

NCPA a plaintiff in suit over e-mail destruction

In April your North Carolina Press Association signed on as one of the plaintiffs suing Gov. Mike Easley over administration policies concerning the destruction of government e-mails.

The decision to file a lawsuit was not entered into lightly and came after several attempts to resolve the matter outside of court.

Gov. Easley formed a committee to review the state's e-mail policy and perhaps even recommend changes that could end up treating e-mail differently than other public records. It has met a few times and NCPA representatives have testified before the committee.

The issue first came to light when the governor told reporters from The News & Observer at Raleigh that he had "chunked" (i.e. threw away) a letter he received from Carmen Hooker Odom, the former head of the Department of Health and Human Services.

More revelations would follow. Fired DHHS spokeswoman Debbie Crane told people attending the Sunshine Day event at Elon University that she and others in state government were told to delete e-mails to and from the governor's office each day.

Notes taken by other public information officers seem to back up Crane's story. The governor's lawyer contended the notes could be interpreted differently, saying the truth would only be known by asking the people who took the notes. Of course those authors had been instructed not to talk to the media because of the threat of a lawsuit.

During the process, a publication concerning state e-mails as public records came to light. The stated policy recognizes that e-mails "sent or received in normal business practices" are public records.

However, it goes on to give individual state employees to the power to destroy their e-mail if they have

Want to find out more?

NCPA has a new resource available online. It's called The e-Background. The Web site contains links to stories and editorials from newspapers and others concerning the issue. You can also find official government statements. Download a copy of the lawsuit and other documents. You can find The e-Background by going to the NCPA Web site at www.ncpress.com.

"short-term value" or "when they no longer have reference value to the sender or receiver." No mention is given to whether the e-mail has any value to the taxpayers and citizens who would otherwise have a right to inspect those e-mails.

The heart of the lawsuit is a plea for the governor, state officials and employees to follow the law as it is written.

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Are our carriers OK?
With steeply increasing gasoline costs, we asked members about it.
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ALSO INSIDE
North Carolina papers earned several awards in the **2008 SNPA NIE/Literacy competition**. Page 4
Please welcome a renewed **emphasis on 'sunshine'** and its main man, David Elliott Page 3



From the president

tdearman@statesville.com

Anyway you look at it, this group is a real value

Tim Dearman

This column is three-in-one. First is a report from the non-board meeting, second is an update on your office renovations and third is a reminder why your NCPA membership is more valuable than ever.

Your board meets four times a year – at the Summer Convention, in the fall, at the Winter Institute, and in the spring. The board meeting scheduled for April at Wrightsville Beach was canceled by a vote of members in favor of a telephone meeting for several reasons.

First, the staff was doing their usual extraordinary job of managing the association and there were no pressing problems. Second, the board met in late February and covered everything thoroughly. There would have been little to discuss. And third, the board decided your money could be put to better use. Board members pay their own transportation and lodging while NCPA pays for meals, meeting spaces and staff travel.

The saved money quickly found a good use when NCPA joined a lawsuit to protest violations of the Public Records by the governor.

Your NCPA office renovations are complete and I hope to see them soon. Executive Director Beth Grace and Controller Bobby Bracy

negotiated a lease extension with a lot of improvements including new carpet and paint, relocation of some walls, and glass doors into our newly renovated lobby.

Beth scoured the state for newspaper artifacts while Bobby updated our technology. You now have a modern and professional office with a theme that honors our newspaper members and the industry.

The final part of this column is about my renewed realization of how valuable NCPA is. The current public records defense is the latest example but they are many. Consider:

■ Revenue from NCPS can be a lifesaver, and with the work on the new online ad service there's a better chance than ever of landing some new revenue. If you're not a member, you can't be on the list of papers we tout.

■ The worst time to go it alone is during hard times. NCPA is only as strong as its membership – and we are successful in our legislative, training and education efforts because we have the strength of a large and dedicated membership. When trouble hits in the legislature, lawmakers get the message from 200-plus members.

■ You can't get free training from the best that North Carolina news-

papers and others, including SNPA, has to offer anywhere else. When your training budget is cut, we are an extension of your own in-house training program.

■ Where else can you get free legal advice from the premiere legal minds in the state, 24-7?

■ Free job postings. You don't get that if you're not a member.

■ Need industry info from your colleagues? One call to NCPA gets you that information. You don't get that if you're not a member.

■ Stand up for your industry and your colleagues – and they'll be there for you when you need help. Going it alone can be very lonely, and very costly

For the small investment you make based on your ad rates, you get double to triple the value in training, an ad sales force, and strong advocacy in the legislature that saves you thousands in unfair taxes and protects open government for your newspaper and your readers.

In short, NCPA continues to make North Carolina a state of great newspapers and keeping it a state good for newspapers.

Tim Dearman is president of NCPA/NCPS and publisher of Statesville Record & Landmark.

THE NORTH CAROLINA PRESS

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



North Carolina Press Association Mission Statement

■ To protect First Amendment freedoms; to keep public meetings and public records open; to keep the entire state government process accessible to the public.

■ To promote thorough communications among members and to encourage membership growth and activity.

■ To maintain high industry standards.

■ To represent the business interests of North Carolina newspapers.

■ To promote literacy throughout the state.



North Carolina Press Services Mission Statement

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

Lindsay WebsterNCPS Marketing Director

Leta PopeNCPS Network Advertising Director

www.ncpress.com



Attorney General brings some 'sunshine' back

John Bussian

The crowd at the NCPA Winter Institute legislative breakfast witnessed some open government history.

We not only heard Senate Majority Leader Tony Rand predict that General Assembly sessions will be streamed on the web and heard Attorney General Roy Cooper offer support for improving access to public personnel records, members were introduced to David Elliot, the AG's new point person on open government matters.

Not since current North Carolina Court of Appeals Judge Wanda Bryant led the Attorney General's consumer protection division has an Attorney General made one lawyer responsible for overseeing the open government landscape and advocating transparency in government.

Elliott comes to open government landscape well-schooled in the law.

Raised in Whiteville, he did his undergraduate work at UNC-Chapel Hill and obtained his law degree from Duke.

After graduating from Duke, David clerked for U.S. District

Judge Richard Erwin in Winston-Salem. He practiced law in Chapel Hill until 1996 when he joined the AG's Consumer Services Division as a deputy and served there until named to his current post as director of Victims and Citizens Services.

He has rapidly acquainted himself with North Carolina's Public Records and Open Meetings laws.

So much so, that he has begun organizing on-the-road trainings to promote the Attorney General's new "Guide to Open Government and Public Records," a joint publication of the AG's office and the NCPA.

The guide is written for public employees and officials in the field.

At least two trainings are planned in the next few months. The first already has been scheduled for May 13 in Gastonia. Future dates will be announced - watch ncpres.com for updates.

In his new role, Elliott resumes a proud tradition.

When the Sunshine Office first opened during Mike Easley's tenure as Attorney General, the office quickly became legendary in resolv-

ing press-government disputes in favor of openness.

That mission was guided by a series of N.C. Supreme Court rulings stretching back to the 1980s commanding that NC's Open Meetings and Public Records Laws be read broadly in favor of open meetings and disclosure of public records.

Exemptions to openness have to be read and applied narrowly. Any doubts about interpreting North Carolina open government law are to be resolved in favor of the public's and press's access rights.

Then-A.G. Easley's appointment of Wanda Bryant proved to be exactly the right tonic for a public sector that was increasingly prone to closed government meetings and to deny access to public records.

In a series of public records disputes between 1992 and 2000, the Sunshine Office intervened to recommend disclosure of government records. The Sunshine Office and Bryant became synonymous with open government.

Here's hoping that history repeats itself.

Thanks for giving the office a newspaper flavor

To: NCPA Members
From: Your NCPA staff
Re: Thank you!

Here is a list of members who have contributed memorabilia to our office-wide renovation at NCPA's headquarters in Raleigh.

Thanks to all of you who combed through closets and attics to share a part of newspaper history with us.

The renovation is almost complete (watch for a virtual tour on our web site

soon!). But we still would welcome great items to display or hang on the walls!

We especially welcome old newsracks or signs to use for wall decoration. Anything of historical value about the NCPA would also be very welcome.

All items should have your newspaper's name on it - or the logo of any N.C. newspaper. The goal is to honor and remember our strong history of newspapering in North Carolina.

Questions? Contact Beth Grace at beth@ncpress.com or (919) 789-2090.
Thank you to:

The Charlotte Observer
Doug Marlette commemorative page

Duke Chronicle
Two large front pages from the 1930s on foam board

Times-News, Hendersonville
Newspaper rack
Antique newspaper price sign
Newspaper tube
Negative of April 1, 2007 front page
Antique newspapers

High Point Enterprise
Two newspaper tubes
Newspaper route available sign
Book about High Point
T-shirt and coffee mug

Tryon Daily Bulletin
Antique desk chair
Metal plate of linotype machine
Wood printing block - NC National Bank

The Wilson Daily Times
Antique typewriter
Ad signs featuring Dave Jones
Copy of NCPA presidential caricature of Elizabeth Swindell, first woman president of NCPA (1963-64)

N.C. papers take NIE/Literacy honors, get valuable lessons

Here's a wrap-up of the 2008 SNPA-NIE conference held in April at Meredith College in Raleigh:

■ Gretchen Letterman from the St. Petersburg Times described collaborations between NIE and the newsroom that support teaching with in-depth series that appear in the newspaper.

■ Robie Scott from the Post and Courier in Charleston described a local school that uses advanced technology and the newspaper's development of lessons that rely on its e-edition.

■ Sandy McGehee of Brownsville Herald in Texas and Margaret Chance of Sun Journal at New Bern outlined a one-day workshop conducted by selected teachers who use newspapers in their classrooms.

■ Sandra Cook summarized research that supports the use of newspapers for educational purposes.

■ Vicki Whiting spoke on expanding marketing efforts, particularly to moms who influence buying decisions and affect attitudes toward reading.

■ Lu Shep Baldwin from Jones Media discussed strategies for obtaining sponsors

and offered two videos developed to show how teachers work with newspapers and how her newspaper works with a university to serve the community through a reading festival.

■ The News & Record of Greensboro and NIE Project Manager Jackie Pierce received this year's David Pego Community Service Award. This award is presented annually to a newspaper that is "doing the right thing" in its community.



Pierce

■ North Carolina Newspaper in Education programs received a total of 20 awards at the SNPA NIE conference. Other N.C. newspapers earned five first-place awards and six second-place awards; seven newspapers received third place or honorable mention.

■ Sandra Cook who works in Newspaper in Education for the N.C. Press Foundation received a lifetime achievement award for professionals with 10 or more years in NIE.

And the winners are:

North Carolina winners in the SNPA NIE/Literacy Contest by circulation category. (HM = honorable mention)

Civic Engagement

25K and under

1st *The Daily News*, Jacksonville; POW/MIA Awareness Week

Best In-Paper Content

25K and under

2nd *The Free Press*, Kinston; NIE Friday

HM *The Daily Reflector*, Greenville; Yes! Column

HM *The Wilson Daily Times*, Wilson; teenINK!

Best Promotion

25K and Under

1st *Sun Journal*, New Bern; Sponsorship Flyer

2nd *The Free Press*, Kinston; Leaders for Literacy

HM *The Daily News*, Jacksonville; Make a Difference

25K-75K

1st *The Gaston Gazette*, Gastonia; Teen Newspaper Magazine

Best Revenue-Development Idea

25K and under

1st *The Daily News*, Jacksonville; Edible Christmas Candy Classes for Literacy

2nd *The Daily News*, Jacksonville; Adopt a Shelter Dog Month

25K-75K

1st *The Gaston Gazette*, Gastonia; Do the Right Thing

2nd *Times-News*, Burlington; Current Events Challenge

Best Teacher Training

25K and under

2nd *Sun Journal*, New Bern; Inspire & Enlighten with NIE

3rd *The Wilson Daily Times*, Wilson; Character Education Workshop for Teachers

Best NIE/Literacy Idea

25K and under

3rd *The Daily Reflector*, Greenville; Staying Healthy for ADULTS

HM *The Daily Reflector*, Greenville; World and N.C. Map

Over 150K

2nd *The News & Observer*, Raleigh; Romeo & Juliet: Shakespeare for a New Generation Project

Tie: 3rd *The News & Observer*, Raleigh; Clean Air Supplement

CALENDAR

May 9

NCPA and UNC School of Journalism and Mass Communication Newspaper Academy

May 16-17

N.C. Newspaper Production Conference

June 3-5

SNPA Foundation Traveling Campus at Columbia, S.C.

June 19

2008 NCPA Advertising Awards Ceremony. Sheraton Raleigh Hotel.

July 17-19

NCPA Summer Convention Crowne Plaza hotel at Asheville

Feb. 12-13, 2009

Winter Institute at Embassy Suites, Cary

Ad network training on CDs makes staff participation easier

You've heard that good things come in small packages? Well, coming soon you'll be getting a CD from NCPS that most certainly will be a good thing.

In these times we know the training budget is tight and the demand for new income is even stronger than before.

This Press Services CD will help on both fronts, providing your sales staff with free training right at their own computer and outlining how your paper can make money from participating in one of the advertising networks sponsored by NCPS.

The North Carolina Statewide Classified Ad Network and the North Carolina 2x2 Display Ad Network were designed as an additional revenue source for the participating network newspapers.

When a network ad is sold by the newspaper rep, the newspaper re-

tains 50 percent of the ad cost. It is an easy way for your paper to make \$165 for placement of a classified line ad in 118 newspapers - or as much as \$8,580 for a 52-week schedule for that advertiser! (Yes, there are several advertisers that run their ad each week on the network.)

The 2x2 network is an ROP program, and the 74 participating newspapers place the network ads in various sections of their paper. The papers also determine the day of publication of each ad during the week as selected by the advertiser.

The flexibility allows for a network rate of \$1,400 and a very cost-efficient buy for your customer.

Why not add \$700 to your revenue for one of those 2-column by 2-inch ads to be published on the network?

Visit www.ncpress.com to see a list of the participating papers. Is your newspaper on the list?

More on the lawsuit See Page One story

What the lawsuit seeks from the state

- A declaration that the actions taken and policies violate the Public Records Law;
- A restraining order preventing implementation of the previous policy on e-mails;
- An order from the court to require the governor and the various state departments to comply with the law;
- An order to "take all measures available" to retrieve the deleted public records;
- An order to compel the governor and state to make available any documents that have not been previously made available; and
- An award to the plaintiffs covering their attorney fees.

The plaintiffs in the e-mail case

- The News & Observer
- The Charlotte Observer
- The John Locke Foundation
- The Fayetteville Observer
- The Associated Press
- North Carolina Press Association
- Media General Operations
- Freedom Communications
- Freedom East North Carolina Publications
- The Wilson Daily Times
- Boney Publishers

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ATTEND THE 2008 NEWSPAPER ACADEMY
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John Pea

The gap may not be big, but help out the seekers

Note to self: Investigate job in the report-making business. Apparently it's a booming field.

Doesn't it seem there's a new report about the state of our business coming out all the time?

The latest comes from the Associated Press Managing Editors group in conjunction with the Donald W. Reynolds Journalism Institute. It is titled "Local Readers and the Newsroom: The Online Credibility Gap." (This is one of those cases an old editor would ask, "did the headline writer actually read the story?" The title seems to me to be a stretch.)

Don't get me wrong, the report contains some interesting information, but while the survey finds a few areas where the public and newsroom editors vary, generally speaking the two sides' views aren't radically different.

The chart at the right takes a look at what the two groups consider to be traits of good journalism and applies them to the online product. It comes as no surprise that editors are more skittish than the public about anonymous comments and journalists giving their opinions on stories. But even the public wants reporters to clearly label their opinions as such when they give them.

When asked to compare the trustworthiness of the Web report versus the printed product, 75 percent of the public and 74 percent of editors said they were equally trustworthy. No big gap there.

Some interesting information

Beyond the issue of good journalism, the report provides some statistics about online local news.

When asked about their primary source for local news, 33 percent of the public said the local newspaper; 47.2 percent said local television;

8.2 percent said local radio; and 7 percent answered the Internet.

Among the 7 percent who chose "Internet," 37 percent went to the Web site of the local newspaper while 28 percent went to a TV station's Web site. About a quarter went to an independent compiler site such as Yahoo.

The survey finds just 17 percent of the public going to the Web for local news on a daily basis.

That leads us to my "aha!" finding of the report.

Question: "When getting local news through the Internet, is it usually because you seek out the news or is it usually because you just happen to come across it (i.e. find)?"

You might recall that in last month's column on the State of the Media report, we discussed how Internet users preferred seeking out what we would call advertising rather than finding it on our Web sites.

Not surprisingly, in this survey 67 percent of the respondents said they sought out the local news they wanted. Only a quarter just happened to find the news.

In other words, for a successful online news operation, you've got to let people know every day what's new on your Web site.

Promo ads in your printed product are nice, but I think they'll only really work when they highlight a specific piece of unique content. Generic house ads about the value of your Web site won't get the hits.

I think this finding also points out how critical e-mail alerts are in creating a successful online news site. Not only are you making it more likely that the receiver will seek out the story, but a hyperlink will make the job a snap.

If you aren't already using e-mail alerts, don't wait, start it ASAP.

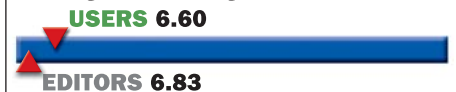
You can seek a copy of the APME report at www.ncpress.com.

Attributes of good journalism online

Compares answers of editors to those of internet users on what effect certain issues have on their concept of what is "good journalism" in the online world.

7 Very Beneficial 1 Very Harmful

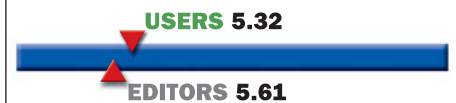
Getting the facts right.



Inviting users to participate without using their real identities.



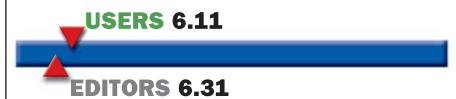
Providing depth by links to content published by other sources



Journalists enforcing standards on such matters as crude language and personal attacks.



Journalists limiting their roles to being independent observers & producing fair news coverage or clearly labeled commentary.



Journalists joining the conversation online and giving personal views.



Gasoline prices hurting some circulation forces

With gasoline prices on a steep incline lately, we wondered how our members' carrier forces were holding up.

We invited publishers and circulation directors to answer an online survey on the impact they are seeing at their own newspaper.

Forty-two newspapers responded to this survey.

The result? Some are having problems finding carriers while many are hearing grumbles from the dock.

We also asked those responding for any carrier retention programs they may be using. Below you'll find answers from many of those papers.

Pay the carriers twice a month, compared to monthly.

We've had relatively low carrier turnover. We have made adjustments in the past for gas, route distance, etc. Can't afford to any longer.

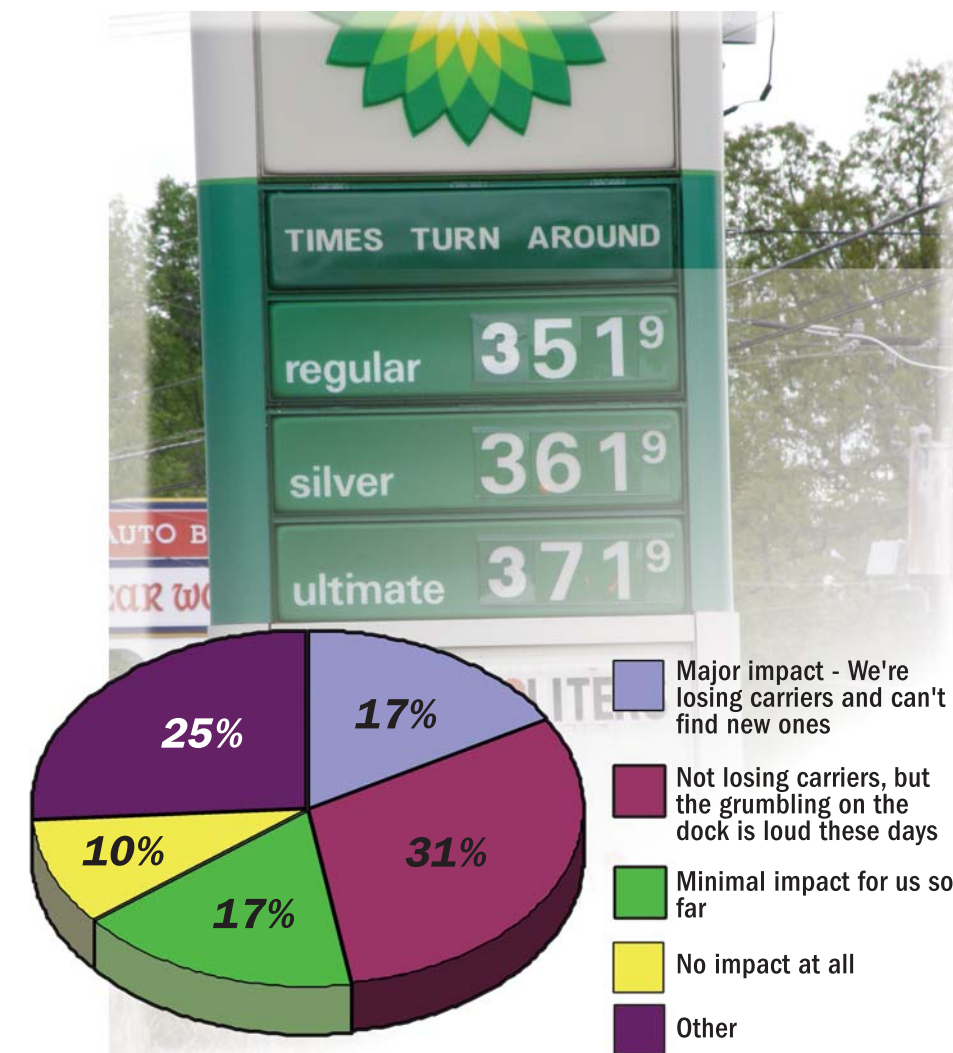
We are running house ads every Saturday urging subscribers to convert to office pay and save the carrier the expense of collecting. Also, trying to cut down on the amount of off-road (driveway) delivery. We have had contests giving away gas cards, etc. We pulled a carrier up to the top of the route order on their birthday and print the info on all bundle tops that day. Carrier cook-out around July 4th, watermelon on the dock, etc.

Meetings with pizza and beer. (Note: No, we don't know which paper submitted that idea.)

We have to raise route allowances (subsidies). We also give everyone a \$5-\$20 gas card when prices climb rapidly or break a predetermined threshold.

We subsidize gas at certain volume levels.

Implemented service rewards programs that include gas cards as a reward for acceptable service levels based on period-



long service. If a route is showing growth of customer base, they are also rewarded with the option of fuel or gift cards for staying even or ahead of their active subscriber base from prior year.

We have a carrier bonus program based on new starts written, service, Easy Pay subscribers and PIA percentage on the route. Some carriers can achieve as high as \$150 extra per month depending on the price of gas. In addition we are currently paying \$25 per new PIA start written by each carrier. We just recently went up from \$20.

We gave them a gas allowance when the price rose above \$3 a gallon and took it away when it dipped below.

We are small and primarily mail our papers, but we have had to up the mileage

for delivery persons who use their own cars.

We are very nice to them.

We are trying to give gas cards for good service.

We instituted a "gas subsidy" last summer based on their route mileage and the cost of gas. We also pay for new starts carriers bring in.

Service-related programs with gas cards seems to work best.

Have had the same carrier about six years. I pay him a little more than I had paid others, and it has worked well.



Kevin Slimp

Like it or not, it may be time to update software

There seems to be a recurring theme in my e-mail lately. Problems related to outdated and just re-released applications seem to abound. Fortunately, my e-mail includes enough variety to keep things interesting. Below are a few of the calls for help I've received over the past few weeks:

From Scott, in Tennessee

Our staff has finally migrated completely to OS X Macs and applications. Our ad builders are creating ads in InDesign and exporting them out as PDFs. The pagination department has no trouble importing these ads, using InDesign CS2 and CS3.

However, our sister paper is still using QuarkXPress 4.11 in a classic Mac environment. The spot color ads, once placed on the Quark pages, are separating on all four plates.

The latest QuarkXPress PDF import filter I can find is version 1.6. What setting within InDesign CS3 can our ad builders use to create spot color ads exported as PDFs that will separate correctly for our pagination staff using InDesign CS2 as well as our sister paper, using QuarkXPress 4.1?

Kevin: Well, Scott, the problem isn't in InDesign or QuarkXPress. It's in the way you're creating the PDF files. Files exported from InDesign, as well as other applications, simply cause lots of problems when printed.

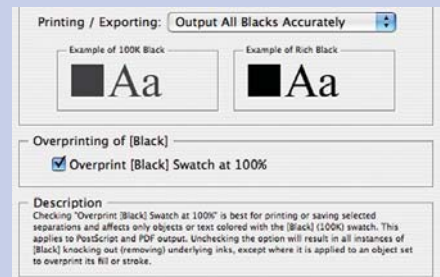
Your staff should be creating PostScript files of the ads, then converting them to PDF using Acrobat Distiller. That should take care of the problems you've been having.

(Scott sent a note a few days later to let me know this fixed the problem.)

From Tami, in North Dakota

In InDesign, I've designed a two-color envelope with a graduated screen in the background with small type over it. When I print it, there is a knockout behind all the text (causing registration problems). I would like to set it so it wouldn't knock out the screen behind the 10-point type. Where do I find that setting?

Kevin: That's an easy one, Tami. Go to your InDesign Preferences and look for Appearance of Black in the sidebar. There is an option to Always Overprint Black. Select that option and all should be well. (Note: Tami wrote back to report this fixed her overprinting problem.)



From Shirley, in Minnesota

Is there a difference if you print to PostScript, then distill, versus exporting to EPS and distilling?

Kevin: Yes, Shirley, there's a big difference. Although saving a file as EPS, then distilling, works fine in most cases, saving a document as a PostScript file first is more dependable. Fortunately, the recent versions of InDesign and QuarkXPress make writing a PostScript file as easy as clicking a couple of buttons.

From Doug, in Rhode Island

I received a PDF, used Pitstop 4.6 to preflight it and the report did not indicate any errors. When I converted the PDF to an EPS, imported it into a Quark document (version 4.1) and sent it to our Harlequin RIP, the photos dropped out. According to the report (attached) the PDF was created in Illustrator. Did the photos drop out because they weren't attached correctly to begin with?

Kevin: Doug has run into a problem that's becoming more prevalent. Older applications, including QuarkXPress 4.1, just can't handle some of the new technology being used today. PDFs now contain features, such as transparencies, that weren't available back in the 90s, when QuarkXPress 4 was released.

It's time to admit that newspapers can't continue to use old software without paying a price. I've received frantic calls from newspapers that couldn't get their pages to print or faced other deadline emergencies due to old software.

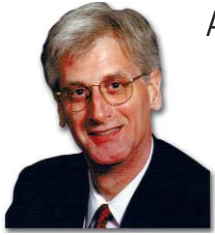
Several newspaper groups pay a hefty fee for my advice. Let me give you some free advice. Update your technology before it's too late.

From Nancy, in Saskatchewan

PageMaker is driving me crazy. Whenever I create PDFs (I use InDesign & Acrobat Distiller) and send them to Mac PageMaker users, especially if they contain spot colors, they can't seem to print them correctly. Tell me there's a secret you can share to correct the PageMaker problem.

Kevin: This isn't a problem you created, Nancy. It's hard to believe PageMaker is as old as it is. I started using the application in the mid 80s, when it was first released. It won't even run on newer Macs.

I find it hard to believe newspapers can stay in business but can't afford to upgrade from PageMaker to InDesign. If that's the case, I suspect they won't be in business much longer. I tried to put that as gently as I could, Nancy.



SWOT not just for internal use, try it on your clients

John Foust

Libby provides her advertising clients with creative services that extend far beyond ad layouts and headlines. “I found a helpful idea in one of our staff meetings at the paper,” she told me.

“We were doing a SWOT analysis on a new business recommendation, and I was impressed by the way the formula helped us see the situation objectively. So I decided to add SWOT to my sales toolbox.”

SWOT represents four areas in the evaluation of prospective business initiatives: Strengths, Weaknesses, Opportunities and Threats. By focusing on these four areas, decision makers are able to gather and organize relevant information.

“What I like about it,” Libby explained, “is that the SWOT formula is simple and effective. Clients grasp the concept quickly, and it doesn’t require a lot of explanation.”

Libby told me about a new business that had opened in her market. In their first appointment, the marketing manager said that top management was considering putting the entire advertising effort into one big announcement – a full-page, full-color ad.

Libby knew it was a bad idea to run just one ad, but also knew that she had to be diplomatic in talking about it. So she suggested a SWOT analysis.

Strengths: “It was important to start with positives,” Libby said, “and it was important to work through the process together. I took out my legal pad, and we made a list of the good things about a full-page, color ad. For example, the ad would stand out in that issue of the paper, it would present the advertiser as a serious entry in that product category, and it would give employees a sense of pride.”

Weaknesses: This step allowed Libby to help the advertiser understand the value of repetition in advertising. Their list of weaknesses included things like: One ad would quickly disappear from readers’ radar screens, and competitors could get the “last word” by running ads to answer their message.

Opportunities: By the time they got to the third step, the advertiser was ready to discuss alternative plans that could be of interest to top management. They examined how a budget could be distributed throughout the year, potential campaign themes, and the best times to advertise certain products and services.

Threats: Here they talked about internal and external threats to the opportunities they had listed. Internal

threats included budget issues, as well as possible resistance from others in the company. Most of the external threats dealt with questions about how competitors might react to their marketing tactics.

“After our analysis, it was easy to develop an action plan,” Libby concluded. “The marketing manager shared his concerns with his immediate boss – note that the concerns were now his, not mine – and we set up a meeting for all three of us to discuss possibilities. The result of that meeting was a long-term ad campaign in our paper.”

Add the SWOT formula to your sales toolbox. Properly used, it can help you become a better marketing partner.

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You can see John Foust in person at the 2008 Newspaper Academy May 9. He will be conducting the seminar “Layout Skills for Sales People.” For more information go to our Web site, www.ncpress.com.



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Charlotte a Pulitzer finalist

The *Charlotte Observer's* investigative work "Sold a Nightmare" was one of the three finalists for this year's Pulitzer Prize for public service.

The series focused on the Charlotte area's high rate of foreclosures and the sales practices of one of the nation's largest homebuilders.

This is the same work that won first place for public service in the latest NCPA News, Editorial & Photojournalism Awards.

In a column on being one of the finalists, Editor Rick Thames wrote,

"Had these *Observer* journalists not shined a light on the questionable practices ... in the subprime mortgage meltdown, who would have?"

Thames continued his column by thanking the newspaper's readers. "Every time you read *The Charlotte Observer* and *Charlotte.com*, you support the journalistic excellence that we strive to achieve for this great region. Without you, none of it would be possible. With you, this vital light will keep shining."

The winner of the Pulitzer Gold Medal for Public Service this year



was *The Washington Post* for its coverage of the problems at Walter Reed Army Hospital.



Smoky Mountain News adds national magazine to fold

The owners of *The Smoky Mountain News* at Waynesville have purchased *Smoky Mountain Living* magazine. It is a nationally distributed lifestyle publication printed four times a year.

Smoky Mountain Living was started eight years ago and is available in bookstores nationwide.

"*Smoky Mountain Living* magazine is a successful venture that is a smart buy for advertisers and a great read.

"We plan to use those past successes and our experienced and creative staff to make this the best magazine in the region," said Scott McLeod, publisher and editor of *The Smoky Mountain News*.

Oswald family sells its four newspapers

Cape Fear Newspapers Inc. purchased *The Wallace Enterprise* and three other newspapers owned by the Oswald family. The sale became official on April 1.

The Oswald family has owned the *Enterprise* for 80 years. Included in the sale were the *Richland-Beulaville Advertiser News*, *Warsaw-Faison News* and the *Pender Chronicle* of Burgaw as well as Info-Pak, a commercial printing plant and an office supply store.

Cape Fear Newspapers is owned by E. Wilson Koepfel and Jeffrey



T. Stumb. It's parent company is Main Street Newspapers Inc., based in Salem, Va.

Koepfel will be publisher of the recently purchased newspapers.

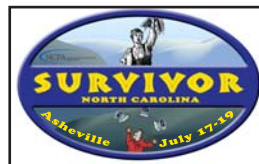
Online paper changes ownership

The Raleigh Chronicle, an online newspaper and associate member of NCPA was sold in April. The new owner is *The Raleigh Downtowner*.

Founder and publisher Randall Gregg, who started the *Chronicle* in 2006, said that he wanted to turn the newspaper over to the new

owners at the height of its popularity.

Raleigh Downtowner newspaper is a print-only periodical in the downtown Raleigh area. Gregg also started the *Downtowner* but his brother took over ownership just after it was started so that he could launch the *Chronicle*.



Summer Convention 2008 Update:

The leading contenders in the N.C. governors race have been invited to attend and answer your questions. No commitments yet, but it's pre-primary.

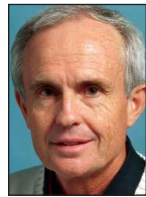
News of N.C. newspaper people



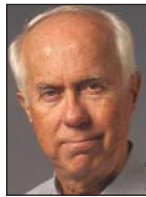
Brooks



Callaway



Carr



Oppel



Reisz



Vance



Weaver



Welker

Carol Brooks has rejoined the staff of the *Jamestown News*, this time as both a designer and reporter. She was with the *High Point Enterprise* and *Thomasville Times* for more than 30 years as an ad designer.

Todd A. Callaway has joined the *Hickory Daily Record* as managing editor. He most recently was city editor of the *Hendersonville Times-News*.

News & Observer reporter **A.J. Carr** has been named the North Carolina sportswriter of the year by the National Sportswriters and Sportscasters Association and Hall of Fame. He is to be honored during the association's annual awards banquet in early May. **Mary Garber**, a former sportswriter at the *Winston-Salem Journal* and one of the first female sportswriters in the country, will be inducted into the National Sportscasters and Sportswriters Association and Hall of Fame.

Michael Graybeal, sports editor of the *Jefferson Post* at West Jefferson, won the Western Division Daryl Mitchell Award from the North Carolina Comprehensive Community College Student Government Association. Graybeal is the president of the SGA at the Ashe Campus of Wilkes Community College.

Jeffrey Green, former publisher of *Asheville Citizen-Times*, has been named chief marketing officer for Fayetteville Publishing, parent firm of *The Fayetteville Observer*, and the publisher of the company's IWANNA publication in Asheville.

Bobbie Jamison, a photographer for *The Dispatch* of Lexington since 1999, retired from the paper in March, but will fill in during vacations.

The Clayton News-Star recently honored **Shirley Johnson** for her 20 years of service to the newspaper. According to that day's front-page story on her, to the community "she is *The Clayton News-Star*."

Rich Oppel, former editor of *The Charlotte Observer*, will retire June 1 as editor of *Austin American-Statesman*.

Chuck Reisz, editorial page editor of the *Star-News* of Wilmington since 1980, has retired. **Tricia Vance**, deputy editorial page editor, moved into Reisz' spot. She has been with the newspaper for almost 22 years.

Jefferson Weaver, a staff writer and columnist for *The News Reporter* of Whiteville, was honored by the CUE Center for Missing Persons based in Wilmington. Weaver received the group's Keeper of the Flame Award, which honors a person who "goes beyond the call of duty."

Steve Welker has joined *The News Herald* of Morganton as managing editor. He most recently founded and managed *SurryBusiness.com*. Earlier he was editorial page editor and editor of *The Mount Airy News*.

Deaths

Kenneth "Buster" Mitchell, 60, former custodian of *The Daily Courier*, Forest City, for 26½ years. Died March 19 at *The Daily Courier*.

Daily Tar Heel's 142nd editor named

When junior Allison Nichols came to UNC as a freshman in 2005, she signed up to be a part of several student organizations, the student newspaper being just one of them. But it was at *The Daily Tar Heel* she found her niche, rising to the top leadership post with her selection as the paper's 142nd editor-in-chief.

Nichols, from West Chester, Pa., will edit the paper for the 2008-09 academic year, taking over May 1. She plans to strengthen online coverage and expand multimedia offerings.

"It's hard to describe what I felt when I found out," Nichols said. "The shock and excitement are still sinking in."

Nichols, a comparative literature and journalism double major, started at the DTH as a university desk writer in 2005. She became an assistant state & national editor her



sophomore year and then served as managing editor this year.

"I fell in love with the DTH because in it I found a group of the most passionate and engaged people I'd ever met," Nichols said.

Among Nichols' plans is to add a managing editor for online media and expand online content in hopes that it will appeal to the busy student readers. She also will focus on the visual side, adding more photo stories and graphics.

By Mary Cole Allen

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:

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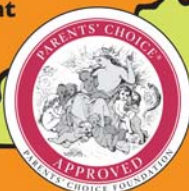
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