

WASHINGTON STATE MAGAZINE

COUGAR ADVERTISING GUIDE



WHAT IS A COUGAR



Strong and savvy in their pursuits,
Cougars will spring on new opportunities
and new challenges with enthusiasm. Their
habitat is far-ranging, but Washington State
is never distant from their hearts and minds.



WHERE DO YOU FIND COUGARS



Look anywhere **in the Northwest**

and there's probably a Cougar just a whisker

away. From high-tech urban environments

to high-yield farms, Cougars live, work, and

prosper throughout the region.





WHY TRACK COUGARS



With curiosity and vigor,

Cougars pursue adventure and fun.

They **love living** in the Northwest and will

pounce on great opportunities.



WHERE TO APPROACH COUGARS



Connect to Cougars one-to-one through
Washington State Magazine. 68% of our
readers live in the state of Washington and
another 18% make their homes in other
parts of the West. Your customers are already
here, dedicated to Washington state and WSU.



Dream maker

"My earliest memories of school were full of hope," says Army Eveskige '13 EDD, the new superintendent of Chief Leschi Schools and the first Puyallup Tribe member to hold the position.

She's eager to instill that same hope to the kids attending her schools. Chief Leschi Schools, operated by the Puyallup Tribe, is one of the largest Bureau of Indian Education schools in the nation. That she even became superintendent took support of her own teachers. As a child, her hopes were slim. Her dreams, muted. Her father died when she was three. Her mother was an X-ray technician but spent most of her time in preschools mentoring children. This was in the Hilltop neighborhood of Tacoma. This wasn't a neighborhood for a child. There was gang violence, crack dealing, gunfire, and sirens at all hours. "As a teenager," she recalls, "I didn't think I'd be something."

Teachers, school administrators, and her own education—a bachelor's from the University of Puget Sound and a doctorate in educational leadership from Washington State University Vancouver—all helped shape her. University Vancouver—all helped shape her, and all of those forces are shaping what she wants to do for the school district, the tribal children, and herself. "I am part of being a dream maker, hope provider, and the future of our children."

Her work isn't easy. Textbooks come from publishers that don't represent the cultural values or experiences of the children using them. There are also standards required nationally to meet the needs of the twenty-first century. She hopes to turn the learning inside out—start with the core cultural values of the students and then place the educational necessities around it. "I want to provide a place of cultural relevance and identity, where it is okay to be a Native youth while striving to be the best in whatever field they choose," says Eveskige. Perhaps a generation from now, or two, or seven, a child will go into education because of her. "My greatest reward each day is to see the smile that is accompanied with the knowledge that it was a direct result of their awareness of their own accomplishments." *

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Police training
in a new light

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On a mission
to cure the
disease



PHOTO: COURTESY OF WASHINGTON STATE UNIVERSITY

BY DAVID WASSON

ad

... scholarship brought him states in 1970. That led to a army, where he served as an helped coach long jumpers es later turned into a job as cer at Polynesian Airlines, up to New Zealand, where hip roles with indigenous

It was toward the end of Delamere's collegiate track career that he began contemplating the mid-air somersault, already an experimental maneuver that a pre-Olympic champion Bruce Jenner and a handful of European athletes were experimenting with as well.

Although it involved a type of acrobatic skill that likely could become a crowd-pleaser,



Tuariki "John" Delamere '74, illustration by Murray Webb. Courtesy National Library of New Zealand

... I, in somewhat amazed that I did it because I had never even done a somersault into a swimming pool—and, ironically, I still haven't," says Delamere, who lives in Auckland and still competes at the men's division in track and field events. "I started by somersaulting onto the pole vault pit. That convinced me I was onto a good thing because we were able to see how far I was somersaulting."

Delamere, 64, is tall, physically fit, and has an easy-going demeanor. He speaks with a tell-tale Kiwi accent and his mixed ancestry—native Maori father and English mother—enables him to navigate New Zealand's cultural landscapes with relative ease.

He was back in the Pacific Northwest last May to reconnect with friends and colleagues while helping cheer on Cougar athletes at the Pac-12 Track and Field Championships in Seattle. The steady rainfall that weekend did nothing to dampen his enthusiasm.

"You get used to it," he said, wiping rain drops from his brow while striking up conversations with other track enthusiasts. "It's just part of the experience."

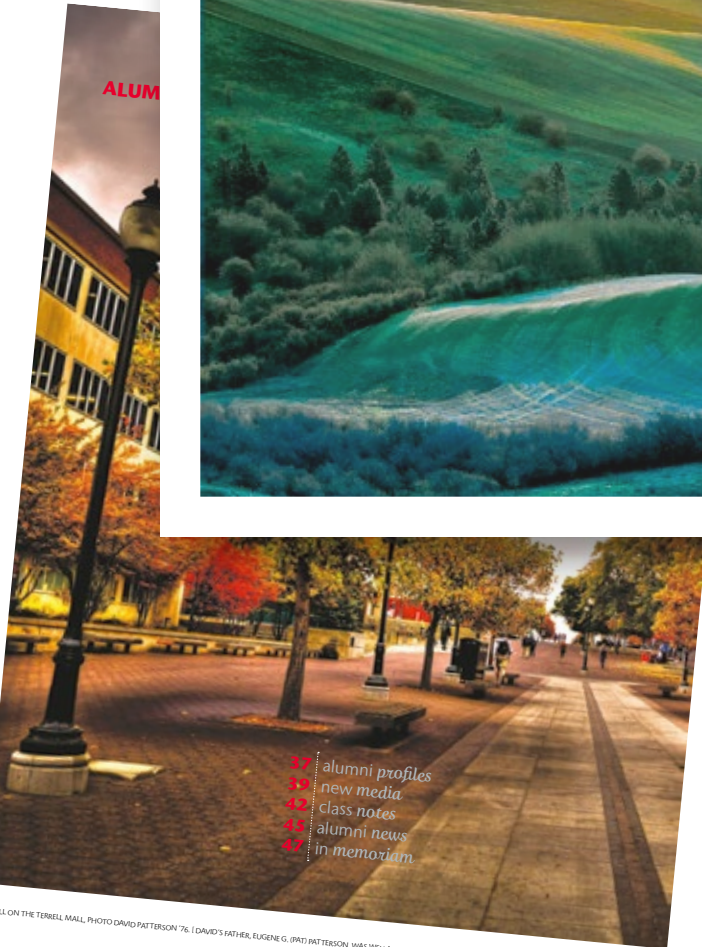
Like the weather, unpredictability and a flair for the unexpected have been hallmarks of a life that has taken Delamere from corporate boardrooms to political upsets.

tribes, he won a seat in Parliament as part of a swing bloc in 1996 that tipped control of the federal government and landed him in various cabinet roles as a rookie politician.

Back in high school, where he was a standout long and triple jumper, Delamere was aware that top athletes could earn full-ride scholarships to U.S. universities and wrote to the top 10 collegiate track programs. He said all responded with offers but only Washington State followed up with a telephone call, and that cemented his decision.

Delamere took a scientific approach to the new technique, blending his personal experience as an accomplished long jumper with the expertise of Washington State's human biomechanics lab. When long jumpers leap, they begin to naturally rotate forward around their midsections, which become like a fulcrum. That's why jumpers must tilt their upper bodies backwards slightly to remain upright when they leap.

The science behind The Flip, specifically the forward mid-air somersault, is



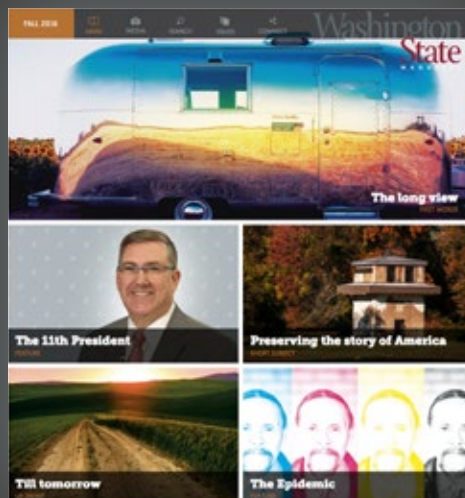
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FALL ON THE TERRELL MALL, PHOTO DAVID PATTERSON '76 | DAVID'S FATHER, EUGENE G. (PAT) PATTERSON, WAS WSU ALUMNI DIRECTOR FROM 1952-1976.

Through our **PRINT** and **ONLINE** magazine,
you can reach a devoted audience
interested in scholarship, community, and
culture—people who actively seek and wish
to share information.

Through our **ENHANCED WEBSITE**, readers can
experience *Washington State Magazine* at their
convenience. A third of our readership graduated in
the last decade, which means, of course, we are
appealing to a tech-smart demographic.





HOW TO TALK TO A COUGAR

WAYS TO MAKE YOUR AD REALLY SPEAK TO COUGARS:

- » Show how you are connected to Cougars, reaching them in positive ways.
- » Emphasize how yours, like WSU, is a valued institution striving to improve the Northwest quality of life.
- » Show off the Cougars you may have as valuable members of your organization and speak of the employment benefits you provide the community.
- » Point out the positive economic impact your company has had on our region.
- » Showcase any connections you may have to organizations or volunteer groups that benefit WSU or the communities we serve.
- » If you have a legacy of connections to WSU, let Cougars know.
- » Show how you embrace the future of our region with optimism and vitality.
- » Make sure to mention any innovative benefits or group rates you can offer especially to Cougar customers.





Please don't hesitate to find out how we can connect you to an active and loyal demographic that complements your marketing strategy. Contact **Jeff Koch**, **advertising manager** at *Washington State Magazine*, to find out more:
509-335-1882, jeff.koch@wsu.edu.

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Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227