



Re: Fw: A little more balanced approach.

From John Carr <john.carr@bendbulletin.com>

Date Tue 11/25/2025 11:17 AM

To john martin <jmartinnoj@hotmail.com>; Michael Henneke <michael.henneke@heraldnet.com>

Thanks again Mr. Martin,

On Tue, Nov 25, 2025 at 10:30 AM john martin <jmartinnoj@hotmail.com> wrote:

John Carr
Publisher
The Bulletin
320 SW Upper Terrace Dr
Suite #200
Bend, OR 97702

Dear John Carr,

Thank you for your kind and thoughtful email.

It's good to communicate with someone outside of "... the proposed "New stadium" " fray.

We watched the Eugene Emeralds (Ems) in the championship game against the Everett AquaSox (Frogs) and heard about the Oregon stadium from Emeralds fans.

What is the media's role?

Nationally, stadiums are influenced by many outside factors, for example, federal tax exemptions.

Locally, Charlton Volpe, the AquaSox PDL President, discussed Stadium planning with Cassie Franklin, Mayor of Everett, culminating in a document called, " Project Frog Pond."

"Project Frog Pond" indicates:

"Assemble public relations (PR) strategy
AquaSox in conjunction with Mayor's Office

Discuss with **Seattle Mariners** on specifically how/when to get them involved as Project Frog Pond becomes public (e.g. letters, visits, etc.)
AquaSox"

It appears "Project Frog Pond" is in force and the Everett Herald is being manipulated by the City of Everett and Major League Baseball.

A publisher has the right to express the opinions of the newspaper.

In this case, however, the Everett Herald's opinion -- "Keep AquaSox in Everett with a downtown ballpark" -- looks more like a paid advertisement for Major League Baseball.

This article is not journalism.

This article is not even opinion.

This article looks like it is part of an Everett Herald marketing effort, with the Everett Herald standing to profit enormously from the continued existence of the AquaSox in Everett.

I'm glad you included Everett Herald editor Michael Hennecke in your reply.

You indicate, ".... Michael has the ultimate say in what we publish..." but in fact, profitability, stockholder return, and a newspaper's continued existence, ultimately determine what the Everett Herald can and will publish.

Still, "Project Frog Pond" should be addressed and investigated by the Everett Herald.

To the best of my knowledge, "Project Frog Pond" has never been in the Everett Herald, and it should be, to create a more balanced approach.

You ask, "would you be interested in sharing your thoughts with readers?"

Feel free to publish this letter in his entirety, along with "Project Frog Pond" in its' entirety, in both the Bend Bulletin and The Everett Herald.

Thank you again for your kind and thoughtful email.

Best regards and here's wishing you a Happy Thanksgiving!!

John E. Martin
425-361-2854
Jmartinnoj@hotmail.com

From: John Carr <john.carr@bendbulletin.com>
Sent: Thursday, November 20, 2025 7:54 AM
To: john martin <jmartinnoj@hotmail.com>; Michael Henneke <michael.henneke@heraldnet.com>
Subject: Re: Fw: A little more balanced approach.

Greetings Mr. Martin.

I have added Everett's Editor Michael Henneke. Thank you for your note, and the effort you put into it.

The link goes to an opinion piece. Publishing a wide variety of views on an opinion page is important, but the opinion are those of the writers, not the Herald's. Publishing in no way equates to endorsement of those views.

In my view the information and perspective you have added here is also worth including on the opinion page. Michael has ultimate say in what we publish, but would you be interested in sharing your thoughts with readers?

Thank you for the kind words, constructive criticism, and readership!

On Wed, Nov 19, 2025 at 7:21 PM john martin <jmartinnoj@hotmail.com> wrote:

Carrie Radcliff<carrie.radcliff@heraldnet.com>

You

Hello, thank you for reaching out. I am currently on medical leave until sometime in December. In my absence, please reach out to one of the people below.

Executive level inquiries: John Carr, john.carr@bendbulletin.com

From: john martin <jmartinnoj@hotmail.com>

Sent: Wednesday, November 19, 2025 7:07 PM

To: William Geschke <wiliam.geschke@heraldnet.com>

Cc: Carrie Radcliff <carrie.radcliff@heraldnet.com>;

michael.henneke@heraldnet.com <michael.henneke@heraldnet.com>; Michael Whitney <michael.tribune@snoho.com>; robc@spokesman.com <robc@spokesman.com>; Pedersen, Stephanie <spedersen@thenewstribune.com>

Subject: A little more balanced approach.

William Geschke
Reporter for The Everett Herald
425-339-3443
wiliam.geschke@heraldnet.com

Dear William Geschke,

Thank you for your November 10 article regarding the Everett Mayor's race.
I must say, the Everett Herald and your writing is a source of valuable information.

<https://www.heraldnet.com/news/everett-mayor-race-early-results-show-franklin-leading/>

But your article and the October 18th budget opinion piece

<Https://www.heraldnet.com/opinion/comment-if-everett-candidate-can-fix-budget-what-would-he-cut/>

leave something to be desired.

"The proposed "New Stadium" in downtown Everett amounts to 31% of Everett's \$439 million budget in 2024, and 21% of Everett's increased \$644 million budget in 2025. The impacts of the proposed "New Stadium" in downtown Everett should be included in the city's proposed 2026 budget."

This statement was part of the public record at the "Emergency Budget Meeting" in September at the Transit Station and also submitted as part of the public record at a recent Everett City Council meeting.

The three councilmembers in the October 18, 2025 Everett Herald article, - Scott Bader, Ben Zarlingo and Don Schwab - all voted on numerous occasions in favor of measures supporting the "New 137.9 Stadium."

In the article they indicate "... we have a critical interest in realistic budget discussions."

Yet nowhere in the article do they "realistically" discuss the budget impacts of a "New \$137.9 million Stadium."

Instead, they ignore the impacts of a "New \$137.9 million Stadium" and indicate:

"After the measures we've proposed for a balanced 2026 budget, our structural deficit problem shows the city facing in 2027 a deficit at this time of some \$7 million."

These councilmembers need to face the white elephant in the room. These three council members need to face the "New \$137.9 million Stadium" they voted for.

What structural deficit problems will the City of Everett face in 2027, 2028, 2029 and beyond, with a "New \$137.9 million Stadium?"

This is the white elephant you should at least have mentioned have in your "Franklin wins reelection as Everett mayor" article.

While you may not agree with the perspective of the Snohomish County Tribune, the Tacoma Tribune, or the Spokane Spokesman-Review, you can at least have a little more balanced approach.

And what about Mayor Franklin and Project Frog Pond?

You can do better.

Still, thank you for your reporting and your journalism.

Best Regards,

John E. Martin
425-361-2854
jmartinnoj@hotmail.com

No Frogs Downtown

<Https://martinmusic.biz/NitramProjectFrogPond7th.html>

For the latest letters, articles, and songs go to:

<Https://martinmusic.biz/contact/no-frogs-downtown-2/>

(Sometimes it loads slowly)

<Https://www.snoho.com/news/2025/oct/08/mariners-have-big-money-how-about-they-give-cash-for-its-everett-farm-teams-stadium/>

<Https://www.thenewstribune.com/opinion/letters-to-the-editor/article312346445.html>

<Https://www.spokesman.com/stories/2025/oct/04/letters-for-saturday-oct-4/>