

Can we talk?

Starting in November, the voice on the other end of the phone might be an NCPA board member

While any newsletter such as this is a good way for an association to communicate with its members, it has its limits. Primarily it's a one-way conversation.

Board members of NCPA will be taking steps this year not only to communicate to you, but also to listen to you. Each board member will be calling newspaper publishers during the next few months, asking how the association can better serve its members.

"This started with the strategic planning started by last year's president, Deuce Niven," said current board President Tim Dearman. "We were looking for ways to get members more active and we realized that the board has to be more proactive in that effort."

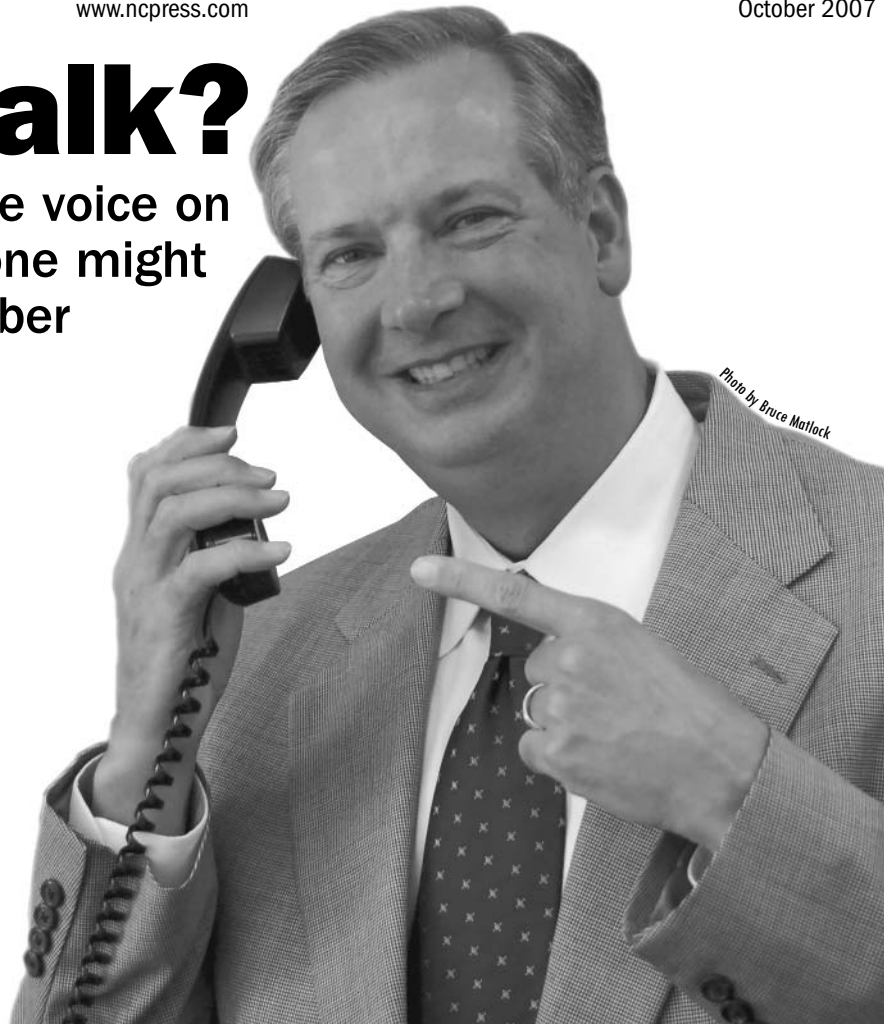
Who might call you?

See the list of board members on Page 6

Dearman believes maybe half of the press association members just write a dues check each year, but don't take advantage of all that membership offers. And he

fears that many don't participate more because they haven't been asked.

So now, board members will be asking and listening during these phone conversations. "Board members are charged with representing the interests of the members, but how can you do that if you don't know what they're thinking," Dearman said.



Could you be one of the lucky publishers to talk with NCPA/NCPS President Tim Dearman? You won't know until you answer the phone.

What you can expect

According to Tim Dearman, calls to member publishers will include:

- A thank you for being a member.
- Information on what the press association does, legislative issues and things the association plans to undertake.
- Questions on what NCPA/NCPS can do for the members.
- An invitation to participate in more association events and programs.



This journalist covered politics for more than 40 years.

Find out how he can help you improve your newspaper's reporting of politics.

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ALSO INSIDE

Think it's time North Carolina had a constitutional amendment on open government? John Bussian thinks so. Page 4

If you are getting some press releases quicker now, there is a reason: a new service from NCPS. Page 5



From the president

tdearman@statesville.com

Unlike old computers, you really have a choice

Tim Dearman

We have a big box of computers downstairs ready to recycle. Most are around 5 years old and cost thousands of dollars. There is a similar box at your newspaper.

No doubt some of the computers wanted to stick around, but nothing has a shorter lifespan in business than the equipment, person or product that does not or cannot change.

Beside the box is a table I rolled newspapers on decades ago as a paperboy. It is staying while the computers go because it still serves a basic need. A stack of newspapers still needs a table.

There is also a 50-year-old turtle downstairs being used every day. For the cold-type generation, a turtle is a heavy metal table with wheels originally used to move a full page of Linotype castings to the matt roller. The turtle no longer has lead castings to carry but it has found new jobs over the years. When the computers are trashed it will be here to take on new challenges without complaining.

There is a lesson here for you and our industry.

Allison is a great example. She started many years ago connecting buyers and customers through the classified ads. She has gone from pencil and paper to computers while

What about you? What essential need do you provide for the customer? If you do not know, the company may not know either.

remaining the top selling classified sales rep in the group. A lot of others have come and gone. They either gave up or got tired.

Bringing in revenue, producing local content and delivering the product are basic needs which newspapers must continue to do. Do one of those well and you have a future because you are providing something to the customer.

What about you? What essential need do you provide for the customer? If you do not know, the company may not know either.

Tony recently retired and is another great example. He started building pages in hot type, then cold type and finally on computers. He was always ready to change and to learn. He showed up every day ready to produce a newspaper by whatever equipment was on hand.

If you are not adaptable you will not survive. Many jobs of yesterday

are gone, but the need for good, dependable, smart and pleasant workers willing to adapt is great.

What about you? Are you showing up each morning with a can-do attitude and smile on your face? If not, you and the company both would benefit from you leaving.

John left the industry a decade ago after complaining about how things were getting worse and bragging about how things used to be. Everything would be great if the calendar would return to 1970, the old management was in charge and there was no Internet.

What about you? Are you focused on complaining or competing? Focused on what you want or what the customer wants?

You know Allison, Tony and John because these same people work at every newspaper.

The tables, turtles and computers never had a choice, but Allison, Tony and John did. So do you. Resolve today to believe in yourself, believe in your product, and believe in the future.

Tim Dearman is the president of NCPA/NCPS and is the publisher of Statesville Record & Landmark. You can send him an e-mail at tdearman@statesville.com.

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

Covering politics? Want to do it better? AP veteran Walter Mears to provide tips

There isn't much in the world of politics that Walter Mears hasn't seen or reported.

The Pulitzer-prize winning reporter, who covered 11 presidential campaigns and countless other contests around the country during a 45-year career with The Associated Press, is ready to share what he knows with you!

Mears will teach reporters and editors how to bring politics home to the reader at special regional seminars to be held in January. The seminars are the latest training opportunity offered by the NCPA's Professional Development Committee, chaired by Johnny Whitfield, managing editor of the *Eastern Wake News* in Zebulon.

"The committee is working hard to bring new and useful regional seminars to our members," said Holly Johnson, NCPA's director of member services.

"We know that travel and training budgets are slimmer than ever and we plan to offer top-quality training at the lowest possible cost."

Johnson said the committee would keep costs down by asking fellow



Walter Mears

members to offer space in their own newspaper buildings or assist in sponsoring the sessions.

"The NCPA is committed to helping newspaper members give their staffs — from the front page to the production room — the best and most affordable training there is.

"We're looking for members to join our committee to make this plan work and we're always looking for best practices and good ideas!"

Details of the seminars are still being worked out but plans call for the NCPA to host at least two regional sessions — one in the west and one in the east.

The focus will be to help reporters cover campaigns on all levels, from presidential to village council, in a way that not only serves the reader — but interests them, too.

Reporters will learn how to localize national and statewide races, how to fact-check campaign trail promises, and how to avoid common writing pitfalls that make some political reporting dry and cumbersome.

Mears brings front-line experience to these sessions. He has tackled every trend in the business, moving from his seat as one of the original "boys on the bus" to top management as former managing editor of the AP, to spending part of his retirement blogging live from the Republican and Democratic conventions.

Don't miss this chance to learn from the best. Watch www.ncpress.com, your e-mail and this newsletter for details!

Want to make a difference? Here's how

If you're reading this, odds are fairly high you are a member of the North Carolina Press Association.

But you can take a far more active role with your association beyond just reading this newsletter.

You have the chance to help guide and assist where NCPA goes in the future.

How? Join a committee.

A committee? We know, you probably have a grimace in your face right now. You've been on committees before that wasted your time and accomplished nothing.

Well, NCPA/NCPS committees do make a difference. They make decisions that have an impact on you.

We also try not to waste anyone's

time with unneeded meeting. On average each committee meets no more than four times a year.

But to work, committees need members.

That's where you come in.

On Page 9 of this month's *The North Carolina Press* you will find a form to sign up for committees. Review it. Fill it out and send it in today.

If you have questions, contact the NCPA office or the appropriate committee chairman.

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John Bussian

Could we constitutionally protect openness in N.C.?

Can a state constitution place the governor beyond the reach of the public's right to know and above the laws of a state legislature?

Across the other 49 states, nobody has given it a thought, much less legs. Anywhere else, the governor has basic responsibilities as head of the executive branch of state government that are described in the state's constitution (but no presidential-like power to regulate foreign affairs). But no governor has claimed by virtue of having his or her job described in a state constitution that open government law doesn't apply to the governor's office. Or that a governor is free to ignore a law passed by the Legislature merely because the law, for example, talks about qualifications of those the governor may appoint.

No one else made such a claim until Gov. Mike Easley did it for the first time in the recent case of *News & Observer v. Easley*. To make matters worse, a three-judge panel of the North Carolina Court of Appeals, which included Judges Geer, Calabria, and Jackson, unanimously agreed that Gov. Easley made a valid "separation of powers" argument. The predictable result was that Gov. Easley would be emboldened to ignore other state laws designed not to take away the governor's constitutionally prescribed power, but to help define them and make the governor accountable to the people.

The saga began in 2005 when the N&O asked to see records relating to clemency petitions received or generated by the governor's office. Instantly, the governor's legal team dusted off some astounding legal theory — that the separation of powers doctrine, designed to ensure that legislatures don't exercise the governor's power and vice versa — can be invoked to neutralize the public's right to know about anything the governor is empowered to do under the state constitution. Judges Geer, Calabria, and Jackson agreed in a decision published March 6.

The N&O never saw the clemency records.

Read the decision:
<http://www.aoc.state.nc.us/www/public/coa/opinions/2007/060132-1.htm>

Although that decision was tough for the public and press to swallow, at the time it looked like an isolated problem. Even if the governor's clemency responsibilities under the state constitution trumped the North Carolina Public Records Law — as Governor Easley claimed — the appeals court assured us that this was essentially the only place in the state constitution that could trigger the massive re-ordering of our open government universe.

Then came the Duke lacrosse case.

The furor over prosecutorial misconduct spawned a new law authorizing the governor to remove and appoint replacement district attorneys. As designed by the General Assembly, the new law fleshed out qualifications for district attorneys. Among them was a requirement that an appointed DA live in the district that he or she would serve. The law did not diminish the governor's power to appoint a prosecutor to a vacant state prosecutor's job.

Nonetheless, when Gov. Easley appointed someone who did not live in the district to the Durham DA's job, he argued that the residency requirement was invalid. The reason: the law violates the separation of powers doctrine per the holding in *N&O v. Easley*.

The idea that a governor may ignore laws relating to powers given to him under the state constitution is troubling. All constitutions in all 50 states and the U.S. Constitution spell out the powers of the executive branch.

To a degree, it is a fair argument that the legislative branch cannot tread on powers reserved for the executive or judicial branches. In fact, a great body of law on this separation of powers doctrine developed quickly in the federal courts while Warren Burger was chief justice of the United States.

Still, it is another matter entirely to say that the legislature may not pass laws to ensure accountability of the executive branch. Every state's constitution gives powers to

the governor, yet none has been interpreted to mean that the governor is above the state open government law or any other state

statute merely because the statute deals with the governor's constitutional power to sign, execute, or veto a law.

It may be that the only way to neutralize Gov. Easley's argument is to elevate government transparency to the level of a state constitutional right. That way, no statutory command for disclosure or openness of state or local government could be trumped by higher state law. Open government law — the Public Records Act and the Open Meetings

Law in North Carolina — could have the same constitutional status as every other fundamental of state government democracy.

And well it should.

That would require an amendment to the North Carolina constitution. Daunting as it sounds, constitutional amendments are enacted with some frequency in other states. What makes it difficult here is that the General Assembly must authorize putting an amendment to the voters. The politics of that process are difficult, but not insurmountable.

Florida was the first to make the move to constitutionalize, via referendum, the public's right to know. The 1992 referendum made public records and open meetings law obligations sacred and applicable to every state and local public servant, and required the vote of a two-thirds majority of state lawmakers to restrict the public's access rights. The referendum passed with 76 percent of the vote and became the guiding light of open government law in Florida.

Whether the NCPA should lead such a drive is open for discussion and we'd like to hear from you about it! But one thing is clear: The surest way to guarantee any governor's accountability is to put open government on equal footing under the state constitution. Then, and only then, will the open government playing field be leveled.



What's your opinion?

John Bussian makes his case in this column, but do you think a constitutional amendment is worth pursuit by the press association? Let us know and we may print your comments in the newsletter. E-mail your thoughts to john@ncpress.com. BTW, that's not Bussian's e-mail address.

New service gets news out quicker

North Carolina Press Services now makes sending press releases to newspapers even easier and faster.

In the past NCPS contracted with clients wanting to get their press releases out to newspapers via the U.S. mail. As of Oct. 1, press services launched its e-mail service to get the releases out in a flash.

The cost to the client is \$200 for all newspapers in North Carolina or \$125 for either the eastern or western region. Photo attachments cost \$25.

There is no charge to NCPA members for receiving these press releases. Everything is paid by the sending client.

Want to know more about it?
Christa Townley
(919) 789-2083
christa@ncpress.com



Minority fellow program deadline at end of month

Newspaper managers with minority staff members who show potential for leadership may want to take advantage of a program from NAA. Applications are being taken now for the 2008 minority fellowships.

The best part – there is no cost to the paper or the employee.

NAA will offer 28 fellowships for classes taking place January through June. The classes are offered by:

- American Press Institute
- Northwestern University's Media Management Center
- National Association of Minority Media Executives
- Poynter Institute
- Society For News Design
- Newspaper Association of America
- Maynard Institute

For more information go to <http://www.naa.org/diversity/minorityfellowships>. Applications are due Oct. 31.

Former editor now doing NCPA work

John Pea, who recently retired as editor of The Gaston Gazette after 10 years, is now working for NCPA/NCPS as an independent contractor.



Pea will be responsible for member communications, including this newsletter and the Web.



Credit union sets up shop on the Web

NCPA Federal Credit Union has a new Web site for members to use. It is located at www.ncpafcu.org.

The main page has links to the various product offerings and locations of ATMs and branches of the State Employee Credit Union.

Members of the credit union can also perform online banking func-

tions such as checking balances, paying bills and reviewing past statements.

Membership in the credit union is open to employees of NCPA-member newspapers, provided the newspaper does not have its own credit union.

N.C. papers earn advertising awards

The News & Observer of Raleigh and *The Pilot* of Southern Pines won Metro Creative Graphics Best Balance of Entries awards in The Mid-Atlantic Newspaper Advertising and Marketing Executives' 2007 advertising contest.

Other North Carolina papers winning awards were: *The Rocky Mount Telegram*, *High Point Enterprise*, *Herald-Sun* of Durham and *News &*

Record of Greensboro.

Mid-Atlantic N.A.M.E. is made up of daily and community newspapers in a six-state region.

The Best Balance award honors newspapers based on the overall number of first, second and third place awards won in its division. Raleigh won 17. *The Pilot* took home 17 as well.

NCPA/NCPA Boards of Directors 2007-2008

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Get a free kit to help celebrate National Newspaper Week

National Newspaper Week is Oct. 7-13. What are you going to do to mark the occasion?

If you haven't had time to plan, don't worry, NCPA has teamed up with other press associations to provide a free kit for newspapers.

The kit produced the the Kentucky Press Association with funds contributed by NCPA and other press associations includes articles, editorials, cartoons and other information about our industry.

Newspapers are encouraged to use the kit to promote themselves, their staffs and the newspaper industry. It can be used to promote the role daily newspapers play in



the community and the way public notices keep the public informed of what local government agencies are doing.

You can download the kit at www.kypress.com/nnwkit.

We know money doesn't grow on trees.

But we can help you grow your money.



Employees (and their immediate families) of NCPA member newspapers are eligible for membership at NCPA Federal Credit Union.*

Call us: (888) 732-8562
or visit your local SECU
branch for more details.
And check us out online
at www.ncpafcu.org!



www.ncpafcu.org

* Newspapers that have a credit union are not eligible.



Randy Hines

No surprise, Hispanic segment fastest growing

Because my wife and I have befriended two new Spanish teachers at my school, this column will discuss the fastest-growing segment of the U.S. population.

Hispanics or Latinos (the terms are used interchangeably, although Latinos include Brazilians who do not speak Spanish) represent the largest minority group in this country. More Hispanics reside in the U.S. than Canadians in Canada.

The Hispanic population in Texas is about 36 percent and still growing.

To help you visualize the national growth, consider the following:

Girl Scouts have sold a Mexican-style cookie called Olé Olé.

Tortillas now outsell bagels in the U.S. by a 2-1 ratio.

President George W. Bush delivered a radio address to the nation in Spanish.

The top three most common names among homebuyers in California in 2006 were Hernandez, Fernandez and Gonzalez.

Even if you're not near a major Latino market, such as Los Angeles, New York or Houston, your newspaper needs to reach out to this lucrative market. Many papers in southern states have successfully created Spanish-language editions.

Much of the Southeast — especially the Carolinas — are experiencing the fastest rate of growth among Latinos.

But mainstream media anywhere can do more to woo this population group. Studies have shown, for example, that Hispanics are much more brand loyal than the white population. In this era of a general decline in brand loyalty, it's good news to advertisers that 64.4 percent of Hispanics are brand loyal. Only 19 percent of whites fit into that category today.

What about here in the Old North state?

Just how many people of Hispanic origin live in North Carolina? We can't say for sure, but here are the estimates provided by the U.S. Census Bureau. The chart also shows the percent change from one year to the next.

| Year | Est. Pop. | % Chg |
|------|-----------|-------|
| 2000 | 383,411 | |
| 2001 | 416,942 | 9% |
| 2002 | 451,095 | 8% |
| 2003 | 481,611 | 7% |
| 2004 | 514,777 | 7% |
| 2005 | 552,318 | 7% |
| 2006 | 593,896 | 8% |

Is your newspaper targeting the Hispanic demographic? Send details to John@ncpress.com.

That loyalty translates into other areas than just selecting their favorite toothpaste. Family ties are strong and extended families are included in most activities.

That includes eating. The typical Hispanic family spends almost 25 percent more on groceries than the average American consumer. Tell that to your local grocer if she wants to cut back on her advertising in your paper.

A prior study by the Association of Hispanic Advertising Agencies found two-thirds of the top companies targeting Latinos were spending less than 3.2 percent of their ad budgets for those consumers. It makes little sense when they make up about 15 percent of the total population. That figure is expected to be 20 percent by the year 2020.

Latinos do represent a big challenge for circulation staffs. Yet, if successful in capturing their interest, you may have readers for a long time. Hispanics are the youngest as well. Their average age of 27.9, based on 2000 census figures, is more than 10 years younger than the 38.6 mean age of the white population.

Almost half of U.S. children under 5 are Hispanic. So your NIE program may be paying off in ways you didn't imagine a decade ago. In fact, José was the top name for boys

born last year in Texas and California.

The average household income for Hispanics is about \$46,000, which provides plenty of discretionary income for goods and services that your newspaper can showcase on a daily basis. In fact, the fastest-growing holiday in this country is not Cinco de Mayo (my guess) but Quinceañera.

It's a major blowout birthday party for Latinas turning 15. If you thought a prom was expensive, be glad you don't have to throw one of these shindigs. The typical cost for such a celebration last year was \$9,000.

On the other hand, think of the goods and services providers you could promote this holiday to you for your advertising pages. Mattel has even issued a Quinceañera Barbie, of course. Use your imagination. What about a special section promoting the custom, which can be saved in the home for the right time to plan the festive occasion?

Texas A&M graduate Dr. Randy Hines teaches in the Department of Communications at Susquehanna University in Selinsgrove, Pa. The author wishes to thank Kelly McDonald of McDonald Marketing in Dallas who provided much of the statistics for this column.



Want to reach people? Use a human touch

John Foust

Some advertisers are so wrapped up in the spec-sheets of their products and services that they lose sight of the fact that buying decisions are made by people. Living, breathing, flesh-and-bone people.

Buying decisions — even on a cor-

porate level — are made by people. No matter what is being sold — no matter what is being advertised — it all boils down to human beings communicating with other human beings.

We're naturally interested in what

is going on with other people; what they think, how they look, what they buy. That's why it's more important to consider how a human element can make advertising more interesting, and therefore, more effective. Let's take a look at several ways to humanize an ad campaign:

1. Use testimonials.

This is the easiest — and fastest — way to humanize an advertiser. Because every business is likely to have happy customers, simply pick one — and feature him or her in an ad. Be sure to use a photograph and a name.

A testimonial gives an advertiser the license to use language they shouldn't use to describe themselves. In other words, a happy customer can gush and be believed.

For example, if XYZ Auto Supply says, "Our customers love us," readers will yawn and dismiss it as puffery. But if one of their customers says, "I love XYZ Auto Supply," it's a little more believable. After all, the quote is from a person who is expressing an opinion.

But why not take it a step further? "I love XYZ" is nice, but doesn't provide any information of value to readers. It's much better to add a specific reason-why — with something like, "I love XYZ Auto Supply, because they always have the parts I need."

2. Use a spokesperson.

This is a tactic which is commonly used by national advertisers. Some results are good, some are bad. It all depends on the relevance of the connection between the spokesperson and the advertiser. Consider some examples from the world of television advertising: Bill Cosby had credibility as Jello's spokesperson, because he was so well liked by their target audience.

And the personable PC and Mac characters in the long-running campaign have helped to jumpstart Macintosh sales, because their conversations are relevant to computer buyers.

Should you feature a company president in an ad campaign? Should you feature a recognizable athlete? Or even a coach? It all depends on relevance.



3. Introduce the staff.

This is an effective way to familiarize readers with a business. To make the best use of this tactic, don't show everybody in one photograph. Break it down into relevant groupings. Or better yet, feature one person at a time.

Instead of saying, "We're proud of Joe Jones, our employee of the month," create a link between Joe and a specific benefit. "It's my job to keep your car on the road," or "I'm here to make sure your furniture is delivered on time."

It's all about adding a human element to an advertiser's business.

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by John Foust

Bill of Rights tour continues in N.C.

If you haven't seen it yet, North Carolina's copy of the Bill of Rights still has a few more stops on its statewide tour.

The document, of course, contains the amendment we in the newspaper business hold the most dear:

The First Amendment.

Here is the schedule for future exhibitions:

■ Oct. 5-7 — Charlotte at the ImaginOn center in uptown.

■ Nov. 8-10 — Asheville at UNC Asheville's Ramsey Library.

■ Nov. 30-Dec. 2 — Greensboro Historical Museum.

Stay connected...

www.ncpress.com

Visit the NCPA Web site.

Join a Committee...



Be an industry leader Here's your opportunity to rub shoulders with industry leaders...and to be one of them. By joining a NCPA committee, you'll help your industry and grow your own career in the process. A committee can be one of the most productive tools that an organization has in its structure. Effective committees unify, represent, motivate, coordinate, consolidate and communicate. Active committee involvement is what helps to make the North Carolina Press Association such a successful organization.

To sign-up, simply fill out the form below and fax to 919-787-5302.

Professional Development

Evaluates and suggests program content for Newspaper Academy, and other workshops/conferences; develops program topics and contacts speakers.

Membership/Member Services

Addresses all membership issues and develops services for members, such as the legal hotline, the NCPA web page and the annual editorial and photo contest.

Legislative

Works closely with NCPA's lobbyist and sets the agenda, with board approval, for NCPA's legislative activities.

Online Advertising

Focuses on online advertising sales and training for member newspapers.

Advertising Conference Planning

Plans the annual NCPA Advertising awards ceremony and administers special awards.

Circulation Conference Planning

Plans the annual NCPA Circulation Conference, develops program topics and contacts speakers.

Institute/Convention Planning

Plans programming for Winter Institute and annual Summer Convention, helps select sites, contact speakers, evaluates effectiveness of programs, presenters.

NCPA Federal Credit Union Board of Directors

Oversees/governs this NCPA member service, and includes a credit committee and supervisory committee.

Operations

Working with NC Press Services managers, oversees major policies of NCPS.

Credit

Works with NCPS on credit issues and payment policies.

Human Resources

Focuses on personnel issues within NCPA/NCPS, working with the Executive Director and the Executive Committee.

Yes, I would like to serve on a NCPA Committee!

1st Choice: _____ 2nd Choice: _____

Name: _____ Newspaper: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Fax this form to NCPA: 919-787-5302 or mail to NCPA, 5171 Glenwood Ave., Suite 364, Raleigh, NC 27612



Newspaper notes from around North Carolina

Photographers show their art

Images taken by two photographers for *The Sylva Herald's* magazine "Across the Mountains" were featured in an exhibit at the Hooper House Gallery of the Jackson County Chamber of Commerce. The exhibit of photographs by **Nick Breedlove** and **Scott Hotaling** ran through August.

Now a morning paper

The Dispatch of Lexington made two major moves in September. Printing operations ceased at *The Dispatch* office in favor of printing at the *Herald-Journal* in Spartanburg, S.C., both New York Times-owned properties. At the same time Lexington changed its publication cycle from afternoon to morning.

In his column of Sept. 15, Editor **Chad Killebrew** wrote the first week went smoothly. "We experienced a few glitches, most of which we quickly fixed."

Korea comes to N.C.

The offices of the *Outer Banks*

Sentinel played host to newspaper publishers and editors from South Korea in August. Many of the papers represented are located in small communities in the Asian nation. They talked with the *Sentinel* staff about the importance of open government and a free press.

Photogs do like to chat

It's not just newspaper photographers who like to discuss their work. Non-journalists like to do it too. *The News & Observer* Deputy Managing editor **Dan Barkin** announced the creation of a forum on the Raleigh paper's share.triangle.com Web site. The forum was requested by users as a way to share information about their shared passion.

Partnership for donations

The Sanford Herald announced a partnership with the organization DonorsChoose. The program connects donors in the Sanford area with specific needs in the public school system. "It allows our read-

ers to find out directly from Lee County's teachers what they need to help their students succeed," said Publisher **Bill Horner**.

Lawsuit leads to a reversal

When the Greensboro City Council decided to adjourn its meeting in a closed session rather than a public session, *The Rhinoceros Times* filed a lawsuit. According to a Rhino story, two weeks later "seven council members voted to rescind the earlier action and to come back from closed session, finish their business items and adjourn the meeting properly."

Sory abot the arrors

We've all experienced the gremlins of typos. For a few days in July the *Richmond County Daily Journal* at Rockingham had a rash of them in its classified ads. Publisher **Rick Bacon** told readers the problem lay with a computer glitch, not people.

"We couldn't make that many typos if we tried," he said.

Summer Convention returns to mountains for 2008 at the Crowne Plaza Asheville

Following a successful Summer Convention in Charlotte this year, NPCA will be heading back to a mountain location for 2008.



We'll be meeting in the Crowne Plaza hotel at Asheville July 17-20. The Crowne Plaza is located on the northwest side of the city and has onsite golf, tennis and swimming.

Program details will be determined by the Convention Planning Committee chaired by Deuce Niven of the *Tabor-Loris Tribune*. Contact Holly Johnson at (919) 789-2093 to be a part of that committee.

Also on the calendar:

Feb. 28-29 Winter Institute at Cary Embassy Suites
May 9 NCPA Newspaper Academy at UNC-Chapel Hill



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News of North Carolina newspaper people



Anthony

Wes Anthony joined the *bannernews* of Belmont and Mount Holly as sports editor. He is a 2000 graduate of Appalachian State.



Brown

Cyndi Brown has been named managing editor of *The Daily News* of Jacksonville. She was deputy managing editor for features and previously served as city editor. She has served as interim managing editor since May.



Cushing

Rose Cushing is the new marketing director for *The Daily Southerner* of Tarboro. She previously served in a similar job at *Spring Hope Enterprise*.



Horn

Sundae Horn joined the reporting staff of *The Ocracoker*. She has been published in *Island Breeze*, *Ocracoke Observer* and *Our State* magazine.



Hudson

Frieda Hudson, publisher of *Pamlico News*, remains in the hospital following a stroke in August.



Manning

Janet Littler has been named advertising director of *The Enquirer-Journal* of Monroe. She previously was advertising sales manager for *Chillicothe Gazette* in Ohio.

Peggy Manning was named editor of *The Guide*, the entertainment publication for *The Mountaineer* at Waynesville. She has been with Mountaineer Publishing Co. for more than 20 years.

S. Jay Niver was named editor of *Beaufort Observer*.

Johnnie Rascoe Jr. will serve as sports reporter for both *The Enterprise* of Williamston and *Weekly Herald* of Robersonville. He previously was a freelance writer for both papers.

Ellen Robinson joined the *Lincoln Times-News* as a reporter. She was a reporter for four years in Montana before returning to the Carolinas.



Robinson

Debbie Moore Rodwell has been named publisher of *The Garner Citizen News & Times*. Her brother, **Barry Moore**, has been named executive editor. **John Lucy** is now managing editor. The weekly newspaper began publication in July.

Jonathan Segal has been named to lead the newspaper division of Freedom Communications. The new division combines the former community newspaper and metro newspaper divisions. Segal previously served as publisher at *The Gaston Gazette* and *Sun Journal* at New Bern.

Gena Smith joined the news reporting staff of *The Robesonian* of Lumberton. She previously served internships for the *Independent Tribune* in Kannapolis and at the *News & Record* of Greensboro.

Bill Stagg resigned as editor of *The Herald-Sun* of Durham. He has taken a position with Duke



Moore

Medical Center in media relations. He started with *The Durham Sun* in 1975 and has been managing editor of *The Herald-Sun* since 2001.

Eric Steinkopff has been named editor and general manager of *The Andrews Journal*. He last served as staff writer and photographer at *The Times-Tribune* in Corbin, Ky. He previously worked with *Carteret County News Times* and *The Daily News* in Jacksonville.

Kim Young-Taylor left *The Smithfield Herald* to take the position of director of advertising for *The Herald* in Rock Hill, S.C. She was Smithfield's advertising manager.

Tim Wilkins is the new sports editor of *The Robesonian* of Lumberton. His last position was editor/general manager of *The Bladen Journal*. He previously served as *The Robesonian's* managing editor.



Lucy



Segal



Stagg



Steinkopff



Young-Taylor



Wilkins

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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



Deaths

Doug Bearce, former *Littleton Observer* reporter. Died Aug. 1.

Richard Hunt, 92, former reporter for *The News & Observer* of Raleigh and *The Associated Press*. Died July 15.

Bill Muller, 42, film critic for *The Arizona Republic* and former reporter for *The News & Observer* in Raleigh. Died Sept. 6.

Morris W. Rosenberg, 87, former AP bureau chief and member of the North Carolina Journalism Hall of Fame. Died Sept. 15.

► **Mildred Butler Sanderford**, 101, first garden editor of *The Cary News*. Died Aug. 16

Vicki Ann Summers, 59, reporter for *The News-Journal* of Raeford. Died July 23.



◀ **Alvin B. Taylor**, 78, former columnist and editor of *The Daily Reflector* at Greenville. Died Sept. 17.

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| North Carolina | |
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| May 2005 2 Editions Circ. 80,000 | September 2007 31 Editions Circ. 320,000 |

