

Back-to-school time

Are we seriously talking about back to school at a time when your news staff is struggling to come up with yet another different way to cover graduations?

You bet. Only this call for going back to school is for your news and advertising staffs, particularly those who might be relatively new to the whole business.

For eight years, your North Carolina Press Association and the faculty and staff of the School of Journalism and Mass Communication at UNC in Chapel Hill have combined efforts to provide low-cost training for newspapers during a one-day event on the university campus.

But time is running out for you to take advantage of this year's training.

The final registration deadline is May 5. For your convenience, we've included a registration form with this newsletter.

Five tracks are available for participants to follow, based on topic areas and experience. Attendees may stick with one track for the entire day or mix and match for the most effective training for them.

A box lunch is provided as part of the registration fee. Parking is available for a fee at lots in downtown Chapel Hill.

For more information, go to www.ncpress.com.

8TH ANNUAL NEWSPAPER ACADEMY

9:30 a.m.-4 p.m. May 8
Carroll Hall
UNC-Chapel Hill



List of courses

Journalism 101 Track

News Writing and Story Structure Ideas

Get ideas on how to shape and structure your news stories to best reach your audience.

Copy Editing Basics: Reading Stories with an Editor's Eye

An overview of editing techniques.

Basic Libel

A briefing on libel law and tips on avoiding legal trouble.

Professional Problems and Ethics in Journalism

A primer on key tenets of ethics and discussion of unique situations facing journalists.

Reporting Track

Crime Reporting

Dealing with law enforcement and the public in covering crime.

Computer-assisted Reporting on the Beat

We'll focus on using CAR to help you find and generate unique stories and enterprise reporting that has impact.

Covering the Latino Community

Gain insight into North Carolina's Latino population and ways to report on issues more effectively.

Finding the Master Narrative

Learn to look for the often subtle tensions on your beat.

Editing

Editorial & Column Writing

A look at the fundamentals of successful persuasive writing.

Using Alternative Storytelling in Print and Online

This session will help you learn how timelines, checklists, Q&A and other story forms can pep up your coverage.

Principles of Newspaper Design

Learn the principles of effective page design.

Photojournalism 101 in the Real World

This concise workshop aims to help you make the most of your situation, geographic location, photo experience regardless of equipment.

Multimedia Track

Video Basics for Print Journalists

Pick up a few tips and tricks that might help you get better videos on your Web site.

Online Newswriting and Editing 2.0

Learn how to tailor writing and editing techniques for the online environment.

The Boss Told Me to Go Do Multimedia... Now What?

This session will cover basic planning, gathering and editing techniques.

Fusing Print and Online

You still have a print edition but also serve the online world. How do you do both without driving yourself crazy?

Advertising Track

The Consultative Sales Process

Learn how to provide detailed instruction or advice on which solution best meets these needs for your advertisers.

Law and Advertising

Learn what you can do to avoid problems.

Comparative Selling

Learn how newspaper offers distinct advantages to advertisers.

How to Sell Online

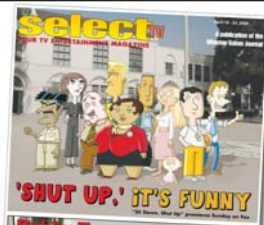
So the boss says you have to sell online ads too? Find out the basics of advertising on this different platform.

Registration form
on Page 13

Opting out

Winston-Salem Journal now gives subscribers a choice on their TV book

Page 12



ALSO INSIDE

Are you **social networking**? NCPA President Rick Thames discusses this new way of communicating with readers / Page 2

Having a **lobbyist in Raleigh** is important, but there's no substitute for contact by the folks back home. / Page 4



From the president

RThames@charlotteobserver.com

Social networking can expand your user base

Rick Thames

People who might have otherwise visited your Web site are now tempted to spend more time catching up with friends.

Don't miss an opportunity to be part of those conversations.

"Social networking," which began as a phenomenon among young people, is growing at an astounding rate among middle-age and older adults.

Those adults make up much of the core readership of newspapers and newspaper web sites. It's safe to assume some are trading news-reading time for time on Facebook, MySpace, LinkedIn and twitter.

Are you part of a social network? If not, sign up and discover for yourself how inviting networking can be.

Here is proof by the numbers. Of all adults who go on the Web, more now participate in social networking (67 percent) than use email (65 percent). This, according to a new study by Nielson.

Other findings of that study:

- Two-thirds of the entire world's Internet users participate in social networking.
- Social media accounts for almost 10 percent of Internet time.
- Facebook is the fastest-growing social network. Its greatest growth

has come from 35- to 49-year-olds, and it has added twice as many 50- to 64-year-olds as those under 18.

What are all these people doing? Sharing anything and everything with a virtual community of people they trust.

That includes idle thoughts, personal updates, deep discussions, gossip, revelations, photos and – probably most important to you – content they've read and want to recommend.

You want people recommending what you've published.

I happened upon someone like that as I began writing this column on a return flight to Charlotte. A young man seated by me told me he is a big fan of *The Charlotte Observer's* NASCAR writer, David Poole.

Jeff Goddard, 32, owns a marketing firm that has race drivers as clients. He, his wife and three young children live in Mooresville, just north of Charlotte. His business requires frequent travel.

"Given all that travel, I wouldn't guess that you subscribe to the paper," I said.

"No, I don't," he said politely.

"How about our Web site, CharlotteObserver.com?" I asked. "Go there much?"

"Yeah, some. When I want to

check on the weather back home. Stuff like that."

So, how does he even know about David Poole, much less read his work? Goddard's Facebook friends in the racing world recommend stories that Poole wrote, providing a link to CharlotteObserver.com.

Goddard also found Poole's own Facebook page, and is now a "friend," a designation that allows him to follow all that Poole posts there.

Goddard also uses Facebook for his business. When we met, he was returning from a meeting with a new client, an up-and-coming driver who first contacted him on his Facebook page.

I asked Goddard how much time he normally spends each day on Facebook. He thought a moment, then said: "Oh, two, three hours."

Goddard doesn't go find the news he wants. It finds him. And if it's not inside his network of friends and business associates, he's not likely to hear about it.

That's why so many newspapers are now launching vehicles inside these networks. It's one way their news can easily find people like Goddard.

Continued on Page 3

THE NORTH CAROLINA PRESS

Beth GracePublisher
Holly JohnsonEditor
John PeaManaging 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. 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 WebsterNCPA Marketing Director
Leta PopeNCPA Network Advertising Director

www.ncpress.com



NCPA's very own space on Facebook already has some followers.

Social

Continued from Page 2

The Charlotte Observer and *The News & Observer* of Raleigh are among North Carolina newspapers with Facebook pages. Steve Gunn, the editor who launched Charlotte's page, offers four reasons why every newspaper should try one.

1. It's a great way to serve readers where they are. "As a practical matter," says Gunn, "you can put stories, photos and videos right under their online noses."

2. It's a great way to hear from readers. "You can get story tips, comments, and interaction you would not have on your normal news website."

3. It conveys that your paper is on the cutting edge of new media, both to the community and to your staff.

4. A new business model could emerge here. People are now exper-

imenting with ways to generate revenue through advertising and sponsorships for these sites.

I'm also pleased to tell you that your North Carolina Press Association has its own Facebook page.

"We had two goals – to raise the NCPA's profile on the Web and to learn firsthand how to use the new forms of social media," said Executive Director Beth Grace. "We can't help our members unless we know how to do it ourselves."

Beth says she especially appreciates that Facebook is user friendly for those who are not computer savvy and best of all, it's free.

The NCPA page has 40 "fans" – including folks the staff has never met.

We hope you'll go there and join in the conversation.

Reach Rick Thames at rthames@charlotteobserver.com, or 704-358-5001.



Help is just one phone call away.

NCPA Legal Hotline
(919) 833-3833

Five tips on getting your newspaper into social networking

1 Involve people in your organization who are active on Facebook, twitter, MySpace or comparable networks. They already get it.

2 Get a personal page on Facebook and sign up for a twitter account in your own name; or get a friend to let you check out their accounts. This will help you get a feeling for how it works.

3 Create a fan page for your newspaper on either Facebook or MySpace. Create at least one account in your newspaper's name on Facebook. Even if you are not going to immediately use it, you need to reserve the name now.

4 Post to your page short summaries of stories your audience would find interesting, with links to the full stories. Ask staffers who are interested (and there will be some) to be the administrators, making it an opportunity to try something new.

5 Market the new page to users through your paper and Web site. Invite folks to sign up to follow you or become your fans.

BONUS: Facebook, twitter, and other social media typically keep track of how many registered users there are in your area. Explore the sites to obtain that information.

Questions, comments or ideas for other uses? Contact Steve Gunn at 704-358-5077, sgunn@charlotteobserver.com or contact him on Facebook or twitter.



Hearing from back home better than from lobbyists

John Bussian

In the lore of lobbying state government lawmakers, there is one essential truth: Elected representatives prefer to hear the message from constituents.

The message has to be accurately and honestly delivered but still, the messenger is the key.

These principles matter even more when the legislative chips are down or in jeopardy – as they have been during the NCPA’s current fight against local option legal advertising on government websites.

In a perfect world at the General Assembly level, constituents would be in constant communication with their elected representatives, would know what was coming in a legislative session, and wouldn’t need to hire lobbyists. Unfortunately, there are too many bills for lawmakers to consider, and there is too little time to talk with constituents about all of them. So as a practical matter, lobbyists help constituents focus their contacts with lawmakers on the bills that matter most.

Why then isn’t it enough for the NCPA and other organizations to hire one or more lobbyists and turn over the job of running the legislative rapids to them?

The main reason is that lawmakers, at least at the NC General Assembly, see lobbyists all day long every day.

Lawmakers are hit with a dizzying amount of information and policy arguments from all sides of every issue. And with lobbyists engaged on all sides of every bill, lawmakers’ only real gauge of the importance of each bill is what lawmakers hear from home! That is, from you, at regular intervals!

There is another enduring value from regular contact with lawmakers. The more they hear from you, the more they stay tuned in to your interests.

As soon as a bill is filed, your representatives will be in better position to know how the legislation would affect you. They’ll know even before you have the first conversation on the bill!

In the NCPA’s case, that might mean that your representatives would know whenever a bill 1) seeking to reduce public access, or 2) burdens a free press (say, through Senate Bill 42’s criminalizing the posting of allegedly defamatory comments on the internet), they know you’ll have plenty to say about it.

It might mean that obviously offensive legislation never gets filed or, if it does, that it is pulled from fur-

ther legislative action.

Lawmakers tempted to argue that they don’t hear from us aren’t listening. After years of watching the NCPA in action at the General Assembly, they know. They know that bills eliminating access to public hospital records run counter to the Association’s guiding principles. They knew that the 7 percent circulation tax proposed in 2007 would hurt your operations. And they surely have a sense that allowing local government to choose not to run legal ads in newspapers will hurt you, your employees and the public.

The important point is – whether or not a lawmaker instinctively knows your interests – there is no substitute for your personal contact with your General Assembly delegation. That’s especially important with those representatives who sit on committees considering legislation that impacts newspaper publishing.

So when you hear the battle cry from the NCPA’s headquarters, pick up the industry’s colors. And pick up the phone to your representatives! Nothing less than the industry’s future is at stake.

Don’t forget you sign up your newspaper for www.ncnotices.com!

Introducing...

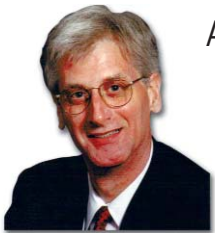


TimelyFeatures
Premium Quality MicroSites

The Fastest, Easiest Way to Monetize Your Web Site!

In today’s digital world, publications large and small are looking for new ways to improve their online presence and grow revenue with minimal effort and a high return. *Metro Creative Graphics* has developed *TimelyFeatures.com* as an interactive resource for your publication to offer a new online product that expands visitor traffic and increases advertising on your Web site. *TimelyFeatures.com* provides economical Web site development solutions through self-contained online special section MicroSites. It is like hiring a Web designer, Web developer and Web programmer to create 36 Web sites in one year at a single, cost-effective monthly rate.

METRO Visit www.timelyfeatures.com to view demos or call 1-800-223-1600 for more information.



Ad-Libs

jfoust@mindspring.com

One size does not fit all clients

John Foust

The advertiser laughed as he told me about a media sales person who had recently met with him. "None of that poor guy's examples were relevant to my business. He didn't make an effort to see things from my point of view, and he obviously gives the same presentation to everyone."

The advertiser's story reminded me of a concerned mother who described a visit to a doctor who was treating her eight-year-old son for a minor heart defect. To explain the problem, the doctor sketched a circle on a small notepad and said, "This is your heart." Then he divided the circle into four sections and drew a small dot to indicate the problem area.

With no warning, the little boy burst into tears. The woman put her arms around him and said, "Son, we've talked about this before. Why are you so upset?"

Between sobs he said, "I'm a monster." "A monster? What do you mean?"

He drew a Valentine shape in the air with his fingers and said, "Everybody else's heart looks like this. But he says mine is round. I'm a monster."

Realizing his mistake, the doctor said, "Of course, your heart looks like everybody else's. I just wasn't thinking when I drew a round heart." Then he continued his explanation, making an extra effort to communicate on his young patient's level.

Three points come to mind:

1. Use relevant examples in your

sales presentations. Each person – each business – is unique. If you do not tailor presentations to your individual prospects, you're wasting their time (and your efforts).

How do you achieve relevance? Before the presentation appointment, research the industry and the prospective advertiser's business. Then during the call, ask questions to learn about the specific marketing problems that he or she faces.

2. Be flexible. You could say that the doctor had it easy, because the child's tears signaled that something was wrong. With adults, it's not quite that simple. As a result, it is important to be on the lookout for signs that you are being misunderstood – or indications that your prospect is losing interest.

The surest way to take an interest-pulse during a call is to continue to ask questions. Strive for a two-way dialogue, not a one-way monologue. If you're off course (and we all are at one time or another), you'll be in position to make adjustments.

3. Develop reserve power. Good communicators have more than one way to describe the same thing. Do you have an arsenal of examples and analogies to illustrate the particulars of your paper's readership? Do you have several easy-to-understand charts to show how your paper compares with the competition? Do you have testimonials and success stories?

These things will give you reserve power – a deep well from which to draw.

(c) Copyright 2009 by John Foust. All rights reserved.

NCPA/NCPS Board of Directors 2008-2009

Rick ThamesPresident
Editor, The Charlotte Observer
rthames@charlotteobserver.com

David WoronoffVice President
Publisher, The Pilot, Southern Pines
david@thepilot.com

Jeffrey A. ByrdSecretary-Treasurer (NCPA)
Publisher, Tryon Daily Bulletin
jbyrd@tryondailybulletine.com

Hal Tanner IIISecretary-Treasurer (NCPS)
General Manager, News-Argus, Goldsboro
htanner3@newsargus.com

Tim DearmanImmediate Past President
Publisher, Statesville Record & Landmark
tdearman@statesville.com

Bob Ashley
Editor, The Herald-Sun, Durham
bashley@heraldsun.com

Hunter Bretzius
Editor, The Gaston Gazette, Gastonia
hbretzius@gastongazette.com

Carl Crothers
Executive Editor, Winston-Salem Journal
ccrothers@wsjournal.com

John Drescher
Editor, The News & Observer, Raleigh
john.drescher@newsobserver.com

Ann Hoffman
Publisher, The Daily Advance, Elizabeth City
ahoffman@coxnc.com

Rachel Hoskins
Publisher, The Franklin Press
rhoskins@thefranklinpress.com

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

Sandy Semans
Managing Editor, Outer Banks Sentinel
Nags Head
editor@obsentinel.com

Johnny Whitfield
Managing Editor, Eastern Wake News
Zebulon
johnny.whitfield@nando.com

Regina Howard-GlaspieDailies President
Circulation Director, The News & Record
Greensboro
rglaspie@news-record.com

Brinn ClaytonCommunities President
Publisher, The Courier-Times, Roxboro
ctbrinn@roxboro-courier.com

CALENDAR

May 8
Newspaper Academy, UNC-Chapel Hill

May 14-16
NAA Young Reader Foundation conference, Arlington, Va.

June 18
NCPA Best Ad Contest awards banquet. Embassy Suites, Cary.

Sept. 11
How Government Works seminar at UNC School of Government at Chapel Hill

Sept. 23-26
National Newspaper Association annual convention, Mobile, Ala.

Oct 18-21
Southern Newspaper Publishers Association annual meeting, Naples, Fla.



Doug Fisher

Keeping your sanity in a number-crazy age

A few weeks before the last election, my local paper told me that, taken together, all the school districts in my area would be asking voters to approve “nearly a trillion dollars in new bond proposals.”

I nearly read right past it. Certainly, the copy editor did.

A trillion dollars? ... !

Turns out that when you added the numbers it was off by a factor of 1,000 – it wasn’t \$1 trillion, but nearly \$1 billion.

That a reporter wrote it, that an assigning editor and copy editor apparently read right past it, and that I also almost skipped right on by makes me wonder if we aren’t all suffering from number fatigue.

Consider some of the numbers, real or just tossed about as projections, in the past year: \$787 billion. \$1.5 trillion. \$750 billion. \$50 billion. These sums are largely beyond our comprehension. Our job, though, is to help make them comprehensible to readers.

That starts with not holding the numbers in awe ourselves.

Let’s take the stimulus bill – we’ll use \$800 billion as a nice round number, although the authorized spending is actually a few billion less – and look at it compared with some other numbers. A common comparison is to divide by population and get a per-capita figure. Using current Census estimates of about 306 million people in the U.S., that works out to about \$2,600 a person.

Sounds like a good chunk of change, but compare it to gross do-

mestic product of \$48,000 per person and it turns out to be about 5.5 percent? Is it a good investment if it spurs the economy? You can decide, but the point is that numbers have many facets, and we should look at as many as possible.

What about that \$50 billion in fraud alleged to have been committed by Wall Street financier Bernard Madoff? Not to play it down for the people who lost substantial wealth, but across the econ-



omy it works out to \$163 a person, hardly enough to move the needle.

Need I say it? Always question officials’ numbers. Subject them to the common sense test.

Felix Salmon and Daniel Okrent did that a few years ago when the New York City comptroller said city residents spent more than \$23 billion on counterfeit goods yearly. Okrent showed it would be about \$8,000 per household and Salmon concluded that meant counterfeit sales were half of legitimate sales as measured by tax revenues. No matter what you think of New York, does either of those make sense?

Making numbers relevant to our readers means using comparisons they can understand and comprehend.

For instance, we sometimes talk about filling an Olympic-size swimming pool. But as an online commenter recently pointed out, do we really perceive the pool’s volume? We’re more likely to think of the pool in terms of the surface area we can see. (Besides, not all pools are the same depth.)

It’s the same thing with suggesting how high a pile of dollar bills might be. (Three-quarters of the way to the moon? Can you perceive that?)

A trio of online resources might help. Weirddconverter.com gives you, well, weird conversions (how many kegs of beer in an Airbus A380). Sensibleunits.com and ultimateunitconverter.com can give you some more traditional ideas. But these sites are all community-fed, so common sense and double-checking are always in order.

With big numbers, I’ve found that time is perhaps the best thing people can relate to. For instance, one day is 86,400 seconds. A 30-day month is 2,592,000 seconds, and a year is 31,536,000 seconds. If you spent \$10 a second, it would take almost 2,537 years to spend \$800 billion. Put another way, that’s about 85 generations at 30 years per generation.

It gives you a different perspective, doesn’t it?

Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina.

www.ncnotices.com

Can your newspaper afford to lose your legal advertisements? If not, time to participate in ncnotices.com

Battling for accreditation

This is the third 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.

When Gerald Johnson, first chairman of the Department of Journalism, left UNC to go to Baltimore, he was succeeded by Oscar Jackson Coffin. Known to students and others as "Skipper," he had been a Tar Heel editor who graduated from UNC in 1909, just before the first journalism course.

Before returning to his alma mater as the second chairman of the Department of Journalism, he worked for the *Asheboro Courier* and *The Charlotte Observer* and was editor of the *Raleigh Times*.

He was the only teacher in the department until the 1930s, when he was joined by Phillips Russell, Walter Spearman and Joe Morrison. Their curriculum focused on preparing students for editorial and advertising jobs on North Carolina newspapers, and they did it well.

Coffin, especially, helped students to get jobs, either by introducing them to editors on the porch of his house on Park Place in Chapel Hill or by driving them to the newspapers.

For several decades, the staffs of many of the state's newspapers included many UNC graduates. One of those alums became a gadfly whose efforts helped to transform the school.

Holt McPherson claimed to have been the first student in the Department of Journalism because he said he had been the first student who talked to Gerald Johnson in 1924.

After graduating from the department in 1928, he became the youngest daily newspaper editor (age 24) in the state at the *High Point Enterprise*, to which he re-

turned in 1952 after working at the *Shelby Daily Star*.

He was a leading figure in national efforts to evaluate and accredit journalism programs through the Accrediting Council of the American Council on Education for Journalism (ACEJ), where he saw what accredited journalism programs did.

McPherson despaired at what he knew about the UNC journalism department and set out on a lifetime effort to make it better.

Coffin openly disdained national journalism organizations and accrediting efforts. The department had a poor reputation on the UNC campus because its faculty members did not have graduate degrees in journalism and did not publish research.

In addition, many journalism courses were known as "slides," and Coffin himself had loose grading standards and gave A's to students who did not attend class or do any work.

Convinced that Coffin would not seek accreditation on his own, McPherson went to the 1946 NCPA convention at the Langren Hotel in Asheville on Sept. 13, 1946. There, he used his considerable powers of persuasion to get the association to ask UNC President Frank Porter Graham to "bring the Department of Journalism to a standard that will win for it accreditation."

Neither Coffin nor any of his faculty members were present at the convention. As chairman of NCPA's School of Journalism committee, McPherson later told Graham that one committee member had suggested that NCPA might turn to Duke University about a journalism program if UNC were not interested in getting its department accredited.

An accrediting team came to the department on Feb. 18-19, 1948. After examining the facilities and program and applying a series of quantitative and qualitative measures, the team recommended that accreditation be denied, primarily because

of the department's poor facilities, inadequate budget and weak curriculum.

ACEJ evaluated 41 programs that year; UNC was one of six that were denied accreditation. Two years later, the university changed the department to the School of Journalism and named Coffin its first dean.

Meanwhile, McPherson led NCPA's efforts to assist the school by creating the School of Journalism Foundation, which was incorporated on Nov. 16, 1949.

Its board of directors met in Chapel Hill for the first time on Jan. 20, 1950. McPherson was the first president and served until his death in 1979. Also present were John Harden, William Horner and Leslie Thompson.

NCPA was deeply involved with the foundation from the beginning, and it paid all fees and expenses associated with the legal incorporation of the foundation. Tom Lassiter, NCPA's legal counsel, attended the first board meeting — and many subsequent ones — to assist the foundation with legal matters.

At the board's 1951 meeting, McPherson reported that first-year contributions to the foundation had totaled \$12,405, including \$1,000 from McPherson himself. Other major gifts came from NCPA, Ernest Abernethy of Atlanta, Ga.; Jefferson Standard Life Insurance Co.; Carolina Power and Light; the *Raleigh News & Observer*; Burlington Mills Foundation; *The Charlotte Observer*; and Piedmont Publishing Co.

Mr. and Mrs. L. C. Gifford of the *Hickory Daily Record* later gave \$25,000 to create the Sara Lee Gifford Courtyard in memory of their daughter, a school alumna who had been killed in an automobile accident. In 1951, the foundation made the first payment to support the school's programs — \$416.66 to supplement the salary of Professor Jack Riley and \$83.34 to start a faculty travel fund.

Next month: The search for a new dean.

Tourism Ads Honor Roll

During 2008, 44 member newspapers helped provide major support for the North Carolina Press Foundation by running North Carolina Tourism advertisements in their products. The ads are a condition for a grant from the state. In total, more than 1,000 ads appeared in these papers during 2008.

The Weekly Herald **33**
ROBERSONVILLE

Times-News **38**
HENDERSONVILLE

THE FARMVILLE ENTERPRISE **42**
FARMVILLE

OUTER BANKS
Sentinel **47**
NAGS HEAD

The Times-Leader **50**
GRIFTON

Wilson Daily Times **58**
WILSON

CITIZEN-TIMES **69**
ASHEVILLE

THE BRUNSWICK BEACON **76**
SHALLOTTE

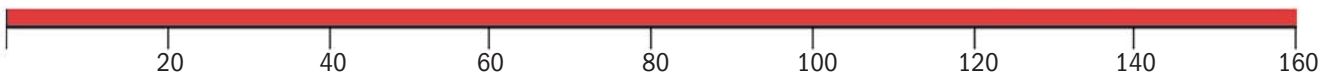
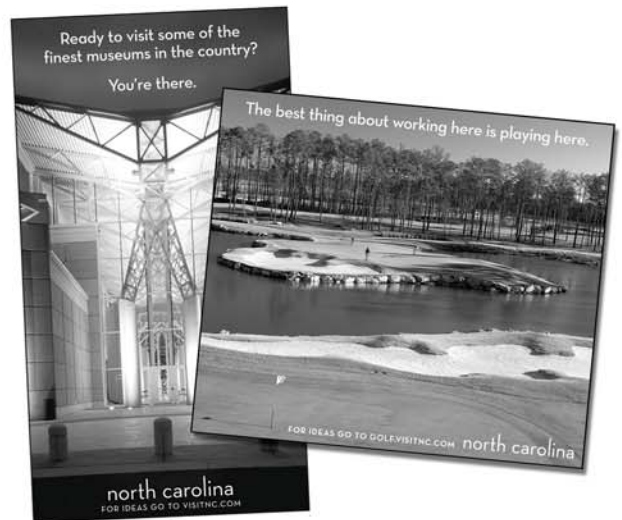
THE NEWS & OBSERVER **81**
RALEIGH

Carteret County
NEWS-TIMES **155**
MOREHEAD CITY

Here are the top 10 North Carolina newspapers by the number of times the advertisements ran in their papers during the year.

A big thanks to every newspaper that helped with this project, especially to our honor roll members.

We encourage all NCPA members to participate in this program to help make sure the programs of the North Carolina Press Foundation continue!



3 sports sections among the best

In the annual Associated Press Sports Editors' competition, three North Carolina newspapers earned recognition for being among the best in the nation in their size categories.

Earning honors were *The Fayetteville Observer*, *The Charlotte Observer* and *The News & Observer*,

Fayetteville had a Top 10 Sunday section and received an honorable mention for daily sections in the 40,000-100,000 circulation category.

Charlotte was a Top 10 paper in both the Sunday and daily cate-

gories and won an honorable mention for special section in the 100,000-250,000 division.

Raleigh received an honorable mention for Sunday sections in the 100,000-250,000 division.

Finalists for the APSE writing awards were also announced.

Dan Wiederer of *The Fayetteville Observer* is a finalist in three categories: breaking news, explanatory and game story.

Ron Green Jr. and David Poole of *The Charlotte Observer* are also finalists in the writing competition.

Newspaper notes

Asheville writers earn awards

The Education Writers Association, the national professional association of education reporters and writers, announced winners of its annual writing competition.

Ashley Wilson and Nanci Bompey of the *Asheville Citizen-Times* received a special citation in the Feature, News Feature or Issue Package category.

The recognition was for Childhood Obesity: A Growing Epidemic.

Mountain Times honored

Blowing Rock Chamber of Commerce named Mountain Times Publications as its Business of the Year during the group's 22nd annual awards banquet.

In addition, the chamber presented retired editor Jerry Burns a special recognition for his 43 years at *The Blowing Rocket*.

Pilot sells printing business

The Pilot of Southern Pines announced it has sold Whistle Stop Press. The paper has owned the print shop since 2005. It was sold to a former production director at *The Pilot*, Tim King.

Whistle Stop Press prints The North Carolina Press.

Star-News to outsource

Bob Gruber, publisher of the *Star-News* at Wilmington, announced his newspapers would outsource its printing beginning this summer.

The outsourcing will lead to layoffs in production and the mailroom.

H.S. Journalist of Year named

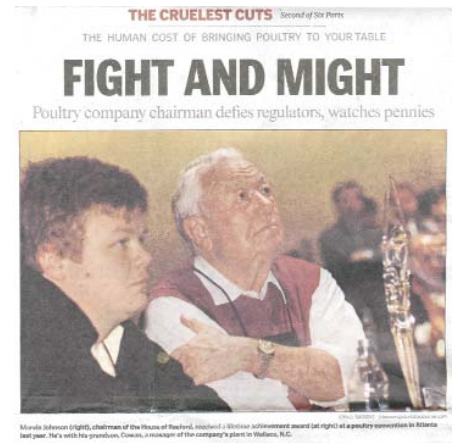
Nicole Mortimer of Ravenscroft High School in Raleigh has been named the 2009 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Mortimer serves as editor of her high school newspaper, *The Nevermore*.

Alternates were Alice Keyes of A.C. Reynolds High in Asheville and Tyler Holbrook of Wake Forest-Rolesville High in Wake Forest.

Special recognition was awarded to Garnet E. Fisher for her design work with West Henderson High School in Hendersonville.

Since 2001 the North Carolina Press Foundation has funded the annual scholarship award in honor of Rachel Rivers-Coffey, a professional journalist and former NCPA president.



Series on poultry processing plants garners national notice for Observer

The Charlotte Observer's investigation into North Carolina chicken processing plants, *The Cruellest Cuts*, continues to earn honors nationally.

The investigation reportedly made it to the final round of the Pulitzer Prize judging, although it did not win the coveted medal.

The team of Ames Alexander, Kerry Hall, Franco Ordonez, Ted Mellnik and Peter St. Onge were finalists for the 2009 Goldsmith Prize for Investigative Reporting. Along with the award, the group receives \$10,000.

In addition, the Nieman Foundation for Journalism at Harvard announced the series won the Taylor Family Award for Fairness in Newspapers. A \$10,000 prize goes with the award.

The Robert F. Kennedy Center for Justice and Human Rights announced the series won the Domestic Print Award in its 41st annual journalism contest, one of only 13 awards presented this year.

The RFK awards honor exceptional investigative reporting that brings a voice to those affected by injustice, abuse and violations of rights.

A grand prize winner in the RFK competition will be announced at the awards banquet at the end of this month.



Amanda Martin

From the NCPA/NCPS General Counsel

amartin@eghs.com

Getting an update on libel cases in North Carolina

With Newspaper Academy around the corner, it seems appropriate to devote column space to the two issues I'll be covering there – libel and advertising. This month's column and the next will provide an update on recent libel cases. A third and fourth column will be devoted to the nuts and bolts of what you need to know about "Law and Advertising."

Two things are noteworthy about recent defamation cases in North Carolina: The bad news is there are more of them than usual; the good news is that most do not involve media defendants. The most fertile ground for defamation cases recently has been the employment context. These cases have yielded some interesting decisions that could impact what you choose to publish and how you handle matters with your employees.

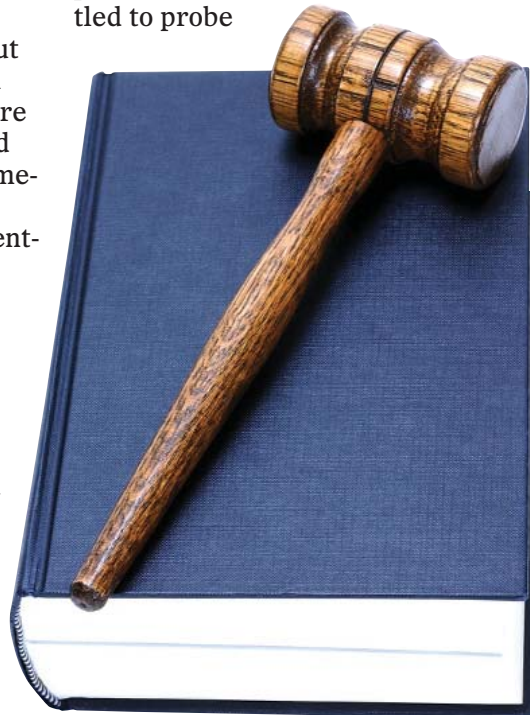
In *Dempsey v. Halford*, the plaintiff was a former paramedic accused of having falsified ambulance call reports and ER records to increase his overtime pay, having failed to file incident reports and having provided improper care to his patients.

Citing and applying the public immunity doctrine, shielding public officials from liability for negligence in the execution of the "governmental or discretionary duties," the Court of Appeals affirmed dismissal of the claims against the EMS director and medical director. The Court found there was insufficient evidence to rebut the presumption of the public officials' good faith.

A federal trial court also applied a qualified privilege for statements made by a police officer in connection with official police investigation in *McCray v. Chapel Hill Police Department*. These cases could

have significance in supporting your protections when reporting on statements made by public officials.

The Court of Appeals in *Blyth v. McCrary* ruled that in a defamation action "a defendant's character for truthfulness is always at issue in a defamation suit." This potentially could mean that in a libel case, the plaintiff is entitled to probe



not only the truth or falsity of what was published regarding the plaintiff but also the truth or falsity of your other publications.

The plaintiff in *Losing v. Food Lion* was a Food Lion employee fired after failing a drug test that came back as "non-human urine." A retest came back negative, and the plaintiff was reinstated, but rumors persisted at the workplace.

The plaintiff sued Food Lion over his supervisor saying, among other things, that he had been fired for substituting non-human urine for the test. The Court of Appeals found that despite the retest, the statements were literally accurate. "[The

statements] were still strictly true. As such, they are not slanderous per se." This case offers a strong interpretation of how courts should interpret the truth or falsity of a challenged statement.

In two cases, the N.C. Court of Appeals considered the so-called common interest privilege. In *Kinesis Advertising Inc. v. Hill*, an employee made a statement, in the course of an inventory of company assets, that a former employee had "stolen millions of dollars from Kinesis."

The court found that the employee conducting the inventory had a legitimate interest in making the statement (the investigation), that its publication was limited in scope, and that there was no evidence to rebut the presumption of good faith, and the court affirmed the dismissal of the claim. The court reached a similar result in *Radcliff v. Orders Distributing Co. Inc.*, another common interest privilege case.

Similarly, in *Cupples v. AmSan*, a federal court recognized a qualified privilege for statements made in employment context. "In light of the rights and obligations imposed by Title VII, the social interest in ensuring free and open channels of communication between an employer and its employees for the purpose of reporting and redressing suspected sexual harassment is so compelling that the Court has found no reported decision failing to recognize the availability of a privilege defense, at least in the absence of malicious and wantonly false accusations."

In another federal case, *Hearne v. UPS*, a terminated UPS employee alleged slander per se arising from meeting in which he was informed he was being terminated for "dishonesty and falsification of records" as well as informing out-

Libel

Continued from Page 10

side individuals that he was “terminated for committing acts of ‘dishonesty.’” UPS based its defense on truth and a qualified privilege arising out of the employment context. The court found the plaintiff came forward with no competent evidence of the outside statements and allowed UPS’ motion for summary judgment on the slander claim.

In *Craven v. Cope*, the appeals court considered a series of political mailings that said if Thomas Craver were elected, he “would raise your taxes to pay for new development” and that Craven was “against making development pay for itself.” One mailing contained a picture “of a well-dressed, cigar-smoking developer with plaintiff’s and another candidate’s names and photographs sticking out of the developer’s jacket pocket.”

Even though the court rejected the idea that political speech is absolutely immune, it gives solid protection for the statements the court found were either rhetorical hyperbole or opinion and did not give rise to libel claims. This could be a useful case in considering the potential liability of ads during the political season.

The court of appeals issued a decision in its first internet libel case in *Dailey v. Popma*. The court adopted the reasoning of the Fourth Circuit and found that “the dispositive question in such cases should be

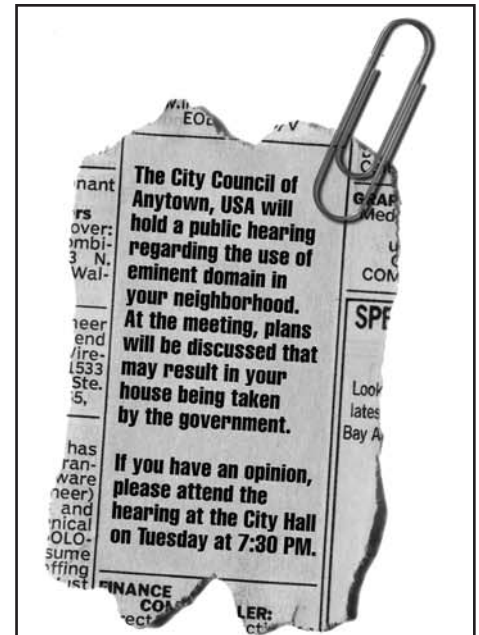


whether the defendant through the Internet postings, manifest[ed] an intent to target and focus on [the forum state’s] readers.”

Applying that standard, the court noted that, “the fact that some unspecified number of participants in the discussion groups might be North Carolinians does not, however, establish that defendant intended to focus on or target those North Carolina participants.” The Court reiterated an earlier holding that “for internet activity, the effect on a plaintiff is not enough,” because holding otherwise would essentially eliminate the defense of lack of personal jurisdiction from any internet case. This case has great significance, providing protection to newspapers publishing on the Web.

The next column will include a summary of the remaining cases and a wrap up of what it all means for libel law in North Carolina.

Amanda Martin is the general counsel for the North Carolina Press Association.



“Trust Us!”

Without public notices, the government wouldn’t have to say anything else.

Keep public notices where they will be noticed.

In your local newspaper.

Fayetteville takes first place

The *Fayetteville Observer* won a first-place award from the Association of Health Care Journalists for the five-part series it ran in 2008 on groundwater contamination.

The series “What Lies Beneath” won top honors in the category for small newspapers.

The investigation, written by Greg Barnes, John Ramsey and John Fuquay, found that the state and Cumberland County largely ignored groundwater contamination.

The association awarded entries in 11 categories including print, broadcast and online.

The series was the third-place winner in the 2008 NCPA news contest for public service.



TV book now optional for Journal subscribers

The *Winston-Salem Journal* switched its full-run weekly television book, Select TV, from a full-run section to one available only to subscribers who request it, as well as rack and retail buyers.

As of April 21, about 15,500 subscribers had requested the free TV book, which was expanded and improved, and requests continue to come in. The first edition was delivered Saturday, April 11.

The newspaper is also printing another 15,000 copies of TV Select for rack and retail locations, bringing the total run to about 30,000 copies so far, or about 40 percent of the *Journal's* circulation.

That's slightly higher than projected.

The *Journal* also publishes daily TV listings in the Living section of the paper.

Fewer *Journal* readers use the TV listings than in years past, because interactive digital guides are available on cable and schedules are readily accessed online. In recent years, the section has been cut back as a cost-cutting measure, which



upset customers.

The opt-in book allowed the paper to add grids back into Select TV, along with sports listings, soap opera digest and a page focused on family viewing options.

"We've known for some time that the TV book is no longer useful for many of our readers," said Carl Crothers, executive editor of the

Journal. "This solution, we think, is a win for both of us. Readers who still use and value Select TV can continue to receive it for free — and with some pages added back. And we save money by reducing overall paper costs."

Readers have been mostly reasonable about the change, though a system error led to some early missed deliveries and some angry customers.

Some long-time subscribers were perturbed that they had to take some action to continue to receive the section — notifying the paper by e-mail, mail or phone — while rack buyers did not have to do anything. Most subscribers seemed to agree that the opt-in idea made sense.

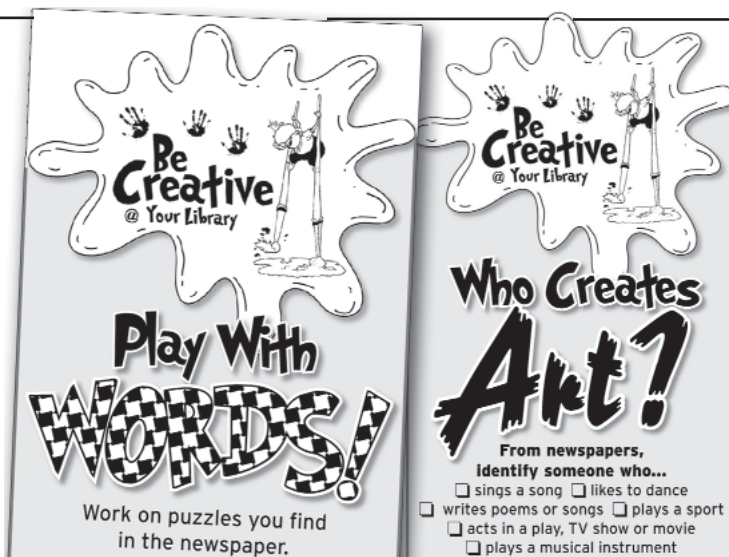
"The one thing we could have done better is more communication with readers leading up to the change. We ran notices and wrote a story about it, but still many readers were not aware of the change until their Saturday paper showed up without the TV book," Crothers said.

Ads ready for summer reading

The N.C. Newspapers in Education program and the State Library of North Carolina have produced 11 ads/features on the 2009 summer reading theme, Be Creative@Your Library.

These pieces are available now for download from www.ncpress.com/ncpf.html. Member newspapers are encouraged to publish them throughout the summer. The program relates creative activities for youths to do using features that may be found in your newspaper.

These ads were designed by the staff of Carteret County News-Times at Morehead City.



Registration Form

2009 NEWSPAPER
ACADEMY

Newspaper Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

For each attendee, please list name and pick one session per time period. Attendees are not required to remain in one track. However, **one session per time frame must be selected.**

Name: _____ E-mail: _____

	Journalism 101	Reporting	Editing	Multimedia	Advertising
9:30-10:45	<input type="checkbox"/> News Writing	<input type="checkbox"/> Crime Reporting	<input type="checkbox"/> Editorials & Columns	<input type="checkbox"/> Video Basics	<input type="checkbox"/> Consultative Process
11-12:15	<input type="checkbox"/> Copy Editing Basics	<input type="checkbox"/> Computer-Assisted	<input type="checkbox"/> Story Forms	<input type="checkbox"/> Online Writing	<input type="checkbox"/> Law & Advertising
1-2:15	<input type="checkbox"/> Basic Libel	<input type="checkbox"/> Latino Community	<input type="checkbox"/> Newspaper Design	<input type="checkbox"/> Now What?	<input type="checkbox"/> Comparative Selling
2:30-3:45	<input type="checkbox"/> Ethics	<input type="checkbox"/> Master Narrative	<input type="checkbox"/> Photojournalism 101	<input type="checkbox"/> Fusing Print/Online	<input type="checkbox"/> Selling Online

Name: _____ E-mail: _____

	Journalism 101	Reporting	Editing	Multimedia	Advertising
9:30-10:45	<input type="checkbox"/> News Writing	<input type="checkbox"/> Crime Reporting	<input type="checkbox"/> Editorials & Columns	<input type="checkbox"/> Video Basics	<input type="checkbox"/> Consultative Process
11-12:15	<input type="checkbox"/> Copy Editing Basics	<input type="checkbox"/> Computer-Assisted	<input type="checkbox"/> Story Forms	<input type="checkbox"/> Online Writing	<input type="checkbox"/> Law & Advertising
1-2:15	<input type="checkbox"/> Basic Libel	<input type="checkbox"/> Latino Community	<input type="checkbox"/> Newspaper Design	<input type="checkbox"/> Now What?	<input type="checkbox"/> Comparative Selling
2:30-3:45	<input type="checkbox"/> Ethics	<input type="checkbox"/> Master Narrative	<input type="checkbox"/> Photojournalism 101	<input type="checkbox"/> Fusing Print/Online	<input type="checkbox"/> Selling Online

Name: _____ E-mail: _____

	Journalism 101	Reporting	Editing	Multimedia	Advertising
9:30-10:45	<input type="checkbox"/> News Writing	<input type="checkbox"/> Crime Reporting	<input type="checkbox"/> Editorials & Columns	<input type="checkbox"/> Video Basics	<input type="checkbox"/> Consultative Process
11-12:15	<input type="checkbox"/> Copy Editing Basics	<input type="checkbox"/> Computer-Assisted	<input type="checkbox"/> Story Forms	<input type="checkbox"/> Online Writing	<input type="checkbox"/> Law & Advertising
1-2:15	<input type="checkbox"/> Basic Libel	<input type="checkbox"/> Latino Community	<input type="checkbox"/> Newspaper Design	<input type="checkbox"/> Now What?	<input type="checkbox"/> Comparative Selling
2:30-3:45	<input type="checkbox"/> Ethics	<input type="checkbox"/> Master Narrative	<input type="checkbox"/> Photojournalism 101	<input type="checkbox"/> Fusing Print/Online	<input type="checkbox"/> Selling Online

Pricing	Each	
	1st person	Additional
<i>By May 1</i>		
NCPA members	\$40	\$30
Non members	\$80	\$60
<i>After May 1</i>		
NCPA members	\$50	\$40
Non members	\$100	\$80
Registration Deadline: May 5		
AMOUNT ENCLOSED	<input type="text" value="\$"/>	

Method of Payment Check (made payable to NCPA)

Visa MasterCard American Express

Card # _____ Exp. Date _____

Name on card: _____

Billing address: _____

Signature: _____

Send registration form **and** payment to:

NCPA Newspaper Academy, 5171 Glenwood Avenue, Suite 364,
Raleigh, NC 27612; or fax to (919) 787-5302



Kevin Slimp

Taking a crack at some questions from readers

Wow. My email is full of questions from readers these days. Some days I just can't respond to all of them, so let me take a crack at a few of them here.

From Lisa in South Dakota:

We are trying to build a Web site for our community guides. What program do I need to create documents with pages that flip on Web sites?

There are lots of services available online to accomplish this task, Lisa. I've found them ranging in cost from \$5 per page up to \$10,000 for an application that creates this effect for you. However, if all you're looking for is a way to create an online document with pages that flip, you can do that in InDesign CS4. It's as easy as opening the InDesign document and exporting it as a Flash (SWF) file.

From Alyse in Pennsylvania:

I have a problem that I'm sure you can help me solve. I need to convert Publisher files to PDF. Is there any software out there that can do this on a Mac?

The easiest way to accomplish this task would be to use PdfOnline.com. This is a free service which allows you to upload your Publisher file and receive the corresponding PDF in your email within a few minutes. I've used it several times and it works very well.

From Laura in Tennessee:

I am attaching a problem ad. On the screen, it appears fine, goes through the preflight fine and the page proof looked good. When it was sent to the imagesetter, it printed black spots where the prices were supposed to be. Can you advise?

When I checked the properties of this PDF file, I saw that it was created

when someone exported the ad from InDesign using the PDF Export Presets. As often happens when PDFs are created this way, some of the fonts were converted to CID fonts. There are lots of printing issues related to CID fonts and you've encountered one of them. You can fix this particular file by opening it at a resolution of 1000 in Photoshop, then saving as an EPS. Run the EPS file through your distiller, with your downsampling set to 600 (instead of the usual 200) and the file will be fine.

From Terry in Oklahoma:

Thanks for the great advice you've given me in the past. I need your advice again. I'm having a difficult time finding a free or cheap image compressor that I can use to reduce the size of images that I have already compressed in Photoshop. Can you point me in the right direction?

A company called iRedsoft used to sell a shareware program called MacImageResizer that was a nifty tool for reducing the size of JPEG images significantly for Web sites. A free version was available at the time, which allowed you to resize images after looking at a pop-up ad for the paid version. iRedsoft no longer sells this utility, but I found the free version still available for download at <http://www.tucows.com/preview/206512>. It works like a charm to reduce the size of JPEG images.

From Debbie in Arkansas:

I desperately need some help. My computer is really slow. I'm afraid I'm going to lose it and throw it out the window one day! I'm using a PowerBook G4 and running Leopard (OS X.5). It takes around 7-8 minutes for Quark to open. The print dialog box takes around 2 minutes to open when I'm printing for the first time. Everything is basically slower

than it should be. Do you have any suggestions?

I'd go with your first instinct, Debbie, and throw the PowerBook out the window. I could ask you how much RAM you have on the computer and suggest that you could add more, but I'm guessing this PowerBook has served its purpose. The alternative would be to remove the Leopard operating system and reinstall an earlier OS.

From Lis in Indiana:

Using CS3 InDesign, we seem to be having a lot of trouble with drop shadows in our ads. The background colors are blocked out or boxes appear around elements with special effects. Any idea what is causing this? We use AdTracker which converts EPS files into PDF. Could this be the problem or is it a setting in InDesign? Thanks for your help.

There are lots of techniques you can use to keep this from happening, Lis. Here's what I've found works very easily, plus you will only have to learn one new step. Go ahead and create your ad in InDesign as you have been. When you're finished, select the entire page and copy it (Edit>Copy). Next, go to Photoshop and create a new document. You won't have to be concerned with the size. Photoshop will create a document with the same specifications as the page you copied in InDesign. Set the resolution to 200 in Photoshop when creating the new file. With the blank file open in Photoshop, select Edit>Paste. You'll see your InDesign ad, drop shadows and all, pasted onto the Photoshop document as a "smart object." It will look like it has an "x" going through it. Double click on the smart object and save the file as an EPS file. Finally, run the EPS file through Acrobat Distiller and you'll have an ad with special effects, but no unwanted lines.

News of North Carolina newspaper people

Chris Carberry was named the new circulation manager of *The Laurinburg Exchange*. He previously served as distribution manager for *Up & Coming* magazine in Fayetteville.

Jeff Eason has been named editor of *The Blowing Rock* at Blowing Rock. Eason has been with *The Mountain Times* for 13 years.

Fran Farrer, publisher of *The County News* in Statesville, received the 2009 Business Achievement Award for the Charlotte Club of the National Association of Negro Business and Professional Women's Club.

Kathy Harrelson is the new executive officer of the Franklin County United Way. She had been managing editor of *The Franklin Times*.

The Grifton Chamber of Commerce named **Mitchell Oakley**, editor of *The Times-Leader* of Grifton and two other newspapers, its Citizen of the Year.

David Scott, news editor for the North Carolina Bureau of Associated Press, has been chosen to lead the new Central regional editing operation for AP based in Chicago.

Wayne Trotter, who served as editor of *The Courier-Tribune* of Asheboro in the late 1970s and early '80s, was inducted into the Oklahoma Journalism Hall of Fame in April. His wife, Gloria, was also inducted. They are co-publishers of the *Countywide and Sun* of Tecumseh.

W. Curt Vincent is the new editor of the *Bladen Journal*

of Elizabethtown. Vincent has 27 years of experience in the newspaper business.



Deaths

Samuel Fowlkes Cooper, 74, former managing editor of *The Caswell Messenger* of Yanceyville. Died March 27.

David Hancock, 62, recently retired from Asheboro's *The Courier-Tribune* advertising department. Died Feb. 22.

Mary Jacobus, 52, president of the New York Times Regional Media Group. Died Feb. 20.

Arthur Hartland Mershon Jr., 92, former owner of the *Kenly News*. Died Feb. 21.

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!

Publishing days reduced

With the economy in a ditch and advertising revenues down, some North Carolina newspaper are reducing the number of publishing days.

In April, the *Independent Tribune* of Kannapolis/Concord went from seven days a week to three, with an emphasis on being hyper-local.

The *Reidsville Review* and *Eden Daily News* went from five days to two at the start of April and eliminated wire stories.

Earlier this year, *The Messenger* of Mount Airy reduced its schedule from five to three.

Back in August, Lexington's *The Dispatch*, which had published six days a week, eliminated its Monday edition.

Comments left on the *Independent Tribune's* Web site may provide some insight on reader reaction if your newspaper is considering a reduction of publishing days.

The most frequent question appeared to be what subscribers will have to pay in the future with fewer days of delivery.

Not surprisingly, readers also showed concern about obituaries and even the crossword puzzles.

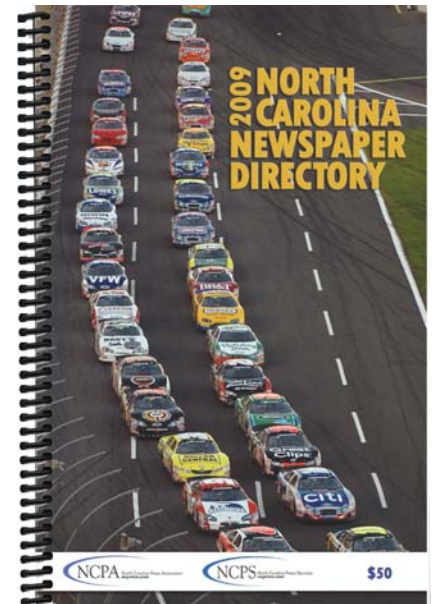
New directory on the way

In 2008, NCPA made a big change in the annual North Carolina Newspaper Directory, making it a more convenient size and enhancing the listings.

Based on the positive reactions we received from our members, we've kept the format from last year in publishing the 2009 directory.

The directory has been sent to the printers and should be on the way to your newspaper soon.

The cover photograph this year shows the lineup of competitors at Lowe's Motor Speedway. The photo was by Jeff Siner of *The Charlotte Observer*.



Save the date!

Advertising Awards Ceremony June 18 Embassy Suites-Cary

North Carolina Press Association
 5171 Glenwood Avenue, Suite 364
 Raleigh, NC 27612

Tight Economy? Revenue Down? **What's a newspaper to do?**

Newspapers • Reading • Education 
 Kidsville News! • Internet • Truman, the dragon

2008 Kidsville News! Circulation
 National: 1,282,118

Come see why
 Kidsville News!
 Is the fastest
 growing
 publication
 in America.

 **New revenue sources, solutions & opportunities**

GROW WITH US!

Find out why the Kidsville News! educational resource and children's newspaper is the fastest growing publication in NC and the nation.*

Call today: Bill Bowman, President
 bbowman@kidsvillenews.com
 910.222.6200 or 910.391.3859

www.KidsvilleNews.com

*Kidsville News! is not a franchise,
 insert or special section.*

2005 Kidsville News!
 Circulation
 National: 80,000



2007 Kidsville News!
 Circulation
 National: 806,125



Visit us at the
AFCP Conference
 Myrtle Beach, SC, April 23-25!



Truman 



**A 2008 PARENTS' CHOICE
 APPROVED AWARD WINNER!**



Supported by the
OUR KIDS CAN READ
 Foundation

