

Can Zuckerberg really make a privacy-friendly Facebook?

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Associated Press

SAN FRANCISCO — After building a social network that turned into a surveillance system, Facebook CEO Mark Zuckerberg says he's shifting his company's focus to messaging services designed to serve as fortresses of privacy.

Instead of just being the network that connects everyone, Facebook wants to encourage small groups of people to carry on encrypted conversations that neither Facebook nor any other outsider can read. It also plans to let messages automatically disappear, a feature pioneered by its rival Snapchat that could limit the risks posed by a trail of social media posts that follow people throughout their lives.

It's a major bet by Zuckerberg, who sees it as a way

to push Facebook more firmly into a messaging market that's growing faster than its main social networking business. It might also help Facebook ward off government regulators, although the Facebook CEO made clear that he expects the company's messaging business to complement, not replace, its core businesses.

But there are plenty of obstacles. Facebook has weathered more than two years of turbulence for repeated privacy lapses, spreading disinformation, allowing Russian agents to conduct targeted propaganda campaigns and a rising tide of hate speech and abuse. Zuckerberg submitted to two days of grilling on Capitol Hill last April. All that increases the challenge of convincing users that Facebook really means it about privacy this time.



AP Photo/Andrew Harnik
Facebook CEO Mark Zuckerberg testifies before a House Energy and Commerce hearing about the use of Facebook data to target voters in the 2016 election and data privacy.

Encrypted conversations could alleviate some of those problems, but it could make others worse. Security is an "admirable goal," said Forrester Research analyst Fatemeh Khatibloo. "I'm just not sure it addresses the bigger issues Facebook is

facing right now." Facebook grew into a colossus by vacuuming up people's information in every possible way and dissecting it to shoot targeted ads back at them. Anything that jeopardizes that machine could pose a major threat to the compa-

ny's share price, which would also affect its ability to attract and retain talented engineers and other employees.

In a Wednesday interview, Zuckerberg predicted Facebook's emphasis on privacy will do more to help the company's business than hurt it. While most of the stock market slipped in Wednesday trading, Facebook's shares gained \$1.25 to close at \$172.51.

The Facebook CEO has been telegraphing some of these changes to investors for the past six months, but his Wednesday blog post is the first time he has explained the idea to the more than two billion people that use Facebook's services and look at its ads. Those ads are expected to generate \$67 billion in revenue this year, according to the research firm eMarketer.

If everything falls into

place, Facebook will also display similar advertising on the privacy-protected messaging services. Those services are also likely to offer other moneymaking features, such as a digital wallet, as Facebook attempts to build something similar to Tencent's popular WeChat service in Asia.

"If you think about your life, you probably spend more time communicating privately than publicly," Zuckerberg said. "The overall opportunity here is a lot larger than what we have built in terms of Facebook and Instagram."

That's far from proven. While Facebook has already tried to show ads in the Messenger app, it's seen only limited success. It hasn't even tested the concept in WhatsApp since it acquired that service for \$22 billion in 2014.



Colin Murphey/The Daily Astorian
A salmon is caught in a gillnet on Tim Becken's boat.

Gillnet: Washington state allows practice back on the Columbia River

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chapter of the Coastal Conservation Association, a group that has long opposed gillnets on the river, said the fishery and its practices belong to the past.

Commissioner David Graybill, who served on the joint committee, did not support the change to the original policy and voted against the recommendation Saturday. He cited ongoing concerns about the size of salmon runs, and debated the actual economic impacts of the Kitzhaber Plan on commercial fishermen.

"I want to make it loud and clear to that group that I'm not going to accept going backwards," he said, addressing sport fishing representatives. "An increased share for the gillnet fleet is not to be considered."

But commercial fishermen and commissioners countered that the original policy has not met its goals and needs to be adjusted.

A five-year review of the policy completed by Washington fishery staff last year found both commercial and recreational fishermen were not seeing promised economic enhancements or stability as a result of the policy. The commercial fishermen saw active declines in their economic opportunities.

Washington has yet to find any good commercial alternatives to gillnets. Proposed alternatives like purse and beach seines were costly for fishermen and appear to negatively impact steelhead, researchers found during test fishing with the gear. Nor has the state identified off-channel areas to replace the main stem fishing grounds commercial fishermen lost.

Oregon has had more success at establishing off-channel fishing areas, but a similar review by state fish and wildlife staff came to the same conclusions about alternative gear and the economic impacts of the policy.



Photos by Edward Stratton/The Daily Astorian
Jazalyn Clark, 1, experiences her first time feeding elk Wednesday at the Jewell Meadows Wildlife Area.

Elk: In Jewell, preschoolers get to feed the animals

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"And then the second reason is to keep these elk in the field for longer. We have a lot of issues with damage on our surrounding landowners, so the more we can keep the elk in this field, the better off they'll be. They're not causing problems for anyone else."

The 3 to 5 pounds of alfalfa per elk dropped on the field covers about one-quarter to one-third of their daily diet, said Bryan Swearingen, the wildlife area manager in Jewell.

"We'll continue to feed these elk on an irregular



Charlie Chamberlain, a senior wildlife area technician with the state Department of Fish and Wildlife, explains to preschoolers how to tell the age of a bull elk.

basis until the grass starts to grow," Swearingen said.

The alfalfa is trucked in

from Eastern Oregon, so as to taste different from what

local elk are used in the

fields. Feeding continues until the elk become disinterested, by which point wildlife managers know nature has taken over for the season.

The special visit by the preschoolers Wednesday was the last in a series of popular feeding tours the state offers between December and February that usually draw around 1,000 people annually. Swearingen warns people to register early. His office had around 1,100 people reserved for the tours within the first seven hours of registration last December.

THE DAILY ASTORIAN

TV SCHEDULE

Evening listings
THURSDAY

THURSDAY EVENING													MARCH 7	
A	L	6 PM	6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30	
2	KATU	KATU News at 6 (N)		Jeopardy! (N)	Wheel Fortune (N)	Grey's Anatomy "Blood and Water" (N)	Station 19 "Crash and Burn" (N)	For the People "First Inning" (P) (N)	News (N)	(35) Jimmy Kimmel				
4	KOMO	KOMO 4 News at 6pm (N)		Wheel Fortune (N)	Jeopardy! (N)	Grey's Anatomy "Blood and Water" (N)	Station 19 "Crash and Burn" (N)	For the People "First Inning" (P) (N)	KOMO4 News (N)	(35) Jimmy Kimmel				
5	KING	KING 5 News (N)		Growing Wellness		Superstore (N)	A.P. Bio (SP) (N)	Brooklyn 99 (N)	Will & Grace (N)	Law & Order: S.V.U. "Accredo"	KING 5 News (N)	(35) Tonight Show		
6	KOIN	KOIN Local 6 (N)		Evening News (N)	Extra	The Big Bang (N)	Young Sheldon (N)	Mom (N)	Fam (N)	S.W.A.T. "Jack" (N)	News (N)	(35) Colbert		
7	KIRO	KIRO 7 News (N)		Evening News (N)	Ent. Tonight	The Big Bang (N)	Young Sheldon (N)	Mom (N)	Fam (N)	S.W.A.T. "Jack" (N)	KIRO News (N)	(35) Colbert		
8	KGW	KGW News at 6:00 p.m. (N)		Tonight Cassidy	Inside Edition	Superstore (N)	A.P. Bio (SP) (N)	Brooklyn 99 (N)	Will & Grace (N)	Law & Order: S.V.U. "Accredo"	News (N)	(35) Tonight Show		
9	KRCW	Modern Family	Modern Family	The Goldbergs	The Goldbergs	Supernatural "Ouroboros" (N)	Legacies (N)	News (N)	Friends	Two and a Half	Two and a Half			
10	KOPB	Expeditions	Business (N)	PBS NewsHour (N)		Oregon Art Beat	Oregon Guide (N)	Midsomer M.	(50) Midsomer Murders	Masterpiece Mystery!	"Endeavour: Canticle"			
12	KPTV	6 O'Clock News (N)		Family Feud	Family Feud	Gotham "The Trial of Jim Gordon" (N)	The Orville "Blood of Patriots" (N)	10 O'Clock News (N)		News (N)	Page Six TV			
13	KPDx	Mike & Molly	Mike & Molly	Big Bang Theory	Big Bang Theory	8pm Prime News (N)	9pm Prime News (N)	Big Bang Theory	Family Guy	American Dad!	The Game			
13	KCPQ	Modern Family	Modern Family	Big Bang Theory	Big Bang Theory	Gotham "The Trial of Jim Gordon" (N)	The Orville "Blood of Patriots" (N)	Q13 NEWS AT 10 (N)		News (N)	The Simpsons			
20	TBS	Family Guy	Family Guy	Seinfeld	Seinfeld	Seinfeld	Seinfeld	Big Bang Theory	Big Bang Theory	Big Bang Theory	Big Bang Theory	Conan (N)	Seinfeld	
22	KZJO	Black-ish	Black-ish	Mom	Modern Family	Mom	Modern Family	Q13 News at 9 (N)	Big Bang Theory	Big Bang Theory	Big Bang Theory	Two and a Half	Two and a Half	
29	ESPN	ESPN Documentaries				SportsCenter (N)	SportsCenter With Scott Van Pelt (N)	SportsCenter (N)	SportsCenter (N)	SportsCenter (N)	SportsCenter (N)			
30	ESPN2	NCAA Basketball				College Basketball	UFC Flashback (N)	UFC "Velasquez vs. Junior dos Santos"	UFC Main Event "Dos Santos vs. Miocic"	Now or Never (N)	MMA Show			
31	NICK	The Loud House	The Loud House	The Loud House	The Loud House	Double Dare	Double Dare	To Be Announced		Friends	(35) Friends			
32	DISN	Coop & Cami	Coop & Cami	Raven's Home	Raven's Home	Sydney to the Max	Coop & Cami	Raven's Home 2/3	Raven's Home 3/3	Sydney to the Max	Coop & Cami	Andi Mack	Raven's Home	
34	FAM	(5:30) **** The Goonies '85, Adventure	Corey Feldman, Josh Brolin, Sean Astin	Siren "Entrapment" (N)		**** Pretty in Pink '86, Rom	Andrew McCarthy, James Spader, Molly Ringwald			The 700 Club				
35	FMC	(4:25) 13 Hours: The Secret Soldiers...	(20) 13 Hours: The Secret Soldiers of Benghazi (2016, Drama)	John Krasinski, Max Martini, James Badge Dale		(15) **** Don't Breathe (2016, Horror)	Dylan Minnette, Daniel Zovatto, Jane Levy			Bring It (N)				
36	LIFE	Grey's Anatomy "I Saw What I Saw"	Grey's Anatomy "Give Peace a Chance"	Bring It! Fan Chat (N)	Bring It! "Dancing Doll Heist" (N)			(05) Rap Game "The Final Battle" (N)		Bring It (N)				
38	ROOT	NCAA Basketball WCC Tournament (L)				NCAA Basketball WCC Tournament First Round (L)				NCAA Basketball ACC Tournament Women's Second Round				
39	FS1	(5:00) NCAA Basketball Ind./Ill. (L)		NCAA Basketball USC at Utah (L)				PBC Press Conference	Fair Game	TMZ Sports (N)	NCAA Basketball Indiana at Illinois			
43	COM	Friends	Friends	Friends	Friends	**** My Cousin Vinny (1992, Comedy)	Marisa Tomei, Ralph Macchio, Joe Pesci			Forrest Gump '94	Tom Hanks			
44	COM	Parks and Rec	The Office	The Office	The Office	The Office	The Office	Broad City (N)	The Other Two (N)	The Daily Show (N)	Broad City			
45	HIST	Swamp People "Leviathans"	Swamp People "No Man's Land"	Swamp People "Cow Killers"	Swamp People "Bringing the Heat" (N)	(05) Truck Night "Military Might" (N)	(05) Swamp People "No Man's Land"			(05) The First 48 "Dangerous Business"				
46	A&E	The First 48 "The Girl Next Door"	The First 48 "Officer Down"	The First 48 (N)	The First 48 (N)	60 Days In "You Don't Belong Here" (N)	(05) The First 48 "Military Might" (N)			(05) Untold Stories "Chocolate Pudding"				
47	TLC	Dr. Pimple Popper "Tumor Takeover"	Pimple "Sisters Lumpity Lump"	Dr. Pimple Popper "Mic Drop Pop!"	Dr. Pimple Popper	Untold Stories "Chocolate Pudding"	Untold Stories "My Head's Exploding"			Untold Stories "Underground Living"				
48	DISC	Naked and Afraid	Building Off the Grid "Desert Domes"	Building Off the Grid "Ohio Valley Hut"	Off the Grid "Maine Straw Bale Cabin"	Alaskan Bush "Bull by the Horns" (N)	Building Off Grid "Underground Living"			The Story of God "Search for the Devil"				
49	NGEO	Secrets Garden	Wild Spaces	China's Valley of the Kings	Lost "Tutankhamun's Treasures"	The Maya "Secrets of the Snake Altar"	The Maya "Secrets of the Snake Altar"			NBA Basketball Indiana vs Milwaukee				
50	TNT	(5:00) NBA Basketball Indiana Pacers at Milwaukee Bucks (L)	NBA Basketball Oklahoma City Thunder at Portland Trail Blazers Site: Moda Center -- Portland, Ore. (L)			Inside the NBA								
51	AMC	(5:00) **** The Green Mile (1999, Drama)	David Morse, Bonnie Hunt, Tom Hanks	**** City Thumper (1999, Adventure)	Rachel Weisz, John Hannah, Brendan Fraser	(50) **** The Mummy Returns (01) Brendan Fraser								
52	USA	NCIS "Kill Chain"	NCIS "Double Back"	NCIS "Monsters and Men"	NCIS "Bulletproof"	NCIS "Dressed to Kill"	NCIS "Rock and a Hard Place"							
53	FOOD	Beat Bobby Flay	Beat Bobby Flay	Chopped "Beer And Brats"	Chopped "Fire It Up!"	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	
54	HGTV	Love It or List It "Functioning for Four"	Love It or List It "Design Intervention"	Flip or Flop	Flip/Flop Nashville	Flip or Flop (N)	Flip/Flop Nashville	House Hunters (N)	House Hunters (N)	House Hunters (N)	House Hunters (N)	House Hunters (N)	House Hunters (N)	
56	FX	(4:00) Now You See Me 2	Hidden Figures (2016, Drama)	Octavia Spencer, Janelle Monae, Taraji P. Henson		Better Things (N)	Better Things	Better Things	Better Things	Better Things	Better Things	Better Things	Better Things	
57	CNN	Cuomo Prime Time	Cuomo Prime Time	CNN Tonight With Don Lemon	Anderson Cooper 360	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	Cuomo Prime Time	
58	FNC	Hannity	The Ingraham Angle	Fox News @ Night	Tucker Carlson Tonight	Hannity	The Ingraham Angle							
61	CNBC	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	Shark Tank	
63	BRAV	Million Dollar List "Brother Dearest"	Million Dollar List "Hell or High Water"			(05) Listing "Naked in the Backyard" (N)	(05) YardEnfy "Brides and Blooms" (N)	(05) Watch (N)	(35) Million Listing					
64	TCM	(5:00) **** All the President's Men '76	Robert Redford	**** Citizen Kane (1941, Drama)	Joseph Cotten, Everett Sloane, Orson Welles	(45) **** All the King's Men (49)	Mercedes McCambridge, Broderick Crawford			Movie				
65	SYFY	**** Hellboy (2004, Sci-Fi)	John Hurt, Selma Blair, Ron Perlman	**** Ant-Man (2015, Action)	Michael Douglas, Evangeline Lilly, Paul Rudd	Deadly Class "The Clampdown"								
162	RFD	SF Machinery	Small Town	Rural America "Live" (N)		Steve Lantvit	Rural Eve. News	Grown	Farm Monitor	SF Machinery	Small Town	Time Life Library		