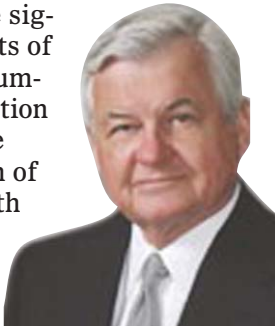


Panther's owner North Carolinian of the Year

One of the signature events of the NCPA Summer Convention has been the presentation of NCPA's North Carolinian of the Year.



This year the honor goes to Jerry Richardson, the majority owner and founder of the Carolina Panthers NFL football in Charlotte.

A special presentation will be made to honor Richardson during the Feb. 12 Editorial Awards Banquet of the 2009 Winter Institute.

Do you know Jerry?

Richardson is a native of which North Carolina community?

- a) Spring Hope
- b) Murphy
- c) Fayetteville

Richardson's Spartan Foods was the largest franchisee of what company?

- a) Hardee's
- b) Amway
- c) Falafels R Us

Both answers are A

Winter Advisory: Big NCPA meeting in February's forecast

The deadline to register for the 2009 Winter Institute is quickly approaching! Don't miss out on this fully loaded meeting Feb. 11-13.

Final deadline is Feb. 6.

We were able to reduce prices this year to help you out in tight times.

And speaking of money, one lucky attendee could leave the Editorial Awards Banquet \$100 richer. See the registration package for details on this.

Once again this year, banquet participants have a choice between beef, chicken and vegetarian, provided it's marked on the registration.

Winter Institute is also serving as NCPA's annual meeting this year, so it's important to attend even if your paper didn't win any awards.

Complete information about Winter Institute, including registration forms, is available online at www.ncpress.com.

Don't delay. Register today!

WINTER institute 2009 Fully Loaded
 FEB. 11-13 @ EMBASSY SUITES HOTEL @ CARY

Association's annual meeting now included as part of Institute!
 Vote for officers, board directors at Thursday meeting
 New Wednesday night special award for special award categories
 NCPA's North Carolinian of the Year at Thursday banquet

WIN \$100
 Have we got your attention?
 Each newspaper member employee who registers and attends the Thursday night banquet will be entered into a drawing for a \$100 Visa gift card. To win, you must be registered, must attend and must be present at the time of the drawing.

Hotel reservation deadline is Jan. 20
 The Embassy Suites Cary is located just off I-40 Exit 287. Room rates are \$149 per night. To make a reservation call (919) 577-1840 or visit www.ncpress.com where you'll find a direct link to reservations for the Winter Institute!

Don't have your registration package? Don't worry. Download another copy from our site, www.ncpress.com.

Election time, NCPA style

The Nominating Committee has been hard at work coming up with a slate of officers and board members for the 2009-2010 term. The election is scheduled for the annual meeting on Feb. 12 at lunch. To find out more about the candidates, turn to Page 9.



Get some free training

Check out the full list of courses available at this year's Winter Institute.

Page 5



ALSO INSIDE

New **secretary-treasurers** tapped for North Carolina Press Association and North Carolina Press Services / Page 3

Asking questions is important, but don't use one in trying to **finalize an advertising sale** / Page 8



From the president

RThames@charlotteobserver.com

Time to ask officials for total compensation

Rick Thames

Your local public hospital is braced and waiting for your request. Do you know what to ask for?

Tell the hospital that you want details on the total compensation packages for their highest paid executives.

Salaries, yes, but also bonuses, incentives, deferred compensation and the dollar-value of all other executive privileges (such as car, travel and club memberships).

That information became public January 1, thanks to new legislation introduced by some enlightened legislators and backed by your North Carolina Press Association.

No newspaper knows better than *The Charlotte Observer* why this is a step forward.

The Observer sued the operator of Carolinas Medical Center in 2004 after the hospital system refused to disclose the payout package of its outgoing CEO, Harry Nurkin. Carolinas HealthCare System argued that state law requiring the disclosure of "salaries" did not extend to other forms of compensation.

The Observer won a lower court ruling, but lost in a fight that went all the way to the N.C. Supreme Court.

That left only two options: Live with the law or set out to change it.

It didn't take long for the NCPA to decide where it stood. While the Supreme Court ruling affected only hospitals, some public agencies began interpreting it to apply to ANY public employee. Imagine being told that you could know the salary of your school superintendent or county manager, but not bonuses or oth-

er perks.

Still, changing the law would be tough. Public hospitals liked their court-sanctioned curtain concealing pay packages.

"The hospital lobby is one of the most powerful forces attempting to influence legislation in Raleigh," said John Bussian, the NCPA's First Amendment counsel and lobbyist.

On the other hand, public sentiment was on our side. So were Sen. David Hoyle, D-Gaston, and Walter Dalton, D-Rutherford County (now the lieutenant governor). In 2007, the pair sponsored Senate Bill 1546, which clarified that public "salary" information for all public employees includes all forms of compensation.

Legislative allies of the hospitals tried to rewrite the bill to exclude public hospitals from this salary definition, altogether. That led to a compromise.

The final bill, now law, cements the public's right to know about all financial awards going to public employees (General Statute 131E-257.2) But it also gives hospitals a break not afforded other public institutions.

Public hospitals, alone, can:

Limit disclosure of total compensation to its top five officers, plus the five other top paid executives.

Withhold all salary information for all other employees.

Deny the public details of contracts reached between public hospitals and medical practices they purchase. This nullifies a lawsuit that opened such contracts, waged by the *Wilkes Journal-Patriot*, with support of the NCPA.

As a new legislative session nears, advocates of open government will pursue any realistic opportunity to remove these caveats for hospitals.

You can help their cause by reporting the newly available details on pay packages for hospital executives. Nothing will do more to convince the public that total compensation for all employees should be public record.

For example, Carolinas HealthCare listed the 2008 "salary" of its CEO at \$940,000. *The Observer* asked for total compensation under the new law and found – in addition to salary – two \$1 million bonuses, plus \$543,000 in other awards. Total pay: \$3.5 million.

This CEO's salary represented less than 30 percent of his actual compensation. Yet the law previously prevented taxpayers from being aware of that.

They only know now because of the NCPA and legislators who share a passion for open government.

"We are really the only constituency out there that is trying to move the ball up the field on transparency in government," said Bussian. "And we are the only people left standing in the way when people want to back up."

So, don't leave your public hospital waiting. Ask for the details of those compensation packages.

And as you report what you find, also let readers know what remains behind the curtain.

Reach Rick Thames at rthames@charlotteobserver.com or 704-358-5001.



Sunshine Day in North Carolina, March 18, 2009

Workshop sponsored by the Sunshine Center of the North Carolina Open Government Coalition

Levine Museum of the New South
200 E. Seventh Street, Charlotte

Cost: \$30 (includes lunch).
Student registration is \$15.

To register for the event go to
www.ncopengov.org

Organizations get new secretary-treasurers

Recent retirements created two key vacancies on the board of directors for NCPA/NCPS.

Jordy Whichard III announced his retirement as publisher of *The Daily Reflector* in January. He had been NCPA's secretary-treasurer.

Ruth Birge, who was the secretary-treasurer for NCPS, retired as publisher of *Times-News* at Hendersonville in December.

Filling their shoes will be two veterans of the North Carolina newspaper business.

Jeffrey A. Byrd, owner and publisher of the *Tryon Daily Bulletin*, has been named secretary-treasurer of NCPA.

Hal Tanner III, general manager of the *News-Argus* of Goldsboro, will serve as secretary-treasurer



Byrd



Tanner

for NCPS.

Byrd has published the Tryon paper since 1989. He previously worked at the Statesville bureau of *The Charlotte Observer*.

Tanner has been in the newspaper business for 23 years, including several positions at *Greenville (S.C.) News*.

Bylaws require different secretary-treasurers for each organization.

NCPA/NCPS Board of Directors 2008-2009

Rick ThamesPresident
Editor, The Charlotte Observer
rthames@charlotteobserver.com

David WoronoffVice President
Publisher, The Pilot, Southern Pines
david@thepilot.com

Jeffrey A. ByrdSecretary-Treasurer (NCPA)
Publisher, Tryon Daily Bulletin
jbyrd@tryondailybulletine.com

Hal Tanner IIISecretary-Treasurer (NCPS)
General Manager, News-Argus, Goldsboro
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Sue Price Johnson
Chief of Bureau, Associated Press
North Carolina and South Carolina

CALENDAR

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

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

March 2-6
Newspaper in Education Week

March 15-21
Sunshine Week

March 18
Sunshine Day Seminar. Charlotte.

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

April 26-29
American Society of Newspaper Editors conference, Chicago

May 8
Newspaper Academy, UNC-Chapel Hill

THE NORTH CAROLINA PRESS

Beth GracePublisher
Holly JohnsonEditor
John PeaManaging 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. 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 WebsterNCPS Marketing Director
Leta PopeNCPS Network
Advertising Director



John Bussian

NCPA readying to fight on several fronts in '09

With the opening of the North Carolina General Assembly fresh on our minds, the NCPA membership – and everyone else – is looking at the potential effects of the state's projected \$2 billion revenue shortfall.

It may be small consolation to North Carolinians that Florida and California face much larger budget deficits. But remedies being eyed by lawmakers here and elsewhere are virtually the same: a mixture of spending cuts and tax increases.

Along the same lines, lawmakers may well be more sympathetic to any plea by local government to help save costs. The immediate threat is to the current state statutory requirements that local government run legal ads in NCPA member newspapers on everything from foreclosure sales to zoning changes.

At the same time, NCPA members should be bracing for more bills aimed at reducing the current level of public access to government records.

The specific nature of these bills remains to be seen. Yet if past experience is any indication, there will be anti-access bills in all shapes and sizes.

Here is a short list of what the NCPA membership might expect and a summary of the NCPA's position on each:

Legal notices/ads

The steady drumbeat of "local bills" of the last five years, seeking to allow local government the option to post legal ads online instead of advertising in member newspapers, may well increase. So far, only five municipalities in Wake County have authority to enact ordinances to post notices electronically.

Keep up to date

NCPA once again this year is posting legislative information of interest to our membership. The Legislative e-Background site contains information about bills, NCPA positions and, when we know about them, editorials and stories printed in your papers about those same issues. Let us know if you write anything on these pieces of legislation so that we may share them with the membership. To find the site, go to www.ncpress.com and follow the links.



The NCPA has opposed these efforts and will continue to oppose expansion of the concept through future legislation. The bottom line is that there are no government Web sites – or any others – that can match the reach of NCPA member electronic and print legal advertising.

Street sales

NCPA-led legislation in the 2007 and 2008 sessions of the General Assembly restored the constitutional right of NCPA members to sell newspapers along public thoroughfares. Several local governments had restricted newspaper street sales, ultimately requiring state legislation to restore distribution rights. Expect legislation that would be aimed at undoing the NCPA's hard won 2008 victory.

The NCPA's position: The right to sell newspapers on public streets and sidewalks is constitutionally protected. And nothing in the 2008 law, principally sponsored by new Lt. Gov. Walter Dalton, alters the current schemes for newsrack distribution in use in places like Charlotte and Raleigh.

Open government

Two themes may surface again. First, the public's right to see certain records of misconduct in government employee personnel files needs to be made part of the Public Records Law. Currently, a dozen state statutes uniformly seal off from public view all records of hiring, firing, and performance of public servants. Opening records of misconduct would begin to bring North Carolina in line with the majority of other states, many of which allow virtually unfettered access to public personnel file material.

The NCPA position: Personnel files of those employed by the people and paid with tax dollars should be open to public inspection.

Automatic recovery of legal expenses by a winning public records law claimant should, but probably won't, become law. In 2005 and 2008, NCPA-backed legislation to include "automatic recovery" of legal fees in the Public Records Law passed the NC Senate by a huge margin, only to be blocked in the House of Representatives. Speaker Joe Hackney's opposition to the idea remains unchanged. And prospects for passage are uncertain, at best.

Get some free training

SNPA Traveling Campus rolls into Cary for the NCPA Winter Institute this month

Newsroom training at the 2009 Winter Institute comes with a price tag that's difficult to pass up in these lean times.

It's free.

For a second year, training will be provided through the Traveling Campus program of the Southern Newspaper Publishers Association Foundation.

Training will be spread over two days, Feb. 12 and 13. NCPA members may attend training either day or both days.

Those attending the sessions are not required to attend any other Winter Institute function, but must turn in a registration form for the Travel Campus program. The form for that is on the back side of the mailing for the Winter Institute. A form is also available online at www.ncpress.com.

Meals are not included with the traveling campus program.

Below is a description of each of the courses offered at the Winter Institute.

The Art of Leadership – Skills Training for Emerging Managers

Gus Gonzalez

9 a.m., Feb. 12 and 9 a.m., Feb. 13.

This six-hour program over two days covers the principles, tools and skills leaders need to build teams, improve interpersonal communication, inspire confidence, and create a constructive working environment. Discussion will include the following topics:

- The leader as a communicator
 - Motivation and accountability
 - Why employees don't do what they're supposed to, and what to do about it
 - Putting a face on "Success"
 - Exploring the changing roles and rules of business
 - Decision making
 - Creating a winning environment
- This program is suitable for new

managers, those with managerial aspirations, and leaders who want to refine their talents.

Thinking Visually – The Art of Being Brilliant

Charles Apple

9 a.m., Feb. 12

Year after year, we put out the same old stories; the same old newspapers. No wonder readers are getting tired of us. How can we give a new look to our product; provide a fresh angle for our stories and our pages? By opening up our minds to new ideas. You may find that the biggest barriers to reaching that next level are in your own head. Charles Apple of *The Virginian Pilot* will show us how to put a fresh spin – or a whole new approach to not just visuals, but also stories, projects and management in general. We'll explore the concepts of brilliance and creativity. We'll look at samples of brilliant visual journalism and look at how these pieces came to be. And brilliance isn't limited to large papers we'll show how small papers can bring brilliance to their readers as well.

Photography for Reporters

Kenneth Boone

9 a.m., Feb. 12

A "how to" class for reporters who also have to be their own photographers. How to work with your camera, i.e. adjust settings, how to set up shots and capture great pictures and how to recognize good photo opportunity that a reporter might not normally visualize.

The Art of the Interview

Michael Schwartz

1:30 p.m., Feb. 12

Interviewing is a fundamental, but rarely taught skill that every reporter must have. In this session, you'll explore three stages of interviewing: getting the interview,

preparing for the interview, and conducting the interview. In the interactive class, participants will deal with interview scenarios and practice the skills they learn. This can be a refresher for experienced journalists who want to stay on top of their game, or the foundation of sound reporting for reporters early in their careers.

The Road to Better Writing

Michael Schwartz

9 a.m., Feb. 13

Can you count to 20? Then you can improve your writing immediately. During Part One of this interactive session you'll learn to recognize red flags that lead to complex, wordy writing. This session also gives you basic strategies to write more concisely, clearly and powerfully. In Part two learn how you can organize and focus your stories – no matter what the length, the deadline or the topic. We will cover specific techniques and strategies to organize material so you are in control of the information and not the other way around.

Interactive Journalism

Jan Schaffer

9 a.m., Feb. 13

How to make your Web site a better experience for users, how to improve what you've got, what to use and what not to use.

Want to know more about the instructors?

Detailed information about each of the instructors is available online at www.ncpress.com.

Just click on the Winter Institute banner on the home page and the Instructor Bios button on the top menu bar of the WI page. (A new window should open.)



Doug Fisher

Lighten up, information wants to be fun as well

There's a saying on the Internet that's sure to raise the hackles of most media managers: Information wants to be free.

I'd like to make a companion proposition, however, one that should be a lot less controversial. It should at least give you a shot at keeping and perhaps growing the audience you have:

Information wants to be fun.

Think about the applications being spotlighted in all those iPhone commercials. If you want to find a restaurant, don't just look it up. Download an application that, when you shake the phone, acts a lot like a slot machine to line up restaurant type and price. Don't like it? Shake again. Finding a place to eat becomes a game.

Don't know that song you're hearing? Start an application, hold the phone up to the speaker and, voila, the name of the song and artist, how to download it, etc.

Now, look at your newspaper and Web site. How much fun is there?

Comics? Maybe, but in print we keep cutting their size and, in some cases, number. (More publications are getting smart and providing them on the Web.)

Games and puzzles? (Just look around at how people are using your publication in any waiting room, airport or college classroom.)

Incisive but entertaining editorial cartoons? (While the ranks of the longtime professionals thin, there's still plenty out there, and have you ever asked people in your community to contribute? You might be surprised what you find.)

Fun and games, you scoff? Back-of-the-book stuff. But take a look at your front page and section fronts; is there anything truly engaging and fun for people to do today?

If not, why not?

Recently, a lot of papers ran stories on President-elect Barack Obama's Secret Service protection. Some ran a graphic listing former presidents and their code names. But why not turn that graphic into a short guessing game – do you know what those code names were?

AOL did it online, and I admit spending more time with the quiz than with the story.

But I'm talking print here because, first, our print products are too often humorless except for the back pages. And while online expectations of interactivity almost require some kind of JavaScript or Flash programming, in print, it can

But why not turn that graphic into a short guessing game?

be as simple as a text box of questions with the answers printed in smaller type upside down.

Instead of running that map with all the labels, strip some off and pose a question. (Pakistan's southern border is with what nation? What about its northern one?) Try it with some local stories; you might be surprised how much people have to learn about your town or city.

Feature on the high school play? What was the one last year, five years ago, 10?

City Council raising taxes? Anyone remember what last year's was (sure, a good reporter would normally put that in the story, but maybe it works as a quick "do you remember" question).

(A quick note: I've found that multiple-choice questions seem to do a lot better in most cases. Much like with polls, if you provide suggested answers, people are more likely to play along.)

The whole point is to increase en-

gagement across all your products. You don't increase engagement with your print product just by pointing people online.

'You' is not a bad word

I also have one other suggestion: Throw off the shibboleth that using "you" in a news story is somehow a bad thing.

Yes, television, with every other story about you, you, you, has given the concept a bad name. But when the story will affect your audience, talk to them, not at them.

Sure, you could write: "Property taxes will rise 10 percent next year to help pay for road resurfacing, City Council decided Tuesday night" But why not: "Your property taxes are going up 10 percent next year because City Council says it needs the money to resurface roads." Put the day of the week in the second paragraph.

Or how about this:

"Insurance companies will have an electronic system by mid-September to more quickly tell the Department of Motor Vehicles when a driver lets his or her insurance lapse. (An actual lede.)

Becomes: "If you let your car insurance lapse, your insurer will soon be able to tell the state almost instantly, which means you could be paying penalties a lot sooner."

Which do you want to read?

Be judicious in all this, of course. But if we've learned nothing else from the Web, it's that news is a conversation – and conversations more often than not should be fun and engaging, no matter what the medium.

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

Plan now for successful NIE week

Newspaper in Education Week falls during the first week in March each year. This year's celebration is March 2-6.

The Newspaper Association of America Foundation's curriculum for 2009 is titled *Newspapers Now: Developing Comprehension and Research Skills with the Newspaper*.

NAAF also provides ads/promos in color and black and white. You simply add your newspaper's logo and information about ordering your newspaper, print and online versions.

The curriculum and ads can be printed from the NAA Foundation Web site; <http://www.naafoundation.org/NewspaperInEducation/NIE-Week.aspx>.

Lesson plans in the NIE Week cur-

riculum cover so much that many NIE programs save the curriculum for distribution in the fall when teachers place newspaper orders for the entire school year and/or use it as the text for teacher workshops.

NIE Week is an occasion for newspapers to step up their NIE efforts. Some newspapers extend NIE Week for the month. That may mean running the in-paper features provided by NAA Foundation during NIE Week, visiting schools, hosting tours, holding workshops, promoting NIE within the newspaper, holding contests or running special sections.

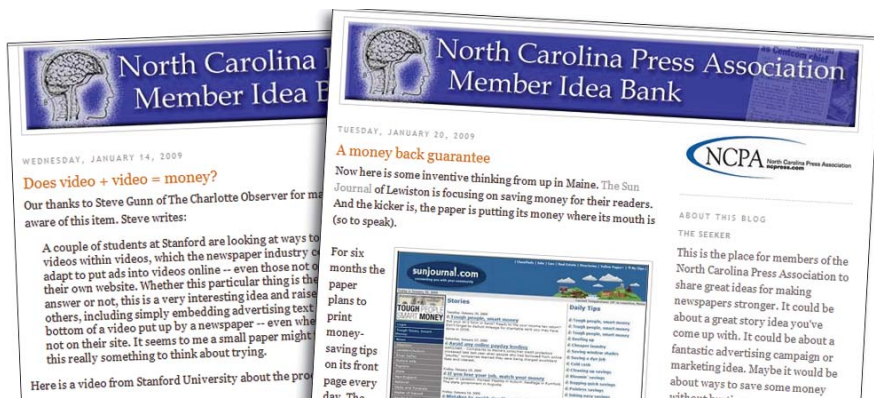
Newspapers may also want to work with local North Carolina Reading Association chapters, speaking at a meeting or offering

other services to teachers who belong to that organization. NIE professionals also encourage recognition of teachers and participating schools. Why not during NIE Week newspapers run ads that list the schools and offer teacher testimonials, along with photos?

NIE managers report that sponsors respond well to teacher testimonials and photos.

NIE Week is a time to build awareness and support for NIE, not only in the schools but also in homes, in businesses and in the newspaper itself.

Whatever newspapers choose to do, the industry's commitment to NIE and education should show through.



Got an idea?

If you're not checking out the NCPA Ideas Bank blog, you're missing out on some great information. You can check it out at www.ncpress.com by following the links. Better yet, you can share some of your best ideas with other North Carolina newspapers by submitting an idea. Tell everyone how you did something, whether it's concerning news, advertising, marketing, online or whatever! It's your blog.

Welcome to the network neighborhood

The NCPS Statewide Classified Network added another member during January. The addition of *The Dispatch* of Lexington brings the total number of papers participating to 118.

In addition, two papers recently joined the 2x2 Network: *Hickory*

Daily Record and *Macon County News* of Franklin. There are currently 78 papers in the 2x2 Network.

If your paper does not participate in these networks, call NCPS at 919-787-7443 ASAP to start making more money.

Is your paper participating in ncnotices?

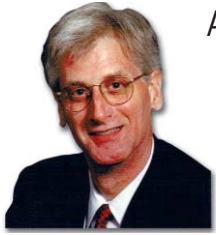
The North Carolina General Assembly has already back in session. As Legislative Counsel John Bussian points out on Page 4, legal advertising in your newspaper could be in jeopardy this year.

One way to help combat this threat is to have as many North Carolina newspapers as possible participating in ncnotices.com.

Ncnotices.com represents a single location on the Internet where all legal advertising printed in N.C. newspapers can be found. This site can help mute arguments that local governments could save money by building their own legal sites.

The newest members of the site are:

The Warren Record, *The Caswell Messenger*, *Lake Norman Times*, *Lake Gaston Gazette*, *Chatham News/Chatham Record*, *Winston-Salem Journal*, *Hickory Daily Record*, *Statesville Record & Landmark*, *Independent Tribune*, *News Herald*, *McDowell News* and *Mooresville Tribune*.



Questions important, but not when sealing a deal

John Foust

Chase was talking to me about selling. “Ever since I started my sales career, I’ve heard that it’s important to ask for the order. Most of the sales books I’ve read – and most of the sales seminars I’ve attended – preach that successful sales people always ask their prospects to buy.

“In fact, I wouldn’t be surprised if ‘ask for the order’ is the most frequently quoted sales principle in the world.

“I used to buy into that philosophy hook, line and sinker. But through my years of selling advertising, I’ve come around to a different point of view.

“Without a doubt, questions are key elements in the sales process. It’s crucial to ask relevant questions during the exploratory part of a sales call. We have to ask questions – and listen intently to the responses – as we get to know our prospects and the problems they face in business.

“We have to stay in step with their thought process, and ask how they see our paper as a viable solution to their marketing needs. But when it comes to closing, I’ve learned that a directive can work better than a question.”

Chase has a good point. When a salesperson has done a good job of identifying needs and solutions, answering objections, and demonstrating the value of purchasing – why in the world should he or she ask for anything? Just come right out and tell them what to do (diplomatically, of course). For example:

Sales person: In our meeting today, we’ve seen that The Gazette reaches the audience you want to target, and that our creative team can put together a campaign that will communicate your message.

Prospect: Yes, I think The Gazette brings a lot to the table.

Sales person: When would you like to sign the contract to get things started?

Prospect: Just leave the information with me, and I’ll let you know.

What just happened? The sales person has asked for the order, but the prospect has backed away. Here’s how a different ending could have produced a more positive result:

Sales person: In our meeting today, we’ve seen that The Gazette reaches the audience you want to target,

and that our creative team can put together a campaign that will communicate your message.

Prospect: Yes, I think The Gazette brings a lot to the table.

Sales person: That’s great news. Since this is a prime time for your business, I know you want to get results from your advertising as quickly as possible. Just put your autograph on this agreement, and we’ll get things started.

Prospect: Sounds good. Where do I sign?

See the difference? By asking permission in the first example, the sales person has given the prospect a reason to delay the decision. The second example provides a clear action step. It says “do this” instead of “will you do this?”

“The secret,” Chase concluded, “is to build a strong case for your product, get agreement – then just tell them what they need to do next.”

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

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

*Need an idea? Got one to share?
<http://ncpaideabank.blogspot.com/>*

Meet the board candidates

During the annual NCPA/NCPS business meeting on Feb. 12, the membership will vote on candidates for president, vice president, three three-year term directors and a director to fill an unexpired term.

While the vote will be held during the Winter Institute, the officers and three-year directors elected will not take office until the beginning of the new fiscal year, Aug. 1.

The person elected to fill the current vacancy and will take the board seat upon election and serve through July 2010.

The Nominating Committee will propose the following candidates at Winter Institute for election:

President

David Woronoff has been publisher of *The Pilot* in Southern Pines since 1996.

Woronoff is the current vice president of NCPA.

His newspaper career began at *The News & Observer* where he worked for two years as a district sales manager in the circulation department. He was a reporter for the *Anniston* (Ala.) *Star* and the *Greenville* (S.C.) *News*.

He is a graduate of UNC-Chapel Hill.

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

Vice President

Charles Broadwell is president and publisher of *The Fayetteville Observer*, an independent daily serving southeastern North Carolina.



na. He served as editor of the newspaper for a dozen years.

His career started at age 16 in the *Observer's* sports department. He worked for the *Goldsboro News-Argus* in sports and news after college at UNC-Chapel Hill.

As editor and publisher of the *Observer*, he won two first-place writing awards from NCPA.

Broadwell previously served on board of directors for NCPA, is currently co-chairman of legislative committee and is also an officer with the N.C. Press Foundation.

Three-year Director

Bill Moss is the editor of the *Times-News* of Hendersonville.

A native of Chapel Hill and 1976 graduate of the University of North Carolina, Bill Moss worked at newspapers in Marshville, Thomasville and Salisbury before taking a job at the *Knoxville News-Sentinel* in 1984.

In 1996, he returned home to North Carolina as editor of the *Daily Herald* in Roanoke Rapids. He has been executive editor of the *Times-News* since April 1998.

Three-year Director

Regina 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*



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

Currently Howard-Glaspie serves as the president of the Associated Dailies.

Three-year Director

Lockwood Phillips is the publisher of *Carteret County News-Times* in Morehead City, *Tideland News* in Swansboro and *Topsail Voice* in Hampstead.

Phillips served as president of NCPA in 1991-92. He is also a past president of the National Newspaper Association.

Phillips is also the host of a talk radio show called Viewpoints.



Director (unexpired term)

John Drescher is editor of *The News & Observer* of Raleigh. Before being named editor in 2007 he had served as managing editor since 2002.

Drescher grew up in Raleigh and graduated from UNC-Chapel Hill and Duke University.

He worked for *The Charlotte Observer* for 12 years and also served as managing editor of *The State* in Columbia, S.C.



Campaign on Facebook calls for Buy a Newspaper Day

There is an effort online to help out the printed product and show the importance of newspapers.

The campaign asks people to go out and buy a copy of their local

newspaper on Feb. 2. It points out that reading it online doesn't count.

It ends saying, "Who knows? You might like what you see and come back another day, and another..."

NEWSPAPER ACADEMY

MAY 8

UNC-CHAPEL HILL



Kevin Slimp

When it comes to my own money, this is what I buy

Man, I hate having to spend my own money on computer stuff. I get used to receiving software, utilities and other gizmos from companies all the time to review. It can get addictive. Then something breaks or gets old and I have to come back down to reality.

A couple of times a year I'm forced to spend money, out of my own pocket, for some necessary products. That happened twice this week. I can feel your expressions of empathy. Thanks.

Fortunately, I saw the first one coming. When you're in the business of speaking about the latest computer products, people expect you to own the latest and greatest yourself. So once a year, whether I need one or not, I buy a new computer. So what does the "technology guru" buy when he has to spend his own money? My choice was a 15" MacBook Pro. I was tempted to go with the 17-inch model, but decided to practice what I preach. The 17-inch model is just too big to carry through airports several times a month.

I was visiting with a PC-using colleague by phone yesterday and mentioned that I'd just purchased the new computer. His response was, "I could buy three PC laptops for that much money."

Truth be told, I could have bought a couple of MacBooks for the same money (yes, I was tempted), but I've learned the hard way that you get what you pay for. That's not just true of cars and phones. I need a computer that works every time. I don't have time to worry about fixing a computer. I need a computer that's not susceptible to viruses. I need a computer that doesn't need upgrading every few months with new service packs. I need a computer that still speeds through applications after it gets some wear and tear.

That's why I recommend iMacs for my clients who are purchasing desktop computers. Sure, they could buy a couple of cheap PCs for the \$1,200 they'll spend on an iMac, but they won't have to worry about computers breaking down, virus attacks and more over the years.

So my first purchase was the MacBook Pro. Unfortunately, I didn't see the second one coming.

If you read my column regularly, you know that I'm a big believer in backup drives. You can't have too many of them. I keep two of them connected to my primary desktop (yes, it's an iMac). You might even remember that I always keep at least two backup drives, because they tend to break down after two or three years. The better drives tend to last a little longer. You guessed it. Yesterday, I was in the middle of backing up my system when the secondary backup drive started clicking. Hardware gurus refer to this as the "click of death."

When you hear the click of death, you know a drive is history. Whether it's an external or internal drive, the click means it's time to do an immediate backup - on the chance that you can still save your data. It was too late for mine. There was no saving the data on this drive. Fortunately, I have another backup drive with the same data, so I'm OK. But I am forced to purchase a replacement drive. Yes, with my own money.

While we're discussing the backup drive, you might be interested in knowing that I had two brands of drives connected to my iMac. One was a Lacie, the brand I always recommend to my friends and clients. The other

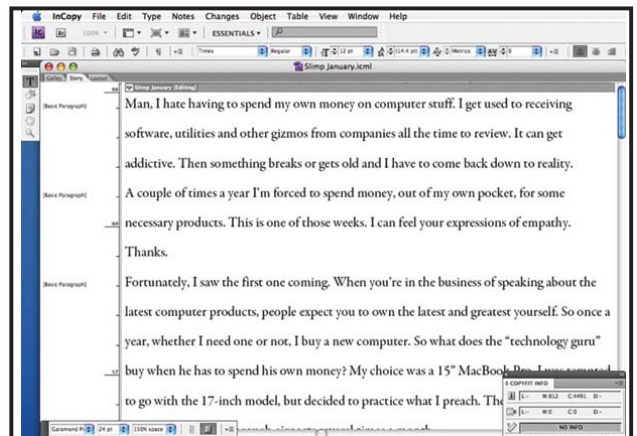
was a Western Digital. You guessed it. The Lacie drive is fine.

So this morning, with credit card in hand, I ordered a Lacie Triple-Interface (Firewire, USB, eSATA) drive. For \$100 plus change, I ordered a 500 Gigabyte drive that should work quite nicely. The Lacie drives work well with both PCs and Macs.

InCopy Continues to Impress

InCopy is Adobe's word processing application that works in concert with InDesign. Even though InCopy has been around for a long time, I still get a lot of questions about it.

Often overlooked because it's not part of the bundled Creative Suite products, InCopy is a valuable resource, making it possible for even small operations to have a managed editorial workflow. I've been using InCopy CS4 over the past couple of months and continue to appreciate this powerful application. While the CS4 versions adds only a couple of noteworthy new features, it's important to make sure your version of InCopy is the same as InDesign. If you're considering an upgrade to the CS4 suite of applications (InDesign, Photoshop, Illustrator, etc.) and you use InCopy in your workflow, remember to upgrade that as well.



InCopy allows users to work in different modes. This screenshot shows InCopy in Story mode.

News of North Carolina newspaper people



Birge



Chandler



Hawkins



Rattican



Tarleton



Smith

Ruth Birge, publisher of the *Times-News* at Hendersonville for six years and the secretary-treasurer of North Carolina Press Services, retired in December.

Justin Caudell has been appointed as the *Western Carolinian's* editor-in-chief for the spring semester at WCU. Caudell also serves as a sports reporter for the *Crossroads Chronicle* at Cashiers.

Paul Dunn is the new managing editor of the *Washington Daily News*. He previously was editor of the *Tahoe Daily Tribune* in South Lake Tahoe, Calif.

Executive Editor **William E.N. Hawkins** will become editor and publisher of *The Post and Courier* in Charleston, S.C., when Publisher **Larry Tarleton** retires March 31. Hawkins served 17 years

as editor at *The Herald-Sun* in Durham. Tarleton is a native of Wadesboro and a journalism graduate of the University of North Carolina.

Bob Piazza, publisher of *The Chowan Herald* at Edenton, left the paper at the end of 2008 to accept a position with the Evening Post Publishing Co. in Charleston.

Neal F. Rattican, editor of the *Courier-Times* in Roxboro since 1965, retired after 43 years in the journalism business. **Tim Chandler**, associate editor of the paper, took over as editor on Jan. 2.

David O. Roberts, longtime publisher of Spartanburg, S.C., *Herald-Journal*, retired at the end of 2008. Previously he had served as advertising director and general manager at *The Dispatch* in Lexington and later pub-

lisher of the *Times-News* in Hendersonville.

Gayle Smith has joined the staff of *The Wilson Daily Times* as sales and marketing director. She previously was ad manager for the *Asheville Citizen-Times*.

Edward Terry, editor of the *News-Topic* of Lenoir since August 2004, left the job at the end of 2008 to be public information officer for Caldwell County.

D. Jordan Whichard III retired as the publisher of *The Daily Reflector* of Greenville. Whichard also served as group publisher for Cox North Carolina Publications Inc.



Washington Daily News marking its centennial

Washington Daily News celebrates its 100th anniversary this year.

Each week this year the paper will feature a column from former staff members on their memories of the newspaper, both serious and humorous.

Other activities are planned throughout the year.

Three in one: Staffs merge

The staffs of *The Reidsville Review*, *Eden Daily News* and *The Messenger* of Madison consolidated and moved into the Reidsville offices.

Publisher Steven Kaylor said in addition to saving money, it will allow the papers to operate more efficiently and improve communication among staff members.

Circulation days change

The Messenger of Mount Airy has switched from publishing five days a week to three days.

The paper began publishing in July 2007.

The free newspaper will now be distributed Sundays, Wednesdays and Fridays.

Easley issues order

Before leaving office in January, Gov. Mike Easley issued a long-awaited order concerning state government e-mails.

The issue of preserving those e-mails as public records became a point of contention between the governor and the news media during the past year.

You can view a copy of the order at www.ncpress.com.

View Inauguration fronts

Be sure to check out the online gallery of front pages of North Carolina newspapers from the inauguration of President Obama.

More than 50 pages are on display in the gallery from both our Dailies members and Communities members.

Go to www.ncpress.com to view.

Deaths

Dot Boling, 82, reporter for *The Randolph Guide*. Died Dec. 3, 2008.

Jim Heffner, 72, writer and columnist for Belmont's *bannernews*. Died Nov. 8, 2008.

Melvin Lewis Finch Jr., 81, former secretary and treas-

urer and CFO of the News & Observer Publishing Co. Died Jan. 11, 2009

Stephanie Jackson, 59, former managing editor of *The Franklin Times*. Died Jan. 4, 2009.

Todd Scarborough, 68, former photographer for UPI and Hamlet News Co. in

North Carolina. Died Jan. 6, 2009.

C.B. "Chick" Squire, 88, founder of an English-language newspaper in Lebanon, correspondent for several organizations, including Newsweek, and an editorial consultant for the *Mountain Xpress*. Died Jan. 4, 2009, in Asheville.

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



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