



COMMUNITY IMPACT REPORT 2022

Public **support** of trusted, **local journalism** makes a **difference**.



We certainly seek to tell a broad range of stories, the places we go, the things we see, the people we meet. ►



But there are also the harder stories we tell, those that can truly make a difference in the lives of our readers and our community. Stories that connect us, shine a light on wrongdoing, uplift the voiceless, and hold the powerful to account. Those that focus needed attention and prompt necessary change, serving the highest purpose of journalism:

public service.



BIDEN ISSUES WARNING
The president says U.S. is in peril from Trump's "bigotry" at democracy, A4

THE DAILY Herald
FRIDAY, 04-07-2022 • EVERETT, WASHINGTON • WWW.DAILYHERALD.COM • \$1.00 (PAGES IN CIRCULATION: 40,000)

Inslee: Officials' election lies should be crime
The governor wants legislators to pass legislation making it a crime to knowingly provide false information to the public during an election, A7

EARNING HIS KEEP
Perry has made himself essential to the Seahawks for next season, A7

COVID testing line clogs north Everett neighborhood
City officials look to relocate a test site to alleviate traffic and parking issues, A1

U.S. AND RUSSIA HEADED TOWARD A DISASTER?
The failure to resolve tensions over Ukraine has put the two countries in a precarious position, A3

Death, grief, comfort at Everett's pandemic epicenter
A family's story of loss and healing, A5

Voter: to det on sci fundi
A local resident shares their perspective on the future of science funding, A6

Couple's lumbia business takes off, B2
A local couple's business is thriving, B2

All are lost in Whidbey seaplane crash
Coast Guard calls for search for survivors; 1 found dead, 9 are missing

Starbucks sip-ins mark a local tide of unionization
A local Starbucks employee shares their story, B3

Low, Peterson aim for rare political feat, catch flak
A local politician's campaign is facing challenges, B4

JOIN US FOR OUR UPCOMING HOMESTAND!
Saturday 4:00 PM - Sunday 6:00 PM

HAL UDERTZ IS READY FOR HIS NEXT CHALLENGE
The Seahawks graduate was drafted in the third round of the MLS SuperDraft by Seattle, A11

BRITAIN: RUSSIA COULD SWEEP UKRAINE GOVT
Britain's Foreign Office names Ukrainian politicians who are sympathetic to the cause, A3

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Blood Sweat & Tears
SATURDAY 2.26.22
8PM ORCA BALLROOM

SPIN 312.22
SATURDAY 312.22
8PM IN THE ORCA BALLROOM

TULAMIP RESORT CASINO
TULAMIP RESORT CASINO
TULAMIP RESORT CASINO

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Saturday 4:00 PM - Sunday 6:00 PM

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“A local paper such as the Herald is essential for **COMMUNITY**, to keep us connected to what’s happening locally. It’s a reflection of who we are as a community.”

-Michael D.



Our mission

The Daily Herald began with a commitment to strong journalistic values more than 120 years ago.

The newspaper’s first editorial on Feb. 11, 1901, declared “There is in this community no one so poor or insignificant that The Herald will not defend him if he be wronged, no one so high and powerful that the Herald will not fearlessly attack him if he seek to do injustice.”

The Daily Herald of today upholds those fundamental values as the leading journalistic voice for the community we serve. No one covers all the corners of Snohomish County like we do, and no one tells our community’s stories like we can.

Our reach

Our reporting covers Snohomish County’s 18 cities and **800,000 residents**.

We reach more than **100,000 digital and print readers** every day.

That’s about **3 million readers per month**, or one out of three households in Snohomish County.



Our impact

The most important measure of our work is whether it has impact. As the watchdog and storyteller for our community, The Daily Herald's award-winning journalism often sparks change and sets the agenda for

public policy debate. Our stories can inform decision-making, inspire action, bring people together, lead to the discovery of something new, or impact our community in ways that are immeasurable.

'Nightmare' at the Grand Apartments

Several investigative stories about the deplorable conditions at the Grand Apartments in Everett led to the owner being cited for violations and ordered to get the nearly centuries-old building up to code.



“ Thank you for the front page stories dedicated to revealing the situation at the Grand Apartments. It brought a real sense of justice to our lives. ”

- Former resident who led the calls for code enforcement

A wake-up call

The Herald reported in June about a levee holding back Puget Sound from Stanwood. The four-mile-long mound of dirt and grass is more than 100 years old and efforts to fix it have lagged.



“ It appears that your article is a wake up call for many of us who live on Camano Island. ... You do a great service to the community with coverage like this. ”

- Ken G., who alerted three commissioners for Island County after the Herald published a story about the threat of Stanwood's dike failure

Special report: Tulalip's stolen children

In June 2022 the Herald published a three-part investigation of life and death at Tulalip and elsewhere. Since the 1800s, Native American families have grappled with the trauma of abuse and forced assimilation at hundreds of boarding schools across the country. One served as a cornerstone of the Tulalip Reservation in Snohomish County.



“

I just wanted to take a moment to **thank you for your thorough and thoughtful work on the Tulalip Indian School Series** - wow, amazing journalism. As a resident of this area for the last 55 years and an educator for 40 years, it touched me deeply.

”

- Kris M.

“

In order for **community healing** to happen and divisions to be bridged, we have to lament.

”

- Ron F.

At the dump, he is just one of the guys in an orange hat

Joel Christensen, 24, who is blind and nearly deaf from a rare genetic disorder, was featured in the Herald in August. The story about Joel's love for throwing trash in the pit at the Airport Road Recycling & Transfer Station, where he was made an honorary member of the team, connected with many readers.



“ Your article on Joel Christensen made my day! What a **beautiful, heartwarming story**. With all the craziness in this world, it's so nice to read something like this. ”

- Natalie G.

Why does a curb keep cars away from the bus stop in Lake Stevens?

Sometimes, Herald reporters can make a difference for our community by simply responding to questions. When Gary asked about a divider on 20th Street SE that stops drivers from using the eastbound lane's shoulder, he got an answer in a Street Smarts column, which regularly addresses transportation improvements and headaches.



“ Thank you so much for your prompt attention and very thorough analysis (as always!). My wife and I drive past that curb median frequently and I ask out loud every time, “What IS that thing?!” I really appreciate you taking time to answer that nagging question for us . . . you really made my day! ”

- Gary S.

Why does a curb keep cars away from bus stop in Lake Stevens?

LAKE STEVENS — Commuters who put their gas pedal down to climb the hill of 20th Street SE in Lake Stevens know the Cavalero area is growing.

As they crest the incline and head east toward 79th Avenue SE, the shoulder gets painted lines to mark it's only for emergency parking. Then a concrete curb median appears, blocking the shoulder for maybe less than 100 feet before it opens up again just before the intersection and a Community Transit bus stop.

BEN WATANABE
STREET SMARTS

It's an odd and sudden change approaching the intersection where people can turn right into Cavalero Hill Community Park. Gary Savage of Lake Stevens noticed it and finally sought to learn the curb's purpose.

"I've been puzzled by a road 'divider' at the southwest corner of 20th Street and 79th Avenue SE in Lake Stevens," Savage wrote in an email to The Daily Herald.

"... If the purpose of the existing arrangement is simply to prevent people from parking on the shoulder, it seems that the traffic department could have just painted white diagonal lines and posted a 'No Parking' sign(s) like they did for the stretch of 20th Street immediately to the west."

He's correct. The curb keeps vehicles eastbound on 20th Street SE from using that stretch of the shoulder.

That was the point when the city of Lake Stevens spent a \$1.8 million state-funded grant on road improvements there between 2020 and 2021.

Most of that money went to adding the westbound HOV and transit lane on 20th Street SE. The remainder paid for crews to build the eastbound curb median to protect Community Transit buses and passengers at the stop near 79th Avenue SE, Lake Stevens City Administrator Gene Bruzel said.

"It keeps people from parking there and certainly provides protection for the bus when they're picking people up," Bruzel said.

Community Transit spokesperson Monica Spino said there weren't issues at that bus stop before the curb was installed. But

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Spring back to fall
5/4/23, B8

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You shared and we listened

Understanding what's important to our community starts with you

Throughout 2022, The Daily Herald invited feedback from our readers, subscribers, community members and leaders in a variety of ways. Your input helped us focus our resources on the local news and information that's most important to you.

Listening survey

More than 1,000 individuals responded to the Herald's "Listening Survey" in July 2022. Our biggest takeaway was this: You care about the local news that's reported in the Herald because you care about our community. The valuable information you provided helped shape our education and health reporting initiatives.

Community conversations

More than 40 individuals registered for three online community conversations about local journalism that the Herald hosted from August through October 2022. Executive Editor Phil O'Connor shared what we heard through the Listening Survey and asked for feedback about the Herald's role in our community.

Behind the News Stories

The Herald hosted a special event in November 2022 that gave our guests an inside look at the community voices who shared their stories and the reporters and editors who told those stories with care. The night ended with a lively question-and-answer session with the audience.

“

I think the Herald does a good job covering **Snohomish County's concerns** given their dwindling resources. If these topics weren't covered by a local source, it wouldn't be covered at all.

”

- Listening Survey respondent



“

It's not our stories as journalists. It's the community's story. It's the person's story. This is a real privilege for us to be able to tell other people's stories.

”

- Caleb Hutton,
Herald local news editor

Community support helps us do more



Trusted, local journalism is essential for a healthy democracy and a thriving community.

Studies show a loss in local news leads to declines in civic engagement, voting rates and contested elected races and increases polarization and government costs as a result of less scrutiny. Each dollar spent on local news, however, brings hundreds in public benefits to communities.*

That's why fact-based newsrooms across the country have turned to their communities to support the local journalism that benefits the greater good. At the Daily Herald, we've established community-funded journalism initiatives that enable individuals, businesses, organizations and foundations to support trusted local news.

These four journalism funds help the Herald do more reporting for you:

- Investigative Journalism
- Environmental and Climate Change Reporting
- Education Project
- Health Reporting Initiative

Learn about the challenges facing local newspapers at heraldnet.com/local-news-impact.

The Daily Herald maintains editorial control over content produced with fund resources.

“ I believe in the power of local newspapers to hold power accountable and support our democracy. We need that now more than ever. **Everett is a wonderful community and we're fortunate to have The Daily Herald.** Our donation to the Investigative Journalism Fund is a small part my husband and I can play to support a transparent and more just society. ”

- Britt S.

*Democracy's Detectives: The Economics of Investigative Journalism, a book by economist James T. Hamilton

Environmental and Climate Change Reporting Fund

This ambitious initiative sheds light on how climate change impacts Snohomish County's environment, economy, and health and what our community is doing about it.

In 2022, the Environmental and Climate Change Reporting Fund continued to

grow while supporting the work of a freelance writer. As a result, the Herald published eight additional local news stories about climate change, ranging from how consumers can cash in on a federal climate bill to the state's new clean fuel standard to a push away from natural gas.

The Environmental and Climate Change Reporting Fund is a partnership between the Herald and Journalism Funding Partners, tax ID #84-2968843, a 501(C)(3) nonprofit organization.



An economic game changer

Despite dire downsides, human-caused climate change is giving a boost to the local economy in Snohomish County. In March 2022, the Herald reported how legacy industries are evolving and entrepreneurs are launching new energy industries to steer us away from carbon-emitting fossil fuels.



“ It is heartening to read about local companies' innovations to combat climate change. So much of the news on the subject is depressing and downright frightening. **I think hopeful news like this encourages people to take their own steps to decarbonize instead of just giving up.** **”**

- Julie L.

“ I donated to the **Environmental & Climate Change Reporting Fund** because an informed citizenry is key to changing perhaps the most critical issue of our time. **”**

- Mark R.

Education Project Fund

This journalism initiative covers the challenges and successes of K-12 education in Snohomish County and digs into the issues that are important for you to know.

In 2022, the fund for the Education Project received support from our community and Report for America, a

national service program that helps local newsrooms report on under-covered issues. As a result, the Herald covered more than 50 additional education stories ranging from school district and school board decisions to extraordinary educators to the pandemic's indelible mark on high school grads.

The Education Project was a partnership between the Herald and Report for America, an initiative of The Ground Truth Project, tax ID #46-0908502, a 501(C)(3) nonprofit organization.

Special educational programs for local youth

In August, the Herald reported on the Everett at Sea program, which offers outdoor, on-the-water lessons that underserved youth might not get otherwise. That story led us to Pathfinder Manufacturing in Everett, which trains dozens of at-risk high school students to make airplane parts on the way to a career.



“ Thank you again for your article about Pathfinder Manufacturing in October 2022. It has definitely allowed the community/region to **understand who we are**, what we do and highlight our mission to help at-risk high school students succeed in their respective future. ”

- Representative from Pathfinder Manufacturing



Health Reporting Initiative

This community journalism project grew out of a need we heard from readers and leaders for more coverage of health and wellness issues in Snohomish County, including health equity, mental and behavioral health, rural healthcare, social and family issues, homelessness, and substance abuse. Legislation, medical trends and advances, and the lingering affects of the COVID-19 pandemic all impact these and other health-related issues.

The Health Reporting Initiative, driven by a Herald reporter dedicated to the health beat, was launched in November 2022. In the last two months of the year, the Herald published 13 health-related stories that ranged from an early spike in flu and RSV cases to a new Native American crisis hotline to Medicare enrollment to the resource strain at Snohomish County hospitals.

The stories generated online readership and engagement on social media that put them among the most read and commented, showing the Health Reporting Initiative is filling a need for our community.



The Health Reporting Initiative is funded in part by a sponsorship of Premiera Blue Cross, a not-for-profit, independent licensee of the Blue Cross Blue Shield Association based in Mountlake Terrace and a leading health plan in the Pacific Northwest.

Together, we make an impact for our community

Our work and its impact is only possible because of people like you who value trusted, local journalism.

The numbers below are the combined totals for The Daily Herald's four journalism initiatives since each fund was established.

Number of donations:

3,287

Dollars given:

\$492,000

Individual givers:

1,500

**Now is a
good time
to give**



▲ Scan QR Code ▲

Learn more and donate at heraldnet.com/local-news-impact

“ This is where we live. We need to support access to local journalism to receive local information. Thank you to The Everett Herald, which fills this niche. ”

- Sarah N.

“ I feel very strongly about supporting local journalism. It's important for people to be informed about what is going on in their community and the world.... A free press is mandatory for a free society. I believe that journalists are unsung heroes. ”

- Kelli S.

“ I believe in supporting local newspapers because knowing my community is important. Nothing else impacts me in the same way. ”

- Terry B.

“ I think local journalism is vital for our democracy and transparency in government. ”

- AJ A.

“ Anything that can bring out into clear view the actual realities we will be facing, are now facing, will help local communities to bring their best efforts to the issues. ”

- Russ L

“ Thanks for keeping the local news coming. It's just plain priceless when it comes to being a well informed citizen. ”

- Bruce and Barbara K.

“ I support the investigative fund because I believe that my local newspaper is a crucial part of our society, and I don't want to see the Daily Herald fail!! We need the stories your investigations provide. Those stories provide truth and inspiration. I always read them, and I encourage you all to keep up the good work! ”

- Sandy J.

Our most important goal is producing local journalism that makes a difference

I'm passionate about the value of local newspapers because I believe they make our communities better places to live. I first discovered the rewarding and hard work of local journalism when I wrote for my high school newspaper.

Now as the publisher of The Daily Herald, I am proud of our commitment to serve Snohomish County as the leading source of news. We're upholding a long tradition of strong journalistic values - one that began more than 120 years ago.

But there have been a lot of changes since then. Local newspapers can no longer bring communities the news they need based on the traditional subscription and advertising

models of the past. Yet, we are persevering because of your support – your readership, your engagement, your advertising, your patience with change, and your donations to our community-funded journalism initiatives, which are vital to expanding our reporting.

After all, the work of the Herald is all about making a difference for you and our community. Being a trusted, local source for journalism is at the core of our mission. Thank you for believing in our mission.



A handwritten signature in dark ink, appearing to read 'R Alcott'.

Rudi Alcott
Publisher, The Daily Herald



We believe that independent, fact-based reporting and holding those in power accountable are essential to healthy communities and a healthy democracy. We have been elevating the voices of our communities for over a century.

If you would like to learn more about supporting our community-funded journalism initiatives, contact **SupportLocalJournalism@heraldnet.com**.

The Daily Herald
1800 41st St., S-300 Everett, WA 98203
425-339-3000