

## Boone, NC journalism mourn loss of a great friend

The North Carolina newspaper community lost a dear friend April 20 with the death of former *Watauga Democrat* Publisher Armfield Coffey.

Coffey died in his hometown of Boone after a prolonged illness, according to a published report in the *Democrat*. He was 72.

A native of western Carolina, Coffey and his wife, the former Rachel Rivers, grew up in the publishing industry. Rivers was a descendant of R.C. Rivers, one of the early founders of the *Democrat*. Coffey began his career as a press operator at the paper, working his way up to reporter, executive editor and eventually publisher of the *Democrat*. He also served as publisher of *The Blowing Rocket* in Blowing Rock and the *Avery Journal* in Newland.

"Armfield's love of newspapers and newspaper people stemmed in part from the fact that he knew every facet of the business firsthand," long-



P. Armfield Coffey – 1934-2007

time friend and NCPA Counsel Emeritus Hugh Stevens wrote in a tribute column (page 4). "He knew what it was like to have ink under

your fingernails, and also what it took to balance the books."

During their 40-plus years at the *Democrat*, the Coffeys both served as publishers, and they also have the distinction of both serving as presidents of the North Carolina Press Association: Armfield in 1988-89 and Rachel in 1994-95.

That same year (1994), the Coffeys retired from running the *Democrat* and sold the paper, ending more than 100 years of ownership by the Rivers family.

"Armfield Coffey was Mr. Newspaper around here," Mountain Times Publications president Tommy Wilson said. "I was glad to call him a friend. I met him in his favorite hangout, Boone Drug in downtown Boone. He loved the newspaper business and the people in the industry."

Even in retirement, Coffey remained an active member of the NCPA and North Carolina Press Foundation, regularly attending meetings around the state. His and his wife's commitment to journalism and education led to the creation of the Rachel Rivers-Coffey Fund for

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## 2007 Ad Conference to offer tips to compete

Former advertising agency owner Joe Bonura, who sold his successful business after 18 years to become a motivational speaker, will deliver the keynote address for the 2007 NCPA Advertising Conference June 7-8 at the Omni Hotel in Charlotte.

Bonura, who now runs Bonura Training Systems, has given presentations to newspaper ad departments across the country, offering ways to maximize selling and reinforce basic skills.

The conference, which focuses on the theme, "Newspapers Today – A World of Unlimited Possibilities,"



will feature sessions on how to compete against other media for ad dollars, a look at new technology and how its use can increase revenue and

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I wrote last month about my association with some great people in our industry through the NCPA.

I would be remiss if I didn't mention my association with some great people at my own newspaper, especially in light of recent events.



Just a few weeks ago my publisher, Pulitzer Prize-winning journalist W. Horace Carter, was awarded North Carolina's highest civilian award, the Order of the Long Leaf

Pine.

Gov. Mike Easley was on hand as new offices for *Tabor-Loris Tribune* were dedicated in Tabor City. He

"Thank you so much," he said. "I appreciate this honor. I hope we've done something to help Tabor City over the past 60 years. We'll keep on trying."

A teacher in Carter's Stanley County home inspired him to attend college, Easley said. Carter graduated from The

## Carter's battle with KKK earns NC's top honor

By Deuce Niven

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

recognized Horace Carter for his dogged campaign against the Ku Klux Klan. When the Pulitzer Prize was awarded in 1953, to what was then *The Tabor City Tribune*, it was a

University of North Carolina at Chapel Hill in 1946, and launched *The Tabor City Tribune* after responding to a newspaper ad posted by the Tabor City Merchants Association.

Rusty Carter called the honor for his father and the dedication of new offices for the newspaper "a red-letter day."

Tabor City was a troubled place in the late 1940s, with Ku Klux Klan members dragging people, often African Americans, from their homes and terrorizing citizens. Easley said Carter used the weapons at his disposal to fight back.

"He learned how to make the printed word work for worthy causes," Easley said of Carter's crusade against the KKK. "Horace decided he was going to do something about the Klan, to tell the stories about what was going on. He did it with the talent he had for writing. He changed the minds of people in this community. He won a Pulitzer Prize and he should have. It was a great display of writing talent but also a great display of courage."

A statue of a paperboy, dubbed "Billy," shouting the headline "TRIBUNE WINS PULITZER PRIZE" atop the May 6, 1953, issue, was unveiled during the ceremony, which also served to dedicate new offices for the newspaper Carter founded.

"It is in honor of W. Horace Carter, our founder and our prevailing conscience for six decades, that we today dedicate this site," grandson Wes Carter said.



first *Tabor Tribune* founder Horace Carter poses with Gov. Mike Easley (right) and son Rusty Carter (middle) during ceremonies honoring Carter and the dedication of new offices for the *Tabor-Loris Tribune* April 12.

for a weekly newspaper anywhere.

*The Tribune* shared the award with *The News Reporter* in Whiteville.

"I appreciate the opportunity to be here to honor somebody I think is special to North Carolina," Easley said before presenting the award to Carter. "Horace has devoted so much of his time and career to the state. He's done so much, not only for Columbus County, but for the reputation of North Carolina."

Carter's response was succinct.

### THE NORTH CAROLINA PRESS

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#### 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:  
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We are poised to win back a big part of the field in the battle for the open government high ground.

The NCPA is backing legislation this session to restore the right to see government employee pay packages, em-



ployment contracts and even the large contracts used by public hospitals to buy medical facilities and practices. That right to see the former was lost in the aftermath of two recent lawsuits against public hospitals by NCPA members.

The right to see public hospital acquisition contracts also is threatened with extinction. Legislation is the only hope for the public and the press.

How did the proverbial ox end up in the ditch? Nothing short of the full power and might of the North Carolina Hospital Association did it.

With a stroke of the Court of Appeals' pen, *The Charlotte Observer* was told in 2005 that all compensation, other than an employee's salary, is off limits. What's worse, UNC School of Government Professor David

Lawrence began advising government officials and lawyers across the state that the Court of Appeals decision means government em-

## Opposing bills frame open-government battle

By John Bussian  
NCPA Legislative and First Amendment Counsel

ployment contracts no longer are open for public inspection.

In an instant, a small open government problem limited to the public hospital sector snowballed into something no one dreamed of.

There is more. NCPA member newspaper *The Wilkes County Journal-Patriot* fought a two-year war in the courts to preserve the right to see its public hospital's contract to buy a doctor's medical practice. When the paper won its case before the North Carolina Supreme Court on March 9 (see *NC Press*, April 2007), the North Carolina Hospital Association persuaded a powerful state senator to file a bill to undo *The Journal-Patriot's* victory.

If enacted, this bill – Senate Bill 1006 – would effectively grant public hospitals a free pass when it comes to open government law.

So now the stage is set. The debate over whether the public has a meaningful right to know all the ways public employees are paid is

about to begin, thanks to a bill filed by Senators David Hoyle and Walter Dalton (Senate Bill 1546).

At the same time, in the same North Carolina Senate judiciary committee, the question will be answered whether public hospitals are to be treated differently than all other government interests in this state.

It's a debate that we badly need to have. It goes to the heart of all the NCPA members stand for when it comes to open government.

Government employees are supposed to be accountable to the public – and so are public hospitals. Who wins this debate profoundly affects the future direction of North Carolina's open government law.

So here's to passage of the Hoyle-Dalton open-pay package legislation, Senate Bill 1546, and the defeat of the public hospital secrecy bill, Senate Bill 1006. Weigh in with your lawmakers!

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Of all the nice people I've met through my association with the newspaper business, the only one who arguably was nicer than Armfield Coffey was his wife, Rachel.

When Rachel died in 1999, as the result of falling from a horse, I lamented in this space that North

Carolina journalism had lost "a beautiful person." Now the sad news has come that Armfield is gone, too, and although my conscience would be clear if I also described him as "beautiful," I'm pretty sure that Armfield would have none of it.

In the first place, Armfield would reject any comparison that possibly could be interpreted as taking anything away from the elegant and lovely woman in whose companionship he took such obvious and understandable delight. Whenever he and Rachel were in the same room, he had a hard time keeping his eyes off of her, and their partnership was so much a part of each of them that it is almost impossible to think of one without also thinking of the other.

In the second place, Armfield was a realist who harbored no delusions, especially about himself. I can almost hear him chuckle as he reads this, and saying, "Me? Beautiful? Don't you think I have a mirror?"

Beautiful or not, Armfield was a lot like Rachel in many ways. In 1999, I wrote of her, "In a profession peopled with extroverts and inveterate talkers, she was a rarity: an essentially private person and a great listener."

The same was true of Armfield. During his tenure as president of the North Carolina Press Association in 1988-89 he probably spoke fewer words, and those few more softly, than any NCPA president in history.



He viewed giving remarks to the annual convention as equivalent to a trip to the dentist.

In recent years, he would drive

## Memories of a 'quiet man' with a generous heart

By Hugh Stevens  
NCPA Counsel Emeritus

from Boone to Raleigh to attend N.C. Press Foundation board meetings – at which he said almost nothing but "aye."

For all his quietude, however, Armfield was a genial companion who loved a good story and was quick to grab a dinner check or a bar tab.

I especially enjoyed playing golf with him because he approached the game the way more of us should – with almost fatalistically low expectations. Consequently, the rare shot that turned out successfully always brought a twinkle to his eye (especially if it took money out of your pocket), but he shrugged off the more common mediocre ones as the order of the day.

His insouciant attitude towards the game seemed particularly suited to the occasion one autumn day when he hosted the NCPA board at the Blowing Rock Country Club. The weather was so foggy that on many holes you couldn't see beyond the front of the tee, so the golf took on the atmosphere of a surrealistic hike. Relying on his store of local knowledge (and the fact that he seldom hit the ball far enough to lose it), Armfield won the day.

Other than Rachel, the two things that Armfield loved most were the North Carolina mountains and the newspaper business. Whenever we first encountered each other at a sweltering NCPA summer convention, he would tell me right off about how he had slept under a blanket the

night before in Boone, and when the board met in the mountains he assumed the role of God's gracious guest host.

In 1989, he and Rachel hosted a dinner at the Linville Ridge Country Club on a spectacular night when the air was so clear that the

stars seemed to be within reach and the lights of Charlotte, almost 80 miles away, were visible. Armfield could not have been more proud if he had hung the stars himself.

Armfield's love of newspapers and newspaper people stemmed, in part, from the fact that he knew every facet of the business firsthand.

He spent his entire career at the *Watauga Democrat*, where he started in the press room and then became, in turn, a photographer, reporter, executive editor and publisher. He knew what it was like to have ink under your fingernails, and also what it took to balance the books.

After he and Rachel sold the newspaper in 1994, they became major benefactors of the town of Boone, Appalachian State University and several local charities. Their legacy includes Rivers Park, a 10-acre tract near the university that contains the largest living maple tree in North Carolina.

Armfield also knew that community papers often depend for their excellence on the work of young journalists who are just starting up the ladder. Therefore, after Rachel's death, he made generous grants to the North Carolina Press Foundation in her memory to fund journalism scholarships for high school students.

His mode of giving was simple and singular. At the Foundation board meeting at which he increased

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## Online ads hot topic at NAM conference

The Newspaper Association Managers annual Advertising Manager's Conference was held April 15 – 17 at the Grand Tunica Resort in Tunica, MS.

There were representatives from 30 different states in attendance. This annual meeting provides an opportunity for the state press association advertising managers to discuss what is going on in each of their states in regards to their press services.

The hot topic this year was online

advertising. Many press services are beginning to place online advertising and at least five states currently have network buys in place for online advertising. Almost every other state association is planning to put together statewide online advertising network buys in the very near future.

Other sessions included topics such as running your ad department during a crisis, Newspaper Next, communication and motivation, customer service and media convergence.

## NCPS ad networks feature new logos

The NCPA/NCPS logo contest held earlier this year provided such good results that the staff determined that a redesign of other NCPS logos would give these programs an updated look and provide consistency.

NCPS is pleased to present new logos for both of our member newspaper networks, the Statewide Classified Ad Network and the 2x2 Display Ad Network.



A new logo also was implemented for Simplified Newspaper Advertising Placement, the NCPS print and online placement service.

The new logos were designed by Anthony Davis of the Raleigh News & Observer, the winner of the NCPA/NCPS logo contest.

Members and customers will soon notice the new logos in various sales and marketing pieces for the networks. Should you need an electronic version of any of these logos, please email [lindsay@ncpress.com](mailto:lindsay@ncpress.com).

## Man

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the Rachel Rivers-Coffey Fund to \$75,000, he sat quietly, saying almost nothing, until we reached the "New Business" item at the bottom of the agenda.

Then, with no fanfare or fuss, he reached into his briefcase and passed a check across the table, saying something like, "I hope you can use this."

Having spent the last couple of hours reflecting on Armfield, I think my first instinct was right, after all, no matter what he might think.

We HAVE lost another "beautiful person."

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## NIE Workshops info on NCPress website

Registration forms for Newspaper in Education workshops dealing with reading, writing, visual literacy and character and civic education will be posted on the NIE Web site ([www.ncpress.com](http://www.ncpress.com), click on NIE or [www.ncnewspapersineducation.com](http://www.ncnewspapersineducation.com)). Additional workshops can be scheduled to serve teachers in your area at your request. Feel free to send to any workshop a teacher from your area who can advise you and support your efforts to build a Newspaper in Education program.



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## Friend

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journalism scholarships for North Carolina high school students following Mrs. Coffey's death in 1999.

Gayle Smith, advertising director of the *Asheville Citizen-Times* and current president of the North Carolina Press Foundation, said, "Armfield and Rachel were huge supporters of the North Carolina Press Association. Their smiles were a fixture at our meetings and they took seriously the mission of NC Press, especially all issues involving open government. Their support and leadership occurred during a crucial period of growth for our organization.

"Armfield took this dedication a step further following Rachel's death and turned his involvement and

resources toward the North Carolina Press Foundation. He contributed generously to the foundation in Rachel's memory and later joined the board. Armfield and Rachel brought their own special charm to our organization – and Armfield, as with Rachel, will be missed."

Coffey's philanthropy also extended to his hometown, donating the 10-acre Rivers Park to Boone, as well as an additional parcel of land in recent years. He was a major supporter of the restoration of the Daniel Boone Monument (donating more property and \$30,000); gave a rock house that once belonged to R.C. Rivers to the town for development as a local museum; and endowed a teaching fellowship in the English department at Appalachian State

University in memory of Rachel Rivers-Coffey.

The Coffeys also created an endowment for the North Carolina Community Foundation that provides funding for the Watauga County Humane Society, historic programs in Boone and a local cemetery. They were also major supporters of arts and music programs at ASU and the Appalachian Cultural Museum.

Coffey is survived by his brother, Frank Coffey, and his wife, Joyce, of Pinehurst and Boone; a nephew, Paul Coffey; and a cousin, Romulus Linney, of New York, N.Y.; and his sister-in-law, Jane Rivers of Memphis, Tenn.

## Conference

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the challenges classifieds face from other media, particularly the web.

The annual centerpiece of the ad conference remains the presentation of the Best Ad Contest Awards, honoring the finest advertisements in daily and community papers created during the past year. For the first time, this year's awards ceremony will be part of a formal banquet at the Omni in Charlotte, with a reception preceding dinner.

The awards feature several new categories, including use of humor, wild cards, online advertising and revenue producer and the blooper of the year. This year's entries were judged by members of the Maryland/Delaware/DC Press Association.

The ceremony also will include

the presentation of the two Fred D. Crisp Jr. Outstanding Sales Professional of the Year awards and the announcement of the 2007 recipient of the NCPA Friend of Print Award.

Registration materials were mailed the last week of April, and are also posted on the NC Press website ([www.ncpress.com](http://www.ncpress.com)).

Early-bird registration ends May 25. The last day to reserve rooms at the Omni is Monday, May 7.

For more information, go to the NC Press website and click on the links for the ad conference; email NCPA Assistant Member Services Director Robin Weyl at [robin@ncpress.com](mailto:robin@ncpress.com) or call 919-787-7443, ext. 2092.

# NCPA Legal Hotline



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## Stretching comfort zone adds voices, enriches stories

By Matt Baron



Telling stories is a never-ending series of judgment calls.

What do we put in? What do we leave out?

When do we stop? Where on earth do we begin? Is my deadline really three minutes away?

From that long list of self-inquiry, let us focus on one of the most important – and imposing – questions of all: To whom do we give a voice in our story?

I recently had an assignment that challenged me to confront this issue head-on. The story was straightforward enough: Write a business feature on the reopening of a McDonald's in Hinsdale, Ill. It is located in the backyard of the fast-food titan's headquarters, about a half-hour outside Chicago, and reflects the corporation's vision to create more "fresh, bright and inviting" restaurants.

A necessary step, then, was to check the place out. I noted the décor, chatted with the store manager, and gathered some comments from a few customers. But those patrons were all teen-age guys, and I wanted views from a cross-section of folks.

So I approached a woman who looked to be in her 40s. She was flipping through a magazine, a coffee cup on her table, when I identified myself and asked her what she thought of the new-look restaurant.

She looked up with wide eyes, seemingly in alarm. She gasped for

breath and shook her head. Now I was alarmed. Uh-oh, I thought. She's about to go berserk on me. That's just terrific – my editor's going to get a call from the McMuckety-Mucks over at the corporation demanding that this Baron guy stop bothering their customers.

With that PR fiasco flashing before my eyes, I rushed to reassure the woman: "You don't have to talk to me if you don't want to. That's OK – I'll talk to someone else."

Uncomfortable and slightly annoyed, I was on the verge of walking away when she finally broke her silence. "I'm deaf," she said. "I think you are saying you are with a newspaper and working on a story?"

Fascinated, impressed, humbled – and relieved – I took a nearby seat and began speaking with the woman. She had the ability to hear for much of her life, but had gradually lost that sense and now is a proficient lip reader. Her speaking ability is about as good as the next person's.

She was waiting for her husband. He also is deaf, and had a nearby appointment related to a device he hoped would restore his hearing some day. At my prodding, she told me more about this new technology that held the promise of giving this couple a gift that so many of us take for granted.

Though her drama had no place in this story, I was determined to give her an equal opportunity to make a comment related to my assignment. And despite her doubts that she had anything profound to share, I persisted.

"It's beautiful," she said of the new-look McDonald's. "What a nice

place to wait." As it turned out, her quote concluded the story.

Why did I proceed amid the awkwardness? Because our stories gain depth and character to the extent that we stretch our comfort zone in reaching out to different, and unexpected, sources. Have you gone a long time without some form of discomfort? Beware – you may well be stagnating.

Not only that, but these discoveries often open doors to even more intriguing stories. I found this woman's situation far more compelling than the assignment at hand, and I may dig into it further some time.

When we keep an open mind, and toss aside the confining influence of our preconceived notions, we are better equipped to capture the heart of a story as we find it – not as we think it should be found.

We tend to relate most to people who, at least on the surface, appear to be like us. They look like us, talk like us, dress like us. What a dull and incomplete world we depict when we pigeonhole our inquiry in this way.

I had no plans to interview a deaf person when I walked into that restaurant. But when the situation popped up, I would have been a fool to walk away.

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## Limiting Web access a very bad idea

By Doug Fisher



Somewhere in the back of our minds, I know many of us might like to return to the “Lou Grant” era.

Life was good.

You did your daily few hundred words, maybe a weekly takeout or that infamous five-part special package on city hall corruption, the disease of the month or the latest consumer scam.

Except your readers were slowly finding ways to leave you. They didn’t particularly like you, and it irked them that they could buy 100 types of phones but were stuck with a handful of take-it-or-leave-it information providers.

And then came the Internet.

“I’ll come right out and say it: It’s time for newspapers to stop giving away the store. We as an industry need to start charging for – or at the very least controlling – use of our products online,” San Francisco Chronicle/SFGate.com columnist David Lazarus recently wrote.

And later: “My thinking is that this is approaching a life-or-death struggle for newspapers, and an antitrust exemption may be the only way that the industry can smoothly make the transition to a digital future. Put simply, we need to charge a fair price for our products, and we need to do so together.”

That could be dismissed as a momentary loss of sense. But because I suspect this idea secretly is harbored by more than one journal-

ist, temporarily cheered by Viacom’s billion-dollar lawsuit against YouTube and a Belgian ruling against Google News, it’s worth looking at why going back to the future is a very bad idea.

The strongest argument is that it just ignores reality. First, papers have always “given away” the news, if you ignore the ads. What they charged for was the distribution and scarcity. You are not going to make scarce again that which now is abundant.

Lazarus seems to assume no other sources of news, but the typical metro area has TV, radio (some still do news), community papers, etc. Even if you could get 90 percent of those to conspire, there’s going to be leakage. All it takes is a little leakage and you lose because (and I hate to say it) “they” – you know, those readers Lazarus seems to want to be at war with – don’t care as much about your product anymore.

Part of it is our fault, our tendency to churn out commoditized news. But our readers have changed, too. Bombarded by wall-to-wall news and information, much of which they’d rather not deal with anyhow, they are willing to snack and get on with their lives, not eat your full meal.

My grandfather read at least two newspapers after work. My mother read one, often falling asleep with it in her lap. I scan the papers before I leave in the morning and vow to read them when I get home, but it’s mostly to check for things that didn’t pop up online during the day. And I struggle through sleepiness to do it. I can function well without them,

and I don’t think I’m atypical.

So what Lazarus suggests is to create really great content and then put it behind a wall when people increasingly find that content by search engine or other referral.

Take away the ability of others, like Drudge and Huffington, to link to you, as Lazarus suggests, and you not only lose referrals, you encourage others to do their own reporting. Or maybe they start by summarizing your stories, but without ever sending people to your site.

Before long, your readers – most of whom just wanted the first five to seven inches of that 60-inch opus, anyhow – can get it (or a summary of it) and with feedback and commentary that actually enriches the content.

You will have encouraged a parallel knowledge economy that you will have a hard time tracking. And that violates one of the basic principles of “war”: keep your “enemy” where you can see him.

The horse has left the barn, the train has left the station, and all the clichés and antitrust exemptions in the world won’t change that. So let’s get back to figuring out how to make it all work in the new economy, the one that’s reality.

Because Lazarus was right on one thing: It’s a life-or-death moment.

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# Uh . . . wanna buy an ad?

By John Foust



Maria, who manages an advertising agency, told me about a phone call she had recently received.

Caller: “Uh, do you guys buy advertising?”

Caller: “Uh, do you guys buy advertising?”

Maria: “Do ‘us guys’ buy advertising?”

Caller: “Yeah. Do you have, like, media buyers?”

Maria (thinking he was asking for employment): “You’re interested in media buying?”

Caller: “Yeah, a lot of ad agencies have media buyers. I work for the paper, and I’m calling people to find out if they want to buy advertising.”

Maria: “I’m familiar with your publication. Most of our business is out-of-state, so I’m not a good prospect for you.”

Caller: “Can I ask a question?”

Maria: “Sure.”

Caller: “Will you let me know if you ever want to run an ad?” (Didn’t tell her his name.)

Maria: “I’m sure your paper will hear from us, if we need to place an ad with you. Thank you.”

Caller: “Yeah. That’s really, uh, awesome. Bye.”

“Yes,” Maria explained, “that was an actual phone call. It’s difficult to believe that he was trying to make a good impression. At first, I thought it was one of those prank calls that a local radio station makes every now and then.”

Maria is not alone. Every day,

advertising prospects receive calls from sales people who take the wrong approach. Here are some points to keep in mind:

### 1. Do your homework.

According to an old saying, “All wish to possess knowledge, but few are willing to pay the price.”

That was certainly true of Maria’s caller. He wanted to know if she was interested in placing ads in his paper, but he was completely clueless about the ad agency’s business.

“His idea of research was to look up our phone number,” she said with a laugh. “If he had gone to our web site and invested five minutes of time, he would have learned who our clients are and where they are located. Plus, he would have seen a profile of our company and samples of our work.”

### 2. Polish your opening.

Although questioning is an important part of the sales process, it is not recommended to use “Do you guys buy advertising?” as an opening.

“I appreciate sales people who are organized and communicate their ideas clearly,” Maria explained. “It would have been much better if he had said something like, ‘Hello, this is so-and-so from the Gazette. I’ve been studying your agency and admire the work you have done for the XYZ Corporation.’ Then he could have asked some information-gathering questions to determine if we could use what he was selling.”

### 3. Talk benefits.

“Although we weren’t a good prospect when he called, I wish he had mentioned what his paper had to offer,” Maria said. “And it would have

been nice if he had volunteered to send a media kit for our file. Who knows? Someday, our agency might have a client in his coverage area.”

Who knows? Uh, like, definitely not the guy who called Maria.

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**NCPA  
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# Adobe raises bar with new version of InDesign

By Kevin Slimp



**H**oly moly! I'm speechless. And if you know me, that's a rare happening.

I just installed the prerelease of Creative Suite 3 and I'm blown away by the speed, special effects and added features available in the latest rendition of Adobe's masterpiece.

With new versions of Photoshop, InDesign, Illustrator, Dreamweaver and Flash, among others, CS3 is the most anticipated upgrade since Apple's move to OS X.

There's no way I could adequately review all the applications available in CS3 in one column, so I've decided to begin by taking a quick look at InDesign.

Upon opening InDesign CS3 for the first time, the user is immediately drawn to a sleeker desktop, with tools and panels reminiscent of Macromedia's desktops. And I thought Adobe's purchase – er, I mean merger – with Macromedia was just about Flash and Dreamweaver!

Where palettes once existed, now the user finds panels, which are more easily accessible and less intrusive than the palettes of previous versions. And what's this? The Effects panel looks eerily similar to Layer Styles in Photoshop.

OK – I can't wait any longer. I began my journey through the new InDesign by creating some text on the page. I had to see what these effects were all about.

Just as I had hoped, they're very similar to Layer Styles in Photoshop. Sure enough, within seconds with the tap of a button I was creating special effects like shadows, bevels, embosses, inner glows, outer glows and feathers. And they look just as clean as the effects I've been creating in Photoshop.

One feature which has been mentioned on several blogs concerning InDesign CS3 seemed too good to be true.

Last year, word leaked out that InDesign CS3 would include the ability to place multiple photos at once. This, I had to see. So, without peeking at the manual (prerelease software doesn't come with manuals), I created nine frames on a page. I set each frame to fit the content proportionately to the frame.

Next, I selected File>Place and used my command key (control on the PC) key to select several photos at once.

Someone wake me up. I couldn't believe what happened next. A small thumbnail of one of the photos appeared next to my pointer on the InDesign page. I clicked on one of the frames and, *voila!*, the photo was placed perfectly into the frame.

Then, without any prompting, a thumbnail of another photo appeared. I clicked on another frame and it, too, filled with the photo. I continued this till I had placed all nine photos.

Total time to place all the photos? Less than 10 seconds! This tool worked better than I ever imagined it could.

What impressed me most during my initial stroll through InDesign

CS3? Speed. That's right. Speed. I still can't get over how much faster InDesign runs on my Intel-based Mac.

I haven't run any time tests, but it seems at least four times as fast as InDesign CS2 on the same machine. Gone is the spinning wheel that was so common – and painful – in the previous version. I feel like nothing is holding me back as I move through a document, making changes and creating special effects almost effortlessly.

There are so many different ways to purchase CS3 products (and you *will* want to purchase them) that it's probably best that you go to Adobe's Website and see the options for yourself. I installed the Designer Professional Suite which includes Dreamweaver, Flash, Acrobat Professional, InDesign, Photoshop, Illustrator and Version Cue, among others.

The cost for this massive version ranges from \$440 (US) for folks who own Creative Suite 2.3 to \$1,799 (US) for folks who don't own a copy of Photoshop, InDesign or any previous CS title.

CS3 is an incredible upgrade. Don't walk – run to your nearest software dealer to get your copy.

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

*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

Lorraine Ahearn, a columnist for the *News & Record* in Greensboro, was presented the North Carolina chapter of the National Alliance on Mental Illness's 2007 Media Award in March for her examination of the effects of mental health reform on children and adults.

Gregory Bond was named sports editor in March of *The Enterprise* in Williamston and *The Weekly Herald* in Robersonville. Bond formerly was a sports reporter for *The Daily Herald* in Roanoke Rapids and *The Jackson* (Tenn.) *Sun*.

*The Daily Record* in Dunn is mentioned in "Made To Stick," a book on the New York Times Bestseller list. Written by brothers Chip and Dan Heath, the book examines why certain ideas are successful and others aren't. *The Daily Record* was cited for its frequent use of names to attract readership.

Shannon Fenner in January was named the general manager of *The Stokes News* and *The Weekly Independent* in Stokes County. She has been with the papers since 1988, most recently as an advertising representative.

Matt Irvin was named managing editor of the *Stanley News & Press* in March. Irvin replaces Joel Barrett, who left to become an executive editor with the Southern Rhode Island Newspapers group. In other changes at the paper, B.J. Drye was

named pagination editor and Ryan Starnes was named production manager.

Pete Ryall joined the *Asheville Citizen-Times* in March as press-room manager. Ryall previously worked as press manager for the *Fort Myers News-Press* in Florida.

Natalie Scott, a senior at First Flight High School in Kill Devil Hills, was selected the North Carolina High School Journalist of the Year by the NC Scholastic Media Association. Scott received a \$500 scholarship award from the North Carolina Press Foundation.

Bob Sutton, sports editor of the *Times-News* in Burlington, was selected in February as the top sportswriter in North Carolina for 2006 by the National Sportscasters and Sportswriters Hall of Fame.

Madison Taylor has been named editor of the *Times-News* in Burlington. Taylor, the former managing editor of *The Daily News* in Jacksonville, succeeds Lee Barnes, who became features editor of the Richmond (Va.) *Times-Dispatch* in April.

Erin Zureick, a junior from Cincinnati, has been selected to become the 141st editor of UNC's *The Daily Tar Heel* in Chapel Hill, beginning in May. Zureick was the paper's University desk editor this past school year.

## Obituaries

Aubrey Lee Dickson, 67, a 44-year veteran of *The Charlotte Observer's* printing department, died Feb. 15.

Joseph Davidson McLean, 80, died Feb. 16. McLean was a former sportswriter for *The Fayetteville Observer* and a writer and editor for *The News & Observer* in Raleigh.

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Chapel Hill

**May 18-19, 2007**

NC Newspaper Production Conference  
Research Triangle Park, Durham

**June 7-8, 2007**

NCPA Advertising Conference  
Charlotte

**June 15**

On the Road  
Gastonia

**July 26-28**

NCPA Annual Convention  
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