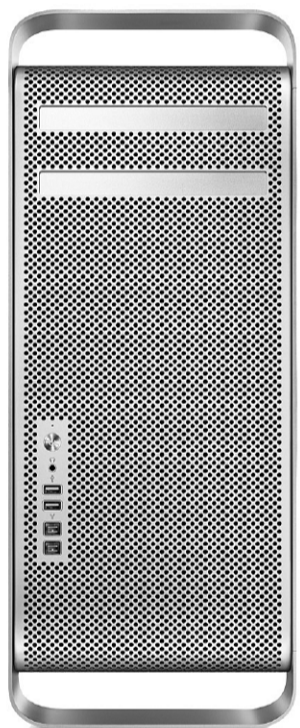
It wasn't long before his newspaper was out of business.

When I read that column, I wondered what this publisher was thinking. How could you stay in business using methods from the last millennium? He couldn't.

The challenges I see at newspapers might not be quite this daunting, but they're not all that dissimilar.

Keep your hardware and software updated. Constantly look for better, more efficient ways to produce your newspapers. Make training a regular part of your company's atmosphere.

Like the breakfast meeting in New York, these steps will way more than pay for themselves in no time.



**While the Mac Pro (left) is an incredible machine, the differences between it and the iMac do not make it a good purchasing decision at most newspapers.**



## YOU CAN'T CELEBRATE IF YOU DON'T ENTER!

Don't put the party on hold! Put aside your winning work now for the  
**WNPA BETTER NEWSPAPER CONTEST**

Do you put off going through back issues to find that great ad your staff produced or those stories that pulled in an atypical number of letters to the editor?

Jot down the run dates of those issues as they happen.

In May, when entries are due, you will be patting yourself on the back for making that list.

Don't miss winning the credit due for your work!

**Yes, the deadlines for the Better Newspaper Contest are months away, so you still have time to polish good work into award-winning work.**

**The 2011 contest period ends March 31, 2011.**

**(May 31, 2011 for Tourism Special Sections).**

# WNPA adds member, welcomes another back

## Monthly approved as associate; Battle Ground rejoins

Washington Newspaper Publishers Association announces two new members of the association.

The *Review*, a monthly publication covering Woodland, Kalama and other communities in southwest Washington, was approved as an associate member by the board of trustees at its January meeting.

Gloria Loughry is editor and publisher of the *Review*, which was founded in October 2004.

The newspaper has offices in Woodland and Longview.

A tab publication, it typically has 20 pages per issue. About 20,000 copies are distributed

at stores, restaurants and other businesses and 200 go to paid subscribers.

The *Review* is online at [lewisriverreview.com](http://lewisriverreview.com).

The *Reflector*, a weekly newspaper serving Battle Ground, has returned to WNPA as a regular member.

A broadsheet with more than 28,000 circulation, the *Reflector* was founded in 1909 and is on the Web at [thereflector.com](http://thereflector.com).

Publisher Steve Walker is also chief financial officer of Lafromboise Communications, which bought the newspaper from Marvin Case this past July.

With these two new member newspapers, WNPA serves 103 regular member and 14 associate members, as well as 23 affiliate member companies and organizations.

# NIE Week to focus on math, civics, arts

## NAA Foundation to offer materials for free download

Newspapers in Education Week will be March 7-11, 2011.

Free Newspapers in Education materials, plus a promotional message in print and Web formats, will be available for download from the NAA Foundation Website, [www.naafoundation.org](http://www.naafoundation.org).

A teacher's guide, "Power Pack: Lessons in Civics, Math and Fine Arts for NIE Week 2011," features three units suitable for use with newspapers in print and digital formats. An added bonus in 2011 is a fine arts "e-book" lesson for interactive whiteboards.

The guide targets three areas vital to developing well-

rounded, successful students and citizens — civics, math and fine arts.

An understanding of civics is central to students' growing up to understand and participate in government, elections and community life.

Math is the underpinning of technology, science and financial literacy.

Fine arts inspire the creativity that finds expression in everything from entertainment to architecture to new and dynamic forms of communication.

In each subject area, the NIE Week "Power Pack" provides standards-based activities to enhance student learning in elementary school, middle school and high school. The goal for the materials is not only to help students achieve more accomplished lives, but richer ones as well.

## CAREER MOVES

Sound Publishing is pleased to announce that **Richard Walker** has been named editor of the *North Kitsap Herald* newspaper in Poulsbo. He has served as editor of the *Journal of the San Juan Islands* in Friday Harbor since November 1999. On the island, Walker was a member of the San Juan Historical Museum Board of Trustees for 10 years. He is author of the photo history, "Roche Harbor" (Arcadia, 2009). A reporter, city editor and editor in Alabama, California and Utah, he has been a journalist since 1978 with the exception of four years he served in the U.S. Navy. **Scott Rasmussen**, a *Journal* reporter since December 1999, succeeds Walker as Journal editor. Rasmussen is from the Portland/Beaverton area and graduated from the University of Oregon in 1988 with a bachelor's degree in English literature. He got his start in journalism as a freelance writer for several publications in the Portland area. For the *Journal*, he's covered sports, county government, environmental issues, courts and crime, dozens of fires, numerous plane crashes, and myriad human interest stories. He is the author of the *Journal's* ever-popular "Cops Log." **Tad Sooter**, who served as interim editor at the *Herald*, will resume his regular duties as a reporter and editor of the monthly *Kingston Community News*. Sooter was in high school reporting for *Voices*, the student newspaper in Friday Harbor, when Walker nominated him for an internship scholarship from the WNPA Foundation. Sooter served his internship at the *Journal* in 2002 and graduated from the University of Montana in 2007. Since then he has reported for the *Bainbridge Island Review*, the *Herald* and *KCN*.

**Michelle Lynn** has been named circulation manager at the *Peninsula Daily News* in Port Angeles. She had served as interim manager since **Ed Navarro** left last August. She joined the newspaper staff in 1982 as a customer service clerk and bundle haul driver, and has held a variety of other positions in the circulation department. Lynn grew up in the Sequim/Port Angeles area and has two grown children,

**Kyle and Krystal**, and a grandson, **Sebastian**.

**Erika Savoy** has joined Sound Publishing Inc. as a sales consultant at the *Arlington Times* and *Marysville Globe*. She has eight years' experience in graphic design, and put herself through college with her sales work. Her previous employers include Comcast, Group Health and Qwest. A native, Savoy graduated from Marysville-Pilshuck High School and still has family in the area.

The *Nisqually Valley News* in Yelm hired **Kim Proffit** to staff its front desk. A 1992 graduate of Yelm High School, Proffit has been a stay-at-home mom for the past eight years. Although she worked from her home as secretary of a water company and was active as a volunteer, she is glad to have the structure of working at the newspaper and to be contributing to her household funds.

**Joe Dennis**, the editorial writer for the *Grant County Journal* in Ephrata, retired last fall after more than 40 years in the newspaper business. Dennis grew up in Hoquiam and graduated in journalism from Washington State University in 1970, interned at newspapers in suburban Los Angeles, and worked at the *News Pilot* in San Pedro before returning to Washington state. His first opportunity was in the Ephrata bureau of the *Wenatchee World*. His second, at the *Auburn Globe News*, led to his marriage — his wife was a dispatch driver — and a career of more than three decades at the *Journal*. When Dennis hired on at the *Globe* he met **Jeff Fletcher**, another WSU grad, who was working in advertising at a Kent newspaper. Several years later, Fletcher bought the Ephrata newspaper and needed an editor. Dennis answered the ad and got the job. For the next 31 years, they worked together. Serious medical issues put Dennis in the hospital this past June. Although he returned to work later in the summer, by October, the need to focus on recovery took precedence. Dennis retired at the end of October, at age 62, though he and the newspaper hope he will write as a contributor. Journal editor **Randy Bracht** wrote a wonderful column about Dennis, "Chairs, chicken, and timber-toe Joe," for the Jan. 6 newspaper. Request a copy from Bracht at (509) 754-4636.

The *Daily News* in Longview dubbed newspapers published after Dec. 24, 2010, as part of the post-**Jim Bross** era. After nearly 25 years as the newspaper's

editorial page editor, Bross retired on Christmas Eve. For his going-away party, his colleagues made a mock front page featuring a lead story, "Jim Bross Retires after 3,000 years." Bross started his reporting career at the *Norman Transcript*, in his home state of Oklahoma, and in 1980 became its full-time editorial writer. He joined *TDN* in 1986. While the search for Bross's successor continues, *TDN's* **John Markon** is serving as interim editor of the page.


At the *Wilbur Register*, **Alice Chrisman** retired on Dec. 30 after more than 31 years as the Creston correspondent and more than 22 years as a reporter and photographer at the Register office. For her extraordinary contributions to the community, she was named 2010 Person of the Year by the Wilbur Chamber of Commerce and was honored at the chamber's annual dinner last month. While a young mother, Chrisman was active in the PTA and then served for 14 years on the Creston School Board. Later she volunteered with the chamber, organizing fundraisers and Santa appearances. Succeeding Chrisman as Creston correspondent is **Kara Bicknell**. Her career includes stints at an accounting firm, as a technical writer at Boeing, and as a real estate agent, all in the Puget Sound area. After the economic downturn she and her husband **Jim**, whose work involved new construction, moved to Lincoln, where Bicknell's father had retired. Bicknell said she has been trying to get published since she won a writing award as a Renton second grader. She and her husband have a young son, Aiden.

**Courtney Ruiz** succeeds Chrisman as photographer and reporter in the Wilbur office. A 1995 graduate of Wilbur High School, Ruiz studied cultural anthropology and journalism at Western Washington University. She and her husband, **Damon Ruiz**, moved to Spokane and Courtney worked at the *Spokesman-Review* taking ads and helping people with subscriptions. After eight years in Spokane, this past June the couple moved to Wilbur with their children, **Alex and Gillian**, into the former home of Courtney's late grandparents, **Rex and Anita Wyborney**. **Karen Tilson**, longtime advertising manager at the *Register*, also retired in December. Publisher **Frank Stedman** is assuming her responsibilities.

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