

# Here comes the sun

It's nearly that week again. The week designated to remind people how important it is to them that government officials and employees perform their duties out in the open. A time to remind folks that they paid for and own those many documents sitting in government offices.

National Sunshine Week is March 15-21. It's an excellent time to run stories and features on open government and public records in your community.

To mark Sunshine Week in North Carolina, the Open Government Coalition has scheduled Sunshine Day activities on March 18. The event will be in the Levine Museum of the New South in uptown Charlotte.

Three panels will be the highlight of the day:

■ **You've Got E-mail (And We Want to See It) — The Nuts and Bolts of Access to Government E-mails.** Discussion will include the how-tos for getting regular access. Panelists include attorney Jon Buchan as moderator, Charlotte Observer reporter Ronnie Glassberg and the city attorney for Charlotte.

■ **The Quest for Attorneys' Fees in Access Cases (and Other Developing Issues).** Panelists will include attorneys John Bussian and Hugh Stevens and Dale Harrison of Elon University.

■ **How Much Do You Really Make? -- Applying the New Rules on Disclosure of Public Officials' Compensation (and other thorny issues).** The panel will also tackle how to diffuse HIPPA objections. Amanda Martin will moderate.

Anyone concerned about open government is invited to attend the sessions. See below for more details.



The advertisement above is available for any newspaper to use as a helpful reminder of how everyday citizens can keep an eye on their government. The ad, logos and other material is available at [www.sunshineweek.org](http://www.sunshineweek.org). You can also check out a 30-second video you can embed into your Web site. It's available at <http://ncpaideabank.blogspot.com>.



## Sunshine Day in North Carolina, March 18, 2009

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

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

Program begins at 10 a.m.  
Concludes around 2 p.m.

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

To register for the event  
go to [www.ncopengov.org](http://www.ncopengov.org)

### Are we giving it away?

After years of 'information wants to be free,' the issue of charging for content resurfaces. Page 2



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The whole idea of **criminalizing libel on blogs** is riddled with Constitutional flaws / Page 4

The road to **starting a journalism school** had a few bumps in it during the early 20th century. / Page 7



Rick Thames

From the president

RThames@charlotteobserver.com

# Why are we continuing to give away content?

Readers who ask are often incredulous. “You offer all of your newspaper’s content on the Web, for free?”

Why, yes, I tell them. That’s the nature of the Web. Information wants to be free and all that. Besides, the more people who visit our site, the more we can charge advertisers who want to be there.

It was a compelling argument five years ago. Print revenues were still strong and banner ads fueled double-digit growth on newspaper Web sites. Sure, the Web revenue fell far short of what we’d come to expect through the print model, but in time we’d figure it out, right?

Some now say that our time is up. The recession has clobbered our print revenues, already under assault from a growing number of Internet competitors. And while business is still up at most newspaper Web sites, few can see those profits ever rivaling the cash thrown off by newspapers. So, an old question becomes new again.

Why are we giving away our content, anyway?

A number of your colleagues traded views on that question at the annual business meeting of the North Carolina Press Association during its Winter Institute in Cary last month. Based on what I heard, I expect a number of online subscription models to emerge soon in this state.

Adding to the momentum is the Feb. 16 cover story of Time magazine. It’s the issue with a fish on the front, wrapped in newsprint. The headline reads: “How to Save Your Newspaper.”

Inside, a former managing editor of Time makes an impassioned plea for newspapers to find the means to charge for online content. The essayist, Walter Isaacson, notes the predictions that newspapers may soon disappear from some major cities.

“There is, however, a striking and somewhat odd fact about this crisis,” Isaacson writes. “Newspapers have more readers than ever. Their content, as well as that of news-magazines and other producers of traditional journalism, is more popular than ever — even (in fact, especially) among young people.”

“The problem is that fewer of these consumers are paying. Instead, news organizations are merrily giving away their news ... This is not a business model that makes sense.”

Isaacson goes on to advocate the concept of “micropayments,” in which users would pay a fractional amount per click or story (say a penny or a nickel). Skeptics should take note that iTunes customers once downloaded their music for free at Napster, he says.

“I love journalism,” Isaacson says. “I think it is valuable and should be valued by its consumers.”

No argument there, says Jeff Jarvis, director of the interactive journalism program at the City University of New York. But Jarvis does not advocate that newspapers charge for online content.

“I’ve never said that charging for content is bad,” Jarvis says on his blog, Buzz Machine (buzzmachine.com). “If you can charge, mazel tov! My argument is instead that charging is unlikely to succeed and talk of it lately is another unfortunate example of news executives grasping at straws rather than building the future.”

Yet Jarvis just published an ink-paper book called “What Would

Google Do?” It is selling well, and Jarvis takes considerable grief for relying on a printing press for that success.

“I confess: I’m a hypocrite,”

Jarvis writes on his blog. “If I had followed my own rules — if I had eaten my own dog food — you wouldn’t be reading this book right now, at least not as a book. You’d be reading it online, for free, having discovered it via links and search. You’d be able to correct me, and I’d be able to update the book with the latest amazing stats about Google. We could join in conversations around the ideas here. This

project would be even more collaborative than it already is, thanks to the help of readers on my blog.”

He published a book because he had insights that people would pay to read. It’s making him money. He argues that newspapers do not provide the same experience. Their content has become a commodity, he says, available for free from a variety of sources.

Really? Not true in Charlotte. And I doubt it’s true in your community, either. Most local news still originates with newspapers. It ends up on TV and radio because those news organizations saw it first in a newspaper or on the paper’s Web site. They bought the paper, and they’d just as quickly buy access to the Web site to keep benefiting from it.

Would the public do the same? I am confident that many people



The cover of the Feb. 16 Time magazine shows a fish wrapped in a copy of The New York Times

# Thames

Continued from Page 2

would. But we won't know if it's enough people to make a pay-per-view model worthwhile until more newspapers experiment.

I do think Jarvis has this much right: You won't get far by charging for a commodity. People will only pay for unique content.

That's the principle behind The Insider (ncinsider.com), a successful subscription online newsletter produced by *The News & Observer* in Raleigh for state capital insiders.

N&O Editor John Drescher told the gathering at Winter Institute that his company has now launched Health-Watch (nchealthwatch.com), a similar subscription newsletter for insiders more narrowly focused on health care issues.

"I think it's time to look at whether we can charge for some or all of the content that we put online," Drescher said.

If you're headed in this direction, let us know and we'll share what you are learning from your own experiments.

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

# More ideas shared

Missed Winter Institute? Here are some strategies that editors and publishers shared for meeting the challenges of today's tough business environment.

**Define yourself (or others will do it for you).** The public has heard that newspapers are imperiled. What does that mean in their communities and what can readers do about it? Several participants vowed to step up their appearances and columns explaining their circumstances and what's at risk. Don't assume anything. Elizabeth Cook, editor of the Salisbury Post, said one enlightened reader told her: "I had never seen a relationship between me buying a newspaper and you staying in business."

**Identify new opportunities amid the downturn.** The Pilot in Southern Pines helped hotels fill rooms over the holidays by advertising a special rate for local residents in need of extra space for visiting relatives. The paper converted house ad space to directories for carpenters, brick masons and other skilled workers looking for small projects while major construction has slowed. The (Goldsboro) News-Argus and The (Durham) Herald-Sun also have new programs for small advertisers previously priced out of the paper.

**Swap content with other papers.** The Salisbury Post and The (Lexington) Dispatch now share high school sports stories. The Charlotte Observer and News & Observer of Raleigh share stories across all beats. It takes some coordination, but the Web makes sharing easier and the payoff can be a significant gain of quality content.

**Revisit the price.** A number of N.C. newspapers have raised their daily newsstand price from 50 to 75 cents. By comparison, USA Today is now \$1. One N.C. paper that raised the price of home delivery this summer with surprisingly little pushback urged others to tailor their message to subscribers explaining specifically why the increase is needed. That seemed to make a difference. Another paper gave subscribers a chance to continue at the old rate if they converted to credit-card payments.

**Tighten your grip on local.** Large dailies are "community newspapers," too. They are their readers' primary source of local news. That should take priority over "commodity" news they can get anywhere. Encourage more letters to the editor and comments on your Web site by highlighting the "best of the month" among these reader contributions.

## THE NORTH CAROLINA PRESS

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

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

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

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

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



### North Carolina Press Association

#### Mission Statement

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



### North Carolina Press Services

#### Mission Statement

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

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

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



# Plenty of flaws with bill to criminalize Web libel

John Bussian

It's not supposed to work this way. Citizens rarely awaken to find that their state legislature is considering a flagrantly unconstitutional law. But the North Carolina Senate is faced with a truly unconstitutional challenge to free press on the internet, in the form of Senate Bill 46.

In the life of every state legislature, bills are drafted — and even filed — with constitutional flaws. Some unconstitutional law are passed by legislatures and Congress, only to be struck down later as violating the First Amendment or other parts of the federal and state constitutions.

While these checks and balances are at work on the legal end of our system, individual freedoms get hurt.

To be fair, most drafting errors are close constitutional calls. Lawyers who work for legislatures are paid to spot constitutional flaws in bills, preferably before the bills are filed, and advise lawmakers not to pass the legislation or at least eliminate the unconstitutional parts.

Thankfully, the number of unconstitutional bills that see the light of day in state legislatures is small. The biggest circuit breaker in our legislative process is that the most serious constitutional flaws are obvious to lawmakers and their staff. And the most obvious constitutional flaw are those that attack our most basic freedoms.

This “circuit breaker” didn't work with SB 46.

For this proposal, as it stands at presstime, strikes at the heart of our most basic free speech and free press rights. The “Internet Libel / Civil and Criminal Offense” bill would impose criminal fines and, potentially, jail time for electronic

## Publishers:

You may want to alert you local representatives in the House and Senate to keep an eye out for this bill.

Also, you can keep up with any actions on this bill by using The e-Background site at [www.ncpress.com](http://www.ncpress.com). The link is in the top right corner of the home page.

publication of false and defamatory messages, editorials or advertising. The flaws in this bill might tip off even casual constitutional observers because it seeks to criminalize protected speech for the first time since the repeal of the federal Alien and Sedition Act in 1801. Under that law, more than a couple of our citizens were tried and convicted for exercising free speech and free press rights.

No matter. SB 46 would make publication of false and damaging statements a Class 2 misdemeanor, in addition to allowing the subject of criticism to sue the author for libel.

And to make matters worse, the law would make it far easier for unsuspecting web posters anywhere to be swept into the net of N.C. prosecutors and plaintiff's lawyers.

Contrary to basic due process principles engrained in both our federal and state constitutions, SB 46 would make all publishers subject to the jurisdiction of North Carolina criminal and civil courts for the purpose to enforcing the free

speech limitations in the law.

As bad as this is, it gets worse. The proposed law makes no distinction between criticism of public figures and public officials (who are sponsoring the bill) and criticism of the rest of the world. To be constitutional, the bill would have to do that and a lot more.

The ultimate flaw, however, is the attempt by the bill drafters to make website hosts — including NCPA member sites — financially responsible for negligently allowing third parties to post to their sites!

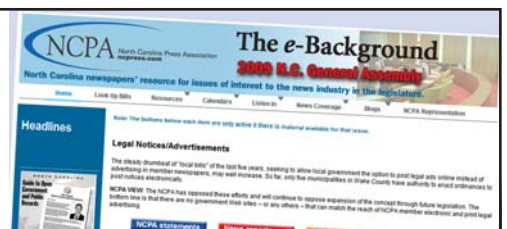
It's the biggest flaw of all because a federal law has, for more than 10 years, given website operators immunity from financial and criminal liability for third-party postings that are not reviewed before publication. That immunity, contained in Section 230 of the federal Communications Decency Act, is central to preserving free speech and free press on the internet.

What lawmakers might do with this is anybody's guess.

SB 46 has been assigned to the Senate Judiciary I Committee. And it would do enough violence to basic freedoms if the Senate dignified the bill with a hearing. It would be worse if the Senate were to allow politicians stung by Internet criticism to allow the bill to move forward.

It may be some consolation to know that a First Amendment axe — in the courts — awaits any legislation that looks like SB 46. We can only hope that state lawmakers wake up before it comes to that.

*Remember to check The e-Background site frequently for updates on legislation that matters to you.* **[www.ncpress.com](http://www.ncpress.com)**



# Notes from your board

During the regular meeting of the NCPA/NCPS Boards at Winter Institute, the following actions took place:

- Voted in favor of the full slate of directors and officer nominees
- Welcomed new secretary/treasurers Jeff Byrd (NCPA) and Hal Tanner III (NCPS)
- Approved a bylaws amendment that will allow cancellation of the Summer Convention and summer annual meeting for 2010

■ Reviewed and accepted the annual 2008 audits of NCPA and NCPS, which returned an unqualified, clean opinion

■ Discussed current plans for the 2010 Winter Institute, and approved holding the awards banquet in the Dean Dome on the UNC-CH campus

■ Reviewed the NCPA and NCPS budgets, and discussed ways to maintain the strong budget performance

## Thanks for lending a hand

Judge's Name	Newspaper Name
Bob Ashley	The Herald-Sun
Dee Dee Brown	The Chatham News
Mary Wayt	The Roanoke Beacon
Alicia Bryant	The Roanoke Beacon
Bryan Hanks	The Free Press
Katie Scarvey	The Salisbury Post
Wayne Hinshaw	The Salisbury Post
Jonathan Coleman	Independent Tribune
Ragan Robinson	Hickory Daily Record
Mike Fuhrman	Statesville Record & Landmark
Ross Chandler	Rocky Mount Telegram
Paula DeLong	Rocky Mount Telegram
Misty Barker	Rocky Mount Telegram
Mike Hixenbaugh	Rocky Mount Telegram
Pat Taylor	The Pilot
Sue Price Johnson	AP
Ken Ripley	Spring Hope Enterprise
Matt Shaw	The Wilson Times
R.V. Hight	The Sanford Herald
James Gallagher	Triangle Business Journal
Johnny Whitfield	Eastern Wake News
Wendy Lemus	Cary News
Janet Summers	News & Record
Elaine Shields	News & Record
Diane Lamb	News & Record
Regina Howard-Glaspie	News & Record
Greg Allen	The Wake Weekly

Remember how hard you worked to prepare your entries for the NCPA News, Editorial & Photojournalism Contest or the Best Ad Contest?

Then there was the waiting while judges, peers from other states, made decisions on who won.

But those same peers also enter their states' competitions. And they send them off to be judged.

Press associations throughout the country rely on each other to find judges for these contests. Those associations rely on their members to provide qualified judges.

Last month, several members responded to the call for judging both news and advertising contests for the Georgia Press Association. A tip of the hat to the people listed to the left for making the trip to Raleigh to fulfill our obligation to our peers.

Because North Carolina's contests are among the largest, we are often called on to judge several states' entries each year.

Our next round of judging will be April 30 for Alabama. Please watch for more details and volunteer.

## NCPA/NCPS Board of Directors 2008-2009

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### CALENDAR

**March 2-6**  
Newspapers in Education Week

**March 15-21**  
Sunshine Week

**March 18**  
Sunshine Day Seminar. Charlotte.

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

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

**May 8**  
Newspaper Academy, UNC-Chapel Hill



Doug Fisher

# Snobbery in defense of grammar no virtue

A recent MSNBC article suggested our current stressful social and economic situation might be pushing “spelling snobs” and “grammar grunions” over the edge.

Author Diane Mapes goes through an emerging list of Web sites and other efforts to correct our public grammar, including the defacing of a national park sign by two “grammar vigilantes” in the name of correctness. (They ended up pleading guilty to criminal charges.)

While I’m not thrilled about how she frames the issue — why must people who insist on correct spelling have to be “snobs” — it is time for everyone involved in the rise of the “correcting class” to back down and take a deep breath.

Language has always changed, and many of those “rules” taught in school are really just guidelines, useful but broken without remorse for style or emphasis, or when they just get in the way of communicating.

Sure, it’s distressing to see some of the punctuation, spelling and usage on signs. But the world is not going to you-know-where in a grammatical hand basket.

There have always been “appalling” variations. “My Fair Lady,” is based on that very premise.

I think what Mapes has really found is a reaction to the speed of change coupled with the reality that anyone can be a publisher. Journalists are no longer among the relatively few arbiters of the language, a role they assumed through much of the past century by virtue of their control of distribution.

When your teachers reminded you year after year not to begin a sentence with “but” or “and,” it probably came from books considered current 15 years after their first publication. Today, 15 days — heck, 15 minutes — is a bit dog-eared.

Now, anyone can be a publisher. Whether you judge it good or bad, it means a democratization of language.

It also means journalists must keep vigilant, hopefully eschewing the ephemeral, but able to judge when true change, the kind that sticks, has happened.

Some might read “democratization” and hear “anarchy.” I don’t think so. Think of how many terms from when you were a teenager are still around. Or some of the terms your parents used. (Really. Be honest.)

They have been replaced by equally useful terms and meanings. Communication has prevailed; the empire has not collapsed.

That amorphous thing we call society has a way of choosing the useful and discarding the rest. It seems to know that clear communication is to be prized. As Confucius said:

“If language is not correct, then what is said is not what is meant; if what is said is not what is meant, then what must be done remains undone; if this remains undone, morals and art will deteriorate; if justice goes astray, the people will stand about in helpless confusion. Hence there must be no arbitrariness in what is said. This matters above everything.”

What we call “Standard Written English” will be around for some

time. But the new order means its defenders will have to do more than simply assert this his how it has been, therefore this is how it should be. Its detractors will have to do more than simply assert a proposed change is superior because everyone’s doing it or because (as with “whom” and the semicolon) they find it inconvenient.

But we must also recognize that Standard Written English is not the end all and be all of what John Bremner used to call “this wonderful bastard language of ours.”

That text message just isn’t going to accommodate it. That marketing poster, billboard or road sign, where you have to catch the speeding motorist or brisk walker with large text and limited message is, for instance, more likely to use the easily understood “thru” than “through.” (After all, we freely accept “thruway.”)

We have a healthy pragmatism when it comes to language. We might do better by helping people understand what version of the language to use and where it is best used (and why), rather than hovering, red pencil or black marker in hand, vulture bog at the ready, latest grammar-defending or denouncing book proposal in the computer.

Correct if we must, but let us go gently doing it. All that stress isn’t worth it.

*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.*

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

Can your newspaper afford to lose your legal advertisements? If not, time to participate in [ncnotices.com](http://ncnotices.com)

# J-school's start had its bumps

This is the second in a series of articles about the relationship between NCPA and the School of Journalism and Mass Communication, which this year is celebrating the 100th anniversary of UNC's first journalism course. Tom Bowers' history, *Making News: One Hundred Years of Journalism-Mass Communication at Carolina*, will be published in August.

The first State Newspaper Institute met in the New East building on the UNC campus on Dec. 8-9, 1916. The university, NCPA and the North Carolina Association of Afternoon Newspapers were cosponsors.

During the institute, the Tar Heel staff published three issues of the Press Institute News, the first daily newspaper on campus.

United Press provided wire-service copy, and the Mergenthaler Linotype Co. of New York City donated a Linotype Model 19 typesetter with the consent of the Noell brothers of the *Roxboro Courier*, who had purchased the machine.

Students in the journalism class published that week's issue of the Tar Heel, which reported the atmosphere of the institute in colorful terms: "Long cigars with noted newspapermen have been wreathing the YMCA building in smoke the last three days. For the state newspaper institute has been with us."

NCPA president E. E. Britton of the *Raleigh News & Observer* wrote a column about the institute for the

first issue of the institute newspaper. He said the men and women of North Carolina newspapers had come to campus to learn how to improve service to their readers. In welcoming the group, Edward Kidder Graham, president of UNC, said the university and newspapers needed to work together to "solve the great problems of the people in both prosperous and stunted communities in the state."



Graham

The institute continued to meet on campus until 1989 when campus parking problems forced NCPA to move it to another location. (The concept was revived in 2001, when the school created the Newspaper Academy, a program of training and education for newspaper staffs.)

Graham never saw the fruition of his plans because he died of influenza in 1918, and NCPA memorialized him with a 12-stanza poem by William Hill at its 1919 meeting.

Louis Graves returned to Chapel Hill in 1921 as the first person to hold the title of professor of journalism in the English Department.

He had been a popular student on campus and was editor of both the Tar Heel and the Yackety Yack yearbook and had worked for the *New York Times*. The first journalism teacher with significant news-

paper experience, Graves was also director of the university's News Bureau.

One of his first actions was to join NCPA, and he addressed its 1921 convention, telling the members about his plans for the journalism program.

"The craft of newspaper writing has suffered from a vagabond atmosphere which used to surround it," Graves said, "and writers used to be looked upon as freaks, a sort of strolling minstrel, drunkards, etc., and you can find people who look upon the journalist as hanging around the fingertips of reputable society." The solution to that problem, he said, was a school of journalism.

Graves' plans for such a school were hindered by another ambition — to start his own newspaper — and he resigned from his university positions in 1924 to publish the *Chapel Hill Weekly*.

The university created the Department of Journalism in 1924 and hired Gerald Johnson, who had been an editorial writer for the *Greensboro Daily News*, as its first chairman.

Johnson stayed only two years before he moved to Baltimore, where he had a distinguished career as a newspaper and television journalist. His successor was to become an unforgettable character in North Carolina journalism.

Next month: The Skipper takes the helm

## Groups select their next presidents

During the 2009 Winter Institute in February, the members of the North Carolina Association of Community Newspapers and the Associated Dailies of North Carolina elected their presidents for 2009-2019.

Les High, editor of *The News Reporter* in Whiteville and publisher of *The Pender Post* in Burgaw, was elected president of the Communities group.

Morgan Dickerman, publisher of *The Wilson Daily Times*, was select-



High



Dickerman

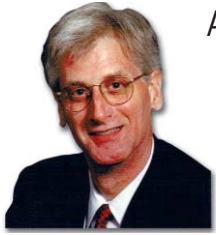
ed to head the Dailies organization.

Terms for both newly elected officers begin Aug. 1.

### Officers elected

During the annual meetings of NCPA/NCPS, the following people were elected as officers or board members. Terms start Aug. 1.

President .....David Woronoff  
 Vice President .....Charles Broadwell  
 3-Year Director .....Regina Howard-Glaspie  
 3-Year Director .....Lockwood Phillips  
 3-Year Director .....Bill Moss  
 John Drescher was elected to fill a vacancy on the board effective immediately through 2010.



Ad-Libs

jfoust@mindspring.com

# Super sales people fix their attention on others

John Foust

**D**wight Eisenhower once reflected on the days when he worked with Douglas MacArthur in the Philippines. “You know,” he said, “MacArthur has an ‘eye’ problem.” When asked if MacArthur was afflicted with blurred vision or nearsightedness, Ike explained, “He has a fatal attraction to the perpendicular pronoun ‘I.’”

Eisenhower’s choice of words is particularly interesting, because one definition of “perpendicular” is “extremely steep.” Ike recognized that, in our dealings with other people, we create steep obstacles when we keep the focus on ourselves.

His comment reminds me of an advertising creativity training program I conducted a few years ago. When it was time to select a business to use as an example, the group chose a bakery shop. “Before we discuss ad strategies,” I said, “we need to determine what this particular bakery sells.”

Answers flew around the room: bread, cookies, cinnamon rolls, wedding cakes. But when somebody mentioned doughnuts, a woman sitting close to the front threw down her pen, leaned back, and crossed her arms – clear signals of disapproval.

“I don’t like doughnuts,” she said in a loud voice. Obviously, she didn’t intend to participate in any discussion involving doughnuts. (I could understand that kind of reaction if liver and onions had been mentioned, but that’s another story.)

For her sake, I hope she was just trying to be funny. But if she wasn’t joking, her behavior indicated that she has a serious “I problem.”

If she has that attitude on the job, her favorite customers get the lion’s share of her attention. Everybody else – the doughnut stores and other businesses she doesn’t like – gets a half-hearted effort. Or no effort at all.

Of course, there is an important distinction between personal preferences and moral issues. Under no circumstances should a sales person be forced to work with clients who market products which they believe are morally wrong. In this case, I don’t think doughnuts were a moral issue; she just didn’t like them.

Self-interest is one of the most powerful forces in the world. It’s impossible to have any degree of success in advertising sales without understanding the role that

self-interest plays in the salesperson-advertiser-audience relationship.

The salesperson is naturally concerned about making quotas. The advertiser wants to move inventory. And the typical reader wants the answer to the universal question, “What’s in it for me?”

Effective sales people are big enough to leave personal tastes out of their client relationships. They know it doesn’t make any difference whether or not they like doughnuts or any other product. As long as doughnuts are important to the corner bakery, they will do anything in their power to help their client sell as many doughnuts as possible.

The advertising industry demands people who are other-centered instead of self-centered. We need people who will give 100 percent effort, whether they like a particular merchant’s products or not.

Want to make a difference? Want to be an advertising superstar? Start by becoming other-centered.

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

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# UNC students seek answers to state's drop-out problem

The first stages of a UNC-Chapel Hill project on the drop-out rate in North Carolina high schools is now online in blog form.

Professor Ryan Thornburg's Public Affairs Reporting for New Media class is working to create a multimedia package that can be used by newspapers for their own Web sites.

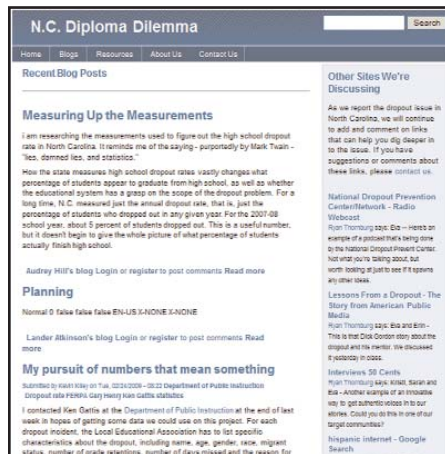
Thornburg said the goals of this class are:

To get the students to reflect on their service-learning experiences in real time.

Provide content to partner news organizations.

To teach the students the differences between "process oriented" and "product oriented" journalism.

Students involved in the project are Lisa Andrukonis, Lander Atkinson, Ryan Greene, Elisa



Greenwood, Eva Hendershot, Audrey Hill, Sara Kelleher, Kevin Kiley, Erin Smith and Kristi Uffman.

You can view the blogs by going to <http://www.ibiblio.org/newsdesk/apples/sp09/> or by following the link on the home page of [www.ncpress.com](http://www.ncpress.com).



## Hugh Morton Photographers of the Year

Andrew Craft of *The Fayetteville Observer* and Michael McLoone of *The Cary News* were named the Hugh Morton Photographers of the Year for the daily and community divisions, respectively.

You may view the winning port-

folios online at [www.ncpress.com](http://www.ncpress.com). The photo on the left is by Craft, while at right is a McLoone photo.

All of the awards given at the 2009 Winter Institute are also online at [www.ncpress.com](http://www.ncpress.com), including the General Excellence awards.

### NEWSPAPER ACADEMY

MAY 8

UNC-CHAPEL HILL -- WATCH FOR MORE DETAILS

## Mountaineer turns 125

*The Mountaineer* of Waynesville is celebrating its 125th year of publication in Haywood County.

The paper began in January 1884 as *The Waynesville News*, a four-page weekly.

## High Point moves its press, mail room operations

Effective this month, *The High Point Enterprise* moved the operations of its pressroom, mail room and creative services to the *Herald-Sun* in Durham.

News, advertising and other functions will continue to be done at the High Point offices.

Both papers are part of Paxton Media Group.

## Taylorsville gets more color

*The Taylorsville Times* announced its readers would be seeing more color on its pages.

Publisher Lee Sharpe announced the purchase of four rebuilt color press units, allowing the paper to print color on half of each 16-page section.

Previously *The Times* only had the option of color on the front and back pages of each section.

## News-Argus launches product

*The Goldsboro News-Argus* launched a new edition in February. *The Mount Olive Messenger* will be included in the Wednesday edition of the daily paper.

The paper will also be available to non-subscribers by mail and at racks.

## Printing operations to move

*The Free Press* of Kinston announced it will move its printing and packaging operations to a consolidated facility in Jacksonville.

Currently *The Free Press* and two weeklies, *Jones Post* and *Havelock News*, are printed in Kinston.

The Jacksonville facility will also continue to print the *Daily News* of Jacksonville and the *Sun Journal* of New Bern. All publications are a part of Freedom ENC.



Kevin Slimp

# Some neat (and cheap) tools for your Web site

As we say in Tennessee, we are “smack dab in the middle” of convention season. Here in the states, most press associations conduct their conventions sometime between late January and late April.

In Canada, they tend to come a little later, around April and May. As convention season approaches, I tend to do a lot of research to prepare new information. Last week, in Indianapolis, I addressed the publishers of the state on my latest topic titled, “Online Journalism II: The Sequel.”

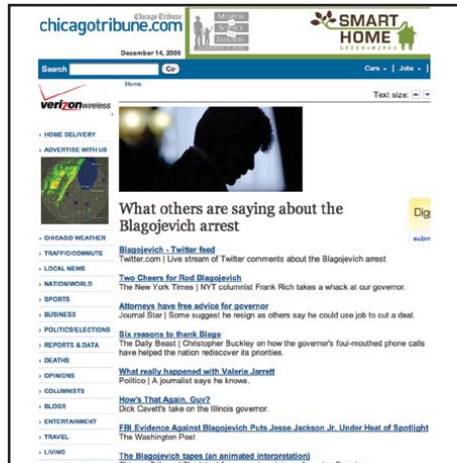
Over the past two years, my most requested convention topic has been related to converging media. Now that media has converged, it seems like the right time to take a look at where we are and where we're headed.

During my research over the past few months, I've become increasingly aware of the changes that have overtaken our industry in a short period of time. Online newspapers, rare just a few years ago, are now the norm. Audio slideshows and videos, unheard of on newspaper sites three years ago, are now the norm.

As many of you have shared with me, trying to keep up with the options available to online newspapers is nearly impossible. In my research, I've come across several tools, available to newspapers of all sizes, that could take your Web site to the next level. Here are two of them:

## Publish2.com

When the news broke of Illinois governor Blagojevich's arrest, Chicago Tribune complemented their extensive original reporting with a roundup of coverages from journalists and blogs around the Web. The Tribune used a Publish2 newsgroup to dynamically update the page as



The Chicago Tribune used Publish2 to expand its coverage of the Rod Blagojevich arrest.

the story evolved, creating one of the most popular collections of Blagojevich news on the web.

What does this mean to a paper that doesn't have the staff of Chicago Tribune? The same thing it meant to them.

Publish2 is free to journalists and newsrooms. Select a topic and see a listing of what others are writing. If you see something of interest, include it on your own Web site or, if you want to automate the operation, Publish2 stories and blogs can be updated automatically.

Angela Dice is Web editor and food lover at the Kitsup Sun in Kitsup County, Washington. On the newspaper Web site, she writes, “In addition to cooking and eating, I also find myself reading a lot of great articles and blogs posts elsewhere on the Internet. I run across interesting food tidbits, recipes and more and I get so excited by some of them that I want to share.

“So, as a way to share some of the more interesting things I'm reading, I'm using this tool for journalists called Publish2 that lets me bookmark and share stories and comments on them after I read them. You can find it on the right-hand column of this blog under 'Food Stories'

under the 'More Stuff' heading.”

Tom Chester, director of newsroom operations at the News Sentinel in Knoxville, Tenn., tells me one of their most visited areas was created using Publish2. When the University of Tennessee football coach Phil Fulmer resigned in November, Knoxnews.com gathered stories and blogs from newspapers throughout the United States using Publish2 and created a place for visitors to go when they wanted more information.

According to Tom, this made knoxnews.com the place to go if you were looking for information about Fulmer. Hits increased dramatically as a result of Web surfers searching for this information.

To learn more about this free service, visit [publish2.com](http://publish2.com).

## Mogulus.com

Did you ever wonder how those big newspapers get live video streaming on their sites? Wonder no more. Mogulus is a service used by many newspaper and television Web sites, among others, to broadcast live video.

Users can use the Mogulus browser-based Studio application to create live, scheduled and on-demand internet streaming to broadcast on your Web site.

The Mogulus player can be embedded on most Web sites. Simply customize the player and paste the code into the HTML editor on the site where you wish to embed it. Then, using a webcam or cellphone, you're ready to broadcast live video to the masses. Press conferences, county commission meetings and more can be streamed live to your community.

Mogulus comes in two flavors: The free, which is ad supported, and Pro, which requires payment for usage. For more information, visit [mogulus.com](http://mogulus.com).

# News of North Carolina newspaper people



Adams



Arnholt



Boykin



Brown



Burns



Burroughs



Vaden



Webb



Burney

**Mike Arnholt** has been named executive editor of *The Fayetteville Observer*. He had been managing editor for the paper since 1990. **Michael Adams**, who was deputy managing editor, has been promoted to managing editor. He has been with the paper since 1992.

**Debbie Boykin** has been named controller for The Wilson Times Co. She had been the senior administrative assistant for the company.

*The Richmond County Daily Journal* at Rockingham reports three additions to its news staff. **Phillip D. Brown** is a reporter. **Shawn Stinson** is a page designer and **Olivia Webb** is a staff writer.

**Jerry Burns**, editor of *The Blowing Rock Rocket* at Blowing Rock, retired after 43 years on the job. He will continue to serve as editor

emeritus.

**Amy Burroughs** is the new managing editor for *The Mecklenburg Times* in Charlotte. She previously served as a reporter and editor in Texas, Louisiana and Kentucky.

**Dallas Coltrain**, publisher of *The Enterprise* of Williamston since 1984, retired in February. **Jay Jenkins**, publisher/editor of *The Bertie Ledger-Advance* at Windsor took on the additional responsibility of publisher of *The Enterprise*.

The National Sportscasters and Sportswriters Association named **John Dell** of the *Winston-Salem Journal* the North Carolina sportswriter of the year for 2008. He also won the award in 2005.

**Derek Smith** has been named a staff writer for the Belmont and

Mount Holly *Banner News*. He previously worked as a sports correspondent for the *Banner News* and other area newspapers.

*The Daily Herald* of Roanoke Rapids added three people to its news staff. **Kris Smith** is serving as news editor. **Della Batts** is a staff writer and **Anthony Gainey** is a new sports writer.

**Matt Tate** is the new editor of *The Weaverville Tribune*. He took over the position after serving the newspaper as assistant editor.

**Ted Vaden** is the new deputy secretary for communications for the N.C. Department of Transportation. Vaden had been the public editor of *The News & Observer* of Raleigh since 2004 and previously served as publisher of *The Chapel Hill News*.

## Deaths

**Charles F. "Buddy" Burney Sr.**, 65, longtime sports editor of the *Bladen Journal* of Elizabethtown. Died Jan. 10, 2009.

**Roland Giduz**, 83, founding partner of the *Chapel Hill News Leader* and writer and columnist for several newspapers. Died Jan. 23, 2009.

**Edward Lee "Ned" Jennings**, 59, former managing editor of the *Asheville Citizen-Times*. Died Feb. 14, 2009.

**James W. Pettit**, 63, former sports writer at *The Fayetteville Observer*, *High Point Enterprise* and other North Carolina papers. Died Feb. 4, 2009.

## Where do you get this stuff?

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



John@ncpress.com

Don't forget the mugshot!

## Winners announced in 30th SND contest

Staff members of two North Carolina papers earned awards in the 30th annual Best of Design contest sponsored by the Society of News Design.

Winning Awards of Excellence were:

Jeff Siner, *The Charlotte Observer*, general news photography (planned).

William Pitzer, *The Charlotte Ob-*

*server*, two information graphics awards for mapping and non-breaking news/feature.

Jason Miczek, *The Charlotte Observer*, sports photography.

Andrea Jones, Teresa Kriegsman, Paul Magann, Andrea Weigl and Juli Leonard of *The News & Observer* of Raleigh for three feature design pages.

## ASNE honors Charlotte's 'Cruellest Cuts'

Ames Alexander, Kerry Hall, Franco Ordoñez, Ted Mellnik and Peter St. Onge of *The Charlotte Observer* won an award from the American Society of Newspaper Editors for their series investigating the chicken processing industry in our state.

The series won the Distinguished

Writing Award For Local Accountability Reporting.

This year's contest drew more than 300 entries from news organizations throughout the United States with eight awards being given.

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