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2019-2020 WWU BORDER POLICY RESEARCH INSTITUTE FELLOW


# MEDIATING ECOTOPIA: THE IMPACT OF THE CASCADIA REGION'S MEDIA AND NEWS





# INTRODUCTION

- Research *in progress*
- Understanding the metropolitan news media ecology in the cross-border Cascadia region (BC/Washington/Oregon)
- This study (Phase One): 1) Metropolitan newspaper reporters in Vancouver and Seattle; Research ahead will include community newspaper reporters/editors along the BC/Washington border along with media sources, including public and corporate organizations



# HUSKY BASKETBALL PREVIEW

**Men:** Will Isaiah Thomas lead the team beyond the Sweet 16?  
**Women:** Lone senior Sarah Morton pushes herself, teammates

TUESDAY, NOVEMBER 9, 2010

## The Seattle Times

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**Costco, watchmaker do battle in Supreme Court**

**BUSINESS 5 A11**

# Gates scales back 'grand' plan

**BY RANDI DOUGHTON** / Seattle Times science reporter

Seven years ago, the Gates Foundation launched an ambitious effort to enlist scientists in solving some of the developing world's most vexing health problems.

The brightest minds brainstormed priorities. More than 1,500 proposals poured in from researchers around the world—including several Nobel laureates.

The 45 winning ideas were dizzying in their variety: From creating more nutritious bananas to developing vaccines that need no refrigeration and could carry "cure" to diagnose disease in villages with no electricity.


Nearly \$460 million later, the foundation isn't exactly pulling the plug on the original Grand Challenges in Global Health program. But recession and a sense of urgency have dented much of Gates' enthusiasm for large, speculative research endeavors.

Most of the projects have found their way to Congress. See **BATES, A10**

**"In the very earliest days, honestly I don't know if we knew what we were doing. We were going away money as fast as we could."**

**DR. TACU YAMADA**  
 Gates Foundation global health director

## INDONESIA: RISK AND OPPORTUNITY



**NEW VOLCANIC THREAT:** An Indonesian farmer carries ash-covered corn Monday as Mount Merapi roared erupted again. Thousands fled a volcanic zone about 250 miles from Jakarta, but White House officials said President Obama still was expected to arrive in the capital Tuesday.

**LARSEN SURVIVES SCARE BY KOSTER IN DISTRICT 2**

**Rep. Rick Larsen** won't leave a fish farm by nearly 5,500 votes in Congress.

**BY LYNN THOMPSON**  
 Times Staff Writer

Democratic Rep. Rick Larsen is headed back to Congress for a sixth term after defeating his Republican rival, Snohomish County Councilman John Koster.

Larsen led Koster 51 percent to 49 percent in the state's 2nd District with more than 281,000 votes counted by Monday night, well outside the range for a mandatory recount.

Larsen traded by about 1,200 votes Nov. 2 but has steadily gained ground against Koster, who had hoped to lead the national Republican tide that ousted dozens of incumbent Democrats and reclaimed a GOP majority in Congress.

Larsen led by nearly 5,500 votes Monday night, with estimated 18,000 ballots to count. Koster would need more than 65 percent of those in order to overcome Larsen's lead—a virtual impossibility, according to a Seattle Times analysis.

An upset Larsen, speaking from his campaign headquarters in Everett, said, "All year I've been telling my staff that the way to beat Koster is to see DISTRICT 2, A6

## Growing economy beckons state

With its rising incomes and expanding middle class, the Southeast Asian nation has become a larger market for Starbucks, Microsoft, Boeing and other key businesses in Washington.

**BY KRISTI HENK** / Seattle Times business reporter

**JAKARTA, Indonesia**—If anyone has a reason to love Indonesia, it would be James Carter. The American businessman survived not one but two suicide bombings by terrorists.

Yet, as President Obama began a long-awaited visit to the country today, the veteran investor remains optimistic about its prospects.

"More people died from dengue fever than from terrorist acts," said Carter, who works with Seattle companies.

He spoke over breakfast with journalists in a downtown hotel conference room, not unlike the one attackers targeted last year in the July 2009 bombing of the U.S. Consulate and Ritz Carlton. Carter was bruised and suffered hearing loss but recovered. He also walked away unharmed from a 2006 bombing that killed 12 at the Marriott.

Carter advised companies that, while security is a risk, Indonesians are enjoying greater wealth and democracy in a country where most things are going well. "The better the economy, the less likely people will want to fight over society," he said.

While China and India receive all the attention, this other large, vibrant and fast-growing country is overlooked, Carter and others say. Indonesia is becoming a more lucrative market for airplanes, cables, medical equipment and other Washington state products.

A major focus of the president's visit will be on increasing trade and boosting U.S. exports. The Obama administration also was improving business ties with Indonesia as a way to promote economic development and deter extremism.

The world's fourth-largest country (by population) is **INDONESIA, A12**

## 2008 rape victim 'totally understood' rooftop suicide threat

**BY CHRISTINE CLARIDGE** / Seattle Times staff reporter

The 37-year-old Wallingford woman's heart broke when she heard that a young woman had fled to the roof of the King County Courthouse last week rather than face questioning from her accused rapist.

"I totally understood, and it made complete sense to me," said the Wallingford woman, who faced her attacker from the witness stand last year. "The urge to run is overwhelming."

The woman had been raped at knifepoint on Oct. 20, 2006, while her children were asleep in her home.

The accused rapist, Sankarandhi Skanda, 36, chose to act as his lawyer, and that meant he had the right to question her on the stand.

For two days, the recalled, she endured "battering" accusations and questions from Skanda, who claimed she had hired him to kill her husband. The Seattle Times typically does not name victims of sexual assault.

Skanda killed himself in his jail cell before the trial concluded.

But the case progressed state Rep. Brendan Williams, D-Clatsop, to introduce House Bill 2457 that would have allowed judges discretion in protecting sexual-assault victims from direct questioning by their alleged assailants.

The law would have allowed judges to order pre-trial defendants to introduce House Bill 2457 that would have allowed judges discretion in protecting sexual-assault victims from direct questioning by their alleged assailants.

**JUDGE refuses defendant's motion for mistrial • A2**

**See • RAPS, A10**

**BUSINESS**  
 Amazon.com signals push for new turf • **A13**

**EDITORIAL**  
 Pharmacists shouldn't pass judgment • **A15**

**LOCAL NEWS**  
 EPA criminal division investigates Tesoro • **B1**

**YOUR TUESDAY**  
 'Scott Pilgrim' among new DVD releases • **B3**

**Index**

|               |                  |
|---------------|------------------|
| ADVERTISING   | NOVEMBER 9, 2010 |
| CLASSIFIED    | NOVEMBER 9, 2010 |
| DEATHS        | NOVEMBER 9, 2010 |
| ENTERTAINMENT | NOVEMBER 9, 2010 |
| FOOD          | NOVEMBER 9, 2010 |
| HEALTH        | NOVEMBER 9, 2010 |
| HOME          | NOVEMBER 9, 2010 |
| SPORTS        | NOVEMBER 9, 2010 |
| TRAVEL        | NOVEMBER 9, 2010 |
| YOUR TUESDAY  | NOVEMBER 9, 2010 |

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 Calgary to face Ottawa for Grey Cup **B4**

**EX-PM SIDES WITH TRUMP**  
 China in WTO  
 a 'bad deal' **NPI**

MONDAY, NOVEMBER 19, 2018 SERIOUSLY WESTCOAST SINCE 1912 POSTMEDIA

**NP**  
 CANADA  
 Postal workers ask feds for mediator; PM wants deal **NP3**

**NEWS**  
 MULGREW  
 Legal aid getting no respect from province **A3**  
 DARK WEB  
 Local charged in U.S. drug conspiracy case **A7**

**SPORTS**  
 CANUCKS  
 Gagner back in the bigs after stint in AHL **B1**  
 NFL  
 Steelers still sizzling after edging Jags **B7**

**Mayor no fan of 'globalized' market**

Stewart paints progressive picture to solve Vancouver's housing crisis

**MATT ROBINSON**

Kennedy Stewart has an ambitious vision for the resolution of Vancouver's housing crisis, as described Sunday during an affordable housing conference.

The newly elected mayor told more than 1,400 housing advocates, providers and policy wonks at the Housing Central conference that he wants to see the city become a global model for housing affordability.

"You can either be globalized and that is that these forces, these world forces that are pushing on you, determine what your city is," he said. "Or you can be globalist... a much more hopeful way of looking at city governance, and that is, no, not only are we going to meet our challenges, but the way we meet them is going to show other cities around the world how it can be done."

Stewart was among the half-dozen keynote speakers Sunday that included Premier John Horgan and Selina Robinson, the provincial minister of municipal affairs and housing.

"We've gone as far as we can go in terms of having the market provide our housing here," Stewart told attendees. He said governments now have to focus on boosting co-operative and other non-profit housing in Vancouver.

"If we don't, our city is going full apart," he said.

Breakout panels slated for the three-day conference indicated some of the biggest challenges facing the city, including public consultation, the high cost of rent, the need for more supportive housing, inadequate supports for seniors and those aging out of care.

**SEE RESOURCES D5 A2**

Sikora's Classical Records on West Hastings Street, which opened in 1979, is closing next year after trying to fend off the "five dirty Ds," according to co-owner Ed Savage: digitization, downsizing, distribution, desertion and the "demise of a generation that supported us for 20-30 years." **JASON PATE**

**Sikora's Classical Records preparing for its final spin**

**JOHN MACKIE**

Sikora's Classical Records has been a favourite haunt of local music lovers since it opened in 1979.

"It was almost a community drop-in centre for people with a common musical interest with some profit on the side," Ed Savage, who started off as a customer and became a co-owner, said with a laugh.

"And not so much profit in recent years."

Against the odds, the specialty store survived while waves of larger record stores closed. But Friday, Sikora's announced it will be closing, too, on Feb. 28.

Sikora's was the last classical record store in Western Canada and one of only two classical stores in Canada. But Savage said it was done in by the changing times and what he calls the "five dirty Ds."

The big D is digitization, "downloads, MP3s, streaming."

Another is downsizing. "People are moving into smaller places and are limited by space and can't collect the way they used to," he said.

The third is distribution, "getting hold of good reliable sources for import stock has been challenging."

No. 4 is the desertion of some customers to online retailers like Amazon. The last D is "the demise of a generation that supported us for 20-30 years. We're getting phone calls from their kids saying 'My dad died, what do I do with all of his CDs?'"

**SEE SIKORA'S D5 A2**

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# CASCADIA INNOVATION CORRIDOR CONFERENCE

- Media panel feat. Geekwire, Puget Sound Business Journal, Daily Hive
- Brad Smith, President, Microsoft
- The evolution of Cascadia as a cultural-economic region





# RESEARCH CONSIDERATIONS

- Interview trends
- Prioritizing Cascadia
- Reporter interest
- Methodology: In-depth Interviews





# RESEARCH RELEVANCE AND POTENTIAL IMPACT

- How do mass audiences understand the Cascadia region?
- How do policymakers reach publics via media on Cascadia issues such as environment or transportation?
- How do city/province/country specific media grapple with cross-border stories and audiences?



RESULTS IN PROGRESS



# NEWSWORTHINESS 101: WHAT ARE "NEWS VALUES"

- impact
- timeliness
- prominence
- proximity
- the bizarre
- conflict
- currency
- human interest



# RQ1: HOW IS NEWS IN CASCADIA PRODUCED?

- First the good news: Reporters are favorable to the idea of Cascadia and aspire to greater coverage
- But... Metro newsrooms are shrinking - reporters have less ability to cover regions, are more concerned with immediate communities
- National contexts and politics matter! (example: housing crisis and foreign capital)
- Cascadia cities look to each other for lessons in policy, social innovation, and entrepreneurship







OCTOBER 27, 2019



SUNNY  
High, 51. Low, 39. > B8  
[seattletimes.com/weather](http://seattletimes.com/weather)

# The Seattle Times Sunday

WINNER OF 10 PULITZER PRIZES

## Wall Street spends millions to buy up Washington water

**ENVIRONMENT** | A firm hopes to obtain, lease and sell water around much of the state. In the Methow Valley, residents fought off the investors' plan.



PHOTOS BY STEVE RINGMAN / THE SEATTLE TIMES

Roger Rowatt, president of the Chewuch Canal Co., walks along a channel of water, to his left, that was diverted from the Chewuch River, at his right. The river is a source of water for the canal company, which serves about 185 shareholders.

# RQ2: WHAT CASCADIA STORIES MAKE THE NEWS?

- Cascadia-specific news is driven by events
- Immediacy matters (aspirational versus the here and now)
- Newsmakers make news! Civic leaders, politicians, policymakers, issue advocates, academics, etc.
- Cascadia is neither editorial priority nor a forgotten beat: Reporters/editors are simultaneously keen and ambivalent
- Cascadia's identification as a bioregion translates into extensive media coverage locally and nationally: Ecology is prominent for journalists and is evidenced in resources allocated to feature stories



LYNDA MAPES

# HOSTILE WATER SERIES: SEATTLE TIMES

HOSTILE WATERS

A SEATTLE TIMES SPECIAL REPORT | PART ONE

## ORCAS IN PERIL

Why are Canadian orcas healthy and growing in numbers, while Puget Sound orcas are fighting for survival?



Story by LYNDA V. MAPES | Seattle Times environment reporter  
Photographs by STEVE RINGMAN | Seattle Times photographer

BLACKFISH SOUND, QUEEN CHARLOTTE STRAIT, B.C.

Bigger and bigger, with a puff and a blow, the orca surfaces, supreme in his kingdom of green.

Northern resident orcas like this one live primarily in the cleaner, quieter waters of northern Vancouver Island and Southeast Alaska, where there also are more fish to eat. They are the same animal as the southern residents that frequent Puget Sound, eating the same diet, and even sharing some of the same waters. They have similar family bonds and culture.

The difference between them is us.

The southern residents are struggling to survive amid waters influenced by more than 6 million people, between Vancouver and Seattle, with pollution, habitat degradation and fishery declines. The plight of the southern residents has become grimly familiar as they slide toward extinction, with three more deaths just last summer. Telling was the sad journey of J35, or Tahlequah, traveling more than 1,000 miles for at least 17 days, clinging to her dead calf, which lived only one half-hour.

Yet just to the north, the orca population has more than doubled to 309 whales since scientists started counting them in 1974, and has been growing ever since, at 2.2 percent per year on average.

For scientists seeking to better understand the southern residents' troubles, the northern residents are like a control group, said Sheila Thomson, chief killer-whale biologist for the Department of Fisheries and Oceans Canada.

"Their environment has changed so quickly, over just two generations," Thomson said of the southern residents. "To keep up with these changes is almost an impossible task. How do they survive in the environment we have created for them?"

The decline of the whales, a symbol of the Northwest, is also a warning, as climate change and development remake our region.

The northern residents live in not just a different place, but another world.

Continued on next page >

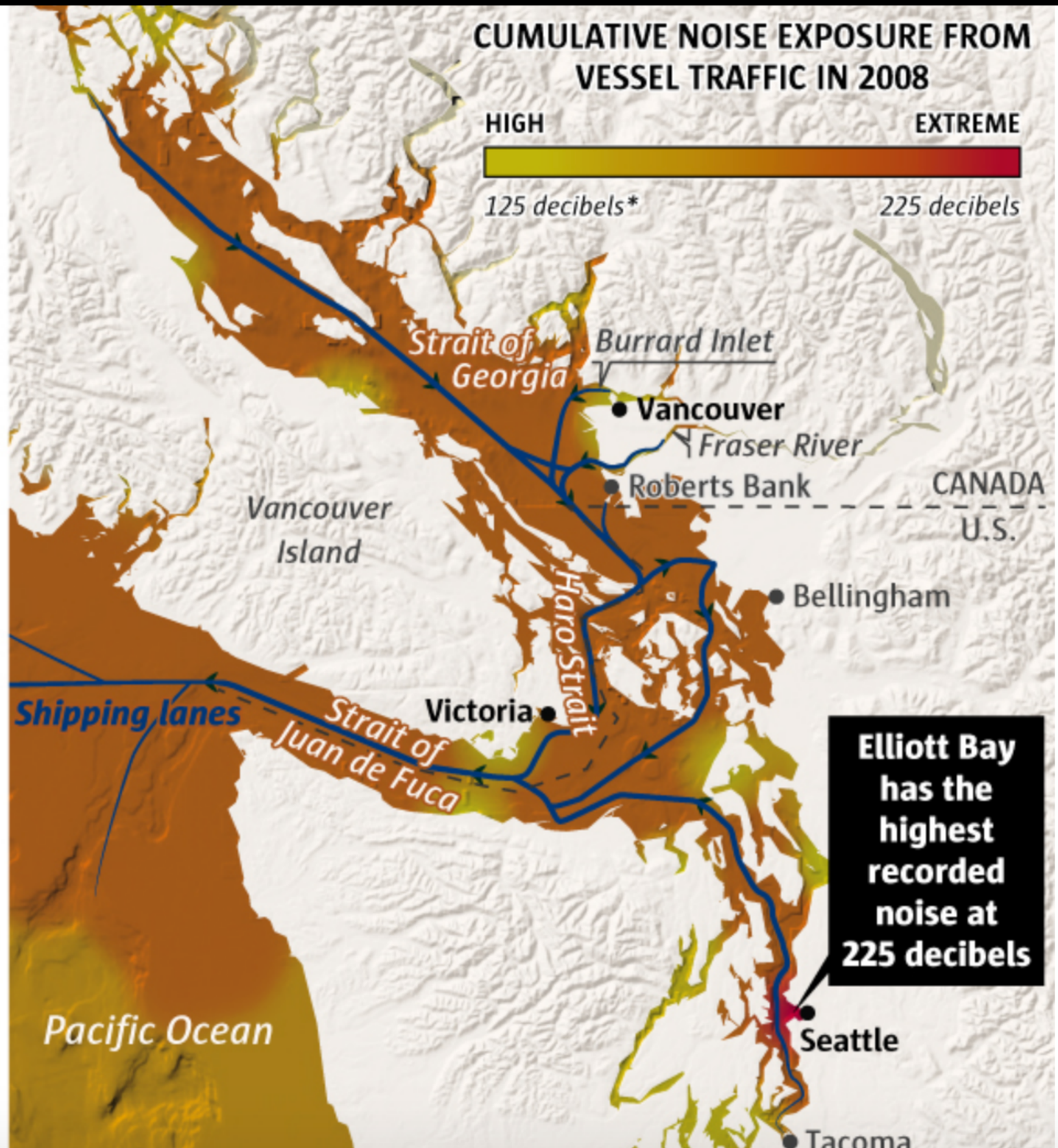
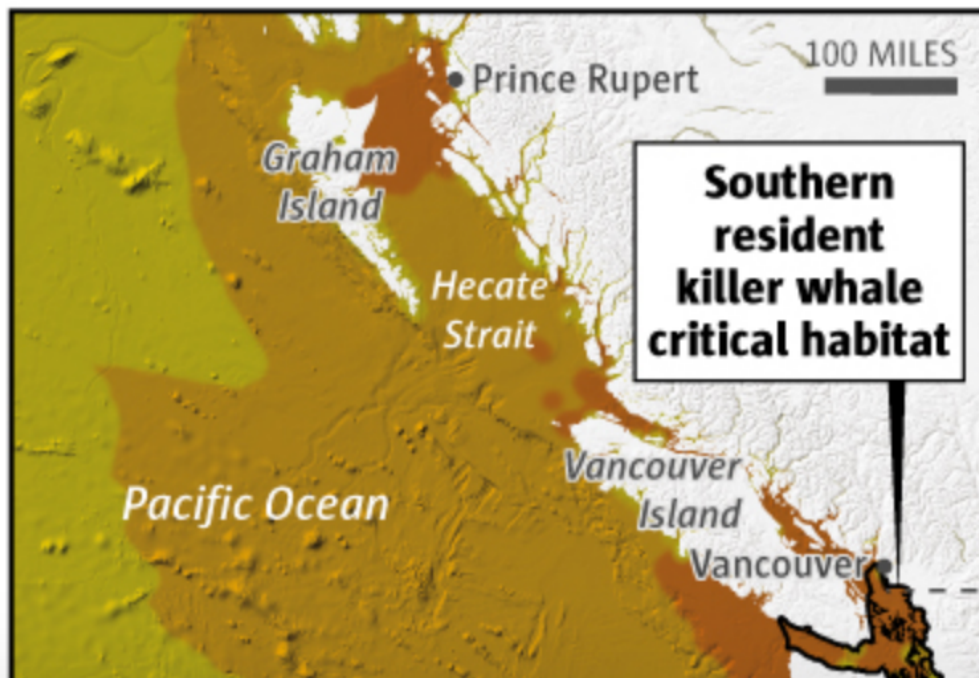




## THE SOUTHERN RESIDENTS' NOISY HOME

The endangered southern resident orcas that visit Puget Sound confront the noisiest waters in their critical habitat, including the west side of San Juan Island, the Fraser River Delta and the Strait of Juan de Fuca. Noise is caused by vessel traffic, especially commercial shipping.

Their habitat in all of the Salish Sea has underwater noise levels that would be out of compliance with noise-pollution limits that are recommended by the European Union.





# RQ2: WHAT CASCADIA STORIES MAKE THE NEWS?

- News coverage is driven by editorial decision-makers, audience interest, and reporters' lived experiences in conjunction with established news values









# FINDINGS

- “It’s something that we hear about from our elected leaders and business leaders about the importance of that region... I’m responding to what what they are talking about.”

# FINDINGS

- “We need to do a much better job as covering this as one bio-region and one cultural-social region”



# FINDINGS

- “I think we can learn a lot from each other, and we admire each other. For example, urban planning in Vancouver. Economic innovation in Seattle.”

# NEWS VALUES AND METROPOLITAN NEWS IN THE CASCADIA REGION

- **Impact:** Border/Transport issues, Economic growth
- **Timeliness:** Natural disasters, Crisis, Capital Markets
- **Prominence:** Ecology, Economy, Culture
- **Proximity:** Salish Sea, National Parks, Vancouver-Seattle-Portland
- **Conflict:** Political differences, Competing economic interests
- **Currency:** Health, Immigration, Trade, Housing, Environment
- **Human interest:** Recreation, Tourism, Individual stories from the Cascadia corridor



# ANALYSIS

- Coverage of Cascadia remains limited outside of major regional events. There isn't nearly enough
- The U.S./Canada dichotomy looms large despite cultural and economic linkages; these publications tend to exist in their regional or metropolitan news bubbles
- However - Cascadia stories tend to drive audience interest; cross-border engagement grows readership (and potentially business)
- Though "we are still a long ways from the other Washington" — national policymaking in US and Canada can and does drive local trends and hyperlocal news events...





# SOLUTIONS?

- Bringing more journalists to events like the Cascadia Innovation Corridor meetings; more policy briefings
- Cross-border media collaborations - an opportunity missed currently, particularly for complex, expensive stories
- Investing in the Cascadia beat is good for business
- Facilitating conversations between and for Cascadia journalists and media enterprises

THANK YOU TO:

BORDER POLICY RESEARCH  
INSTITUTE, WESTERN  
WASHINGTON UNIVERSITY

THE UNIVERSITY OF NORTHERN  
COLORADO, THOMAS ENDRES,  
AND ALL OF THE SASSI 2020  
VIRTUAL PARTICIPANTS

SEE YOU NEXT YEAR IN NEBRASKA!



THANK YOU!