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## Connecting With Readers Oct. 29, 2008

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Submitted by karenv on Wed, 2008-10-29 13:13.

### Oregonian readers help design a new Oregon flag



Looking ahead to Oregon's 150th anniversary on February 14, 2009, The Oregonian has dreamed up an interactive way to get readers thinking about what makes our state special: A contest to design a new state flag.

Why would we need a new flag? Some say because Oregon's current flag is double-sided (the state seal is on front and there's a gold beaver on back), which makes it more expensive to produce; and it isn't very distinctive because of its similarity to many other state flags. Reinventing Oregon's flag would solve both of those problems, so The Oregonian has invited readers to submit their designs for a new flag.

The contest is open through Nov. 21, and after a panel of citizens and designers picks 10 finalists, readers will vote for a favorite that will then be submitted to the Legislature for consideration. Plus, the winner with the most reader votes will receive a 3-by-5-foot cloth flag of his or her design.

"In the first week we heard from a couple of hundred readers, about half of whom sent in their flag ideas," said Joany Carlin, news editor of the newspaper's 150th anniversary coverage. "It was so interesting to see how so many people — normally native Oregonians — took offense at the very notion of changing the flag, despite the fact that it doesn't have pioneer roots." It has accomplished

one goal of the contest: To connect with the community and to get them to contemplate what it means to be an Oregonian.

To learn more about the contest or submit entries online, visit: [www.oregonlive.com/oregon](http://www.oregonlive.com/oregon)

### **Homes+Gardens Northwest takes flight**



Popular modern dance company White Bird will present a performance by Tero Saarinen Company tonight, and The Oregonian will gain more exposure for our Lifestyle Media magazine, Homes+Gardens Northwest. The latest issue of the magazine features an article by Grant Butler about White Bird founders Paul King and Walter Jaffe, so we will give away 350 copies of the magazine to attendees. "This is a great way to reach new readers and those not familiar with our magazines, and generate some good buzz for Homes+Gardens Northwest," said Diana Szymczak, marketing promotions.

### **A&E Holiday Events Guide**



With all the recent sunshine and temperatures in the 60s, it's hard to believe the holidays are upon us. But believe it – and as proof, readers can turn to our annual A&E Holiday Events Guide next Friday, Nov. 7.

This must-have reader resource is packed with ideas and listings on what to do, where to go, and who to see throughout the season – from classic holiday plays and choral performances, to winter wonderlands illuminated with thousands of lights. "The Holiday Events guide will help get even the grumpiest grinch turned around with dozens of suggestions of ways to tap into the holiday spirit – from watching the Christmas ships to the big parades to the famous Pioneer Courthouse Square tuba Christmas," said Barry Johnson, arts editor.

Readers looking for holiday events also can search online at [www.oregonLive.com/events](http://www.oregonLive.com/events), and

find all the holiday events input by our listings team. Once on that page, typing the word "holiday" in the search box at the right with "all" as the date range will bring up holiday activities in Portland and beyond. If you receive holiday event submissions, please route them to the listings desk at [listings@news.oregonian.com](mailto:listings@news.oregonian.com).

**Need a holiday gift idea for local friends and relatives? Save on gift subscriptions to our magazines!**

Last week we told you about the new gift subscription rates for our Lifestyle Media magazines (MIX, Homes+Gardens Northwest and Northwest magazine). Now, we also offer the following employee subscription rates: \$22/one-year of all three magazines; or \$8/one-year of one individual magazine. What a great way to share the gift of living in the Northwest! Watch for a notice from Human Resources soon, with detailed information on how to subscribe.

**Season of Sharing Volunteer Shoppers Needed!**



Every year we recruit volunteer employee shoppers and wrappers to help with the wishes of the individuals and agencies featured in the Season of Sharing Wishbook, which will be published on Sunday Nov. 23. The annual Season of Sharing fund-raising has made dreams come true for countless local individuals, families and service agencies in need since its introduction in 1999. If you love to shop and you would like to help us select goods to benefit those highlighted in the Wishbook, **email Trish Rolin or call Ext. 8336**. An orientation meeting will be held in early November.

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