



# Meet The News Tribune editorial board

**DAVID ZEECK** | President and publisher

**WHERE I GREW UP:** Plainview, Texas  
**COLLEGE EDUCATION:** I attended Texas Tech and the University of Texas, but finally finished my bachelor's in journalism at the University of Missouri. I also earned an MBA at Rockhurst University in Kansas City.

**WHERE I LIVE NOW:** University Place  
**CHILDHOOD CAREER ASPIRATION:** fighter pilot (poor vision killed that one)

**WHAT I LIKE ABOUT MY JOB:** I like it that the newspaper is the glue that holds the South Sound together. No other business, no government or school district, has as its territory everything from Federal Way to Lacey, and from Port Orchard to the Cascades.

We are the one institution that gives the South Sound its identity. Advancing that mission – through news coverage and as an advertising medium helping businesses grow – is what makes my job fun.

**FAVORITE BOOK OF THE MOMENT:** "Pirate Latitudes" by Michael Crichton

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** I like the sense of community and the "can-do" spirit of the South Sound. I think we retain a lot of the original Northwest character that Seattle lost over the years.

**KAREN PETERSON** | Executive editor

**WHERE I GREW UP:** Grand Ledge, Mich.  
**COLLEGE EDUCATION:** Western Michigan University

**WHERE I LIVE NOW:** On the Gig Harbor peninsula

**CHILDHOOD CAREER ASPIRATION:** To run a horse farm

**WHAT I LIKE ABOUT MY JOB:** It's fun to walk in every morning not knowing what that day's Web site or the next day's paper will contain. Every day it's our job to find out what's going on so we can inform our readers. Every day we have the opportunity to make a difference in the community.

**FAVORITE BOOK OF THE MOMENT:** "Founding Brothers." I'm a geek about American history.

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** The natural beauty of this place is breathtaking, and I've learned to love the casual way, but determined spirit of the people who live here.

**DALE PHELPS** | Managing editor

**WHERE I GREW UP:** Kansas City  
**COLLEGE EDUCATION:** William Jewell College, Liberty, Mo.

**WHERE I LIVE NOW:** University Place

**CHILDHOOD CAREER ASPIRATION:** Speech writer or a debate coach

**WHAT I LIKE ABOUT MY JOB:** I like news and the idea that every important development in the world comes through our newsroom in some way.

**FAVORITE BOOK OF THE MOMENT:** "Rome 1960: The Olympics That Changed the World" by David Maraniss

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** Not having to put up with the snowstorms that cover the Midwest this time of year.



The News Tribune editorial board consists of, from left, Patrick O'Callahan, Kim Bradford, Dale Phelps, Karen Peterson, David Zeeck and Cheryl Tucker.

**PATRICK O'CALLAHAN** | Editorial page editor

**WHERE I GREW UP:** Madison, Kansas City, Snohomish County

**COLLEGE EDUCATION:** University of Washington

**WHERE I LIVE NOW:** University Place

**CHILDHOOD CAREER ASPIRATION:** Wildlife biologist (I still know a lot about frogs and two-toed sloths.)

**WHAT I LIKE ABOUT MY JOB:** You learn something new every day.

**FAVORITE BOOK OF THE MOMENT:** "The Liar's Club," Mary Karr

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** Not too cold, not too hot, not too formal, not too sunny but very green – suits my Irish genes.

**CHERYL TUCKER** | Editorial writer

**WHERE I GREW UP:** All over (mostly near Air Force bases) in California, Texas, Florida, Seattle, Virginia and Northern Italy

**COLLEGE EDUCATION:** University of Florida

**WHERE I LIVE NOW:** Lakewood

**CHILDHOOD CAREER ASPIRATION:** Paleontologist (doesn't every kid love dinosaurs?)

**WHAT I LIKE ABOUT MY JOB:** I get to do a lot of different things, from writing and editing to laying out pages, blog-

ging and working with readers to get their copy ready for publication.

**FAVORITE BOOK OF THE MOMENT:** Stieg Larsson's Millennium trilogy. I've read the first two books and can't wait for the third, "The Girl Who Kicked the Hornet's Nest," to come out. What a tragedy that Larsson died so prematurely.

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** Most of my family ended up living here. And the springs, summers and falls are hard to beat.

**KIM BRADFORD** | Editorial writer

**WHERE I GREW UP:** Portland

**COLLEGE EDUCATION:** Pacific Lutheran University

**WHERE I LIVE NOW:** Tacoma

**CHILDHOOD CAREER ASPIRATION:** I dreamed of being a ballerina, then a lawyer. Later, a school career assessment pegged me for deckhand.

**WHAT I LIKE ABOUT MY JOB:** The chance to meet smart, accomplished and colorful people – especially when they are one and the same.

**FAVORITE BOOK OF THE MOMENT:** "Larry's Kidney," Daniel Asa Rose

**WHAT'S GREAT ABOUT THE SOUTH SOUND:** An hour to Seattle, two to Portland and still plenty of reasons to stay put.

## Letters to the editor

Sending a letter is the most popular way for readers to express their opinions.

We accept letters three ways: by e-mail (preferred) at [letters@thenewtribune.com](mailto:letters@thenewtribune.com), on our Web site form at [www.thenewtribune.com/opinion/letters](http://www.thenewtribune.com/opinion/letters) and by mail addressed to The Editor, The News Tribune, PO Box 11000, Tacoma, WA 98411.

Writers must type or sign their name and include, for verification purposes only, their street address and daytime phone number. All letters should be limited to 250 words. And only one letter per 30-day period, please.

Here are some tips to improve your chances of being published:

**BE TIMELY:** We only run a sampling of letters on a given issue, and the first ones are more likely to be approved.

**BE ORIGINAL:** We don't run letters that have appeared elsewhere or were generated by special interest Web sites.

**BE BRIEF:** Short letters are more effective and more likely to be read. All letters are subject to editing for length and clarity.

**BE CIVIL:** Sarcasm can be effective, but don't overdo it. Avoid highly personal attacks, especially on other letter writers. They have a right to their opinion, too.

**KNOW YOUR AUDIENCE:** Address your comments to the newspaper and its readers, not to a third party. We don't run copies of letters sent to other people.

**LETTERS ON ABORTION AND SIMILAR PERENNIALY DIVISIVE TOPICS:** These aren't accepted unless they respond directly to news events and add something new to the debate.

**AT ELECTION TIME:** We don't run letters just endorsing a political candidate. Letters discussing the candidates' stands on election issues are more likely to make the cut.

**NAMES:** Please use your own name or two initials and your last name. No anonymous letters or "pen names" can be used.

**KEEP TRYING:** We are only able to run about one third of the letters we receive.

## Join the conversation

**SEND US A LETTER.** See our tips for letter writers above.

**WRITE A YOUR VOICE OR VIEWPOINT.** If you have a unique expertise or insight on an issue that's in the news, write us a Viewpoint or Your Voice (Your Voice is shorter and more personal).

Try to limit submissions to about 650 words for Viewpoints and 450 words for Your Voices. E-mail proposed articles to Patrick O'Callahan at [pcallahan@thenewtribune.com](mailto:pcallahan@thenewtribune.com).

**ATTEND EDITORIAL BOARD'S MORNING MEETING.** The board meets every weekday at 9:15 a.m. to discuss the day's news and decide what editorials to write for the next day. Call Cheryl Tucker at 253-552-7033 to schedule a visit.

**COMMENT ONLINE.** The News Tribune's Web site ([www.thenewtribune.com/opinion](http://www.thenewtribune.com/opinion)) allows viewers to post comments on editorials, letters and columns. Inside Opinion, the editorial writers' blog at [blog.thenewtribune.com/opinion](http://blog.thenewtribune.com/opinion), is another good place to air your views.

## Become a reader columnist

Since 2000, we've reserved a spot on our opinion page for contributions from a selected panel of four to six local reader columnists. Now it's time to invite readers to apply for our 2010 roster of guest writers.

We are looking for contributors who represent the racial and geographic diversity of South Sound residents – urban, suburban and rural, young, old and in between.

To apply, readers should submit two freshly written sample columns (not previously written material), each 600 to 700 words. Include a cover letter telling us a bit about yourself.

Send e-mail submissions to [patrick.ocallahan@thenewtribune.com](mailto:patrick.ocallahan@thenewtribune.com). Please do not use attachments; copy and paste your articles in the e-mail. The deadline is Jan. 11.