

# Suddenly, Last Summer?

Was 2008 the final Summer Convention for NCPA? Possibly.

Outgoing NCPA President Tim Dearman warned those attending the annual business meeting in Asheville that he wanted to get the unpleasant business out of the way at the start of the meeting.

That unpleasantness was a vote on amending the bylaws of the organization to allow the suspension of the 2009 Summer Convention.

Blame it on the economy. Blame it on the shrinking number of privately owned papers and the rise of increasingly regulated chain papers.

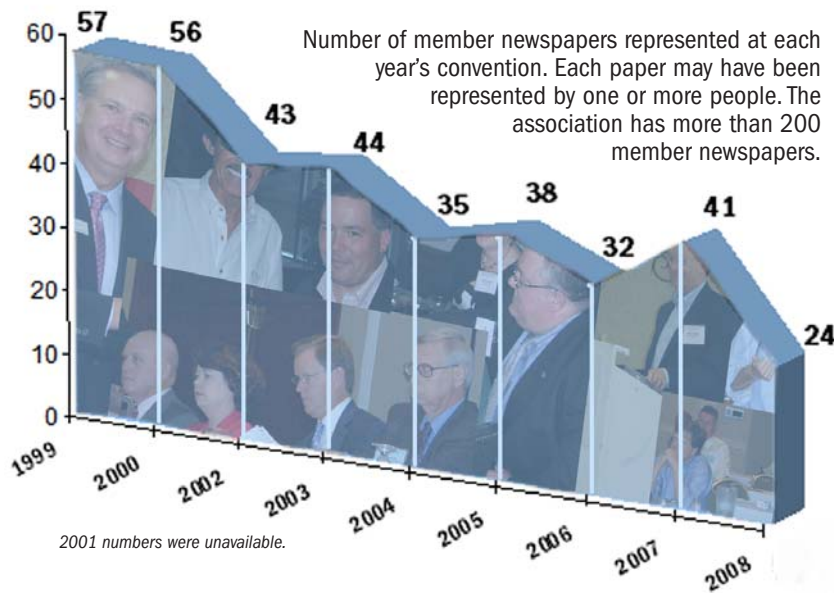
Blame it on a changed world in general.

Regardless of the cause, attendance at the Summer Convention has been steadily dropping. Attendees in 2008 represented slightly more than a tenth of the organization's total membership.

**So now what?**

The amendment to suspend the

**Member paper attendance at past Summer Conventions**



Number of member newspapers represented at each year's convention. Each paper may have been represented by one or more people. The association has more than 200 member newspapers.

In an effort to find solutions, new NCPA President Rick Thames is forming a committee that will make recommendations to the board of directors, and ultimately to the membership (possibly during the business meeting at the 2009 Winter Institute).

At this point there is no plan. Suggestions have been floated that might combine the functions of the Summer Convention with another event, such as Winter Institute. It's possible the best

2009 convention was approved. However, the organization still needs an annual meeting and there are programs traditionally held at the Summer Convention that need to continue.

The suspension at this point only affects the 2009 summer meeting, but the intention behind it is to allow the organization time to chart a new course.

idea hasn't even surfaced yet.

All options are on the table. Thinking outside the box will be encouraged.

David Woronoff is the chairman of the committee. Any member interested in serving on it should contact Executive Director Beth Grace by e-mail at [beth@ncpress.com](mailto:beth@ncpress.com).

The committee is expected to present its first report to the board of directors at its Nov. 7 meeting.

**We have new officers**

The gavel has been passed and NCPA starts out the new year with some new officers and some new members of the board of directors

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NCPA honors a legendary editor and Tar Heel as its **North Carolinian of the Year** for 2008 / Page 4

Some **important changes** are coming in the editorial contest and in the NCPS commission structure/ Page 6

**North Carolina Press Foundation** elects new officers and adds three people to its board. / Page 7



From the president

RThames@charlotteobserver.com

# Ask what jobs need to be done, then find a solution

Rick Thames

If you are like me, you've had readers look you in the eye lately and ask, "So, how's it going? I mean, really?"

It's a tough environment these days for newspapers. The Internet and niche print publications compete for revenue. An economic downturn has hit some of our best advertisers. Newsprint costs are up. Gas prices drive up the cost of virtually everything else we need to operate.

Many newspapers (including mine) have resorted to buyouts and layoffs to bring costs in line with revenues — a rare and painful move for our industry.

So, it's no wonder that even the most distracted reader is aware of growing sentiment that newspapers are dead and buried.

As your new NCPA president, I say our skeptics once again underestimate us.

Newspapers, as a concept, are 400 years old. For all those years, they have been ink on paper. But that's not why they are still with us.

Newspapers remain because they have hitched themselves to a basic human need, a need for community. To thrive, communities must have the news, helpful information and shared experiences that newspapers provide.

If that's so, why change anything? We're in the driver's seat, right?

Wrong. It's your readers who are driving. And a growing number of them, in fact, are looking for alternatives to the traditional newspaper.

The Web is especially appealing — free, searchable and interactive. Consider the useful and entertaining nature of the nation's Top Five sites: Google, Yahoo!, MySpace, YouTube and Facebook (for all rankings, see [www.alex.com](http://www.alex.com)).

These sites don't match you on local news. But many are quite good at other tasks once reserved for newspapers. So are a rising number of niche magazines and free-distribution publications.

At July's NCPA convention in Asheville, a speaker for the American Press Institute explained that these competitors have answered a key question for their users and advertisers: "What's the job to be done?"

That's a question every newspaper needs to ask, said API's Elaine Clisham. And when you ask, be bold. Aspire to be everything that's needed to live well in your community. News is good, but it's not enough.

I'll add that it never has been. Shopping, social connections, entertainment, food, real estate, travel — these topics and more represent jobs newspapers have done for their communities for decades.

If we are to continue doing them

better than anyone, we must join our readers in taking advantage of these new platforms.

Clisham suggests that you make a list of readers and businesses that don't connect with your core newspaper now. Ask them, "What is the job you need done?" Then ask yourself, "How can I do that?"

(This advice is detailed in API's full report, "Newspaper Next 2.0, Making the Leap beyond Newspaper Companies" downloadable at [www.newspapernext.org](http://www.newspapernext.org))

If you've asked already and found answers, tell us and we'll share them with your colleagues. If you are stumped, share that, too. Someone out there may have a solution.

Success in newspapers has always been about many solutions, and Clisham cautions that there is no silver bullet now.

But most of us start from the enviable position as No. 1 in our communities for local news and information. Our skeptics often miss that point, too.

So, take heart. Take smart risks on behalf of readers and advertisers. And take advantage of your NCPA. We are here to help.

*Rick Thames is the president of North Carolina Press Association and editor of The Charlotte Observer.*

## THE NORTH CAROLINA PRESS

Beth Grace .....Publisher  
Holly Johnson .....Editor  
John Pea .....Managing Editor

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**Want to contribute?** NCPA encourages members to submit items or stories of interest for publication. The easiest way is to e-mail to [john@ncpress.com](mailto:john@ncpress.com). Deadline for contributions is the 15th day of the month preceding the publication month.

The **basic subscription rate** of \$24 a year is included in members' dues.

For **address changes**, contact the NCPA office.



### North Carolina Press Association Mission Statement

- To protect First Amendment freedoms; to keep public meetings and public records open; to keep the entire state government process accessible to the public.
- To promote thorough communications among members and to encourage membership growth and activity.
- To maintain high industry standards.
- To represent the business interests of North Carolina newspapers.
- To promote literacy throughout the state.



### North Carolina Press Services Mission Statement

- To maintain an innovative, profitable sales and marketing program that promotes and enhances the total newspaper industry.

Lindsay Webster .....NCPA Marketing Director  
Leta Pope .....NCPA Network Advertising Director

[www.ncpress.com](http://www.ncpress.com)



Thames



Woronoff



Birge



Ashley



Crothers



Hoskins

# New officers, directors elected to NCPA board

## President

**Rick Thames** is the editor of *The Charlotte Observer*. He is a native of Laurinburg and has worked in newspapers for 30 years. He began as a reporter at *The Fayetteville Observer* and later worked at *The Miami News* before joining *The Charlotte Observer* in 1989.

In 1997, he became editor of the *Wichita Eagle*. In 2004, he returned to Charlotte to become editor.

## Vice President

**David Woronoff** has been publisher of *The Pilot* in Southern Pines since 1996. His newspaper career began at *The News & Observer* where he worked as a district sales manager in the circulation department. He was a reporter for *Anniston* (Ala.) *Star* and the *Greenville* (S.C.) *News*.

He previously served as president of the Association of Community Newspapers and as chairman of the Legislative and Professional Development committees for NCPA.

## Secretary-Treasurer of NCPS

**Ruth Birge**, the publisher of *Times-News* in Hendersonville was appointed to the Press Services posi-

tion by the board president. Birge had been elected to a three-year term on the board in 2007.

Jordan Whichard III remains as secretary-treasurer for NCPA.

## Three-year terms

The following were elected to full terms on the board:

**Bob Ashley**, editor of *The Herald-Sun*, Durham.

**Carl Crothers**, executive editor of *Winston-Salem Journal* and last year's president of the Dailies Association.

**Rachel Hoskins**, publisher of *The Franklin Press* and regional publisher for Community Newspapers Inc.

## Partial terms

Due to movement on the board, two directors were elected to fill unexpired terms:

▶ **1-year: Sandy Semans**, managing editor of *Outer Banks Sentinel*.



◀ **2-year: Ann Hoffman**, publisher of *The Daily Advance*.



## NCPA/NCPS Board of Directors 2008-2009

**Rick Thames** .....President  
Editor, *The Charlotte Observer*  
rthames@charlotteobserver.com

**David Woronoff** .....Vice President  
Publisher, *The Pilot*, Southern Pines  
david@thepilot.com

**D. Jordan Whichard III** .....Sec-Treas (NCPA)  
Publisher, *The Daily Reflector*, Greenville  
jwhichard@coxnews.com

**Ruth Birge** .....Secretary-Treasurer (NCPS)  
Publisher, *Times-News*, Hendersonville  
ruth.birge@hendersonvillenews.com

**Tim Dearman** .....Immediate Past President  
Publisher, *Statesville Record & Landmark*  
tdearman@statesville.com

**Bob Ashley**  
Editor, *The Herald-Sun*, Durham  
bashley@heraldsun.com

**Hunter Bretzius**  
Editor, *The Gaston Gazette*, Gastonia  
hbretzius@gastongazette.com

**Carl Crothers**  
Executive Editor, *Winston-Salem Journal*  
ccrothers@wsjournal.com

**Ann Hoffman**  
Publisher, *The Daily Advance*, Elizabeth City  
ahoffman@coxnc.com

**Rachel Hoskins**  
Publisher, *The Franklin Press*  
rhoskins@thefranklinpress.com

**Tim Rogers**  
Editor, *The Wilson Times*  
trogers@wilsondaily.com

**Sandy Semans**  
Managing Editor, *Outer Banks Sentinel*  
Nags Head  
editor@obsentinel.com

**Johnny Whitfield**  
Managing Editor, *Eastern Wake News*  
Zebulon  
johnny.whitfield@nando.com

**Regina Howard-Glaspie** .....Dailies President  
Circulation Director, *The News & Record*  
Greensboro  
rglaspie@news-record.com

**Brinn Clayton** .....Communities President  
Publisher, *The Courier-Times*, Roxboro  
ctbrinn@roxboro-courier.com

## Ex-officio members

**Jean Folkerts**  
Dean, School of Journalism & Mass  
Communications, UNC-Chapel Hill

**Sue Wilson**  
Chief of Bureau, Associated Press  
North Carolina and South Carolina

## CALENDAR

**Aug. 5-7**  
SNPA Foundation Traveling Campus  
Gastonia

**Sept 14-16**  
SNPA Workshop for Smaller Newspapers,  
Knoxville, Tenn. Session focus is on strategies  
for strengthening community papers.

**Sept. 25-28**  
National Newspaper Association 122nd Annual  
Convention, St. Paul, Minn.

**Oct. 16**  
NAA Smaller Market Newspaper Regional Sym-  
posium, Columbia, SC

**Oct. 19-21**  
SNPA Annual Convention, The Fairmont Turnber-  
ry Isle in Aventura, Fla.

**Nov. 7**  
NCPA/NCPS Fall board meeting, UNC-Chapel  
Hill

**Nov. 13-16**  
Capitolbeat 2008 National Conference, Raleigh

**Feb. 12-13, 2009**  
Winter Institute at Embassy Suites, Cary

# NCPA honors native son Roberts as North Carolinian of the Year

Gene Roberts' introduction to the newspaper business in Wayne County isn't typical of how most get their start these days.

His father published his own weekly paper in Goldsboro. Not only did the young Roberts assist in the printing operations, he also accompanied his father on his rounds to sell papers. He learned the art of bartering subscriptions for farm poultry.

After college and a stint in the military, Roberts obtained his first full-time reporting job at *Goldsboro News-Argus*. From there he went on to reporting jobs with *The Virginian-Pilot*, *The News & Observer*, *The Detroit Free Press* and *The New York Times*.

He rose to national editor at the Times, but in 1972 a golden opportunity came to Roberts. He took over as executive editor of what was at that time one of the worst large newspapers in the country, *The*



Gene Roberts (left) receives the North Carolinian of the Year award from outgoing NCPA President Tim Dearman.

*Philadelphia Inquirer*.

When he retired in 1990, the paper had gone from one of the worst to one of the best. *The Inquirer* won a death match with its evening rival. The staff and coverage increased. And then there's those 17 Pulitzer Prizes won during his tenure.

He became a professor at the University of Maryland, taking a three-year sabbatical to serve as managing editor of *The New York Times* be-

fore returning to the classroom.

In 2007, Roberts and Hank Klibanoff won a Pulitzer Prize in History for their book, *The Race Beat*.

In acceptance remarks for North Carolinian of the Year, Roberts didn't dwell on his career. Instead he praised the work of others with ties to North Carolina newspapers, especially those connected to coverage of the civil rights struggle.

He thanked the crowd for the honor, adding "actually I feel like a North Carolinian year in and year out."

NCPA has honored one person annually since 1993 for their contributions to the state. Past honorees include Elizabeth Dole, William Friday and Richard Petty.



### Watch it online

The video tribute for Gene Roberts and his remarks at the presentation may be viewed at [www.ncpress.com](http://www.ncpress.com)

## Three receive honorary status

During the annual membership meeting, honorary membership was bestowed on three long-time friends of the newspaper industry.

■ Ron Paris was editor and part-owner of *The Daily Courier* at Forest City. He served as NCPA president 1996-1997 and has been a member of the North Carolina Press Foundation board.

■ Dave Jones was formerly with *The News & Observer*. He was one of the driving forces behind NCPF and served on its board for many years.

■ John Burness is the retiring senior vice president for public affairs and government relations at Duke University.

## Association membership grows

During its meeting before the start of Summer Convention, the NCPA board of directors approved the applications of two new members and an associate member.

### Active Membership

*The Carrboro Citizen* is a free weekly broadsheet in Orange County. The publisher is Robert Dickson. Kirk Ross is the editor.

*The Messenger* is a five-day-a-week broadsheet newspaper published in Mount Airy. It is also a free distribution product. Michael Milligan is publisher and R. Fletcher Good IV is editor.



### Associate Membership

*The County News* has been a bi-monthly publication in Statesville. Fran Farrer-Nash, formerly of *The Charlotte Post*, recently purchased the newspaper. Plans call for the paper to publish weekly starting this month.



Outgoing NCPA President Tim Dearman (left) presented the Lassiter Award to three men who sued the Jackson County Commission for violation of the Open Door Law. From left are Jim Rowell, Tom McClure and Eldridge Painter.

## First Amendment prize goes to trio who fought the county and won

Three Sylva-area residents who took their case to court after Jackson County's commissioners violated the public meetings law, earned NCPA's William C. Lassiter First Amendment Award. The award was presented at the Summer Convention in Asheville.

County commissioners discussed the qualifications of Tom McClure, a member of the local Airport Authority, in closed session and subsequently removed him.

McClure and fellow authority members Jim Rowell and Eldridge Painter invested more than \$60,000 of their own money in legal fees in a three-year lawsuit.

The three won at every level of the judicial system, from superior court to federal court.

Minutes from the closed meeting showed that the commission denied the public its right to know when commissioners voted behind closed doors to remove McClure as part of a complex effort to transfer Eco-

nomic Development Commission activities back to Jackson County's control.

Courts awarded McClure and the others \$50,000 to cover their legal expenses. There is still slightly more than \$11,000 in legal fees that were incurred and that were not provided for in the judgment.

A fund to help retire the debt was established. Donations can be made to the Open Government Defense Fund, P.O. Box 261, Cullowhee, NC 28723.

The three men were nominated by Lynn Hotaling of the *Sylva Herald and Ruralite*.

The Lassiter Award is one of the most important the NCPA gives every year. It is named in honor of William C. Lassiter, who was the general counsel to the NCPA for nearly 50 years. This award honors non-journalists who demonstrate extra strong commitment to open government and the defense of the First Amendment.

## Clayton to lead Association of Community Newspapers

During the annual meeting of Community Newspapers, members elected Brinn Clayton as the organization's 2008-2009 president.

The president of the association also serves a one-year term on the NCPA board of directors.

Clayton is the owner and publisher of *The Courier-Times* of Roxboro. His family has owned *The Courier-Times* for three generations.

He began working with newspaper in 1973 as a newspaper carrier. When he turned 16 he became a home delivery carrier.

Brinn began to work full time in 1987 as the assistant publisher. In 2000, Jerry Clayton retired as publisher and Brinn began his stint as publisher.



## Associated Dailies choose Howard-Glaspie as leader

Regina Howard-Glaspie was elected president of the Associated Dailies during its annual meeting at the Summer Convention.

As president, she will serve a one-year term on the NCPA board of directors.

Howard-Glaspie is circulation director of the *News & Record* in Greensboro.

Previously she was director of sales and marketing for the Media Management Center at Northwestern University.

She has worked for *The New York Times* and Dow Jones & Co.

She is a native of North Carolina, growing up just outside of Conway. She is a graduate of Georgia State University.



## Actions by the board at Summer Convention

Among the items approved by the NCPA/NCPS board of directors, here are a couple of important changes you need to know about:

### Commission structure

The board approved a major revision of the commission plan for placing advertisements in non-NCPA member newspapers.

Previously NCPS charged the same fee for ad placement in both member and non-member newspapers.

Under the new plan, non-members will pay twice the rate members pay.

This change will not affect any member newspaper, but does increase the value of NCPA membership.

### Editorial Contest

The board approved the recommendations of the Membership/Member Services Committee to make the following changes to the contest:

- Clarified that the words “consecutive issues” for various categories means consecutive publication days.

For example, in the Feature Section category, some dailies may have food sections only on Wednesdays and then a different feature section on Thursdays. Some thought that two consecutive Wednesday food sections counted as “consecutive issues.” This action clarifies that it does not count.

- The criticism category was reinstated for the community papers, but not in separate divisions. Entries from Divisions A, B and C will compete against each other.

- The News Feature Writing category has been replaced with Spot (or Breaking) News Reporting. Many of the entries that formerly would have been in General News Reporting would now go into this category, with one major difference.

Spot News Reporting entries may contain material only from the news cycle that the event occurs. Second-day or follow-up stories will not be eligible for this category.



# Governor hopefuls state their cases

North Carolina’s gubernatorial candidates were on the same stage at the NCPA Summer Convention. They just weren’t on at the same time.

NCPA members heard from Republican Pat McCrory and Democrat Bev Perdue in consecutive appearances on Friday morning of the convention.

Each candidate spoke, then answered questions from the audience of newspaper people.

Of particular interest was what they said on the topic of open government.

McCrory said, “Here is what I’ve heard people saying: The current culture of state government is unacceptable.” He called the Easley administration, “inaccessible,” citing secret meetings

and corruption and what he called “a culture of arrogance among the power elite... We need to change this culture.” However, he also expressed displeasure with some large public record requests.

Perdue vowed to have an transparent administration. “We’re going to be known as the state with the open, accessible governor... under a Perdue administration.”

The quotes above were taken from the blog of Jock Lauterer, director of the Carolina Community Media Project. He updated his blog throughout the session.

You can read his entire blog entry about McCrory and Perdue’s appearances at <http://carrboro-commons.org/2008/07/18/according-to-the-next-governor/>



Tim Dearman accepts his past president’s plaque from the new president, Rick Thames.

Find more pictures from the 2008 NCPA Summer Convention online at [ncpress.com](http://ncpress.com)



John Bussian

# Member support made the difference again

This year was supposed to be the General Assembly's "short session." Only non-finance bills that had passed either the House or the Senate in 2007 were to be eligible. New policy bills were on the 2009 horizon.

After an eventful "long" session of the General Assembly in 2007, the NCPA had charted its course. Then-chairmen of the NCPA Legislative Committee, David Woronoff and Rick Thames, had just guided the membership through enactment of the government employee compensation access bill, Senate passage of the bill restoring the right to sell newspapers along public roadways, and the death of the bill that proposed to shift all legal advertising to a new state government bureaucracy. Sights were set on completing passage of the newspaper street sales legislation and defeating a House-passed bill to reduce the required newspaper advertising of street closings. It was a challenge, but a manageable one.

With the opening of the 2008 short session came new horizons.

The NCPA got behind a new bill, sponsored by Gaston County Sen. David Hoyle, to strengthen enforcement of the Public Records Law by mandating recovery of legal expenses for the winning citizen or media plaintiff in a public records lawsuit. This "automatic recovery" legislation was passed by the North Carolina Senate at the NCPA's urging in 2005 but was derailed in the House in favor of watered down legislation that gave judges leeway to

deny recovery if the government's refusal to allow access to public records was somehow justifiable.

Not surprisingly, experience with that new law has been miserable. Public records suit winners rarely recover their legal expenses and, when they do, the recovery is only a small fraction of the enforcement cost. One thing was certain as the short session began: making a new run at "automatic" recovery would a steep climb in the face of well-announced opposition from House Speaker Joe Hackney.

Moving the automatic recovery legislation in 2008 would have been challenging enough for the press. But some lawmakers had other issues. Sen. Richard Stevens added Cary to the list of Wake County cities that can pass local, electronic legal advertising ordinances. Rep. Alice Bordsen of Alamance County went after the historic right to know who is playing sports in city parks and recreation leagues. Sen. Dan Clodfelter of Mecklenburg County pushed legislation to make secret virtually all records of the new Program Evaluation Division of the General Assembly (to mirror confidentiality afforded to other, internal General Assembly auditors). And Rep. Tim Spear filed a local bill prescribing guidelines for Dare County local government to employ teleconferencing technology in government meetings.

Over NCPA opposition, Sen. Clodfelter and Rep. Bordsen secured the secrecy they sought; Rep. Spear got authority to for his hometown offi-

cial to teleconference during meetings open to the public.

Still, when the smoke cleared from the 2008 short session, the NCPA had realized the objectives set by the Legislative Committee. Fueled in large part by support from our members by phone or e-mail, Sen. Walter Dalton's bill to restore newspaper street sales culminated in a 42-3 Senate vote for the bill. In the Senate, Jim and Les High and Deuce Niven in gaining support from Senator R. C. Soles; Jeff Byrd helped secure Republican support through Senator Apodaka; Charles Broadwell moved heaven and earth to garner the support for the bill from Senator Rand and Rep. Margaret Dickson; and the Herald-Sun in Durham weighed in with Rep. Wilkins. To top it off, NCPA-led forces stopped the bill that would have reduced advertising of street closings.

The story for 2008 was the NCPA's moving legislation — one bill through to enactment, another within an eyelash of passage. The rest of the story remains to be written.

And whatever the NCPA membership charts as legislative priorities, the membership is well-positioned in 2009 to continue the battle for automatic recovery of legal expenses by public records winners, for meaningful access to public personnel records, and to stop the attack on legal advertising in member newspapers. The stakes are high, but the time for taking the high ground is at hand.

## Press Foundation board selects its new officers, directors

The North Carolina Press Foundation Board of Directors elected David Crawley as its new president.

Also elected during the board's July meeting in Asheville were Charles Broadwell as vice president

and Eddie Thorndyke as treasurer.

Newly elected to the board were Eric Millsaps, publisher of *Hickory Daily Record*; Fannie Flono, associate editor of *The Charlotte Observer*; and Betty Debnam, the

retired founding editor and editor at large of *The Mini Page*.

Officers serve for two years. Directors are elected for three years.



# Switching from columns to writing another book

Randy Hines

**W**riting columns is not always an easy job. I created a weekly column 30 years ago for a mid-sized Midwest daily. Coming up with topics wasn't too difficult since I routinely covered two or three communities and had that many beats for material.

Still there were days when I blankly stared at my manual typewriter, knowing the deadline was only three hours away.

If only I had thought of the technique practiced today by one local columnist, who calls people peddling items in her newspaper's classified section. "Is there a story behind your selling that?" she asked my wife.

Producing a monthly media column for the North Carolina Press Association has not been so bad. I've been allowed to explore various topics. They included interviewing, sports, editorial pages, features, photography, captions, headlines, layout, grammar and Associated Press style.

Other discourses ventured into advertising, circulation and management areas.

This column originated back in 1993 for the Tennessee Press Association when I convinced friend and colleague Jerry Hilliard to team up. Usually one of us came up with the idea for that month and the other one would give suggestions and feedback.

We co-authored pieces until 1999 when Jerry left East Tennessee State University to go back into newspaper work. I too left ETSU to teach in the University of North Carolina system at Pembroke, but took the column along and kept at it.

It has been enjoyable to applaud, criticize and encourage journalists these 15 years. I've had the pleasure to meet some of you at workshops and conferences. These columns have even taken on an international tone this decade when they were dispatched from stints in England, Germany and Russia.

But all good things must end someday. And this seems like the time to call it quits, at least on a regular basis.

I recently completed work on "Print Matters: How to Write Good Advertising" with UNC Chapel Hill's Bob Lauterborn. The instructor's manual version was co-au-

thored by a lifelong friend, Dr. Karen Sandell from UNC Wilmington.

Now my attention needs to focus on a second edition of my first textbook, "The Writer's Toolbox: A Comprehensive Guide for PR and Business Communication." Susquehanna University has granted me a sabbatical from teaching for spring 2009 to finish that project. I'm also freelancing for magazines and copy editing two others.

Then there's that novel everyone is working on. Yes, mine will be about the newspaper industry, of course. Based on fact and fiction, the humorous book will look at small-town life in the South through the pages and characters of its local daily. I'll be sure to let you know when it's finished and a publisher is brave enough to bring it to your local bookstore.

Meanwhile, please support your press association. It's there to make you a better member of your local team.

*Dr. Randy Hines is a professor at Susquehanna University in Selinsgrove, Pa. He is a Fulbright Senior Specialist who spent part of the summer in Barnaul, Russia.*



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## Membership has its privileges

Dues notices have been mailed out. Final deadline is Oct. 1





# Not all buyers created equal

John Foust

Sean spends a lot of time talking to his advertisers about consumer behavior.

“A big part of my job is to help them manage their expectations,” he said. “I once learned that buyers generally fall into one of six distinct categories. By examining each category, my clients and I have been able to understand why an advertising tactic that works with one type of buyer will not work with another.”

Sean explained that the concept is easy to grasp, because we can all identify with the six categories. “It all depends on the product. Price may be a person’s dominant motive in the purchase of a widget, while brand loyalty may be the determining factor when buying a gizmo.”

Let’s take a look at Sean’s buying types:

**1 Consumers who are loyal to you.** My wife, Suellen, is loyal to a particular brand of car, and is currently driving her fifth consecutive model of that car. From her perspective, there is no need to consider anything else. Likewise, your advertisers have valued segments of their customer base – people who are loyal to them through thick and thin.

How do you appeal to Loyals in your advertising? *Reassure them that – although your product may be “new and improved” – your standards of quality remain the same.*

**2** On the opposite end of the buying spectrum are those who are **loyal to a competitor**. If another car dealership tried to convince Suellen to switch to their brand, they would be wasting their time and hers.

This type of buyer cannot be won over with a single ad. *The best chance is a long-running campaign of comparative advertising.* Even

then, there must be some measure of discontent for the buyer to consider switching.

**3 Bargain hunters.** These buyers are driven by price discounts, not brand loyalty. When Suellen and I go grocery shopping, we have an “either-or” mindset. Either Coke or Pepsi will be acceptable. We buy the brand with the best price.

**4 Butterflies.** These buyers thrive on change, and constantly move their business from one brand to another. New restaurant in town? Yeah, let’s try it. New neighborhood? Hey, let’s take a look.

How do you reach these buyers? *Sell newness.*

**5 Investigators.** A few years ago, we needed to replace our garage doors. Suellen is extraordinarily knowledgeable about house things (thank goodness), so she eagerly researched the options. She learned so much about garage doors that she could identify the various brands as we drove around our neighborhood.

By the time she figured out the best choice, I was in 100 percent agreement – because she had become a real authority on the subject.

How do you appeal to Investigators? *Provide them with plenty of information.*

**6** Then you have the **non-users**. These are the people who are not now – nor will they ever be – prospects for particular products and services. In other words, *don’t expect to sell surfboards to people who live in the Arctic or snow skis to people who live at the Equator.*

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E-mail John Foust for information about his training videos for advertising departments.

## SCORE POINTS WITH YOUR ADVERTISERS OR READERS



**Enter the NCPA drawing for tickets to one of 10 Carolina Panthers home games!**

**Use the tickets to treat an advertiser, reader, loyal staff member ... or yourself.**

### How can you score tickets?

1. You must be a member of the North Carolina Press Association to enter and/or win
2. Go to [www.ncpress.com](http://www.ncpress.com) and follow the link for Panthers ticket drawing.
3. Select two game dates from the list. Indicate your first choice and your second choice.
4. Download a form, complete it and Fax it to NCPA or e-mail your entry.
5. Enter by Aug. 6 or you’re out of luck!

# Join a Committee...



Be an industry leader Here's your opportunity to rub shoulders with industry leaders...and to be one of them. By joining a NCPA committee, you'll help your industry and grow your own career in the process. A committee can be one of the most productive tools that an organization has in its structure. Effective committees unify, represent, motivate, coordinate, consolidate and communicate. Active committee involvement is what helps to make the North Carolina Press Association such a successful organization.

To sign-up, simply fill out the form below and fax to 919-787-5302.

## **Professional Development**

Evaluates and suggests program content for Newspaper Academy, and other workshops/conferences; develops program topics and contacts speakers.

## **Membership/Member Services**

Addresses all membership issues and develops services for members, such as the legal hotline, the NCPA web page and the annual editorial and photo contest.

## **Legislative**

Works closely with NCPA's lobbyist and sets the agenda, with board approval, for NCPA's legislative activities.

## **Online Advertising**

Focuses on online advertising sales and training for member newspapers.

## **Advertising Awards Planning**

Plans the annual NCPA Advertising awards ceremony and administers special awards.

## **Circulation Conference Planning**

Plans the annual NCPA Circulation Conference, develops program topics and contacts speakers.

## **NCPA Federal Credit Union Board of Directors**

Oversees/governs this NCPA member service, and includes a credit committee and supervisory committee.

## **Operations**

Working with NC Press Services managers, oversees major policies of NCPS.

## **Credit**

Works with NCPS on credit issues and payment policies.

## **Human Resources**

Focuses on personnel issues within NCPA/NCPS, working with the Executive Director and the Executive Committee.

**Yes, I would like to serve on a NCPA Committee!**

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

Name: \_\_\_\_\_ Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Fax this form to NCPA: 919-787-5302 or mail to NCPA, 5171 Glenwood Ave., Suite 364, Raleigh, NC 27612**



## News of North Carolina newspaper people



Adamson



Carter



Feedback



Findley



Hamilton



Millsaps



Paul



Smitherman



Stewart



Sullen



Weaver

**Sammie Williams Carter**, editor of *The Wallace Enterprise*, was honored with a surprise celebration marking 55 years with the newspaper.

**Keith Coleman** returned to *The News of Orange County* as general manager after a stint at the *Beaumont Enterprise* in Texas. He is also serving as regional manager for Womack Publishing Co. Coleman and his father owned *The News* in the 1970s and '80s.

**Beth Feedback** has been named editor of *Concord Standard & Mount Pleasant Times*. Feedback was a founding partner of the paper and its original senior staff writer.

**Corey Friedman** has joined the news staff of *The Gaston Gazette*. He had been a staff writer and photographer for *Havelock News*.

**Cabot Hamilton**, publisher of *Jefferson Post*, retired after 8 years with the newspaper. **Lonnie Adamson** was named as the paper's general manager and editor. He had been editor of *The Tribune* in Elkin and the *Yadkin Ripple* in Yadkinville. All three papers are owned by Heartland Publications.

*Carteret County News-Times* advertising manager **Pattie Kittrell** retired after a 30-year career in newspaper advertising.

**Eric Millsaps** has been named publisher of the *Hickory Daily Record*. He was publisher of *The News Herald* and *The McDowell News*. Before that, he was editor of the *Hickory Daily Record*. Millsaps has also joined the board of directors of the North Carolina Press Foundation.

**Michael Paul** joined the staff of *The Brunswick Beacon* of Shallotte as sports editor.

**Mosi Secret** of the *Independent Weekly* in Durham is joining ProPublica as a reporter. ProPublica is a not-for-profit news organization specializing in investigative journalism.

**Lamar Smitherman** has been named publisher of *The News Herald* in Morganton and *The McDowell News* in Marion. He was advertising director of *The Opelika-Auburn News* in Alabama.

**Gary Stewart** retired as editor of *Kings Mountain Herald*, a position he held for nearly 30 years. He will continue to cover sports for the paper on a part-

time basis. **Emily Weaver** was named as Stewart's replacement. She has been with the newspaper for two years.

**David Sullen** is the new publisher of the *Roanoke-Chowan News-Herald* at Ahoskie. Previously he was publisher of *Athens Daily Review* in Texas. Sullen replaces **Jeff Findley** who has been named publisher of *The Post-Searchlight* in Bainbridge, Ga.

### Obits

**Ann Coffee Beard**, 69, *Thomasville Times* writer and features editor. Died June 1.



**Mary C. Hollifield Prater**, 93, associate editor for the *Clay County News* in 1943. Died May 23.

**George B. Weaver**, 95, former longtime news editor and editorial writer for the *Stanly News and Press*. Died May 24.

## Whitt joins NCPS team

Cindy Whitt is the new Network Advertising representative at NCPS.

She will assist Leta Pope, the Network Advertising director, on the Statewide Classified Ad Network and the 2x2 Display Ad Network sales efforts.



Whitt will be working closely with member newspapers, other state press associations and direct clients.

She brings more than six years of newspaper experience to this position from the *Danville Register & Bee* and, most recently, *The News & Observer* in Raleigh.

### NCnotices.com info with dues

Be sure to check that envelope containing your dues notice. It also has important information on how your newspaper can sign up to join [www.ncnotices.com](http://www.ncnotices.com).

The Web site is designed to help you keep your legal advertising business, so don't delay.

## Where do you get this stuff?

Here's the scoop. NCPA has a clipping service that scours your newspapers. But what we really like is when you send info on what you're doing directly to us for inclusion in this newsletter. Send it today to:



[John@ncpress.com](mailto:John@ncpress.com)

Don't forget the mugshot!

**Go ahead, make the call.**

NCPA Legal Hotline  
(919) 833-3833

North Carolina Press Association  
5171 Glenwood Avenue, Suite 364  
Raleigh, NC 27612

## “It’s Not Rocket Science!”



**It just works.** *Kidsville News!* is the nation’s favorite and fastest-growing children’s newspaper. From a humble start of four publications just two years ago, to over 100 editions today, *Kidsville News!* is making an educational impact all across the country. Why? Because children need to read, and *Kidsville News!* makes it fun, while creating new revenue streams and higher profits for newspaper publishers.

Community Papers



**New Revenue Streams  
Skyrocketing Profits**

With a circulation of 1,280,917, *Kidsville News!* has proven itself to be a fun and effective learning resource for children, teachers and parents — and *Kidsville News!* is always FREE! A quality educational turnkey product partnered with supportive business and community sponsors equals a winning combination for publishers and their communities. And with a CVC Audit currently underway, the numbers speak for themselves!

Discover the revenue potential in your community and explore the *Kidsville News!* opportunity.  
**No quantum mechanics required.**



**Kidsville News! — It’s Not Rocket Science!**

[www.KidsvilleNews.com](http://www.KidsvilleNews.com)



THE NATION’S FUN FAMILY NEWSPAPER

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