

# northwest

## Just Out Dominates in 'Papergate 2008!'

First there were the spooky phone calls. Then came the ominous threats: "You must pick up your *Just Out* distribution box from our basement by such-and-such date, or it will be discarded." Cue sting chords.

That message, delivered to *Just Out* Publisher Marty Davis twice during the month of July, signaled the start of something big: a citywide call to arms for defense of the First Amendment and right to public use of the sidewalks. It spawned "Papergate 2008!" And it all happened thanks to Starbucks Coffee Company.

Because of a mandate handed down from Portland-area Starbucks district manager Tiffany Bruderson in the spring, 'Bucks stores began making clean sweeps of their storefront sidewalks this summer, including removing any newspaper boxes that a store manager found to be "of a safety concern" to customers. Two separate downtown stores removed *Just Out* distribution boxes without the paper's consent: locations at the Essex House, 1330 S.W. Third Ave., and at 906 S.W. Taylor St.

The coffee chain's actions were, according to officials at the city of Portland, very clearly against the law. By forcibly removing newspaper boxes—publications like *Just Out* and *The Portland Tribune*, among others—from outside its storefronts and demanding that the boxes be picked up and hauled off their properties, Starbucks was violating both the First Amendment and Oregon state

law, confirms Portland Office of Transportation engineering and development program manager Rich Eisenhauer.

"We don't tell people they can just remove them," Eisenhauer says about local businesses that claim removing the boxes will help with safety and cleanliness around their property. "If there is a safety issue," he says, his office "won't remove the box totally—we'll move it to a different side of the street."

But it took an intervention from *Just Out*—with an assist from KOIN-TV, which joined Davis at the scene of the Essex House crime—to get Starbucks to change its position and "allow" the paper stands back outside its property. (The coffee chain, unsurprisingly, did not bother to touch boxes for *The Oregonian* or *The Wall Street Journal*, both publications with whom it has big-dollar reciprocal relationships.)

Now, essentially after telling *Just Out* and other Portland free media to shove it, the company has changed its tune: Now it's "sorry." Bruderson called *Just Out* late last month to explain "the misunderstanding of removing the boxes which we should not have removed," admitting that her directive to remove any offending free publication distribution boxes "was not the best course of action."

Davis, after being invited

by Bruderson to return the *Just Out* boxes outside the downtown Starbucks locations, agreed to do so, and the boxes again found their legal and right public use homes July 28.

"Sincerely, we obviously didn't think this one through maybe as well as we should have," Bruderson admitted sheepishly about the Papergate 2008 fracas. "We welcome you back, and we want

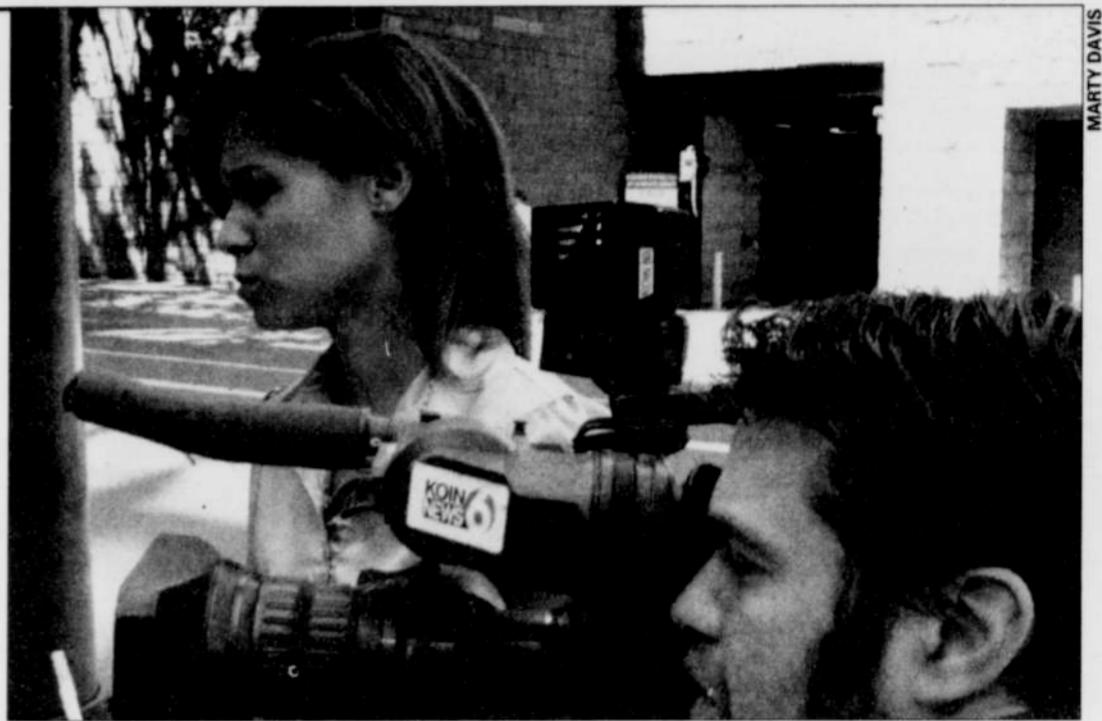
to be part of the local community and offer your publication. Again, we're sorry."

## Nike Pulls 'That Ain't Right' Ad Campaign

Citing the growing chorus of outcry concerning its gay-baiting "That Ain't Right" basketball attire advertisements, Beaverton-based Nike decided to kill the campaign at its birth. The company began pulling all advertisements with the "That Ain't Right" tagline from nationwide markets within days of the decision.

Designed by Portland-based creative giants Wieden + Kennedy, the campaign stirred huge controversy in mostly online media starting July 22, with bloggers and media pundits taking the usually gay-friendly company to task for what

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KOIN-TV documents the return of *Just Out* boxes outside two downtown Starbucks coffee shops.



Bloggers coined this ad campaign "the worst in Nike's history" days before it was pulled by the Beaverton-based corporation.

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