

# **Media Landscape Assessment**

**Washington State**

# WASHINGTON MEDIA LANDSCAPE

Media Market	Media Market	Coverage Analysis
<p><b>Olympia</b></p>	<ul style="list-style-type: none"> <li>• Small market dominated by Seattle media; Olympian is the daily newspaper; Statewide trade association newsletters and blogs are based in Olympia; Seattle TV dominates market; Limited local TV coverage besides political and government stories</li> <li>• Reporters covering other beats have been assigned stories related to COVID and the worldwide civil rights protests</li> <li>• Reduced in-depth local reporting; More national wire stories; As newsrooms get reshuffled, opportunities will arise to develop relationships with new reporters or reporters covering new topics</li> </ul>	<ul style="list-style-type: none"> <li>• Stories about state-level government agency and local community response to COVID-19 along with the ongoing civil rights protests have dominated local media since March. Before that, coverage included national and local business issues and state government activities, including the legislature</li> <li>• Industry reporters cover regulatory and policy issues related to the business sector, IT and health care; AI issues have been covered, including the regulation of driverless technology</li> <li>• Reporters in the market would be interested in IT solutions for government related to the recent employment fraud and any government regulation of proposed solutions</li> </ul>
<p><b>Spokane</b></p>	<ul style="list-style-type: none"> <li>• Second-largest city in WA; More content creation than other parts of the state; Strong local readership and interest in local issues; Influential politicians in the area; Spokesman-Review is the daily newspaper; Spokane Journal of Business is influential in the business community; Inlander is a popular alternative weekly</li> <li>• Reporters have been covering COVID-19 and its impact on the local community along with the ongoing civil rights protests; business stories have focused on COVID-19 recovery efforts</li> <li>• Spokesman-Review stopped its Saturday print edition; TV stations extensively cover local issues, focusing on human interest stories; Plug-and-play content will be very important because newsrooms are stretched thin</li> </ul>	<ul style="list-style-type: none"> <li>• Stories about community response to COVID-19 and the ongoing civil rights protests have dominated local media since March. Local business transactions (Amazon fulfillment center, etc.) and local business, government and human interest stories are prevalent in the market</li> </ul>

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<b>Tri-Cities</b>	<ul style="list-style-type: none"><li>• Three cities (Kennewick, Pasco, Richland); TV DMA is combined with Yakima, WA; Leading newspaper is Tri-City Herald; Tri-Cities Area Journal of Business is influential in the business community; Nearby Hanford nuclear site dominates local procurement and contracting coverage</li><li>• Reporters have been focused on local issues and the local recovery from COVID-19 and the ongoing worldwide civil rights protests; State and national wire coverage featured in local TV and print outlets</li><li>• Tri-City Herald is owned by McClatchy, which recently announced layoffs; TV stations cover local issues, but focus more on human interest stories; As newsrooms move on from COVID-19 coverage, opportunities will arise to develop relationships with new reporters or reporters covering new topics</li></ul>	<ul style="list-style-type: none"><li>• Developments at the Hanford nuclear site, including federal procurement and contracting issues, are extensively covered by local media; COVID-19 impact and recovery efforts along with ongoing civil rights protests have dominated coverage since March</li><li>• Local reporters indicated that procurement and contracting issues related to Hanford or a major national story (data breach, etc.) could be reported, but only with a local connection</li><li>• IT issues related to government or local job creation would be of interest to local reporters, particularly if the technology is used by or related to local businesses</li><li>• Issues covered going forward will include local COVID recovery efforts and the ongoing civil rights protests; Reporters are finding it difficult to plan and forecast trends in local reporting during this unprecedented time</li></ul>

# WASHINGTON STATE REPORTERS



**Rolf Boone**  
Business Reporter

1,218 followers 628,000 UVPM



**Joseph O'Sullivan**  
State Govt Reporter

7,823 followers 5,462,300 UVPM



**Austin Jenkins**  
Olympia Reporter

11,000 followers N/A UVPM



**Wendy Culverwell**  
Editor

7,316 followers N/A UVPM



**TJ Martinell**  
Reporter

1,596 followers N/A UVPM



**Annette Cary**  
Reporter

2,882 followers 607,000 UVPM

<ul style="list-style-type: none"> <li>• Business reporter; breaking news, local news</li> <li>• Previously at the Wenatchee Business Journal and LocalBusiness.com; wrote exclusives/enterprise stories about Seattle's tech scene</li> </ul>	<ul style="list-style-type: none"> <li>• Olympia bureau reporter (6 years); Breaking news, watchdog reporting; legislature, state government, elections/campaigns</li> <li>• Government reporter previously at Rapid City Journal, Pacific Northwest Inlander, Casper Star-Tribune, and Watertown Public Opinion</li> </ul>	<ul style="list-style-type: none"> <li>• Olympia-based political reporter (16 years); Politics, public policy, legislature. Also hosts TVW's Inside Olympia public affairs program</li> <li>• Previously TV reporter in Seattle (KING-5), Portland (KGW), Boise (KTVB), and Casper, WY (KTBO)</li> </ul>	<ul style="list-style-type: none"> <li>• Editor and journalist; Worked at Journal for six months; Previously worked at other outlets in the market</li> <li>• Motto for the reader: How did they make money, and how can I make money from reading this story?</li> <li>• Outlet covers local business for local business leaders</li> </ul>	<ul style="list-style-type: none"> <li>• State, regional and local government and politics reporter (4 years), covering business climate, taxation and regulation, energy and natural resource policy, transportation and infrastructure, health care, K-12 and higher education</li> <li>• Outlet focuses on policy issues written from a pro-business perspective</li> </ul>	<ul style="list-style-type: none"> <li>• Senior reporter covering Hanford nuclear site and energy issues; has written about procurement and government services related to Hanford</li> <li>• Stories have appeared in dozens of regional papers and trades</li> <li>• Previously worked for the Nuclear Regulatory Commission</li> </ul>
<ul style="list-style-type: none"> <li>• Recent focus on civil rights protests, COVID, breaking news</li> <li>• Previously focused on hyper-local coverage and business real estate developments</li> </ul>	<ul style="list-style-type: none"> <li>• Recent focus on civil rights protects, COVID</li> <li>• Previous focus on business policy, tax, campaign spending</li> </ul>	<ul style="list-style-type: none"> <li>• High-level state government/political coverage, has covered big businesses like Boeing</li> </ul>	<ul style="list-style-type: none"> <li>• Recent focus on area business transactions, renewable energy development, and real estate development</li> </ul>	<ul style="list-style-type: none"> <li>• Recent focus on COVID impacts to business and taxes</li> <li>• Previously, legislative coverage with focus on natural resources, taxes, energy, and transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Recent focus on COVID</li> <li>• Continues to exclusively cover Hanford, nuclear radiation, and hydropower issues</li> </ul>

# REGULATORY STAFF AND ELECTED OFFICIALS



**Reuven Carlyle**  
State Senator

5,082 followers 1,142 followers



**Suzan Levine**  
Employment Security  
Department

7,105 followers 25,830 followers



**Jeffrey Duchin**  
King County Health

5,717 followers 32,724 followers



**David Postman**  
Chief of Staff

N/A followers N/A followers



**Kathy Lofy**  
State Health Officer

37,000 followers 67,598 followers



**Clark Halvorson**  
Dept. of Health

6 followers 67,598 followers

<ul style="list-style-type: none"> <li>Chairman of Energy and Environment Committee positions him as an influential leader on contracting and procurement</li> </ul>	<ul style="list-style-type: none"> <li>Agency submits budget requests to the legislature for capital projects, including professional services contracts</li> </ul>	<ul style="list-style-type: none"> <li>Agency submits budget requests to King County Council for capital projects and public health outreach</li> </ul>	<ul style="list-style-type: none"> <li>Governor's office froze spending on new state contracts; Supportive of government contracting and outside consulting</li> </ul>	<ul style="list-style-type: none"> <li>Agency submits budget requests to the legislature for capital projects and public health outreach</li> </ul>	<ul style="list-style-type: none"> <li>Agency submits budget requests to the legislature for capital projects and public health outreach</li> </ul>
<ul style="list-style-type: none"> <li>Leader on public policy issues related to technology, data privacy, AI, and environmental justice; Quoted in recent articles related to ESD technology failures</li> </ul>	<ul style="list-style-type: none"> <li>Often quoted in ESD-related articles in local markets; Coverage of ESD has focused on cyber theft and failing to address increased demand for agency services</li> </ul>	<ul style="list-style-type: none"> <li>Widely regarded as a leading authority on public health issues in Seattle and King County; Regularly quoted statewide in articles about COVID</li> </ul>	<ul style="list-style-type: none"> <li>Often quoted when discussing actions the Inslee Administration has taken related to COVID; Regularly comments on political issues</li> </ul>	<ul style="list-style-type: none"> <li>Regularly quoted in articles about state response to COVID; Leading state expert on the issue; Authority on state policies related to COVID response</li> </ul>	<ul style="list-style-type: none"> <li>Limited mentions in press; Dr. Lofy is the public lead on statewide response to COVID</li> </ul>
<ul style="list-style-type: none"> <li>Regarded as an influential leader in the Senate; Often quoted in articles related to technology in state government</li> </ul>	<ul style="list-style-type: none"> <li>Opinion of ESD is decidedly negative; Opinion of Levine is negative because of her role as head of the agency</li> </ul>	<ul style="list-style-type: none"> <li>Very highly regarded; His opinion matters; Popular among journalists, elected officials and the general public</li> </ul>	<ul style="list-style-type: none"> <li>His boss, Governor Inslee, has consistently polled over 50% and currently has a 61% approval rating; Prohibitive favorite to win a third term</li> </ul>	<ul style="list-style-type: none"> <li>Highly regarded; Seen as leading authority on COVID response and health issues; State Department of Health is positively perceived</li> </ul>	<ul style="list-style-type: none"> <li>Seen as a low-profile authority on public health and emergency responses to COVID and other health emergencies</li> </ul>