

Sloppin' the Hogs

by Alex R. Mayer

THE MESSENGER AS P.R. FIRM

This is the eighth issue of the *Belltown Messenger*, and one of the reasons it has survived this long is the fact that we got started with revenue from ad sales. Still, the *Messenger* is the smallest community newspaper in town, with eight pages and a circulation of 5,000. We want to grow so we can properly serve our neighborhood, providing more content about Belltown for our readers—those who live and work in Downtown, Seattleites who visit Downtown, and tourists from all over the world.

Call me at 206-443-2708. After you see our rates, our detailed circulation report and other top secret documents, I'll bet that I'll be able to convince you to advertise. And what do you get? You get good word of mouth for your business for starters. That pays for the ad right there before the damn paper is even printed.

YELLOW JOURNALIST NEEDED

Are you an aspiring writer with a desire to write a gossipy Belltown nightlife column? Do you occasionally visit the Second Avenue strip? You know, *Viceroy*, *Rendezvous*, *Mama's*, *The Lava*, *Tula's* and the *Croc*. Will you dare venture into the netherworld of Eurotrash First Avenue clubs like *Axis*, *Bada* and *Medusa*? If so, send writing samples to editor@belltownmessenger.com.

SMART MARKETING

Our Belltown Business of the Month for June is *Zoey Blueplate*, located in the basement of the union hall on First. The owner, **Eleni Ponirakis Henry**, was shrewd enough to realize that *Zoey's* holds a unique niche in Belltown's dining scene, and that the *Messenger* could help her communicate that idea cheaply and effectively. *Zoey's* is frequented by union members, construction workers, and loyal Belltown and lower Queen Anne neighbors. The atmosphere is working-class and unpretentious. It's a great place to go and have drinks with friends (the bar is a big draw, although Eleni's main gig is catering). I think a little exposure in the *Messenger* will be sure to bring her some new regular customers.

BELLTOWN BUSINESS OF THE MONTH**

- #1 November 2003 – Choice Linens
- #2 December 2003 – Maxwellton Aerie Alpaca
- #3 January 2004 – Tom Douglas Restaurants
- #4 February 2004 – züm
- #5 March 2004 – Zoë
- #6 April 2004 – Thome Financial Management
- #7 May 2004 – Seattle Monorail Project
- #8 June 2004 – Zoey Blueplate

*Our sponsoring advertiser for the month...

**And a who's who of civic-minded Belltown VIPs.

LOCAL MEDIA GOSSIP

I keep forgetting that "Sloppin' the Hogs" is supposed to be a media gossip column so here's the dish for this month:

The *Stranger* and *Seattle Weekly* continue to run ads for prostitutes. We really hope the *Weekly* will stop taking such ads and then go out of business, because the *Stranger* is much funnier.

Our most fierce competitor, the *Denny Regrade Belltown Paper*, continues to run a Belltown map from 1999. Folks have told me the paper has gone downhill ever since "Executive Editor" **Katharine Widdows** took it over from fellow Apex coop member **Kevin Colby**. Colby called it the *Belltown Dispatch* and did a competent job with it, but now the *Denny Regrade Belltown Paper* doesn't even indent most of their paragraphs and they often forget to use quote marks when generously appropriating other people's material. I do like the record reviews by **Jeffrey Taylor** from former Belltown record store *Wall of Sound*.

A common sight downtown in the summer is the tourists haplessly clutching the full-color *Seattle Tourmap*®. This is the 41st annual map published by locals **Dick** and **Marjorie Engalls**. It costs way upwards of \$2,000 to get your business on the map because their distribution is massive. The 2004 (and 2003) maps neglect Belltown, though. Do tourists really need to know that during a 1996 Christmas parade, a befeater appeared? Who edits this crap? That space could be put to better use.



TOURMAP: Irrelevant.