

## Hot times this summer

Whoever said summer was a lazy time of year didn't figure on NCPA's Summer of '08. Check it out:



### SUMMER CONVENTION

Can you... **OUTLAST** the digital revolution?  
**OUTWIT** the future? **OUTPLAY** the unknown competition?

NCPA President Tim Dearman has been putting on the muscle to make sure everyone comes out of this Summer Convention a true Survivor in the new reality.

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Room rate: \$139 per night for a single/double.

Reservation deadline: June 16

Call: (800) CrownP



### ADVERTISING AWARDS BANQUET

**JUNE 19  
SHERATON  
HILTON HOTEL**



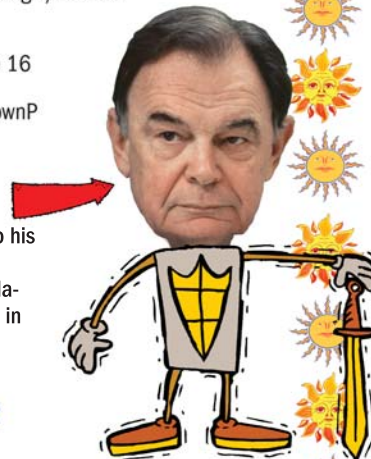
Advertising representatives from across the state will gather in downtown Raleigh to pick up awards, including previously unannounced prizes. Who will win the Best in Show for each division? What about the Fred D. Crisp Outstanding Sales Professional of the Year? Best way to find out is to attend. Check out the details on our Web site at [www.ncpress.com](http://www.ncpress.com).

### www.ncnotices.com

Some governmental units think putting public notices on their own Web sites should be good enough for the public, despite few people actually visiting those sites. This summer NCPA will offer its own solution. Public notices printed in participating member newspapers and on their Web sites will also appear on a statewide site which will have links back to your own site. No need for government to spend any additional money to get their ads online in a visible spot. Watch for details soon.

### NEWSPAPER IDOL (Don't worry, Simon Cowell won't be there)

Oh sure, crusading journalist Gene Roberts has 18 Pulitzers to his credit, but now the former Goldsboro reporter will really get a big-time honor: NCPA's North Carolinian of the Year. The former editor of The Philadelphia Inquirer and managing editor of The New York Times will join us in Asheville for the big presentation.



### EXTREME MAKEOVER Newspaper Edition

Are you ready to take a leap? Get the latest information on Newspaper Next 2.0 from API Marketing Director Elaine Clisham during a half-day session.



### BIG BROTHER

Find out the latest from the front lines of Raleigh when John Bussian and the Legislative Committee give us an update.



### DANCING WITH THE WANNABE STARS

N.C. gubernatorial candidates Pat McCrory and Bev Perdue\* will face off with your questions during two separate sessions.

\* Perdue appearance pending final confirmation.



### CAROLINA DEL NORTE

This summer UNC's School of Journalism and Mass Communication offers members some free material to use in print or online.

See Page 5

### Tour won't burn gasoline

The NCPA offices have been renovated, but you can see the changes without traveling.

Page 7



### ALSO INSIDE

This being an election year, Amanda Martin reminds us that special laws apply to **political advertising**. Page 4

Two **new publishers** announced; **newspaper sold**. Page 11



From the president

tdearman@statesville.com

# Lead as if you're the one person who can save us

Tim Dearman

This is my last real column. Next month's column will thank everyone and assure you the next leadership team will be even better. (It will be.) So, this is the last time I really get to say what is on my mind. Thankfully, the topic will be easy. I'll share a true story to explain.

Pastor Ralph was preparing to preach his final sermon after many years of service and someone asked what his topic would be. The pastor replied it would be the same as his first sermon — which was an accident. The preacher the church was trying to hire cancelled and they found Ralph to preach at the last minute.

Ralph, a Baptist, believed someone there was headed to hell and he was the only person standing in the way. He therefore preached with tremendous urgency and conviction to save them. The congregation was so impressed it asked Ralph to be pastor. At his last sermon, Ralph still felt the same way. So he repeated his first sermon.

I say that to challenge you to lead your newspapers with conviction and urgency.

Lead as if you are the only person who can save our industry, the only protector of the First Amendment and the only person who can bring

openness, fairness and equality to your community.

Being publisher or editor of your newspaper is a privilege, responsibility and duty. Your job is to serve your community and your readers. Your job is to lead with wisdom, compassion and conviction. That should be your prayer each morning.

Now is not the time for passive sermons or timid leaders or maintaining the status quo. We must push forward harder than ever. How do you do that? A starting point is to write down what you really believe, then put those thoughts into action.

I once heard an editor say he believed jumps are bad because research shows that readers hated jumps. Yet, he jumped nearly every story. So, clearly he did not believe jumps were so bad because otherwise, he would have stopped them. It was time for that editor to write on the wall for all to see what he really believed and then follow his beliefs.

Our industry is full of people who spout the right answers straight from the latest research but scarce of people who have strong convictions that lead to action. You have to believe in yourself and believe in your product.

Believe you can make a differ-

ence and do not settle for anything less than excellence. One person who insists on excellence makes a difference. In fact, there is nothing else that does make a difference. Take an excellent editor and a poor editor and have them switch newspapers. The excellence follows the editor. Take an excellent sales rep and a poor sales rep and have them switch territories. The excellence, and revenue, follows them.

When your time at the helm is over, you want to look back without regrets that come from being lazy or not having tried your best.

There is no shame in failure if failure comes after extreme effort.

There is no pride in success if poor effort would have taken you higher.

Here is my final challenge: Start making your newspaper excellent and don't stop until the readers have told you that you have gone too far.

Be like Pastor Ralph. Act like only you can save your newspaper and then act with urgency and conviction.

It will change your life for the better, inspire your staff, improve your community and give your readers the newspaper they deserve.

*Tim Dearman is the publisher of Statesville Record & Landmark.*

## 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 .....NCPA Marketing Director  
Leta Pope .....NCPA Network Advertising Director

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



Those attending the May 16 board meeting in person included, from left, President Tim Dearman, Controller Bobby Bracy, Executive Director Beth Grace, Dean Jean Folkerts, Regina Howard-Glaspie, Sue Wilson, Tim Rogers and Rick Stewart.

# Meeting via phone saves NCPA money

Your NCPA/NCPS board of directors meets four times each year. One meeting is held in conjunction with the Summer Convention and another with Winter Institute.

For those autumn and spring meetings the routine had been to gather at some hotel in the various corners of the state. That meant meals and overnight stays -- and for some long road trips.

In an effort to save board members and their papers money as well as cut back on NCPA costs, this spring the tradition was broken.

The board held its meeting May 16 in Raleigh, but a majority of its members participated from the comfort of their own offices. A handful came to the NCPA office to join the fun, but a large majority opted to save the gasoline and their time.

As for what was accomplished, the board:

- Declared the annual dividend payment from NCPS to NCPA. The dividend is not declared until after the complete audit for the fiscal year. This year it came to \$54,624.

- Heard that trademark paperwork had been filed for the NCPA and NCPS logos.

- Received a report on the finances of the 2008 Winter Institute. The meeting lost money this year due to smaller attendance at the banquet and required food minimums. The Institute experienced record attendance in 2007.

- Voted to bring a nomination for an honorary membership before the full membership at Summer Convention.

- Voted to have future board meetings via phone conferences.

## NCPA/NCPS Board of Directors 2007-2008

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

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

**D. Jordan Whichard III** .....Sec-Treas (NCPA)  
*Publisher, The Daily Reflector, Greenville*  
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**Scott Harrell** .....Secretary-Treasurer (NCPS)  
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rstewart@kenlynnews.com

**Johnny Whitfield**  
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johnny.whitfield@nando.com

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

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

### CALENDAR

**June 3-5**  
SNPA Foundation Traveling Campus at Columbia, S.C.

**June 19**  
2008 NCPA Advertising Awards Ceremony, Sheraton Raleigh Hotel.

**July 17-19**  
NCPA Summer Convention  
Crowne Plaza hotel at Asheville

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



Amanda Martin

# Election ads have special laws you need to follow

At this year's Newspaper Academy I got asked a lot of questions about political advertising do's and don'ts, so I thought we'd use the column as a reminder for everyone about the rules.

## DISCLOSURES

■ Most political ads must include the statement: "Paid for by \_\_\_\_\_ [Name of candidate, candidate campaign committee, political party organization, political action committee, referendum committee, individual, or other sponsor]." G.S. § 163-278.39

■ If the ad supports or opposes the nomination or election of one or more clearly identified candidates, the ad must state whether it is authorized by a candidate. This requirement does not apply if the sponsor of the advertisement is the candidate the advertisement supports or that candidate's campaign committee. G.S. § 163-278.39

■ An ad that opposes a particular candidate must disclose the candidate who is intended to benefit from the advertisement. This requirement does not apply when the sponsor of the ad does not coordinate or consult about the ad with the candidate to be benefited from the ad. G.S. § 163-278.39

■ The height of these disclosures must be at least five percent (5%) of the height of the printed space of the advertisement. The disclosure must be at least 12 points in size but need not be more than 28 points in size, even if that is less than five percent of the height. If a single advertisement consists of multiple

pages, folds, or faces, the disclosure requirement of this section applies only to one page, fold, or face. G.S. § 163-278.39

■ These requirements do not apply to an individual who makes uncoordinated independent expenditures aggregating less than one thousand dollars (\$1,000) in a political campaign or to an individual who incurs expenses with respect to a referendum. Advertisements that relate to issues that are not on a ballot are not subject to these requirements at all. G.S. § 163-278.39C A sample certification for exempt expenditures can be found at the bottom of this column.

## PROHIBITIONS

After December 31 prior to a general election in which a Council of State office will be on the ballot, no declared candidate for that Council of State office shall use State funds for any advertisement that contains that declared candidate's name or picture except in case of State or national emergency and only if the announcement is reasonably necessary to that candidate's official function. G.S. § 163-278.16A

## FEES AND PAYMENT

■ All expenditures for media expenses shall be made by a verifiable form of payment (such as a check). G.S. § 163-278.8(e)

■ No media may charge a rate for political advertising that is higher than its normal charge for comparable advertising. A newspaper may not charge a rate for political advertising that is higher than the comparable rate charged to other persons of comparable frequency and volume; and every political advertiser shall be entitled to the same discounts under comparable conditions and circumstances. G.S. § 163-278.18

■ Each media shall require written au-

thority for each expenditure from each candidate, treasurer or individual making or authorizing an expenditure. All such authorizations are deemed public records and copies of said authorizations shall be available for inspection during normal business hours at the office of the publisher. G.S. § 163-278.17 [A sample certification for an expenditure authorization can be found at the bottom of this column.]

■ All required records related to political advertising must be retained for at least two years from the date of the election to which such records refer. G.S. § 163-278.35

### Certification of Independent Expenditure

Under penalty of perjury, I certify that the independent expenditure made this \_\_\_ day of \_\_\_\_\_, 2008, for political advertising was not made with the cooperation or prior consent of, or in consultation with, or at the request or suggestion of, a candidate or a candidate's agent or authorized committee, nor did they involve the financing, dissemination, distribution or republication of any campaign materials prepared by a candidate or a candidate's agent or authorized committee.

Printed Name of Signer      Signature      Date

### Certification of Authorized Expenditure

Under penalty of perjury, I certify that the expenditure made this \_\_\_ day of \_\_\_\_\_, 2008, for political advertising was made with the authorization of \_\_\_\_\_ (the candidate or candidate's agent or authorized committee).

Printed Name of Signer      Signature      Date

# J-School students' project available for members' use

## UNC-CH offers the fruits of this year's project covering the Latino community in our state

Students of the School of Journalism and Mass Communication at UNC have been working on a special project this past school year. They now hope their work product will end up in your newspapers or on your Web site.

Carolina del Norte takes on the issue of the growing Latino population in our state. The work is a product of students, faculty and staff throughout the school. The hope is that it will bring N.C. newspapers some new, fresh, interactive and innovative coverage.

And the cost to you? Nada. Or rather, nothing.

All that Dean Jean Folkerts asks is that if you use it you let the school know about it -- send a tearsheet or at least an e-mail alert.

The project includes both material for print and for your online use.

As for the interactive material, "You don't have to link back to the UNC page," Folkerts said. You can download the multimedia files and place them directly on your Web site, provided you give the UNC student the proper credit.

And there are no restrictions on selling ads around the print or multimedia offerings.

Here are a couple of points to remember:

1. The School will edit the works, but each newspaper

will still want to do some editing to meet style and space needs. Folkerts said newspapers should edit their work the same way they would any wire or syndicated material they use.

2. This won't be about breaking news. These are projects the students have spent time on. "I want the students to have real-world experience, but as students they need time to think about their work and ask 'did we do this right?'" Folkerts said.

The Carolina del Norte Web site was scheduled to be up the first week of June. Content will be added periodically.

► **CHECK IT OUT:** <http://cdn.jomc.unc.edu>

## A.G. promotes openness

Attorney General Roy Cooper spoke at a training session for government officials at Gastonia in May. The session helped introduce the new Guide to Open Government booklet produced by his office and NCPA. Above are David Elliott of the A.G.'s office, David Lawrence of the UNC School of Government and Amanda Martin, NCPA general counsel. Watch comments made by Cooper online at [www.ncpress.com](http://www.ncpress.com).

## From South of our Border:

■ *The Item* of Sumter, S.C., plans to convert from seven days a week to six beginning in July. The Monday paper will be dropped. "The Monday paper costs us more to produce than we receive in revenue," said Publisher Jack Osteen.

■ *The Sun News* of Myrtle Beach will no longer print classifieds in its Monday and Tuesday editions.

from S.C. Press Association



# Dreaded obituary stories don't have to be lifeless

Randy Hines

Often considered the kiss of death, writing newspaper obituaries doesn't have to be such a dreaded assignment.

Many newspapers across North Carolina have followed the national trend and stopped writing obituaries. Instead, they opt for death notices and only run obits when the family pays to write its own tribute for a relative.

This practice may slightly increase revenue, but it hasn't made any friends in the community.

One Colorado reporter has developed a specialty in writing extended obituaries for the Rocky Mountain News. Jim Sheeler, who won the Pulitzer Prize in feature writing for "Final Salute," has published his work in "Obit: Inspiring Stories of Ordinary People Who Led Extraordinary Lives."

His collection stems from the News, the Denver Post and the now-defunct Boulder Planet. Sheeler's book is worth reading for any journalist, not just those in charge of obituaries. Some readers may need a tissue handy.

Sheeler's features go beyond ordinary obit details. Readers will learn how 42 individuals in his book cannot be described by simple descriptions as teacher or homemaker.

One World War II veteran's story is titled, "The Marine Who Wasn't Afraid to Cry." Despite the common practice of veterans telling war stories, William B. Chapple never shared his. The pain of seeing so much death on the battlefields caused tears to fall rather than stories to flow.

When the national anthem was played at the end of the day on his home television set, "Chappie" stood at attention, and so did his children.

"Occasionally, the kids would watch war movies with their father and see him cry," Sheeler wrote. "Sometimes he had to turn off the movie before it was over.

"The tears, however, were not always of loss." A bunch of Marines noticed him wearing his service cap in a restaurant. When one came over and said it was a privilege to shake his hand, that too caused tears to flow.

Near the end of this expanded obituary, readers found out that Chapple was an auto mechanic who loved fixing cars for others. He also collected clocks and cameras.

About the funeral service itself, the story continued:

The Marine Corps color guard was waiting for the hearse when it arrived at Fort Logan on January 14. William Chapple was buried with his uniform, one of about 1,100 World War II veterans who die every day.

The flag was taken from the coffin and folded into a triangle. When the Marine handed it to Jean Chap-

ple, his voice cracked. "On behalf of a grateful nation," the young Marine said.

The family remains in awe at what happened next.

"I was looking at the Marine who didn't even know my dad," DiFiore said. "There were tears coming down his cheeks."

Other chapters in his book include gardeners, teenagers, business owners, a 90-year-old former magician, and a shoeshine worker.

Sheeler specialized in asking friends and relatives what had they learned from the deceased individual's life.

How did the successful journalist get started in his unique line of reporting? "Part of my job was to type in obituaries that came over the fax," he recalls, "and I realized when I was doing that how much we were missing — how much was behind those five or six lines. So I decided that every week I'd write a real story about somebody who'd never been in the paper before."

Former N.C. educator Randy Hines teaches at Susquehanna University in Selinsgrove, Pa. He is teaching this summer in Russia as a Fulbright Senior Specialist.



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



# Take a tour without leaving the comfort of your chair

Lease renewal time for the North Carolina Press Association led to some very positive outcomes for your member organization.

Negotiations with the managers of the Beta Center in Raleigh led to them agreeing to some major renovation work at no cost to the association.

Some walls were moved while others were added. New carpet is on

the floor. And the walls are freshly painted with bright colors.

One addition is a visitor's office. So many times members would be present for a committee meeting or some other function, but needed a place to check up on e-mails or get some work done. Unfortunately, there many times was no where to go without displacing some staffer. That's all changed now.

The office is also displaying various North Carolina newspaper artifacts courtesy of several of our members.

If you can't make the trip to Raleigh to see the changes in person, you can check out the pictures on our Web site.

Click on the front-page button on the right side to go on a tour.

**e-Background takes on N.C. legislature**

A couple of months ago we started up The e-Background Web site to help members keep up with the tussle over state e-mail retention.

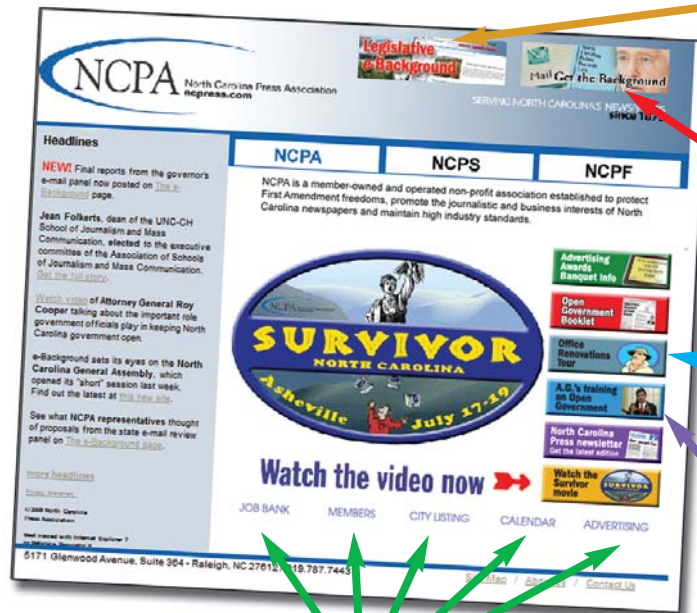
In May we added a second e-Background site, this one dedicated to what's happening in the General Assembly.

The plan is to focus on legislation that would be of interest to people in the newspaper industry. We'll try to give you a summation of the bills and NCPA's position, when appropriate.

As with the first e-Background site, if you are aware of anything that needs to be added, please let us know.

**Looking ahead:**  
Watch our Web site for the list of winners in the NCPA Advertising Contest after June 19.

## Check out what's new at ncpa.com



A direct link to **The e-Background** on this year's legislative session.

(Hint if you can't see these top two buttons, you need to upgrade your browser software.)

A direct link to **The e-Background** on the battle with Gov. Easley over the state e-mail policy.



Put on your pith helmet and become an explorer. Begin the **office tour** here.



Check to see what the attorney general said in support of **open government** during a recent training session.



You asked for quicker ways of accessing some of our **popular features**. Now you've got these links at the bottom to get to the Job Bank, members listings and more.



Kevin Slimp

# Adobe updates Elements for Mac; free online tool

**H**elp! My desk used to be under this pile of software somewhere. I keep stacking software boxes on my desk as they arrive from vendors and I can't put off taking a few of them for a spin any longer.

## Photoshop Elements 6.0

Finally, Adobe released the Mac version of Photoshop Elements 6.0 in April. It reminds me of the early PDF days when Adobe would re-release the Windows version of Acrobat a few months before Mac users got their hands on a new product. Was it worth the wait? Depends.

Photoshop Elements is a solid product for photo editing novices and folks who need to adjust lighting and colors on images to be used in newsletters, flyers or to print out for keepsakes. And, if your newspaper includes a lot of black & white photos, it does a dandy job of preparing those for print.

But here's the big drawback of Photoshop Elements: It doesn't save images in CMYK format.

So who would use Photoshop Elements at most newspapers? If you have staff who edit photos for online editions but not print, Photoshop Elements is a great option for editing photos to be saved in RGB.

If you publish black & white photos, this application does a great job with those as well. Sure you'll miss some features of the full version of Photoshop (as hard as I tried, I couldn't create a clipping path in Photoshop Elements), but most of Photoshop is still there.

Let me share some of what I've learned using Photoshop Elements 6.0:

■ Users can work on RAW images, meaning you can shoot photos at the highest resolution on your SLR camera and work on the images in Ele-

ments. Again, you'll be limited to saving them in RGB or Grayscale, but it works fine for these.

■ Photoshop's filters are still available. Go ahead. Add texture to an image or stroke it with a brush. The placement of these tools is actually a little handier in Elements.

■ Tools like Shadow/Highlights, Levels and Curves are still available; you'll just have to look in new places to find them. Shadow/Highlights and Levels are found in the Adjust Lighting submenu. Hue/Saturation and Curves are found under the Adjust Color submenu.

■ Color modes are limited to Bitmap, Index Color, RGB and Grayscale.

■ Several of the Automation tools found in the Bridge can be found in Photoshop Elements 6.0. A few are PDF Slideshow, Web Photo Gallery and Contact Sheet.

I decided to edit a photo using the same tools that I've always used in Photoshop and had good fortune. I was able to open and crop the photo, set the image size, adjust levels, sharpen the image with Unsharp Mask, then convert the image to grayscale before saving as an EPS, TIF or JPG image.

I noticed there was no option to save an image in DCS, a format normally used with spot colors.

With such a discounted price, you wouldn't expect Photoshop Elements to do everything as well as the full-feature version. But it stands up for itself very well.

Sure, you probably won't use Elements to create your Animated GIF files (although the Help Menu insists that you can), but Elements is well worth the price for users who want to have the powerful features of Photoshop, without the need for CMYK. At \$89 (US), it's a steal.

For more information, visit [adobe.com](http://adobe.com)

The screenshot shows the PDF Online website interface. At the top, it says "PDF Online™ Free PDF Online Conversion Powered by easyPDF SDK". Below that, there are navigation links for "Doc2PDF Online", "PDF Service for iPhone (Beta)", and "Web". A "Secure Connection" indicator is visible. The main content area is divided into three steps:
   
Step 1: "Conversion options... | How to convert HTML to PDF?". It prompts the user to "Select a document or image to convert to PDF" with a text input field containing "/Users/kslimp/Desktop/thisone.ppt" and a "Browse..." button. Below this, it shows "MB" and an alternative option to send documents to "iphone@pdfonline.com".
   
Step 2: "Output filename: trythis .pdf". It notes that the original filename will be replaced with this name.
   
Step 3: "Email address: kslimp@usitj.net". It states that the PDF will be sent to this email address and provides a link for users who don't want to use email: "Download BCL easyPDF Printer Driver to convert your documents into PDF right in your own PC."
   
At the bottom, there is a "Convert to PDF" button and a note: "By clicking on the Convert to PDF button below, you agree with these Terms and Privacy Policy. Press this button only once. Large document may take some time to upload."

## Even More Help With Those Microsoft Publisher Files

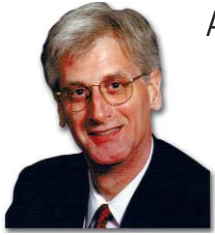
Shouts of joy could be heard throughout the publishing world when Markzware released PUB2ID, the utility that allows InDesign users to open Microsoft Publisher files.

Now comes PDFOnline.com, a Web site devoted to converting Word, PowerPoint and Publisher files to PDF.

Even though it's not the perfect solution, at least you end up with a PDF file that can be placed or opened in other applications for editing and correction.

I uploaded a 12-page PowerPoint file and, in less than a minute, received a 12-page PDF. It was really quite impressive.

The service is free. Visit [pdfonline.com](http://pdfonline.com) for more details.



# A correctly used analogy could help make the sale

John Foust

**A**nalogies can help sales people become more persuasive in dealing with advertisers.

Russ told me about a meeting he had with a real estate advertiser who was thinking about shifting his budget to a new real estate magazine. It was a delicate situation, because he was faced with the task of re-selling a long-time client.

"I knew I shouldn't say, 'That's the craziest thing I've heard all week,'" Russ explained. "And I knew the client might become defensive if I openly criticized the new magazine. So I had to figure out a non-threatening way to compare the two publications. I had a hunch that a direct comparison of rates and readership figures wouldn't work, so I decided

to use an analogy."

Russ remembered that his advertiser's hobby was fishing, so he started with a simple question: "You like to fish, don't you?"

The client said, "Sure."

"Let's say that there are two lakes side-by-side. You're familiar with the first lake. You've caught fish there, and your friends have caught fish there – so there's no doubt in your mind that the first lake contains fish. But you don't know if there are any fish in the second lake. So the big question is: would you rather fish in a place where you know there are fish, or in a place where there might be fish?"

The advertiser said, "I see where you're going with this. Of course,

I'm going to spend most of my time at the first lake."

"It's the same in real estate," Russ said. "You know from experience that people read our real estate section, because it has generated business for you in the past. On the other hand, this new magazine is an unknown entity. Your prospective customers might read it, but then again they might not."

Russ told me that the advertiser decided to stay with his paper, and put the new magazine on hold. Although he may have eventually made the same decision without the fishing comparison, the analogy gave him a better understanding of his media choice.

## Points to keep in mind:

1. Use the word "like." By definition an analogy is a comparison between two unrelated things. In selling, it's a matter of comparing something which is new or misunderstood to something which is familiar to the client. Think about how you would finish these analogies:

- Using a testimonial in an ad is LIKE...
- Advertising on a consistent basis is LIKE...
- Leaving the price out of a product ad is LIKE...

2. Use visual images. Close your eyes and think of your best friend. What do you see – a name or a face? Of course, you see a face. That's because it's human nature to think in pictures. It was easy for Russ' advertiser to visualize those two lakes.

Good sales people understand this trait of human nature and use it to communicate more effectively. They use analogies which are easy to see in the mind's eye.

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**H. L. Oswald Enterprises, Inc.** dba, headquartered in Wallace, NC. "The Wallace Enterprise," "The Warsaw-Faison News," "The Pender Chronicle," and the "Richlands-Beaulaville Advertiser News," have been sold to Cape Fear Newspapers, Inc.

"We felt very honored to have been chosen to represent this third generation of family ownership," said Broker Edward Anderson, representing the shareholders of the company. "We achieved an exceptional value for their company."

If you are considering the potential sale of your company or group, we would enjoy an initial confidential conversation with you.

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Doug Fisher

# Maybe it's time to ban 'said' from news leads

- Let's start this column with a short quiz:
- 1) A verb's tense reflects the time orientation of the story's \_\_\_\_?
  - 2) The "perfect" in a tense like past perfect means the action has been \_\_\_\_?
  - 3) The \_\_\_\_ tense too often is not used when it should be.
  - 4) In a lede without a time element, the \_\_\_\_ or \_\_\_\_ tenses are preferred.
  - 5) Verbs also have "mood." Which mood suggests fantasy, wishful thinking or a condition contrary to fact?

Verbs are the engines that power our stories. Weak verbs make weak writing; the perfect verb makes copy sing.

Verbs also carry powerful nuances that require care. "Claims" inevitably implies questions about credibility.

Using "states" is, as Jack Cappon of the AP once wrote, "the instant mark of a wooden writer," and verbs like "noted" and "pointed out" impart a certain credibility.

But to avoid bollixing up things, we also should remember that a verb's tense reflects the time orientation of the writer/narrator or speaker.

Do you see a problem in this recent lede about a memorial for seven students killed in a fire at Ocean Isle Beach?

Genie Lee looks across the only street leading into this North Carolina town of about 500 people to see an aluminum cross and a stone bearing her son's name.

About two miles from where she is standing sits a silent sand lot – the only sound the rustling of plastic wrap that

holds dead \$4 roses.

It was there six months ago that her son, William Rhea, and six of his friends died in a fire that to her is still burning.

Lee came to Ocean Isle Beach just for the day – to watch as the town memorializes her son with a cross and some flowers in a private ceremony.

Eventually, she will cross the Odell Williamson Bridge ...

"Came" is out of place. The writer, with the present tense, had signaled he was there with Lee, watching and hearing. But with "came," suddenly the writer was looking back at the scene from afar, as we do with most journalistic writing. Then, with the future tense "will," he was back to being there and looking forward.

We psychologically are hard-wired to pick up on the orientation that verb tenses signal, and such unnatural shifts clang on the brain.

Enter the "perfect" tenses. To perfect (emphasis on the last syllable) is to complete something; the perfect tenses signify completed action. Since the writer used present as the main tense, he should have taken one step back along the sequence of tenses to present perfect (Lee has come), since her coming to the town was complete before the current narration.

Writers often use the simple past tense instead of past perfect, and editors miss it often enough that fellow copy-editing teacher Jane Harigan calls it one of "The Five Grammar Points You Meet in Hell."

A simple example: The house was destroyed when firefighters arrived. (Did their arrival cause the destruction?) The house had been destroyed when firefighters arrived. (The destruction was complete before they got there.)

Another of the perfect tenses —

present perfect —works in a lede without a time element. Again, we tend to be hard wired so that the first time we hear or read past tense, we wonder "when." Using the present perfect or present tense eases that:

■ A grand jury has indicted Mayor Joe Smith on two bribery counts.

■ (Next day) Mayor Joe Smith says he is innocent of any wrongdoing ...

Some papers still use the unadorned "said" without a time element. Not only is it jarring, but in this digital age there also may be good reason to move the time element out of our ledes and use the perfect or present tense — the past tense says, "This is old news."

It may be time to drop the shibboleth that "said" and a time element must be in the lede of hard-news stories.

Finally, it's worth remembering that verbs also have mood, especially subjunctive, which too often is underused. It's for cases of fantasy or wishful thinking or conditions contrary to fact. ("I wish my roommate were not such a slob" may well hit the trifecta on those.)

Subjunctive also signals what the speaker actually knows. For instance, if you asked me whether the boss was in, and I replied, "If she was here, she'd be in her office," it means I'm not sure whether she actually is in. However, if I said, "If she were here, she'd be in her office," I'm telling you I know she is not (condition contrary to fact).

*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/csji/index.html>*

## News of North Carolina newspaper people



Hunt



Mauney



Starn

**Jennifer Barr**, a staff writer for *The Times-Leader* of Grifton left the paper to become the executive director of the Ayden Chamber of Commerce.

A pair of *Rocky Mount Telegram* journalists received 2008 Best of Cox awards. Photographer **Alan Campbell** won the feature photography award. **H. Williams Kellenberger** won the sports writing award.

**Graham Cawthon** of *The Star* in Shelby and **Jennifer Hlad** of *The Daily News* at Jacksonville were among the first quarter Freedom Shining Stars for their leadership in Freedom Communication's content transformation.

North Carolina native **Betty Debnam Hunt** stepped down as the full-time editor of the nationally syndicated *The Mini Page*. She first produced the kids' news publication in 1969.

**Paul Mauney** is the new publisher of the *Times-News* at Burlington. He replaces **Steve Buckley**, who retired this year. Mauney previously served as general manager of the *Times-News*. He was the publisher of *Porterville (Calif.) Recorder* and most recently was the general manager of the Community Newspaper Division of Freedom Communications.

**Mike Starn** has been named the publisher of *The High Point Enterprise*. A 25-year newspaper veteran, Starn previously was publisher of two Ohio newspapers, first at *The Independent*, in Massillon and then at *The Times-Reporter* in New Philadelphia. Starn replaces **Rick Bean** who was named publisher of *The Herald-Sun* at Durham. Both High Point and Durham are Paxton Media Group newspapers.

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# Mount Olive Tribune has a new owner

Merrill Publishing Co. has purchased the *Mount Olive Tribune*. The sale to Barry Merrill and his wife, Marilyn, occurred April 1.

Merrill has owned the *Princeton News Leader* and *Wayne-Wilson News Leader* since 1982. He also owned the *Johnstonian Sun* of Selma for five years.



Merrill

Robert Woronoff had been the owner of *Mount Olive Tribune* for nine years. The paper has been published for more than 100 years, founded by the Brock family. It was sold to the Raleigh News & Observer Co. in the 1970s.

When McClatchey purchased *The News & Observer*, Woronoff became the owner of the *Tribune*.

Merrill said the recent purchase effectively doubled the size of his company.

## Newspaper notes

### Archdale celebrates 30 years

The staff of the *Archdale-Trinity News* threw a party for the community in March to mark 30 years of service.

More than 200 people stopped by to congratulate the paper.

### Graham Star throws a party

An open house and hot dog lunch highlighted a day celebrating more than 50 years of service by *The Graham Star* of Robbinsville.

The paper was founded by Gene D. Robinson. His daughter, Anna Ginn, was on hand for the event.

### ShoreLine bureau opened

*Lincoln Times-News* held a ribbon-cutting ceremony to open its new ShoreLine bureau at Denver. Members of the Lincoln-Lincoln Chamber of Commerce helped out with the event.

### Pilot starts a new edition

*The State Port Pilot* of Southport has introduced a new edition of the paper. *The North Brunswick Pilot* is designed for the growing northern part of the county.

News will be repackaged for the North Brunswick edition to highlight news from that area.

## Scholarship winners announced

Kaitlyn Jordan has been named winner of the Hal Tanner Scholarship.

Jordan is a rising senior at the University of North Carolina's School of Journalism and Mass Communication. She is majoring in advertising and is an advertising account executive at *The Daily Tar Heel*.

Jennifer Scholl has won the North Carolina Press Association/ North Carolina Press Services Scholarship.

Scholl is a rising junior at the University of North Carolina at



Jordan



Scholl

Chapel Hill where she majors in advertising in the School of Journalism and Mass Communication, with a minor in Religious Studies.

The scholarships are awarded by North Carolina Press Foundation and NCPA.

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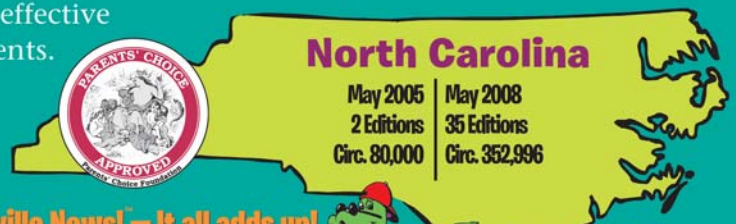
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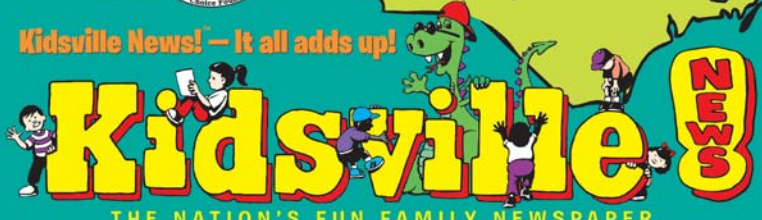
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