

# NEWSPAPERS WIN!

## People flock to get printed product marking historic election results

It should come as no surprise to anyone in the newspaper business: When people want the most complete record of the news and a permanent way of remembering, they go to newspapers.

Such was the case following the 2008 election. Newspapers across North Carolina and elsewhere reported huge demand for copies of their post-election product.

**More reports from NC papers on Page 6**

Demand was so high in several cases that newspapers put that day's plates back on the press and cranked out more copies.

The *News & Record* of Greensboro printed 12,000 more copies the afternoon of Nov. 5. There were zero single-copy returns that day, according to Circulation Director Regina Howard-Glaspie.

The *Charlotte Observer* printed 75,000 extra copies of the Nov. 5 paper. Buyers lined up in the paper's lobby waiting to get their copies. Two weeks later, *The Observer* had sold more than 400 poster reprints.

Newspapers can claim to be a real winner in the 2008 election.



Circulation department members Ken Haywood and Jovan Steele get the attention of drivers on Whitfield Street as they stand outside the main entrance to The Fayetteville Observer.

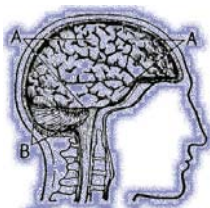


**See how N.C. covered the election!**

Visit the online gallery at [www.ncpress.com](http://www.ncpress.com)

### We need your ideas

NCPA President Rick Thames wants you to share your best on a new blog  
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### ALSO INSIDE

The NCPA/NCPS board recommends **continuing experiment** through 2010 / Page 4

John Bussian advises newspapers to keep their online user data private under the Shield Law / Page 5



From the president

RThames@charlotteobserver.com

# We're looking for good ideas to pass along

Rick Thames

Soon, it will be time to power off the computer for a few days and enjoy the peace of the holidays with people you love and cherish.

But as I write, I know that many of you are still hard at work on lists unrelated to the season. Everyone I talk to in newspapers is brainstorming ways to weather one of the most difficult business environments in our lifetimes.

Your NCPA has what we hope will be a gift for you. We asked six newspapers to share an idea or strategy that they are trying.

We've used those ideas to help launch a "Best Ideas" blog for members: <http://ncpaidea-bank.blogspot.com>. (Don't worry if you lose this address – there's a link to follow on [www.ncpress.com](http://www.ncpress.com)!)

The blog is a place where you can both receive and give. Scan it regularly for tips that could help your newspaper. And seed it with ideas from your own list.

No idea is too small. It doesn't matter if you took it from somewhere else. There is no shame in suggesting something that's been tried before. The point is that your posting could help a newspaper colleague.

Here's a starting point, provided by those six papers we contacted.

**North Carolina Press Association Member Idea Bank**

FRIDAY, NOVEMBER 21, 2008

**Here are some ideas to kick off this blog!**

Here is the column NCPA President Rick Thames wrote for the December issue of *The North Carolina Press* newsletter, kicking off this blog:

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But as I write, I know that many of you are still hard at work on lists unrelated to the season. Everyone I talk to in newspapers is brainstorming ways to weather one of the most difficult business environments in our lifetimes.

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**ABOUT THIS BLOG**

**THE SEEKER**

This is the place for members of the North Carolina Press Association to share great ideas for making newspapers stronger. It could be about a great story idea you've come up with. It could be about a fantastic advertising campaign or marketing idea. Maybe it would be about ways to save some money without hurting

are being encouraged to sell campaigns, as opposed to individual ads. And they are going to prospective advertisers with prototypes. "Spec ads sell," says Publisher Rachel Hoskins. "Spend the time on the front end of the sale. Make it easy for the advertiser to say yes."

## The News & Observer, Raleigh

The newspaper has launched an e-newsletter titled "Here's the Deal." It targets women who are registered users of Newsobserver.com. The newsletter content is aggregated from existing News & Observer products.

## The Fayetteville Observer

The newspaper is printing 2,000 copies of a four-page broadsheet section that details its market dominance (75 percent of adults in its home county of Cumberland see the newspaper or its Web site each week). The copies will go to advertisers. "We've got a very powerful and compelling story to tell," says Publisher Charles Broadwell. "We need to tell that story better and more often."

## The Franklin Press

Advertising sales representatives

## The Charlotte Post

The newspaper is renegotiating contracts with a variety of vendors and business partners, from its health insurer to its printer. In some cases, it is striking a much better deal as suppliers scramble to keep clients and replace lost business. "We are getting calls from printers on a daily basis," says Publisher Gerald Johnson. "Everybody's going to have to give a little to get a little. We're all in this together."

Continued on Page 3

### THE NORTH CAROLINA PRESS

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

The North Carolina Press is published by the North Carolina Press Association, 5171 Glenwood Avenue, Suite 364, Raleigh, NC 27612; (919) 787-7443.

**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 .....NCPS Marketing Director  
Leta Pope .....NCPS Network Advertising Director

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

# More ideas Continued from Page 2

## The Courier-Times, Roxboro

This bi-weekly launched a separate classified section on Wednesdays. It's grown those classifieds by 20 to 30 ads with a deal on vehicle sales. Advertise a car, truck, boat or any other vehicle for \$15 and the paper will run it until it sells. The paper has sold car dealers into the section for a deep discount if they sign a 52-week contract. The paper also hired a sales consultant to help sell 52-week contracts to small advertisers. Ads are discounted about 50 percent from the open rate. Advertisers purchase a 10-inch ad each week for a year. Each month they get to super-size the ad to a quarter-page, and four times a year the paper adds spot color. "We sold about \$150,000 worth of ads for the next year," says Publisher Brinn Clayton. "I estimate that 60 percent is new money." See the blog for a new approach Brinn is trying for subscription sales.

## The Charlotte Observer

Inserts are now wrapped in heavier craft paper that provides highly visible ad positions. The Observer also has developed a one-page wrap for the entire paper (home-delivered copies only). The top of the wrap carries the masthead, the date and a friendly greeting, "Good Morning." The rest of the wrap goes

to an advertiser, who pays a premium for the position. Readers accept the wrap as a cover that easily slips off their newspaper. Advertisers report excellent results with the position. Observer Vice President of Advertising Liz Erwin offers more ideas on the blog.

Here's a bonus. Take advantage of the NCPA's newly launched occasional series demonstrating for readers and advertisers that newspapers remain vital and effective in the marketplace. A column by Executive Director Beth Grace moved to members in late November. Beth is prepared to go anywhere, anytime, to speak to your local civic or governmental groups about newspapers and their role in a strong and open community.

Go to the Web site for more ideas. You will also find links to ideas surfacing in other states. The NCPA's John Pea is checking sites nationally for best practices and will report what he finds.

All of this is possible because the NCPA's members are as giving as they are creative. We wish all of you a joyous holiday season. And we look forward to working closely together for the good of all newspapers in the new year.

Reach Rick Thames at 704-358-5001 or [rthames@charlotteobserver.com](mailto:rthames@charlotteobserver.com).

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

## CALENDAR

**Dec. 24-25**  
NCPA office closed for Christmas

**Jan. 1, 2009**  
NCPA office closed for New Years Day

**Jan. 28, 2009**  
First day of N.C. General Assembly long session

**Feb. 4-6, 2009**  
SNPA Key Executives Conference, New Orleans

**Feb. 6-7, 2009**  
SND Multimedia Training sessions at UNC-CH

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

**March 15-21, 2009**  
Sunshine Week

**April 5-7, 2009**  
Newspaper Association of America annual convention, San Diego, Calif.



**Go ahead, make the call.**

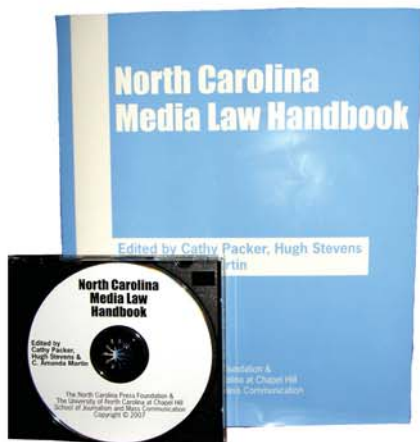
NCPA Legal Hotline  
(919) 833-3833



**Santa suggests adding the North Carolina Media Law Handbook to your list this year.**

The journalist you know needs to have one in his or her stocking. Just \$30 for the bound volume or \$15 for the CD.

Go to [www.ncpress.com](http://www.ncpress.com) for an order form!



# Board favors suspending '10 convention

The future of press association general meetings continues to be under discussion by the NCPA/S Board of Directors.

During the board's fall meeting, held on the UNC campus at Chapel Hill, the group voted to recommend suspending the Summer Convention in 2010. The question will be presented at the annual business meeting held during Winter Institute on Feb. 12.

At the 2008 Annual Meeting held during the Summer Convention in Asheville this summer, the membership approved a one-year suspension of the bylaws to cancel the 2009 Summer Convention and move the Annual Meeting to the 2009 Winter Institute.

The board's recommendation on 2010 will also need approval of the membership.

Sharply declining attendance at Summer Conventions and rising costs led to the 2009 convention suspension. The board expressed a desire to continue the experiment of using the Winter Institute as the organization's main meeting of the year for another year before sug-

gesting any permanent changes.

In addition, the board approved using the Dean Dome at UNC for the site of the 2010 Winter Institute Awards Banquet. Meetings connected to the 2010 institute will be held elsewhere in Chapel Hill.

In other business at the fall board meeting:

- Approved full membership for The Garner Citizen News & Times and associate membership for Cherokee Times.
- Approved continuing membership for Robert Dixon, formerly with North Carolina Lawyers Weekly of Raleigh.
- Approved renewed retainer agreements for General Counsel (Amanda Martin) and Legislative and First Amendment Counsel (John Bussian).
- Approved a \$1,500 sponsorship for the national Capitol Beat conference held in Raleigh in November.
- Received reports on the good health of NCPA's and NCPS's finances.

The next board meetings will be in conjunction with the Winter Institute.

## Remember to wear your vest

As of Nov. 24, new federal laws require anyone working outside of a vehicle on a federally aided highway (such as an interstate) must wear a Class II reflective vest.

The regulation includes working journalists and photographers covering accident scenes or anything else within the right of way of the highway.

More information is available at [www.nna.org/eweb/dynamicpage.aspx?webcode=safetyvestoffer](http://www.nna.org/eweb/dynamicpage.aspx?webcode=safetyvestoffer).





# Don't give up your user data to the attorneys

John Bussian

**T**here was a time when prosecutors and trial lawyers aimed subpoenas at the press to try to force the news media to do their work for them.

Instead of rounding up their own witnesses, some lawyers would simply ask a reporter or photojournalist to appear at trial or at a deposition to detail interviews or produce photos or footage, even those readily available to any prosecutor or plaintiff's lawyer. The practice backfired in many markets, resulting in the enactment of state shield laws that today protect the press against disclosure of non-confidential information (yes, published information), as well as confidential source material. More than 30 states now have laws sparing the press from being forced to disclose or to testify about anything an employee of a news organization acquires in the normal course of business.

But now, there is a new subpoena threat – against those who write or supply information to media web sites. Prosecutors and trial lawyers are using subpoenas to get the identity and other user data for readers and others who post on a news organization's site. That's bad enough but there's more: prosecutors and lawyers want to force the press to turn over the user data whether the

press wants to or not.

The good news is that the press is already protected against this new threat. The industry just needs to know that it's there. If the press chooses not to disclose such information voluntarily, the government and plaintiff's lawyers can't force you to disclose it! How? Through the correct application of North Carolina's and other states' shield laws to the user data under subpoena.

Case in point: A Florida trial court on Oct. 9 issued the first-ever order in favor of Freedom's Northwest Florida Daily News. The order quashed a subpoena in a civil case seeking user data, including IP addresses, for an individual who posted a series of comments to a single news story in the Daily News.

Florida Circuit Judge Robert Barron, at my urging, applied Florida's Shield Law and ruled that the information contained in the posted comments amounted to source information within the meaning of the Shield Law. He also held that the Daily News cannot be forced to disclose it.

The outcome might have been different had the subpoenaing lawyer met the well-known, three part test to overcome the Shield Law's protection. But no showing of a com-

pellent need for the information or that the information could not be obtained from other sources was made.

North Carolina newspapers would see the same result if our state's nearly 10-year-old Shield Law were applied to a subpoena for such data. North Carolina Shield Law (G.S. Section 53.11) is written in language nearly identical to Florida's. Our law, like Florida's, protects confidential and non-confidential information. So at the end of the day, it's up to the website owner to decide whether to divulge data about its users.

That's great news for two reasons. First, it shows how adaptable the N.C. Shield Law is to changing press technology. And it will encourage those who post comments to continue doing so. Any other result arms government prosecutors and even private lawyers with the power to intimidate those exercising free speech and free press rights through third party posts.

So the next time a subpoena for user data appears, think boldly about the strong protections that exist against forced disclosure of the material. Should you release that data voluntarily or fight the good fight? It's your call.

## Thanks for your participation!

Our thanks to the following newspapers on signing up for be a part of [www.ncnotices.com](http://www.ncnotices.com):

*Wilson Daily Times; The Herald-Sun; Observer News Enterprise; Daily News; Free Press; Sun Journal; Havelock News; Topsail Advertiser; Jamestown News.*

*Island Gazette; Enquirer-Journal; Sanford Herald; Daily Courier; The Star; Goldsboro News-Argus; Daily*

*Dispatch; The Dispatch; Fayetteville Observer; Star-News; Montgomery Herald; Watauga Democrat; High Point Enterprise; The Gaston Gazette; Times News; The News-Journal; The Pilot; and The News Reporter.*

To find out more about this vital project and how your paper may participate, check out the information at [www.ncpress.com](http://www.ncpress.com).



# Election provides a boost

North Carolina newspapers reported positive reactions to their post-election coverage. Here is a sampling of our members' results:

**High Point Enterprise** Editor Tom Blount reports his paper added several hundred copies to its run and sold out. "Publisher Mike Starn and Circulation Director Daniel Pittman ran recovery on single copy racks twice during the day after the election."

People were still buying a week later.

The Enterprise also produced a poster, selling advertising on the back.

**The Herald-Sun** of Durham restarted its press the afternoon of Nov. 5, publishing 5,000 more copies due to high demand.

**Rocky Mount Telegram** sold 1,223 more copies on Wednesday than on the previous week.

Publisher Rip Woodin said, "Mark Wilson had the smart idea to print out our front page with the giant 'Obama Wins' headline on 11 x 17 poster paper. We laminated it in the machine used to produce rack cards. Then we sold it with a copy of the paper for \$5. We ran out of poster paper and had to drive over to Wilson to find another ream.

"We also zipped out a special subscription flyer to give out with the posters. We plan to do much the same with the inauguration edition that will feature a four-page wrap on the A-section."

**The Fayetteville Observer** sold 31,000 papers more than its average during the days following the election.

It printed an overage of approximately 10 percent on the regular run, an additional 7,500 papers later in the day and yet another 10,000 for distribution on Nov. 6.

Fayetteville increased the number of hawkers on the street that day, selling more than 1,000. Kiosk operations picked up 216 new subscriptions while selling the post-election paper.

A poster front was included in the following Sunday's paper. The customer service department sold out by noon Monday.

**Times-News** of Burlington printed



Williamston residents watch as Bill Smith posts election results at The Enterprise office. For generations local people have stopped by to check out the charts in the front windows of the newspaper to see if their candidates are winning.

up 500 more copies of the Nov. 5 paper later in the week to meet demand.

**Hickory Daily Record** Publisher Eric Millsaps said his paper did not do any reprints (Catawba County voted heavily for McCain). But he reported quite a few sell-outs and is offering plates of that day's front for \$10.

**Asheville Citizen-Times** Editor Phil Fernandez said his paper experienced a 30 percent week-over-week increase in sales. The Sunday following the election the paper ran a four-page section featuring the Wednesday front along with updated charts and information.





From the Executive Director

beth@ncpress.com

Beth Grace

# Newspapers still vital, important to people

**O**n Nov. 5, I remembered all over again why I love newspapers.

As fast as presses around the world could crank them out, newspapers trumpeted in the largest possible font the outcome of the most historic presidential election of our lifetime – of any lifetime, perhaps.

Everyone, everywhere wanted to share and remember this moment. They talked, phoned, e-mailed, watched TV and listened to the radio. But those who wanted to keep the memory close did what most of us do in times of national trouble or triumph.

They bought the newspaper.

Actually, they bought hundreds of thousands of newspapers.

In North Carolina alone, weekly and daily newspapers produced a few hundred to almost 75,000 extra copies that day when people – subscribers, mingling with those who rarely or never read the paper – began streaming into their lobbies seeking souvenir editions.

Newspapers broke speed records that day to produce more copies (sold at the regular price – no markup, mind you) to anyone and everyone who wanted one.

Let me tell you — the crowds that day, that rare chance to order a second press run, the outpouring from subscribers and those who haven't touched a page of recycled newsprint in years warmed a lot of ink-stained hearts in the newspaper industry.

It's not every day we are reminded that no matter how hard the economy has hit us, no matter what anyone says about the future of print, no matter what else is happening in the world, newspapers matter.

Newspapers are important.

Newspapers are vital to our collective memory and history.

Newspapers are what publisher Philip Graham once called the “first rough draft of history,” the first place we turn – even now, even with an ocean of information just a mouse click or two away – to learn, to understand, to remember.

They're the destination of choice for people anxious to read the whole story — and the story behind that story.

Newspapers are a sort of “everyman's souvenir” of the moments that change our world.

There are some who believe that the electronic media – TV, satellite radio, web sites — will one day erase the need for the printed word and newspapers will cease to exist.

I don't believe it.

And, I suspect, neither do the thousands and thousands of people who bought those extra papers on Nov. 5.

Nor do those who saved the paper the day after John F. Kennedy was assassinated, the day after man first walked on the moon, the day after Sept. 11, 2001.

Nor do the many, many people who still subscribe faithfully, who know and savor the joy of reading the paper cover to cover with their morning coffee.

Don't get me wrong. There's absolutely no reason you can't save a clip from TV, snatch a screen-shot off the web or download a podcast to your MP3 player.

Gosh, you'll be able to enjoy those for historical e-moments for ... what? About an hour and a half — right up to the moment that technology is wiped out by the next new thing, which based on my on experience will be completely incompatible with whatever you already have in your home.

Newspapers don't have that problem.

We are the ultimate user-friendly

software.

No download instructions needed.

No switch. No mouse. No card. No cord.

Just open your eyes, read and remember.

And here's the really interesting thing: Newspapers do this every time they publish.

The history of our own lives, our own communities, our own world is reported with the same vigor and dedication every day, every week of the year.

As avidly as we gathered up those Nov. 5 editions, we save and tuck away, safely encased in plastic and secured in a drawer or memory box, the papers that carry the major headlines of our lives: our graduations, our weddings, the birth of our kids, the deaths of our loved ones, the big award our son just won, the job promotion our daughter landed.

For just pocket change, we hold the first draft of our own history, our own life story in our hands.

This is why I don't believe those who say newspapers won't always be with us.

Of course they will.

History will always need its first draft.

*Beth Grace is executive director of the North Carolina Press Association.*

Deposit your ideas with us!

Contribute to the Best Ideas Blog at [www.ncpress.com](http://www.ncpress.com)



# It's the little things that can add ads to the paper

John Foust

**L**ynne makes customer service a top priority. “When I read about a big corporation that is starting a customer service initiative, I can’t help but wonder if they’ve had their heads in the sand. It’s almost like they’re saying, ‘Uh oh, business is down, so we’d better start being nice to our customers.’”

“My business card says, ‘advertising sales,’ but my real job is customer service,” she said. “If I take good care of my existing advertisers – and if I show my prospective customers that they’ll get top-notch service from me and my paper – selling is a lot easier.”

Lynne understands the power of small gestures. “In my experience,” she said, “little things make a big difference. I make notes of things that are important to my clients. When is their business anniversary? How did the business get started? What are their favorite teams? What are their hobbies? What are their kids’ interests? Where do they like to vacation?”

“It’s easy to ask about that kind of information,” she explained, “because people like to talk about their interests. On a business anniversary, I might send a card or an e-mail. When a customer’s favorite team wins a big game – or their kid’s team plays in the city championship – that’s a good opportunity for a congratulatory phone call.

“When they run a special promotion in our paper, I might show up with extra tear sheets that can be posted in their office or showroom. It’s all about paying attention to the things that are important to my advertisers.

“I can’t build rapport – and I can’t win any degree of loyalty – if I call on them only when I want to sell something. This market has a lot of advertising sales people who are trying to reach into my customers’ budgets. It’s good business to show that I care about them and their businesses.”

Lynne’s approach to customer service reminded me of a visit to the historical area of Philadelphia, where I saw Benjamin Franklin’s grave at the Christ Church cemetery. The stone slab was covered with pennies, hundreds of pennies. According to the tour guide, it is considered good luck to toss a penny on Franklin’s grave – a salute to Ben’s famous saying, “A penny saved is a penny earned.”

The guide explained that the money is used for upkeep of the cemetery. “Occasionally, we find quarters or nickels or dimes, but it’s mostly pennies. Last year, we collected \$3,800. That’s 380,000 pennies.”

Bruce Barton, co-founder of the Batten, Barton, Durstine & Osborn advertising agency, once wrote, “Sometimes when I consider what tremendous consequences come from little things, I am tempted to think there are no little things.”

Jan Carlzon, former Chief Executive Officer of SAS Airlines, said, “You cannot improve one thing by 1,000 percent, but you can improve 1,000 little things by one percent.”

Legendary football coach Vince Lombardi said, “Inches make champions.”

Little things add up. Pennies make dollars. Minutes make hours. And thoughtful gestures build customer service.

*E-mail John Foust for information about his training videos for ad departments: jfoust@mindspring.com*

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**SNPA Traveling Campus returns  
to NCPA’s Winter Institute  
Feb. 12-13**



**Is Your Plate Full  
This Holiday Season?**

*If so, then you need*  
**Metro ADS On Demand™**  
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**METRO**

Metro Creative Graphics, Inc., 519 Eighth Avenue, New York, NY 10018, E-mail: service@metro-email.com



Doug Fisher

# Carnival of Journalism back in town with tips

I am constantly reminded that many people – most, actually – are far smarter than I. One of those reminders comes monthly from a ragtag online group that lowers its standards to have me as a member, the Carnival of Journalism.

A “blog carnival” is basically a bunch of folks periodically getting together online to kick around thoughts and ideas. Our group contains such heavy hitters as Jack Lail of the Knoxville (Tenn.) News Sentinel; Alfred Hermida, formerly of the BBC who now teaches in Canada; Paul Bradshaw, Andy Dickinson, Adrian Monck – all leaders in online journalism in the U.K.; David Cohn of Spot.us back on this side of the pond, etc. (Find the latest carnival and the archives at <http://carnival-ofjournalism.com>.)

Our October round dealt with the question of what kind of incremental things you can do to help your newsroom change and adapt.

If there were an overriding theme, it's that we must learn to fail. That's a tough thing in newsrooms, which I once heard a human relations expert call “the closest thing to a quasi-military organization” she had seen.

Hermida writes: “But think small. Encourage ideas that require little investment in time and resources and might be far from perfect in their first iteration. Don't try to reinvent the wheel by wasting time and effort on replicating online tools. There are dozens of online resources so use those, rather than creating your own version.”

Not allowing failure leads to a defensive culture, not only against innovation but also against anything suggesting you're wrong, (An occupational hazard for a journalist. If someone tells you he or she has never gotten it wrong, the person isn't a

journalist but a liar.)

Tim Windsor suggests asking “Did we get it right” at the end of every article. “Include a link to a form to add corrections, clarifications, and suggestions for further reporting. Great ideas and deeper connections follow.”

Michele McClellan of the Knight Digital Media Center picks up on the theme: “Reward people who try something new. Stop noticing mistakes for a while and focus your newsroom on fresh approaches.”

And she has other good advice – do away with some meetings. Is your meeting schedule so print-deadline centric that it's hampering your online abilities? In other words, if most of your newsroom interaction revolves around a few meetings a day to plan the paper, you need to rethink things in an “always on, always update” age.

Will Sullivan and others suggest going a step further to rearrange the furniture. At Sullivan's St. Louis Post-Dispatch they've created a Web hub in the newsroom's center. Or you could use that old business nugget: If you want to shake things up, reassign the parking. Small changes cause grumbles but shake people out of their complacent routines.

And Pat Thornton asks why so many newsrooms use expensive software when much of what they need is probably online. If that reporter or other staff member is only an occasional spreadsheet user, why is the entire Microsoft Office Suite on that computer? Download free Open Office for basic word processing (it has a spreadsheet, too).

Even better, because it gets people thinking about digital collaboration, use Google Docs online. You don't need MS Outlook's calendar. Google has one that can be shared. So does Yahoo, and use Yahoo

groups to set up a closed group for your newsroom with calendar, simple database, file and picture sharing, and messaging. It takes no programming skill.

If you need people to see when you are available, create your own individual Google or Yahoo calendar and share it so others can't see details but can tell when you are busy.

As David Cohn writes, “Trying stuff is cheaper than deciding whether or not to try it.”

Finally, I'd like to add a thought. We would all do well to remember a quote from a few years ago from the BBC's Richard Sambrook: “We don't own the news anymore.”

We never did own it, of course. We just had a long-term lease because it was expensive for others to compete. With distribution barriers largely gone, we have discovered, too often with jarring economic and human consequences, that our lease on the news is extremely short – a matter of seconds in some cases.

But we still have journalism – assembling context and guiding readers through this media-glutted landscape, using the myriad tools available, and linking to others when possible. If we remember Sambrook's quote and understand the difference between news and journalism, we will be closer to adapting to the digital world.

*Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at [dfisher@sc.edu](mailto:dfisher@sc.edu) or 803-777-3315. Past issues of Common Sense Journalism can be found at <http://www.jour.sc.edu/news/csji/index.html>*



# Santa Kevin dips into his mail bag for questions

Kevin Slimp

**J**ust like everyone else's, my inbox needs to be emptied on a regular basis. Here are some of the questions I've received from readers in the past few weeks:

Kevin,

We've been using the Lacie Ethernet Mini as our server for the past three years. We've had a couple of power surges lately and the Lacie seems to be acting up so we're going to purchase a backup to make sure we're ready when the drive dies. Are you still recommending Lacie externals as server or have you come across anything better?

**Bob, Technology Guru, Tennessee**

Bob,

You've learned an important truth I've tried to impress on my clients: never buy one Ethernet disk. Always buy two and use the second as a backup. Ethernet disks, like most drives, generally last approximately three years before succumbing to some hardware problem. The answer to your question is yes. I still recommend Lacie drives.

Hello Kevin,

Our newspaper is looking at getting a Content Management System that can handle multimedia, advertising and classified. We have a daily free circulation of 35,000. We have just started our search and already the process seems so daunting. Do you have any suggestions, or can you point me in the right direction, of systems that would be good for us to look into? I appreciate any help that you can give. Thanks

**Tricia, General Manager, Florida**

Yes, Tricia, I can get you started in the right direction.

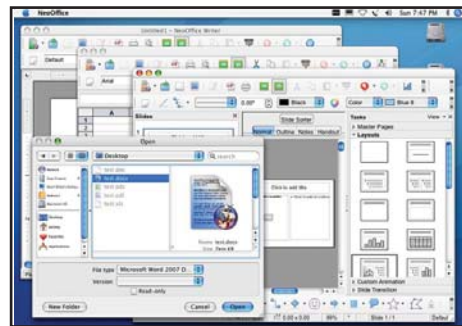
There are several editorial workflow and ad placement systems out

there. I would suggest you talk to the folks at Woodwing and Roxen. Woodwing has built a solid business around the world over the past few years and is making its presence felt in North America. If you're looking for an InDesign based system, as most newspapers are, Woodwing has some nice features. The Roxen Editorial Porter is a newer entry into the Content Management field, but it has started to gain fans in North America, Europe and Australia. Unlike Woodwing, which is plug-in based, Roxen is browser based.

Kevin,

One of our member papers is having problems with Microsoft Word docx files. They can't place them in InDesign CS. They are Mac based. Do you know of any tricks to get this to work?

**Kent, Tech Guru, Missouri**



Kent,

I'd advise them to get a copy of NeoOffice. It's free and opens .docx files. Just save them from NeoOffice as .doc files, then place in InDesign. By the way, docx files place in InDesign CS4. You can download a free copy of NeoOffice at [www.neooffice.org/neojava/en/index.php](http://www.neooffice.org/neojava/en/index.php).

Kevin,

We finally made the move to Macs in our ad comp department and have a few cross platform questions and other things. Does the preview

setting in Photoshop make a difference as far as saving as Mac or Windows compatible? We are still using PCs in editorial and building our final pages on a PC, but we are using PDFs for all the ads that are placed on the final pages. Also, is TIFF the best format for photos? Is there an advantage/disadvantage of using JPEG?

**Craig, Ad Manager, Texas**

As far as the preview goes, I've never noticed that it makes a difference. However, to be on the safe side, you could save photos meant to go into ads with a Mac preview and others with PC previews. Frankly, I think you'll be fine either way. As far as the file format for photos, JPEG should be your last option for printed photos. It's the format of choice for pictures that go up on your Web site, but I'd stick with TIFF or EPS files for the printed versions.

Dear Kevin,

I need your help. I have InDesign CS3 and a client that sends ads in Microsoft Publisher format. By going through a bunch of steps in Photoshop, I eventually get them converted to CMYK and everything comes out fine except for the text, which looks bluish and shaky. What can I do to fix this? I have asked Adobe and Microsoft. No one seems to know. You're my last hope!

**Celeste, Graphic Design, Canada**

Hope is cheap these days, Celeste. What you need is a plug-in for InDesign called PUB2ID from Markzware. It allows you to open Publisher files in InDesign, converting them to InDesign documents. Sometimes it works perfectly; sometimes you'll have to do a good bit of editing. However, it's a lot better than fuzzy text. Find it at [markzware.com](http://markzware.com).

## News of North Carolina newspaper people

**Linda C. Brinson**, who has been editorial page editor of the *Winston-Salem Journal* since 2002, retired in November. Brinson worked for the paper for 33 years, 14 of those in the editorial department.

**Carl Crothers** has been named vice president and executive editor of the *Winston-Salem Journal*. In this role he will assume responsibility for the newspaper's editorial department while continuing his operational oversight of the newsroom.

**Michelle Dills** joined the staff of the *Kernersville News* as the government affairs reporter.

**Jeff Hansen** has been named the new business manager for the *Goldsboro News-Argus*. He most recently served as group controller for the Greater Niagara Newspapers.

**Daniel Jackson** has been named business editor of *The Gaston Gazette*. He had previously served as city reporter.

**Becky Johnson** has been promoted from staff writer to news editor at *The Smoky Mountain News* at Waynesville.

**Josh Kastrinsky** has been

named the editor of *The News of Orange County* at Hillsborough.

**Kathi Keys**, a reporter with *The Courier-Tribune* at Asheboro, received the annual Elise G. Light Lionshare Award from the North Carolina Zoo. The award recognizes outstanding and long-term support of the zoo by the news media.

Former *News & Record* publisher **Van King** is the new dean of Queens University of Charlotte's new School of Communications.

**Denny Koenders** has been named publisher of *The Laurinburg Exchange*. He has worked in the newspaper business more than 40 years in North Carolina, Alabama, Iowa and New Mexico.

Mayland Community College Board of Trustees presented *Avery Journal* Publisher **Nancy Stroupe Morrison** with its Distinguished Service Award for community service leadership.

**Vanessa Shortley** joined the news reporting staff of *The News of Orange County*. She was previously crime reporter and night editor at *The Free Press* in Kinston.

### Deaths

**J. Marse Grant**, 88, the longest-serving editor of the *Biblical Recorder* of North Carolina and former *Charlotte Observer* columnist, died Oct. 17.

**Terry Clifton Hughes**, 36, chief photographer of *The Courier-Tribune* of Asheboro, died Oct. 14.

**Kathy Williams Ponder**, 54, former award-winning journalist for *The News & Observer*, died Oct. 30.

**Anna Rankin**, 97, former feature writer for *Reidsville Review* and contributor to *Winston-Salem Journal* and *Atlanta Constitution*, died Oct. 19. Her parents were co-founders of the Reidsville newspaper.

**Alex Rivera**, 95, civil rights photojournalist who worked for the *Washington Tribune*, *Norfolk Journal and Guide*, the *Pittsburgh Courier* and North Carolina Central University, died Oct. 23.

**Nancy Sanderson Winfrey**, 75, owner and publisher of *The Pamlico News* for more than 30 years, died Nov. 15.



Cherokee Scout Publisher David Brown (center) opened the newspaper's new offices in downtown Murphy with a ribbon cutting and tours on Oct. 30.

## NCPS staffer's idea the best

Leta Pope, network advertising director for N.C. Press Services, won first prize at a new revenue idea session during the classified conference of Newspaper Association Managers organization.

The award honored work on the "Growing Revenue Through the Agricultural Market" campaign.

## Post joins the 2x2 network

The Charlotte Post is the newest member of NCPS's 2x2 Display Ad Network. They received a \$150 signing bonus and are eligible to receive the rebates issued every six months.

There are now 76 member papers in the network. If your newspaper isn't one of them, contact Leta Pope or Cindy Whitt at (919) 787-7443.



<http://ncpaideabank.blogspot.com>

## 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!



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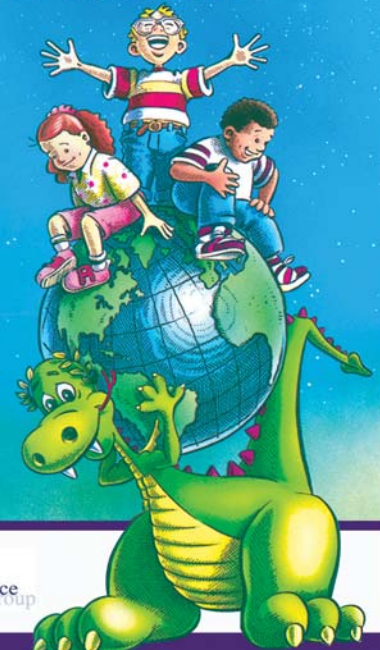


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