

**Awards, N2 draws record crowd to Winter Institute**

By Brian Rapp  
NCPA Communications Manager

A record gathering of more than 520 of North Carolina's finest journalists converged on the Hilton North Raleigh last month for the 82<sup>nd</sup> annual NCPA Winter Institute.

The attendance boom was driven by the addition of a day-long presentation of the American Press Institute's "Newspaper Next" project, the study of the declining trends in newspaper circulation and advertising and ways to combat them.

API's Director of Tailored Programs Steve Buttry spoke to an overflow crowd of newspaper executives, who heard vital information that can be adapted to their own circulation and ad revenue situations.

The annual array of journalism workshops featured guest speakers discussing alternative methods of obtaining information from public



Photo by Jenny Tenney

Retiring *Winston-Salem Journal* publisher Jon Witherspoon accepts a gift of appreciation from NCPA President Deuce Niven for his many contributions to journalism in North Carolina during the 82<sup>nd</sup> annual Winter Institute awards banquet Feb. 22 at the Hilton North Raleigh.

officials and agencies, photojournalism ethics, the growing demands on journalists to become more digital-friendly and the ways sports journalists can cover stories that wind up

becoming crime stories.

NCPA Vice President Tim Dearman presided over the 2006 News, Editorial and Photojournalism Contest Awards Banquet, filling in for a temporarily-disabled President Deuce Niven, who broke his leg (see column, page 2). The traditional highlight of the Institute, the awards banquet recognized 116 newspapers

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**N&O designer wins NCPA logo contest**

Anthony Davis admits he's a relative novice when it comes to designing corporate logos.

No longer. Davis' design, anchored with a blue, elliptical sweep, was chosen the winner of the North Carolina Press Association's New

Logo Contest which ran through November and December. It will replace the old block letter designs used by NCPA, North Carolina Press Services and the North Carolina Press Foundation.

Davis, a 10-year veteran of the *Raleigh News & Observer's* creative services department, said the design "just popped into my head." He initially submitted seven versions, reworking one chosen by a review committee of graphic designers, NCPA and NCPS staff before coming up with the design chosen by the Board of Directors as the winner.

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The winning design for the new NCPA logo, created by Anthony Davis of the *News & Observer*.

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Vol. 83 No. 8 March 2007  
www.ncpress.com**

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My wife calls me “Miss Daisy.” Amy’s driving, I’m in the back seat of her Jeep, southbound on I-95 as we return from the 2007 Winter Institute of the North Carolina Press Association. If I’m Miss Daisy, she’s my chauffeur. She’s been that, and much more, in the week since my mishap.

I broke my leg after missing a step on a darkened staircase just days before the NCPA gathering in Raleigh. I’m not complaining. All things considered, my experience is a

blip on the radar of my life, made much more bearable because of the help my wife and a bunch of other folks have so kindly offered.

staff who pulled out all the stops to make this year’s convention successful. You may have seen them at work. Those who took part saw the results of their labors. Great job.

\* \* \*

Now we move forward. Looking forward was the theme of a recent strategic

planning session conducted by your NCPA board and committee chairs. It proved to be a great process and staff has taken what we learned there to develop some specific goals and processes to guide us.

It’s my hope that this process is ongoing, and your board will be looking at those goals and progress towards meeting them every time we meet. Staff and the board have begun working on each of these goals:

- Create a full-service, searchable membership database for use internally and by the board. If NCPA is to serve its members, it must understand, in concrete terms, what those members need and want. Some of the information is spread out over multiple platforms. We’re putting it together in new ways to better serve you.

- To expand NCPS operations into online ad placement. Just as NCPS now places advertising in member newspapers, your association, through NCPS, hopes to boost your bottom line through placement of ads on your websites.

- To engage members. We are member-driven, a fact we don’t take lightly or forget. We want to encourage increased member involvement in a variety of ways.

- Increase/update member professional development opportunities. We’re working to make training opportunities more available, in many cases putting that training on the road to reduce travel expense for



## She calls me ‘Mr. Daisy’

By Deuce Niven  
NCPA President and Associate Publisher/Editor, *Tabor-Loris Tribune*

Way up on my list of helpful others are Beth Grace, NCPA’s Executive Director, and Member Services Director Holly Johnson. As NCPA President, I had a few responsibilities associated with the conference. Beth, Holly and others made everything easy. Holly pushed me through the host hotel to a sales office one afternoon. I think she enjoyed it.

\* \* \*

I hope those who attended Winter Institute enjoyed it. With more than 500 people booked for Thursday’s awards banquet, great attendance for the Newspaper Next program and other training meetings, this year’s Institute clearly had something to offer for many in our industry.

My congratulations to all of the award winners. My best wishes to Jon Witherspoon, honored during the awards dinner for more than four decades of service to North Carolina newspapers and the NCPA. Jon, President and Publisher of the *Winston-Salem Journal*, is retiring this year.

My thanks to John Pea of *The Gaston Gazette* and Institute/Convention Planning Committee he chairs. The committee was charged with shaking up the status quo of NCPA gatherings. The committee members heeded the requests we’ve heard from the rest of the membership, offering low-cost lodging, great training and world-class programs, all at reasonable rates.

My thanks, too, to the NCPA

### THE NORTH CAROLINA PRESS

Beth Grace ..... Publisher  
Holly Johnson ..... Editor  
Brian Rapp ..... Managing Editor  
Lindsay Webster ..... NCPS Marketing Director  
Leta Pope ..... NCPS Network Advertising Director

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

#### 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.

NCPA Web Address:  
[www.ncpress.com](http://www.ncpress.com)

In 2005, the NCPA broke the code. The public and press first had to endure a couple of tidal waves of secrecy surrounding state government's proposed and completed economic development "incentives" deals with the Boeing, Merck, and Dell companies. But startling disclosures months after these negotiations ended ignited NCPA-backed legislation – and even a lawsuit against the state Commerce Department – to improve public access to the government records documents detailing the transactions.



Our membership threw its weight behind openness the way Georgia did with incentives records: that is, open, start to finish.

And we prepared for a siege. Unlocking even a few of the secrets of government economic development activity in North Carolina proved to be a monstrous undertaking. Back in 2005, no sooner had some NCPA leaders gone to bat for modest reform legislation than opponents appeared.

Then-NCPA President Jennie Lambert, Ted Vaden (at that time, publisher of the *Chapel Hill News*), Jordy Whichard and David Woronoff were early supporters. Soon, Sen. David Hoyle and Reps. Luebke and Weiss began to lead the legislation through rough seas in the General Assembly. Commerce opposed compromise legislation imposing a deadline for government's disclosing incentives records: within 25 days of receiving a request from the public or press.

Yet, in spite of the opposition, a new incentives access law was passed.

Before the lawsuit and the new law, Commerce had developed a habit of going into a "four corners" mode when it received a request for

disclosure of incentives records. Disclosure only would occur after the deal was done – and frequently, only after a lengthy review of the

## Google records uncovered through new access law

By John Bussian  
NCPA Legislative and First Amendment Counsel

incentives records by lawyers for the recruited company!

The 2005 law took a different approach in improving the public's right to know. Records are now available for inspection as soon as the incentives deal is announced and no later than 25 days after a request for disclosure of the public records is received by the government.

It all sounded pretty good. But no one (in the press, at least) knew how the new law would work in practice.

Now we know. Thanks to the recently announced promises to award Google millions in incentives to build a plant in Caldwell County, the NCPA membership got its chance to put the law to a road test.

And what a road test! Immediately following the Google deal's announcement, journalists covering state government made their move. A sordid tale of Google's muscling government for absolute secrecy unfolded. And the true value of the tax and cash incentives – up to \$260 million over 30 years – was reported for the first time by the *News & Observer*.

Best of all – and, to some extent, to the credit of the Commerce Department in making timely disclosure of the material – the reading public had the story within a few short weeks of the state's initial disclosure of its incentives play.

Like the Boeing, Merck and Dell deals before this one, the public and the lawmakers who voted for the incentives needed to know. And

while some lawmakers wished they had known earlier what the *N&O* reported after seeing the Commerce records, the Google deal disclosures shed far more light on the rough and tumble of the economic development incentives sweepstakes than anything reported before the 2005 access-to-records improvements were enacted.

More needs to be done. At least one NCPA member editorialized that North Carolina paid too much for the 200 jobs Google plans to bring to Caldwell County and that public outcry over the financial cost to state and local government could have been avoided through allowing public access to records *before* the deal was announced.

Will we ever see fully transparent, Georgia-style access to incentives deals in North Carolina? Time will tell. Georgia hasn't been hurt by giving the public and lawmakers unfettered access to negotiations to hand out the huge sums of tax dollars involved in every one of these deals. But until the public and press here can win another round of the public policy battle, we can take some comfort in knowing – from the reporting recently made possible by the new law – that access to these public records under North Carolina law is in far better shape than it used to be.





## Pilot project: a glimpse of future for newspapers?

By Brian Rapp  
NCPA Communications Manager

In the not-too-distant future, people – especially those living in lightly populated rural areas – will be able to connect to the Internet, make phone calls, download music, stream high-quality video and get their daily or weekly newspaper, all from one source.

That's the vision David Woronoff and Eric Harris share with the creation of a project unique to North Carolina: a newspaper-owned Internet access free to the public that eventually will morph into a potential revenue-producing Internet Service Provider capability.

Begun last summer by *The Pilot* in Southern Pines, the project is designed to allow free wireless fidelity (Wi-Fi) access to the Internet for computer users in certain "hot spots" in downtown Southern Pines and several select outlying areas. Eventually, Woronoff, *The Pilot's* publisher, and Harris, general manager of Pilot Broadband, hope to provide both free and subscription Web access the length and breadth of Moore County's 832 square miles.

"*The Pilot's* mission is to serve Moore County," said Woronoff in a Sept. 5, 2006 *Pilot* story outlining the project. "We think the technology has advanced to the point that we can help bind the community together in a dynamic and compelling way with *The Pilot's* products and Internet service."

Similar newspaper-operated and/or owned services have been started in Boston, Milwaukee and San Francisco, but *The Pilot's* free service is a first for North Carolina. However, it has its seeds in an earlier Web experiment.

"A lot of times good ideas come from ones that didn't work," said Harris, a former member of the team that created the *News & Observer's* NANDO Media Web service. Harris said he borrowed the ideas from that project for *The Pilot's* service.

"It's 10 years later, and everything works better now," Harris said. "The main problem with NANDO was it was a DSL (phone-line) service that kept requiring more and more lines. With wireless, you eliminate that problem."

Currently, *The Pilot's* broadband project consists of a



Photo courtesy of *The Pilot*

*Pilot Broadband* General Manager Eric Harris and assistant Diana Mirek install the first Wi-Fi transmitter atop *The Pilot's* offices in downtown Southern Pines last summer. Eventually, the paper hopes to offer a bundle of wireless services for all of Moore County.

series of wi-fi transmitter towers at key locations around the Southern Pines downtown area: on the roof of *The Pilot* building, on the community center, at the town's soccer/baseball fields complex, in downtown Aberdeen and at Sand Hills Community College. The transmitters are connected through a "mesh" network to a control center in *The Pilot's* newsroom.

Plans call for additional towers to be placed in Carthage, Pinehurst and western Southern Pines in a month or two, Harris said.

"This tier of the project is what we call free community access because it's really only effective for people trying to access the Internet in outdoor areas," Harris said. "You have to be within 1,000 feet of the transmitter to get access; if you're inside a building you really need a modem." (The modem is provided for a fee).

The next step in the project is a second tier of services in a "Wi-Max" format, which allows greater range (and fewer transmitters) and higher quality. "To cover all of Moore County, we figured we need about 150 towers for Wi-Fi," Harris said (at a cost of about \$3,600 per tower). "To cover



# NCPA/NCPS adds two more to staff

North Carolina Press Services and the North Carolina Press Association welcome two new staffers.

Robin Mongero Weyl is NCPA's new assistant member services director and Darlene Perrone is the NCPS tearsheet administrator.

Weyl, a 1994 graduate of Syracuse University, comes to NCPA from E.H. Pechan & Associates in Durham, where she worked as an environmental scientist. Her background in management and in database development is particularly valuable to NCPA, which is redesigning its in-house database.

"Robin's experience makes her a perfect fit for our specific needs here at NCPA," Member Services Director Holly Johnson said. "We are looking forward to her input and contributions to further help serve our

members."

"I am excited to use my prior computer experience while learning about a completely new industry at NCPA," Weyl said.

Weyl also will assist Johnson with organizing and planning NCPA-sponsored events and will supervise the annual editorial and advertising contests.

Perrone is responsible for supporting the NCPS advertising department by collecting proofs of publication from newspapers participating in ad buys, helping coordinate the billing process and providing advertising support services.

Lindsay Webster, NCPS Advertising and Marketing Director, said, "We are so happy to have Darlene Perrone on board as our new tearsheet administrator. She will ensure that we are able to bill clients in a timely



*Robin Mongero Weyl (left) and Darlene Perrone are the new NCPA assistant members services director and NCPS tearsheet administrator.*

manner, which will result in our member papers being paid faster."

Perrone has been involved with the Girls Scouts in a number of positions since 2004, and also owns her own cleaning service. The Louisburg resident also has been a sales department manager for a large national chain.

"I am very excited about my future with NCPS," she said. "I am looking forward to learning and growing with in the company."

## New Media Law Handbook ready for sale

An updated and expanded edition of the North Carolina Media Law Handbook is off the presses and ready for shipment to your newsroom.

The new edition, which is available in both a newly enlarged print format and on compact disc, adds new chapters on copyright and advertising regulation to updated information about libel, privacy, access to public documents and meetings, access to courts, the journalist's privilege and the North Carolina court system.

The handbook, which was first published in 1992, is edited by NCPA General Counsel Amanda Martin, Counsel Emeritus Hugh Stevens and Professor Cathy Packer of the UNC School of Journalism and Mass Communication. Each chapter was researched and written by an attorney or academician who volunteered his or her time. In addition to the three editors, the authors include attorneys Jon Buchan, John Bussian and Mark Prak and UNC professors Ruth Walden, Andy Bechtel, Michael Hoefges and James C. Drennan.

Copies of the print edition of the handbook are available from the NCPress Foundation for \$30; copies of the CD version are \$15 each. Order forms may be downloaded from the NCPA website at [www.ncpress.com](http://www.ncpress.com).



## Newspapers In Education

Storytelling history  
series is online!

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



## Discussion groups return to NCPress Web site

Would you like to know how an editor in Southern Pines is handling coverage of a PGA golf event?

Maybe you'd like to find out how circulation managers are dealing with recruiting and retaining carriers. Or perhaps your press manager in Sanford has heard of the new Goss equipment that's being used by a paper in Surry County, and you'd like to get some feedback before deciding to upgrade.

NCPA members can now exchange information and ideas more easily via an updated list of email and online discussion groups. The lists, which had been taken down a year ago, are designed for publishers, editors, reporters, advertising managers, circulation managers, pre-press personnel, new media managers and those responsible for Newspaper in Education material to share ideas in a peer-to-peer forum.

The discussion groups are free of

charge to NCPA members *only*. Subscribe via email or the web by going to the NCPress web site ([www.ncpress.com](http://www.ncpress.com)), clicking on the Discussion Groups link on the main page and following the instructions.

All NCPA-member publications are encouraged to take advantage of this service. For more information, contact NCPA Communications Manager Brian Rapp at [brian@ncpress.com](mailto:brian@ncpress.com) or by calling (919) 787-7443, ext. 2091.

## NNA seeks entries for its 2007 contests

The National Newspaper Association is calling for entries in its 2007 Better Newspaper Contest and Better Newspaper Advertising Contest, the premier national contests for community newspapers.

Participation is limited to NNA member newspapers published Jan. 1 through Dec. 31, 2006, with one exception: web site categories, which are judged "in place." There is no limit on the number of entries that may be submitted to the contest or in any one category.

All entries must be postmarked by Mar. 31, 2007. Each entry must be accompanied by a completed entry form and \$20 entry fee. The rules and forms are available on NNA's web site at [www.nna.org/Contests/bncmain.html](http://www.nna.org/Contests/bncmain.html). Copies of the rules and entry forms were also included in the January and February issues of NNA's Publishers' Auxiliary.

Newspapers that submit more combined entries to the 2007 BNC/BNAC than they did in 2006 will receive \$5 in NNA Bucks per additional entry. Newspapers that did not submit any entries last year can receive \$25 in NNA Bucks if they submit at least five entries.

Contest bucks can be used toward the cost of your 2007 convention registration, to help pay contest entry fees in 2008, or to purchase NNA logo items or books. Contest records from 2006

will determine eligibility.

For more details, call Sara Dickson at (573) 882-5800.

## Mid-Atlantic N.A.M.E.

*Newspaper Advertising & Marketing Executives*

### 2007 Conferences

#### Winter Conference

March 18 - 20

*Sheraton Imperial*

*Durham, NC*



#### Summer Conference

August 19 - 21

*Renaissance Hotel*

*Asheville, NC*



#### Purpose

\* To further the understanding, use and sale of newspaper advertising.

\* To create a close relationship among newspaper advertising people.

\* To promote a better understanding between newspaper advertisers and Mid-Atlantic members.

For information about becoming a member, contact:

**Mid-Atlantic N.A.M.E.**

**P.O. Box 31932**

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# NCPF Silent Auction raises \$2,800

The 14<sup>th</sup> annual North Carolina Press Foundation Silent Auction raised \$2,843 during the 2007 Winter Institute last month.

The annual event featured 68 donated items this year, including free movie tickets, pottery, vintage bottles of wine, overnight stays at North Carolina vacation spots and hockey sticks used by Carolina Hurricanes players.

Donors to this year's auction were:

Morgan Dickerman, *The Wilson Daily Times*; Robert Gruber, the *Star-News*, Wilmington; Renea Paradis, the *News & Record*, Greensboro; Kevin Schwartz, *The Daily Tar Heel*, Chapel Hill; John Pea, *The Gaston Gazette*, Gastonia; Chris Villa, *Up & Coming Weekly*, Fayetteville; Bill Horner, *The Sanford Herald*; John Edmonson, *The Home News*, Marshville; Ashley Futrell Jr., the *Washington Daily News*; Carolyn Johnson, Arbor House Bed & Breakfast, Black Mountain; Jeff Butler, Veranda Café,

Black Mountain; Sandra Ewing, Cellar Door Restaurant, Black Mountain; Tony Robinson, NCDNR; Sharon Jablonski, Morganton Downtown Main Street Development; Lesly Gibbon, Tom Johnson Camping Center, Marion; Pam Robinson, Bank of America, Marion; Dave Crawley, *The News Herald*, Morganton; Joel Wakefield, Steel Creek Campgrounds; Jan Zecchini, The Inn at Blue Ridge; A.J. and Julieed Hodges, Poco-Rhythm Dude Ranch, Morganton; Tom Freeman, Target Outsource Marketing; Beth Grace, NCPA; Hal Tanner Jr., the *News-Argus*, Goldsboro; Eloise Owens; Jeff Morse, Town of Valdese; Walensian Heritage Wines; Betty Fowler, Lake James Cellars Winery; Amanda Martin and Hugh Stevens, Everett, Gaskins, Hancock and Stevens LLP; Will Sean, Echota Resort; Freedom ENC Communications Inc.; Jennie Lambert, *The Star*, Shelby; and Charles Broadwell, *The Fayetteville Observer*.

Winning bidders in this year's auction were:

Sue Wilson, *The Associated Press*; Nancy Morrison, *The Avery Journal-Times*; Glenn Burkins and Cheryl Carpenter, *The Charlotte Observer*; Jennie Lambert, *The Gaston Gazette*; Jonathan Coleman, *Independent Tribune*; Dan Kane, the *News & Observer*; Elaine Hammer, *The Rhinoceros Times* (Greensboro); Ross Chandler and Jeff Herrin, the *Rocky Mountain Telegram*; Ed Cook, *The Salisbury Post*; R.V. Hight, *The Sanford Herald*; James High, *The News Reporter*; Annita Best, the *Tideland News*; Steve Buckley, the *Times-News* (Burlington); Davis Allen, *The Wake Weekly*; Brownie Futrell, the *Washington Daily News*; Morgan Dickerman, *The Wilson Daily Times*; Crae Morton, Grandfather Mountain and Bobby Bracy, Lindsay Webster, Robin Mongero Weyl and Laurie Seals, NCPA/NCPS Staff.

Thanks to all who donated and bid to help NCPF support First Amendment and Newspaper in Education causes.

# Summer reading aids among latest NIE offerings

NC Newspaper in Education programs works with partners to produce programs that support literacy and civic learning.

Expect to receive a CD to support the summer reading program at your local public library. The CD contains eight activities on *Get a Clue!*, this year's theme. Each activity is designed to run in your newspaper, but you can hand out the activities at the library, schools and other locations.

\* \* \*

More than 14 quarter-page NIE features titled *Agri-Corner* will be available for use during the 2007-2008 school year. Each feature deals with North Carolina agriculture. NIE

will develop other materials on topics related to North Carolina.

\* \* \*

A serialized story about Louis Armstrong now is available to newspapers. Each chapter offers a North Carolina connection. For more information, visit [www.ncnewspapersineducation.org](http://www.ncnewspapersineducation.org).

\* \* \*

For the 2007-2008 school year, the book *Taffy of Torpedo Junction* will be adapted for serialization in newspapers, thanks to UNC Press. The 50-year-old book focuses on the lives of a young girl and her grandfather who face dangers just off the coast of North Carolina during

World War II.

\* \* \*

Look for NIE features to support the study of the Bill of Rights this spring and fall to create awareness of "Liberty and Freedom: North Carolina's Tour of the Bill of Rights," and provide resources for Constitution Day, celebrated on Sept. 17 each year.

If you newspaper is interested in supporting a Newspaper in Education workshop in your area, as soon as possible, email [sandynie@unc.edu](mailto:sandynie@unc.edu) or call (919) 843-5648.



## Institute

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(73 specialty and community, 43 daily) that were deemed the standouts from 4,800 entries submitted by 148 publications. This year's contest was judged by journalists from newspapers in Nebraska and West Virginia.

Special recognition also was given to retiring *Winston-Salem Journal* Publisher Jon Witherspoon, whose career spanned more than 40 years of service to journalism in North Carolina. A tribute video highlighting Witherspoon's contributions preceded a presentation by Niven of a gift of appreciation and a lifetime honorary NCPA membership.

This year's ceremony also marked the inaugural presentation of the Hugh Morton Photographer of the Year award. Named in memory of the late award-winning photojournalist and naturalist, the award honors a body of work deemed best each year by a photographer from a daily and community paper. The first Hugh Morton Award winners are Ted Richardson of the *News & Observer* in Raleigh and Michael McLoone of *The Herald* in Smithfield.

Hilary Snow of *The State Port Pilot* in Southport and Yonat Shimron of the *News & Observer* won the Duke Divinity School's awards for religious writing. The top three winners for the Duke University/Green-Rossiter Award for Distinguished Work in Higher Education were: First, Kevin Begos and Laura Giovanelli (*Winston-Salem Journal*); Second, Jane Stancill and Tim Simmons (*News & Observer*); Third, Staff, *The News & Record* (Greensboro).

Winners of the annual Henry Lee

Weathers Freedom of Information Awards were Duke Conover of *The News Herald* in Morganton (papers less than 20,000 circulation) and Doug Miller, Fred Kelly, Christopher D. Kirkpatrick and Franco Ordonez of *The Charlotte Observer* (papers more than 20,000 circulation).

For the second year, the Community and Public Service awards winners and the General Excellence Awards winners were announced at the conclusion of the banquet. Those award winners are:

### Community Service

- 1<sup>st</sup> — Dale Gowing/Jaime Gatton  
*Mooresville Tribune*
- 2<sup>nd</sup> — Tom Bone/Staff  
*The Alamance News* (Graham)
- 3<sup>rd</sup> — Staff  
*Triangle Business Journal* (Raleigh)

### Public Service Awards

- 1<sup>st</sup> — Andrew Curliss/Dan Kane/Staff  
*News & Observer* (Raleigh)
- 2<sup>nd</sup> — Staff  
*The Daily Advance* (Elizabeth City)
- 3<sup>rd</sup> — Staff  
*Winston-Salem Journal*

### GENERAL EXCELLENCE

#### Specialty Division

- 1<sup>st</sup> — *Triangle Business Journal* (Raleigh)
- 2<sup>nd</sup> — *The Business Journal* (Greensboro)
- 3<sup>rd</sup> — *NASCAR Scene* (Charlotte)

#### Community Newspapers

##### Division A (cir. less than 3,500)

- 1<sup>st</sup> — *The Weekly Herald* (Robersonville)
- 2<sup>nd</sup> — *The Angier Independent*
- 3<sup>rd</sup> — *Crossroads Chronicle* (Cashiers)

##### Division B (cir. 3,500-10,000)

- 1<sup>st</sup> — *The State Port Pilot* (Southport)
- 2<sup>nd</sup> — *The Wake Weekly* (Wake Forest)
- 3<sup>rd</sup> — *Cherokee Scout* (Murphy)

##### Division C (cir. more than 10,000)

- 1<sup>st</sup> — *The Cary News*
- 2<sup>nd</sup> — *The Pilot* (Southern Pines)
- 3<sup>rd</sup> — *The Brunswick Beacon* (Shallotte)

#### Daily Newspapers

##### Division D (cir. less than 15,000)

- 1<sup>st</sup> — *The Daily Dispatch* (Henderson)
- 2<sup>nd</sup> — *The News Herald* (Morganton)
- 3<sup>rd</sup> — *The Star* (Shelby)

##### Division E (cir. 15,000-35,000)

- 1<sup>st</sup> — *The Daily News* (Jacksonville)
- 2<sup>nd</sup> — *News-Argus* (Goldsboro)
- 3<sup>rd</sup> — *Statesville Record & Landmark*

##### Division F (cir. more than 35,000)

- 1<sup>st</sup> — *News & Observer* (Raleigh)
- 2<sup>nd</sup> — *News & Record* (Greensboro)
- 3<sup>rd</sup> — *The Charlotte Observer*

Taking the most awards among the community papers honored was the *Havelock News* in Division A (17 total awards, six first-place awards); the *Cherokee Scout* in Division B (15 total awards, seven first-place); *The Wake Weekly* in Division B (11 total awards); and *The Herald* (Smithfield) in Division C (eight total awards).

Earning the most awards in the daily divisions were *The Star* (Shelby) (12 awards, six firsts) and the *Rocky Mount Telegram* in Division D (12 awards, seven firsts); *The Salisbury Post* in Division E (13 awards, four firsts) and *The Charlotte Observer* in Division F (21 awards, four firsts).

A complete list of all winners for the 2006 News, Editorial and



## Pilot

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it in Wi-Max, we can do it with three.”

The higher-grade service will allow *The Pilot* to offer both free Internet access and also a variety of subscription services bundled to that access.

“For a \$100 install charge and a monthly fee, customers will get the wireless access, a subscription to the paper and, down the road, possible services such as VoiceOver Internet Protocol (telephone service via the Web), steaming video – a number of things,” Harris said.

Woronoff said he feels the approximately \$100,000 investment (so far) in the project is a worthwhile gamble considering the potential payoff.

“We’re already getting calls from newspapers all over the country

about how we’re doing this,” he said. “If it develops as we hope, it’s something we can package and market to others at a far cheaper cost than we incurred because we’re doing everything from scratch.”

The long-term potential of The Pilot Broadband project, according to Harris, is to become an alternative to such established major-market service providers as AT&T and Time Warner Cable – while still providing subscribers with a direct, daily link to their local newspaper.

Woronoff agrees. “As much as I believe in newspapers, I realize they can’t solve all the needs people have right now,” he said.

“We have to create products and services that satisfy as many of those needs as we can, because that’s the only way we’re going to generate as big a market share as we can.”

## NCPA thanks MDDC Ad/Photo judges

NCPA wishes to thank the following individuals for volunteering their time to serve as judges for the 2006 Maryland/Delaware/DC Advertising and Photography contests. Judging took place at NCPA headquarters in Raleigh on Feb. 9.

Our sincerest appreciation to:

Mike Blanton – *The Daily Southerner* (Tarboro)

Jeanne Brown – *Rocky Mount Telegram*

Lori Buchino – *The Sanford Herald*

Rose Cushing – *Spring Hope Enterprise*

Paula DeLong – *Rocky Mount Telegram*

Hilary Funderburk – *The Sanford Herald*

Beth Johnson – *Rocky Mount Telegram*

Lawrence Keech – *Washington Daily News*

Shani Lewis – *Up & Coming Publications*

(Fayetteville)

Brian Pettey – *The Star* (Shelby)

Laura Powers – *The Sanford Herald*

Ken Ripley – *Spring Hope Enterprise*

Rubie Smith – *The Daily Reflector* (Greenville)

Bob Taylor

Chris Villa – *Up & Coming Publications*

(Fayetteville)

Gray Whitley – *Wilson Daily Times*

Sarah Wilson – *Littleton Observer*

Charles Womack – *Yes! Weekly*

(Greensboro)

## Niven

continued from page 2

members. And we’re looking at web-based training opportunities.

\* \* \*

Amy’s still driving, and has a good guess on how I’ll start this column. I read the first sentence to her.

“That’s Mr. Daisy,” she says.

## Contest

continued from page 1



Photo by Jenny Tenney

*N&O* Graphic Designer Anthony Davis accepts his iPod from NCPA Vice President Tim Dearman for submitting the winning entry in the *New Logo Contest*.

“It’s outstanding,” said Davis, whose entry was chosen from more than 40 submissions. “I’ve done a couple of designs for corporate logos before, but this is the first one that was accepted.”

He also acknowledged *N&O* Creative Services Manager Mary Williams for her support of his winning effort.

Davis, a Benson native and 1993 graduate of Johnston Community College, received a 30 GB Video iPod for his winning logo at the 2007 Winter Institute awards banquet, where the new design was unveiled.

## Institute

continued from page 8

Photojournalism Contest is available on the NCPress website under the *Contests* link. Photos from the awards ceremony also are posted on the website. Printed copies of the awards tabs published by the *Washington Daily News* can be obtained by calling the NCPA office at (919) 787-7443.



## Google doesn't mean the end of newspapers

*Editor's Note: The following article was originally published in the December issue of the Pennsylvania Newspaper Association newsletter, and is reprinted here by permission.*

By Abigail Ketchum

The Pennsylvania Newspaper Association works hard to put together informative conferences with valuable seminars. These are meant to inspire attendees. The presenters are not chosen to depress members or strike fear in their hearts.

At the 82<sup>nd</sup> Annual Convention held Nov. 1-3 in Philadelphia, Dave Morgan, founder and chairman of

TACODA, spoke to attendees regarding online advertising. He talked a lot about Google, which, has been a thorn in the side of the newspaper industry, and he challenged those in attendance to re-search this competition.

Adrian Pratt, publisher of the Centre Daily Times of State College, decided to do this homework assignment. Pratt bought a Google ad for *40 Years of the Joe Paterno Era at Penn State* a 144-page book with most of its content from the Centre Daily Times.

According to Pratt, the ad cost \$34.94. The ad was shown 84,000 times in one month with a total click-through rate of 0.9 percent. The results: they sold three books earning a total of \$34.95.

"I was struck by the fact that many of the things the presenter at

the conference said were true and depressing," Pratt said. "It was very easy, very quick and we did reach a wide audience. The good news, for newspapers or our newspaper anyway, was that the results were unimpressive, especially when compared to the success we had advertising in our own pages and on our Web site."

In the same period, 400 books were sold through their own advertising, according to Pratt.

Morgan told those at his seminar that focusing on the local is the future of newspapers. Pratt seemingly proved that.

In all, he said it was a good experiment. "It showed that we still do what we're supposed to do on the advertising side – put money in our customers' wallets and feet through their doors," he said.



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### COMMITTEE SPOTLIGHT NCPS Credit Committee

The NCPS Credit Committee was developed to open channels of communication between the NCPS advertising department and member newspaper credit staffs. The committee has helped formulate credit policy, terms of sale and payment, and has created points of contact for newspapers to share credit concerns with NCPS staff.

The committee also has developed the Credit Workshop, a one-day affordable credit seminar made available to member newspapers on a semi-annual basis. The workshop – *which qualifies for CPA continuing education credit* – includes topics covering everything from best collection practices to bankruptcy reform to privacy protection and even electronic tearsheets!

The next workshop will be held in 2008. We welcome your ideas for panel topics!

The Credit Committee is available to represent the member newspapers when credit concerns are at issue. When warranted, the committee also will make findings available to the NCPA/NCPS Board of Directors for review.

The committee seeks to represent all member newspapers regardless of geographic location or size of their company. If you have an interest in joining this committee, please contact Tom Riggelman at 919-829-4663 or Lindsay Webster at 919-789-2085.



# Are you building your paper's farm team?

By Doug Fisher



It was a typical January day – I'd given my usual opening-class speech about the importance of working on the college paper and getting internships, and now there was the student at my door, part puzzled, part panicked.

"I should get an internship? How? How can I afford it?"

The answer to the first question was an emphatic "yes." But I'm finding the answers to the second and third ones a little harder each year.

On my desk, an editor's letter regretfully said a newspaper was ending its internships. A couple of months earlier, I'd sat on a panel with this person as we discussed the industry's push for experience in our graduates and possibly requiring internships.

But cutting the internships wasn't the editor's decision; corporate had cut the money, more fallout from the industry's economic woes. (To the editor's credit, the paper is trying to find alternative funds.)

A colleague told me a major national internship program scrambled this year after industry changes undermined some of its support, and apparently the future still is uncertain.

One friend with a long history recruiting for the newspaper industry says the word on the street is that many of the surviving chains are talking about their internship programs' future, from doing away with them to downgrading them to

unpaid positions. And while I haven't done a content study, I've noticed what seem like fewer internships listed recently – and those that are have lines like "seeks unpaid news interns on an ongoing basis who will be responsible for their own living expenses and must be able to receive academic credit."

I covered agriculture for many years, and in the heartland, this is called eating your seed corn.

A new report says the job market is so tight that employers nationwide are offering competitive positions to those even without a college degree. At the same time, many newsrooms are buying out or laying off older employees even as they try to bring in young talent. But how do you lock up that talent with relatively unattractive salaries and benefits if you don't at least hold out the promise of viable internships?

Even if you shift to internships for class credit only, you're asking someone to pay hundreds of dollars for the privilege. And don't get all teary-eyed because of the glorification of the unpaid internship Will Smith's character struggled through in "The Pursuit of Happyness." The potential for riches as a stockbroker was much greater than your average newsroom job being sought by a college student with a near-crushing debt load.

Broadcasters have had unpaid internships for years, but they benefit from the lure of the chance to be on camera, or even near one. Even among broadcast students, however, I increasingly hear concerns about how to hold down an internship – and the job they often need to pay for it.

Those "best and brightest" students we talk about needing to help revive the news industry know how to do the math. And they know the importance of internships.

The latest University of Georgia nationwide survey of journalism and mass communications graduates (2005) reported that more than three-quarters had at least one internship before graduation, more than twice the percentage of those who worked for the campus newspaper and far greater than the percentage who worked for a campus broadcast station.

So if you are thinking of cutting your internships, give it a second thought. And if you are thinking of going to unpaid internships, take a hard look at the long-term benefits over the short-term savings. Maybe there's a middle ground, like the newsroom internship I saw recently that was for class credit, but offered a \$75 weekly stipend. Over 10 weeks or so, that at least covers the equivalent of paying for the credit.

Even if you are a small paper, isn't that an investment you can make at least once a year?

And as every farmer knows, if you eat your seed corn, you're eventually going to go hungry – or worse.

*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/cs/j/index.html>*





# Cutlines provide readers with useful information

By Randy Hines



We're always trying to think of new ways to get our customers to become readers rather than scanners of our news product. One tool that's been around for centuries is often overlooked – the cutline.

People are drawn to photographs. Research has shown how powerful they are in advertisements. One study by Cahners found that 98 percent of top-ranked ads used a picture or an illustration. It makes sense, then, for the news-editorial side to take advantage of the news photos that run alongside their stories.

When eyes gravitate to the photographs, they almost always move to the caption to get a better understanding of what they just viewed. A well-written cutline, therefore, is a perfect way to get your North Carolina readers so interested in the accompanying article that they can't wait to read it.

We already know from other studies that more than twice as many people read the caption than will read copy around it. So improve your cutlines to entice more readers to start reading the lead paragraph.

Too often, the cutline is one of the last details the copy desk is worried about. Most wire photos come with already-written captions. The latest *Associated Press Stylebook*, in fact, has a whole section near the

back dealing with cutlines.

Nearly all AP captions follow a simple formula:

- The first sentence of the caption describes what the photo shows, in the present tense, and states where and when the photo was made. It must ALWAYS include the day and date the photo was made.

- The second sentence of the caption gives background on the news event or describes why the photo is significant.

- Whenever possible, try to keep captions to no more than two concise sentences, while including relevant information a newspaper editor or reader will need.

Because of that formula, your copy desk needs to alter cutlines if you're using two or more photographs to illustrate the same story. Otherwise, that second sentence will read exactly the same under both pictures. It makes readers wonder why you don't read (and edit) your captions so you don't waste space with such repetition.

Local cutlines bring on a whole set of other problems. Getting names spelled correctly and listed in the correct order is probably the major objective in dealing with photographers, especially those not working for your paper.

Some North Carolina newspapers probably have their own guidelines for writing effective captions that help readers understand the photo with it.

At the top of every list should be the commandment: Thou shalt not write a cutline without seeing the actual cropped photograph that will

run in the newspaper.

Too often, readers are provided a caption with three names as recipients of an award, only to see two faces in the photo.

What happened? Who didn't show up for the photo op? Or who was too far off to the side when the picture was taken that we didn't want to waste a column to squeeze that individual in with the other two?

Totally ridiculous cutlines have run that were probably written correctly when the journalist looked at the original photo that was supposed to run.

Later on, after updates on wire stories or the addition of a big local story to the page, that photo gets cropped and people disappear from view. Those same individuals, unfortunately, are identified in the caption that's printed.

Thou shalt not editorialize could be another rule to heed. Identifying someone as brilliant for creating a Super Bowl commercial for GoDaddy.com might create some disagreement among those who watched the event Feb. 4.

*© Copyright 2007. Former North Carolina educator Dr. Randy Hines teaches in the Department of Communications at Susquehanna University. Contact him at 514 University Avenue, Selinsgrove PA or e-mail him at [randyhinesapr@yahoo.com](mailto:randyhinesapr@yahoo.com).*

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# Here's a 'GPS system' approach for salespeople

By John Foust



Wouldn't it be great to know when a prospect is ready to buy that advertising campaign you've been talking

about?

Recently, I played golf on a course which had Global Positioning Satellite screens in its golf carts. The system reminded me of those "you are here" diagrams in large shopping malls.

As the cart moved, the GPS display changed to specify the distance from that point to the green. For good golfers (like T.H., who was driving the cart that day), GPS is a huge help in club selection. For bad golfers (like yours truly) it marks the slow countdown of yardage, as the cart makes a zigzag path from shot to shot.

T.H. oversees several large car dealerships. I pointed to the GPS screen and asked how he advises his sales people to learn where they are in the sales process. How do they

know when customers are close to yes-decisions?

"The key," he said, "is to ask low-pressure questions and establish a dialogue. If I were on a test drive with a customer, I might start with 'How do you like the car so far?' Along the way, there will be opportunities to point out certain features. If I ask, 'What do you like best about your old car?' the customer might say, 'It has a lot of storage space.'

"Then – as long as I know my product has more space – I can ask, 'How does the storage space in this car compare to what you've had?' When I get a positive response, I can make a benefit statement which is related to something they've mentioned as a special interest. For example, 'Your old car could carry only three sets of golf clubs. This one can carry four, with room to spare.' "

By the time the test drive is over, a person using T.H.'s strategy will probably have a good idea of whether the prospect would like to own the car. The next step is a trial close: "If you were to make a deci-

sion today, would you like blue or silver?" (Note that a trial close asks for an opinion, not an irreversible, yes-or-no answer.)

T.H.'s strategy works in advertising sales, too. When you focus attention on benefits and ask for feedback, you can get a GPS-like picture of where you are in the sales process.

Here are a few questions to add to your sales toolbox:

- (During a new business presentation) "How do you like what you're seeing so far?"
  - "How does this (specific feature) compare to what you've used in the past?"
  - "How do you think your business could take advantage of a feature like this?"
  - "This ad idea makes you wonder why somebody didn't think of it before, doesn't it?"
  - "Here's a list of businesses that have signed up for this special promotion. How many names do you recognize?"
- "Selling is a lot like golf," T.H. said. "When you know where you are, you'll know what to do next."

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# What's new in newspaper technology?

By Kevin Slimp



The past few days have been a blur as I plan my presentation for the Iowa Newspaper Association. In the past five days,

I've found myself at press association conventions stretching across the map from Calgary, Alberta to Louisville, Kentucky. The topic of choice has been "New Technology for Newspapers."

The problem with this topic is that I can never use the same presentation twice. Newspaper technology is constantly changing, so I'm always researching and testing the latest products on the market. Let me share a few thoughts from tomorrow's session.

## Cameras

Remember when photographers used to debate whether digital cameras could match the quality of film? I haven't heard too many arguments lately. Digital is king and there are good cameras for the serious photographer to the salesperson needing a quick shot for a realty ad.

*Canon EOS-1D (Mark II N)*: Gee, that's a long name for a camera. But it's a lot of camera. A fast camera, shooting eight frames per second at 8.2 megapixels, the 1D boasts ISO speeds of 100-1600. This is a great camera for the serious photographer who needs to get that evening slide into home plate. \$3,600.

*Nikon D2X*: Most newspaper photo-

graphers fall into one of two camps: Canon and Nikon. With lenses often costing more than cameras, it makes sense to stick with the brand you own lenses for. For serious Nikon users, the D2Xs is another great camera. Boasting 12.8 megapixels, this is another great camera for the fast action shots. \$4,300.

*Canon Rebel XTi (400D)*: Not as powerful as the 1D, the Rebel descends from a line of excellent cameras (Rebel, Rebel XT) at an affordable price. At 10.1 megapixels, the XTi boasts three frames per second at a price under \$800.

*Nikon D80*: I'm starting to run into a lot of D80s at newspapers of all sizes. The D80, sporting 10.2 megapixels, packs a lot of punch for \$999.

## Scanners

A funny thing has happened to the scanner market. It looks like a lot of vendors are getting out of the desktop scanner business. Fortunately, Epson still offers great scanners at very reasonable prices.

Most newspapers will be happy with the *Epson V350*. Offering 48 bit quality for \$149, this Epson is a perfect fit for the type of scanning we do. Newspapers that do a lot of scanning should consider the *Epson V700*. The quality of the scans is the same as the V350, but this scanner is Firewire compatible, meaning it works a lot faster than USB scanners like the V350. Speed has its price, however -- and the price is \$499.

## Software

*InDesign CS3 and QuarkXPress 7.1*: These heavyweights will continue to duke it out in 2007. Fortunately, both are quality products with

a lot going for them. InDesign moves up to version CS3 with promises of "Photoshop -like" tools and faster performance for Intel-based Macs. Quark fights back by allowing two users to work on the same document simultaneously. InDesign continues to make significant gains in the newspaper market in 2007. Quark began to show signs of life in 2006. It will be interesting to see how this battle of pagination giants pans out. *Acrobat 8 Professional*: This latest rendition of the Acrobat line offers tools essential to our market. The most important addition is the preflight "fixup." With 8.0's preflight tool, newspapers can find and fix problems in PDF files with a single click.

*Publishing Systems*: Mediaspan (Harris Baseview) and Managing Editor continue to lead the pack in the small and mid-size newspaper market. ATS (Advanced Technical Solutions) seems to be popping up at big newspapers all over the place. I've been especially impressed by ATS' Consumer Center (online ad creation and placement).

Well, there's a lot more I could tell you about newspaper technology in 2007, but I'm limited to 800 words in my column. Tell you what, if you can catch a quick flight to Des Moines for the conference, we can discuss preflight systems, website design services, computers, OS X, Windows Vista and more.

*Kevin Slimp is director of the Institute of Newspaper Technology at the University of Tennessee in Knoxville. Past columns can be found at [kevinslimp.com](http://kevinslimp.com).*

# Clippings

Sarah Byrd was named in January the Special Projects Director for the *Yadkin Ripple* in Yadkinville. Byrd was the *Ripple's* advertising director for the past nine years; account representative Wanda Walls was named to succeed Byrd as ad director.

Tim Candon was named in January the sports editor of *The Cary News*. Candon had been sports editor of *The Wake Weekly* in Wake Forest since 2004.

Jenny Hayes-Carroll was hired in January as production manager for the *St. Pauls Review*. She spent the past 15 years at *The Bladen Journal* in Elizabethtown as a staff photographer and office manager. Lynn West Britt, who was production manager for the *Review*, replaced Hayes-Carroll as office manager at the *Journal*.

Eliot Duke was hired in January as a sportswriter for the *Thomasville Times*. Duke previously covered sports for the *Asheboro Courier-Tribune* and *The Chatham News*.

Mike Duprez became the sports editor of the *The Dispatch* in Lexington on Dec. 30. Duprez, who had been sports editor of *The Daily Record* in Dunn, succeeds Bruce Wehrle, who retired after 30 years with *The Dispatch*.

Zach Kepley was hired in December as sports editor for *The Thomasville Times*. He replaces R.J. Beatty, who left the paper after three years to pursue other career interests.

John Peters was named in January the editor of the *Littleton Observer*. The former editor of *Lake Gaston Magazine* and *Carolina Crossroads Travel and Tourism Magazine* succeeds Maurice Emery, who is focusing on development of the paper's website.

Wendy Lemus was appointed in January to be editor of *The Cary News*. Lemus has been a reporter and managing editor for the paper for the past three years after reporting for the *St. Petersburg (Fla.) Times*.

David Leone was hired in January as a staff writer for *The Wake Weekly* in Wake Forest. Leone previously was news editor of *The Franklin Reporter* and general news reporter for *The Apex Herald*.

Patrick Womack rejoined the *Mebane Enterprise* in January as a staff writer. Womack previously worked at the paper from 1997 to 2000 as a writer and editor.

Matt Morgan was hired in January as a sportswriter for *The Wake Weekly* in Wake Forest. The UNC graduate previously worked as a staff writer for *Tar Heel Monthly* and has contributed to *The Cary News*, *The Chapel Hill News* and *The News & Observer* in Raleigh.

## Obituaries

Cole Campbell, 53, died in a single-vehicle auto accident in Reno, Nevada Jan. 5. Campbell had been dean of the University of Nevada-

Reno's journalism school since 2004. A graduate of UNC-Chapel Hill, he was editor of *The Daily Tar Heel* in the 1970s before moving on to editors' positions with *The News & Record* in Greensboro, *The News & Observer* in Raleigh, the *St. Louis Post-Dispatch* and *The Virginian-Pilot*.

Theresa Bush Falls, 57, who had worked as a graphic artist with the *Winston-Salem Journal*, *The News & Observer* in Raleigh and *The Chapel Hill News*, died Dec. 27.

Bill Futrelle, 82, the retired chief photographer for the *Goldboro News-Argus*, died Dec. 31.

Roy William "Bill" Hembree, 69, a former columnist for the *Cherokee Scout*, died Dec. 18.

Mamie Jones, long-time receptionist and cashier for *The Daily Advance* in Elizabeth City, died Dec. 28. Jones began with the paper in 1975, and was its longest-serving employee.

## Calendar

### March 18-20

Mid-Atlantic NAME/API  
"Best of API" Conference  
Durham

### May 11, 2007

NCPA Newspaper Academy  
Chapel Hill

### June 7-8, 2007

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