

# Media alliance goes on a Mission Possible

Newspapers may be dealing with the hardest economy in memory, but that hasn't stopped papers in Charlotte and Elizabethtown from taking time to actively help out struggling local charities.

If the lousy economy wasn't bad enough, in Charlotte the charitable organizations have the added burden of a public relations nightmare lingering from last year.

When news surfaced of the salary, bonuses and pension payments to the then CEO of Charlotte's United Way, many donors' wallets snapped shut. People didn't feel as charitable when their money was being used for large salaries.

To help combat the negativity about charitable groups, two NCPA members, *The Charlotte Observer* and *Creative Loafing*, joined with other media outlets to change perceptions.

We posed questions to Steve Gunn, editor for innovations at *The Charlotte Observer*, about the project:

**NC Press:** Briefly, what exactly is Charlotte Mission Possible?

**Steve Gunn:** Charlotte Mission Possible is an public service effort by nine media organizations to highlight charitable needs in Charlotte through stories, to help the public get engaged and suggest solutions to meet those needs and to investigate to make sure that the donated money is

being well spent.

**NC Press:** What prompted the creation of this project?

**Steve Gunn:** Charlotte has been particularly hit by the drop-off in donations around the country for a couple of reasons: 1) the down economy hit hard here, especially with the banks and 2) a controversy involving the main umbrella

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## Charlotte Mission Possible

HELP FIND CHARITABLE SOLUTIONS BY GOING ONLINE  
TO WWW.CHARLOTTEMISSIONPOSSIBLE.ORG

### Stretch into a posture of helping

THE CLIFF



**DAVID PERLMUTTER**

Giving comes in all forms. For Karen Williams, it comes in forms of bodies twisting and stretching into crane-sounding postures — for good causes.

Williams owns Yoga For Life, a studio on Morehead Street. Since March, she's held benefits there on the first and third Fridays to raise money for a different cash-strapped charity.

She calls the events "Yoga Matters," with participants paying as much as they can afford for a 75-minute class and a talk from a member of the particular organization that is being helped. Williams donates the space. Teachers donate their time — all the proceeds go to the charity.

The next benefit is 6 p.m. today. Yoga for Life has two studios, and there's live two teachers for beginning and intermediate students.

"It's important in the yoga community that we give back," she said. "What I love about 'Yoga Matters' is that it gives back on so many different levels. It gives back to the students. It gives back to the community and to the organizations that are so financially challenged in this economy."

Today's benefit is for Circle de Luz, the organization that helps young Latinos in Charlotte through extensive mentoring, programming and scholarship funds for education. Previous recipients include: Seagle Avenue Partners, Catawba Lands Conservancy, the Humane Society, Jacob's Ladder and the Girl Scouts.

Some students have written checks for \$50; others have dropped a couple of bucks into the donation basket.

"I didn't matter to Williams — every little bit helps.

"If you want to get in a good stretch, and help struggling charities stretch their resources, head to Yoga for Life at 6 p.m. today. It's at 140 W. Morehead St. in Charlotte.

### Charity Focus

## Shelter Health Services

Provides health care to homeless women and children

The facility gets its money from the United Way or government agencies. Most funding comes from grants, which are dwindling. — DAVID PERLMUTTER

If you give ...

**\$10** would pay for a drug prescription, or eight bus passes for clients.

**\$25** would provide mental health prescriptions for two clients a month.

**\$50** would help five women with diabetic supplies for a month.



DONATIONS AND INFO: Visit the organization's Web site at [www.shelterhealth.org](http://www.shelterhealth.org). Or send a check to Shelter Health Services, 534 Spratt St., Charlotte NC 28206, or call Michael Sowryak or Karen Bennett at 704-334-2233.

The facility gets its money from the United Way or government agencies. Most funding comes from grants, which are dwindling. — DAVID PERLMUTTER

### Back-to-school donations

## Students need supplies for learning

By TONYA JAMISON (@tonyjameson)

This is the last weekend to buy supplies before classes begin for Charlotte-Mecklenburg Schools on Tuesday. Don't forget CMS has thousands of underprivileged students who will need supplies not only on the first day, but throughout the year.

Classroom Central gave out most of its school supplies by December last year, and even more children will need everything from books and pencils to uniforms this year. At this point, Classroom Central's most needed items are pens (lots of packaged pens), erasers, pocket folders and pencils. The easiest way to donate is to leave supplies at your mailbox for your letter carrier to pick up on Saturday only.

Another back-to-school need is uniforms. A Child's Place, which helps homeless children, needs school uniforms, including more than 1,000 shirts. Drop off items or donations 8:30 a.m.—6:30 p.m. Monday through Friday at 601 E. Fifth St., Suite 130, Charlotte. See the Charity Events calendar for other upcoming school supply drives. For details on items to donate, visit [www.childsplace.org](http://www.childsplace.org).



At the Back To School Bash on Aug. 15, students in the South Tryon community received backpacks and other school supplies.

PHOTO COURTESY OF CLEVELYNE MORTON

### Charity events

**EVENTS**

**HAPPY HOUR, TONIGHT**  
Council for Children's Rights and Thompson Child and Family Focus are this week's beneficiary of the weekly fundraising Fridays at Madison's. 5:30-6:9 p.m.

**ROARING FUNDRAISER, SATURDAY**  
Celebrate the Roaring '20s, and help people with multiple sclerosis at the 23rd annual Great Gatsby Gala. The fundraiser is expected to draw 400 guests. Highlights include a Bombyr Sings are marlin bar food from Charlotte's restaurants, and music by Tyrone Jefferson and Sign of the Times Band. There will be a costume contest and a silent and live auction, 8 p.m. until midnight at the Atrium at Two Washburn, 301 N. Tryon St. Tickets are \$75 in advance or \$100 at the door. 800-FUNRAIS (384-4567) or [www.nationalmultiple.org](http://www.nationalmultiple.org).

**BAR GAMES, SATURDAY**  
Save Second Base is a fundraiser for Angela Mirarchi's effort to benefit the Aven Foundation, which raises money to fight breast cancer, domestic violence and other women's issues. The event consists of bar games at Corrally's on 5th and Backdoor Saloon. The event ends at Howl at the Moon. More teams are needed to participate. 2 p.m. Aug. 22. \$35-\$65 per team. Contact: Nichole Green 235-422-1569.

**LOOKING FOR ITEMS, SUNDAY**  
Mosaic Church will host "What if Every one..." a community outreach event, Sept. 12. It will feature donated items, such as diapers and soap, to incarcerated children. Starting Sunday through Sept. 6, the church will collect items to distribute to various agencies on the day of the campaign. Items can be delivered to Mosaic Church, 11025 San Roper Drive, Suite B. For a list of supplies: [www.whatifeveryone.com](http://www.whatifeveryone.com) (click on "resources").

**FREE HAIRCUTS, MONDAY**  
Headlines BarberShop is offering free haircuts for schoolchildren (ages 5-17) from 9 a.m. to noon Monday. Although the cuts are free, please bring money for tips. 704-527-1310 or [www.headlinesbarbershop.com](http://www.headlinesbarbershop.com).

**WASH NIGHT, AUG. 27**  
The Fabian South End Library Apartments is hosting Wash Night 2009, a fundraiser for the Make-A-High Foundation. The event features live music and food from local restaurants, such as Crave and Mosaic Grill. 6 p.m. Aug. 27. 125 West Tenth Ave.

**HELPING SENIORS, AUG. 27**  
Singer and storyteller Ed Robinson will perform as a fundraiser for Shepherd's Center Care, which offers programs and services for seniors. 7 p.m. Central United Methodist Church, 6030 Albemarle Road. Cost: \$5-\$25. 704-388-1511.

Get an upcoming fundraising event or a success story? Please email [jameson@charlotteobserver.com](mailto:jameson@charlotteobserver.com) with "Charity event" in the subject line.

Search our updated Giving Guide  
By region, by topic or specific need at [charlotteobserver.com/giving](http://charlotteobserver.com/giving)

**Surviving another session**  
Our legislative counsel, John Bussian, provides a summary of the 2009 General Assembly  
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**ALSO INSIDE**

NCPA President David Woronoff says we won't get through the bad times unless we have **some fun along the way** / Page 2

Want to **make your ads effective**? Then make sure to provide readers with lots of clarity / Page 5



From the president

david@thepilot.com

# We're not going to get anywhere without fun

David Woronoff

I like having fun. In fact, that's what I'm doing right now. As our newsletter editor, John Pea, nervously tapped his keyboard awaiting my column, I popped open a beer and read the latest edition of BusinessWeek magazine. The cover story was titled, "The Case for Optimism," which inspired me to write to y'all about the importance of fun.

I've watched the musical "Mary Poppins" a dozen too many times with my daughters. But I've always loved her quote from A Spoonful of Sugar, "In every job that must be done, there is an element of fun. You find the fun and snap! The job's a game." I've always been a glass-half-full kind of guy. So, Julie Andrews admonishing her young charges to do their chores more cheerfully has served as a guiding principle of mine.

Honestly, I don't think there's a quality much more important to our business than fun. At *The Pilot* in Southern Pines, fun is one of our cherished core values. We work hard at creating what University of North Carolina journalism school professor Jock Lauterer calls "a happy shop."

After all, that's what newspapering is supposed to be. Fun helps to make our products compelling to read. That engagement with the

reader produces dynamic results for our advertising customers and creates a virtuous circle of improved products, engaged readers and rising revenues.

Unfortunately, few folks in the newspaper business are having much fun these days. That's understandable, since we are in the throes of the Great Recession. It's hard to have fun when your colleagues are getting laid off and we watch the quality of some newspapers diminish before our eyes.

We'll never be able to whine our way to prosperity, though. We've been doing way too much of that lately anyway. Now is exactly the time for us to heed Mary Poppins' mandate to "find the fun." We're creative enterprises. And how many of us can be innovative or creative if we aren't enjoying our work?

Optimism and its kissing cousin, enthusiasm, will prove to be the keys to our industry's resurgence. And the sun will shine again on newspapers. Those qualities, if we can muster them, are our strategic advantage. I'll bet you that the news organizations whose employees exude healthy amounts optimism and enthusiasm significantly outperform their pessimistic and cynical counterparts by just about any statistical measure.

So your Press Association is going to have fun this year – damn it! My hope is that we will become a hotbed of innovation. We want you to join your association colleagues in brainstorming and sharing clever ideas to improve your business during these turbulent economic times. Your partnership will bring home even more value from your NCPA membership.

It's been said so many times that it is almost become a cliché, but it's true: Newspapers have a revenue problem, not a readership problem. We have to come up with some creative ways to generate more revenue for publications.

That's why I have asked former NCPA Presidents Rip Woodin (2005-2006) and Gayle Smith (1990-1991) to co-chair a task force we're calling the Revenue Committee. Their fertile and creative minds will look at everything from an Internet-type transactional advertising (you don't pay until it sells) structure to having the NCPS sell ads across all of our web sites. Rip and Gayle will need all the help they can get, so please volunteer for their committee by giving them or the folks at NCPA headquarters a call.

Remember, nothing great was ever accomplished without enthusiasm.

## THE NORTH CAROLINA PRESS

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

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

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

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



### North Carolina Press Association Mission Statement

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



### North Carolina Press Services Mission Statement

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

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

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



Kevin Slimp

# Missing fonts, failed crops, what's going on?

**M**y inbox has been especially full lately. That makes it harder to answer every question personally, but I try to answer as many questions as I can. Let me share a few I've received over the past few weeks:

**From Mark in Pennsylvania:**

**We have a PDF, created by InDesign and cropped in Acrobat. When we place the "cropped" file onto an InDesign page, the original cropped area returns and prints over the words and ads around it. Any idea why this happens?**

This has perplexed InDesign users from day one. Most applications simply ignore a cropped area as if it's not there. InDesign knows, however, that it's there and gives you the option of showing or hiding the cropped area.

Simply click on the "Show Options" button in the Place window when placing a PDF file on a page. Next, select "Crop" from the "Crop to" list. That's it.

**From LJ in Nebraska:**

**I need to invest in new equipment, quickly. Over the weekend we lost our G5 RIP. It lasted at least five years. Anyway, would the MAC (\$1,500) you have in your current review be appropriate? I'm the purchasing person not the designer, but I think we have OSX something and CS3. Any expertise that you're willing to share is helpful.**

It's a safe assumption that the current iMac would cover all the bases of your five-year-old G5. Be sure to get plenty of RAM. The model you're considering comes with 4 GB RAM, which should be fun. But it's always a good idea to load up on memory when possible.

The iMac will come with the latest operating system and CS3 will run fine. If your old machine won't restart, you might need to call

Adobe to switch your CS3 serial number over to your new machine. Creative Suite can be installed (but not run) on two machines at once, so you might be able to install it without first calling Adobe.

**From Nick in California:**

**Which would you choose if spending around \$700 for an SLR digital camera: a Canon or a Nikon?**

Frankly, Nick, that would depend on the lenses you already have.

Lenses are often more expensive than the camera itself, so I usually recommend that people stick with the brand they already have lenses for.

However, if you're starting from scratch without lenses, the choice isn't nearly as clear cut. Nikon and Canon both put out quality products and I don't think you'll be disappointed with either brand.

As I visit photographers at larger papers, it seems they are more prone to own Nikons than Canons. However, I tend to buy Canons when I'm purchasing cameras for personal use.

An additional consideration these days is whether you want the ability to shoot high definition video with your SLR.

**From Brett in Kentucky:**

**I have an eMac running 10.4.11 operating system. I have been using InDesign 2.0 for several years now and all of a sudden it won't open. I've done everything I know to do, including re-installing the software. When I click to open the program, the dialog box opens up, but when it gets to "loading palettes" it acts like it's trying to open up but never does. After it tries to boot up for a minute or so, it unexpectedly quits. Do you have an answer to this problem? I appreciate any help you can give me.**

This is a common problem on both Macs and Windows-based systems

running InDesign. It sounds like it's time to get rid of the old preference and create new ones. Try this to fix the problem on your Mac: 1) Quit InDesign; 2) Drag the "Version [version]" folder from the "Users>username>Library>Preferences>Adobe InDesign folder to the Desktop; 3) Restart InDesign.

In most instances, InDesign will start up after removing this folder. If the problem recurs after this process, it isn't related to preference files. To restore custom settings, drag the "Version" folder from the Desktop back to its original location, and then click OK when asked if you want to replace the folder.

**From Karen in Missouri:**

**I am having problems with fonts on the computer. I am missing fonts from my font list when working in Quark. These fonts are in at least one of my three font folders, but not available for me to use. My computer has Mac OS X Version 10.5.7. We have no idea which fonts are to be in which folders. When I go to adding some font to the Font Book they will not transfer to that folder. Do you have any advice on straightening these fonts out?**

Yes, Karen, I do:

There are several places fonts can reside on both Macs and PCs. When I'm having problems with a font on a Mac, I make sure it's located in the Library>Fonts folder on the main hard drive. This makes it available to every application on the computer. Just between you and me, that's where I keep all of my fonts. They used to be spread throughout the computer, depending on my applications and font management utilities. Over time, I've learned that fonts kept in the main Fonts folder tend to show up when needed.



John Bussian

# Wrapping up a tough legislative session

In what will go down as the toughest General Assembly session in memory, the North Carolina Press Association came through the 2009 “long session” in good shape.

With the General Assembly’s pondering of a services tax and coming close to allowing electronic legal advertising in lieu of newspaper legals, lawmakers may have headed home just in time. They’ll be back in early May for what could be another rough ride for our industry.

The NCPA’s heartburn during the 2009 session, like that which plagued so many other industries, is traceable to the state’s budget problems.

Those problems prompted the League of Municipalities and the County Commissioners Association to join forces backing a bill that reportedly would have saved some money for government and would have broadly authorized local government to publish certain legal notices on government web sites, instead of advertising in paid circulation newspapers, the way the current state law requires. (Never mind the goal of reaching most members of the public the most effective way: through newspaper legal advertising!)

And, of course, as long as policy makers are promoting a restructuring of the state’s tax system by moving to a state services tax – and away from sales taxes – newspaper advertising has always been an inviting target. Only a few years ago, then Gov. Mike Easley proposed an across the board, 7 percent tax on newspaper circulation revenue.

So 2009 saw the NCPA dodging some major business side risks in the legislature. Thanks again to the NCPA staff rallying members to the cause, the NCPA emerged unscathed. For now.

Here is a look at what NCPA members and their readers withstood this session:

## Assault on public notices

HB193, HB710

In the most serious threat of the session, the NCPA stopped HB193, a bill principally sponsored by House Minority Leader Skip Stam and Republican colleagues. It would have globally allowed public notices to be run on city- and county-operated Web sites in lieu of newspaper publication.



Stam

The NCPA membership successfully opposed the bill in committee and prevailed by a single

vote, but Rep. Stam brought on a similar measure in the form of a local, initially Clayton-only bill to authorize the same thing.

On the eve of a committee vote on that bill, Stam expanded the reach of the legislation to cover 20-odd cities and counties across North Carolina.

Faced with an impressive turnout of opposing NCPA publishers and editors, who traveled to Raleigh, the amended bill failed again in committee by a thin margin. The full House later reverted back and passed the Clayton-only local bill, which would have authorized only the city of Clayton to join five previously authorized Wake municipalities to publish public notices only online).

The Clayton-only bill, HB710, was stopped in the Senate, thanks largely to efforts of Clayton Publisher Stewart McLeod, Johnston/Wayne County Senator David Rouzer, and NCPA members who contacted their legislators and made a convincing case in favor of the public’s right to know.

Although Sen. Rouzer has an-

nounced his plan to keep the legislation dormant for good, the Clayton-only bill remains alive for the short session in 2010.

On a related front, the NCPA agreed to work with sponsors of other bills proposing to allow notices to run in free circulation papers or publications predominantly composed of advertising.

Those bills were stopped for this session but an NCPA committee headed by *Statesville Record & Landmark* Publisher Tim Dearman is talking with all potentially affected members and interests to set a statement of intent and prepare to craft new legislation to protect public notices in newspapers.

## Expansion of Internet Publishing Liability

SB46

NCPA-backed forces stopped a Senate bill that proposed broadly to expand current defamation liability for Web site operators.

## Expansion of “Commercial Misappropriation” Liability for Online posting of photos, names, and likenesses for business purposes

HB327

Aided mightily by the N.C. Association of Broadcasters, the NCPA helped derail – for now – a bill thought to be backed by auto racing industry interests aimed at expanding liability for posting photos and other identity-related items as part of online photo gallery enterprises, among other media industry uses.

The bill would give the estates of deceased personalities rights to file lawsuits to recover damages for non-consensual use of photos and names, where no rights exist now under the law of almost every state.

Since the bill was not subject to the “crossover” deadline, whereby



# Clarity in advertising

Some years ago, I heard a speech by John O'Toole, president of the famous Foote, Cone & Belding ad agency. After his talk, I made chatted with him for minute or two. During that brief conversation, I asked what he thought was the most important principle of advertising communication. Without hesitation, he said, "Clarity."

I remember being impressed by the unwavering certainty of his answer. He knew that there is no substitute for clarity. Big budgets, fancy flow charts and dazzling special effects aren't worth a nickel unless consumers receive a clearly expressed message.

Fast forward to a recent business conference which featured speakers on a variety of topics. Although the "sales and marketing" speaker did a good job of covering the statistical side of lead generation, she had some misconceptions about advertising creativity. When she put two ads on the screen and said, "These

are outstanding print ads," I couldn't help but think of Mr. O'Toole's succinct statement. Clarity was nowhere to be found.

The first ad featured a headline that boldly stated, "The essence of luxury." It was surrounded by four stock photographs: a smiling man holding a golf club, a smiling woman holding a cup of coffee, a smiling couple walking on the beach, and a smiling kid playing with a smiling puppy.

How's that for generic? The ad could have been promoting golf. Or family vacations. Or coffee. Etc.

The second ad had a photo of a hot dog, with a headline that read, "Frankly speaking." The speaker explained, "With a picture of a hot dog and a headline that plays on the word 'frank,' most people would think this is an ad for food. But the body copy shows that it is an ad for an open house. They were serving hot dogs."

I'm glad she told us the ads were

promoting real estate developments, because no one in the audience could tell from looking at the screen.

Unfortunately, she was interpreting clever copy and artsy photography as effective communication. She was confusing style with substance.

If clarity had been the guideline for those two ads, the headlines and photographs would have worked together to create messages that communicated with laser-beam accuracy.

According to an oft-quoted statistic, only two out of ten people read further than a headline. The only ads that are read in their entirety are those which promise "more information about this specific subject in which you are interested." If a merchant relies too heavily on the body copy to communicate what is being sold, the result may be advertising that is mentioned in speeches, but ignored by consumers.

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

## Bussian

from Page 4

one chamber of the General Assembly would have to pass it in 2009 to keep it alive in 2010, it remains in play. It has been assigned to a House Judiciary I subcommittee, where the NCPA and NCAB hope to keep it permanently corralled.

### Automatic Recovery of Legal Expense by Public Records Suit Winners

HB1134

Against massive opposition by the N.C. County Commissioners, the League of Municipalities and behind-the-scenes opposition by public hospitals, the NCPA helped the House pass a bill – not identified by the NCPA Legislative Committee as a reachable 2009 legislative goal – that would give citizen and media

winners of public records suits the functional equivalent of automatic recovery of legal expenses.

Although the N.C. Senate has twice passed a similar bill in the past four years, the Senate Judiciary Committee declined to hear the bill before the 2009 session adjourned. Committee members and bill sponsors Reps. Ross, Dickson, Wainwright and Wilkins vow to press for Senate hearing and passage in the 2010 short session.

On a number of other fronts, the NCPA stopped bills that would have given another internal state agency auditor the right to keep work papers secret and would have allowed information in the hands of non-government agency tipsters (Crimestoppers) to be automatically kept secret. (Currently, only witnesses viewed to be at risk of physical and

emotional harm can be kept secret by law enforcement.)

There is plenty of work ahead on several fronts. NCPA members can count on a revival of the discussion of the scope of a state services tax. Even if it doesn't happen in 2010, the topic is likely to be with us in the next cycle, 2011-12.

And, of course, the battle over public notices advertising and which publications qualify to take such ads will rage on.

On the bright side, the chances that the Senate will take up the House-passed bill allowing automatic recovery of attorney fees by public records case winners is virtually certain.

Big challenges? For sure. And NCPA members have risen to meet them every time. We'll need you to join us again.

# Mission Possible

from Page 1

funding group in Charlotte has caused a lot of skepticism from the public.

As we discussed the issue internally, we realized this was such a crucial time in our community that we needed to reach out to other media as a way to really help get the community focused on this.

We also wanted to make sure citizens' solutions and voices were part of the effort and that is how we got into the "crowdsourcing" part of the project.

**NC Press:** Describe what went into developing Mission Possible and who, internally and externally, were involved.

**Steve Gunn:** The project was put together over the course of about a month by editors at the Observer. A couple of key things were contacting other media – including some who might be considered our "rivals" – and working with a local company called Edison Nation to put together a crowdsourcing element to the coverage that allows citizens to be involved; and reaching out to the non-profit community. Top editors at each media outlet have been involved with the effort.

**NC Press:** Describe the cooperation or lack of cooperation you've received from the non-profit community in Charlotte. How have they reacted to it and how many have participated?

**Steve Gunn:** In general, the reaction has been positive. Because our focus has been on needs, efficiency in spending and what's working, we've gotten a lot of support. None are formal partners with the effort; but dozens have been featured in stories along the way. We're walking a fine line of being objective in our coverage, yet helping people understand the real human needs.

**NC Press:** You've anchored this feature in your paper in a valuable spot and given it a lot of room on



We asked Ann Caulkins, publisher of *The Charlotte Observer*, for her thoughts about the Mission Possible project. She responded:

This project is very important to this community. We have been very worried for several months that the economic situation in Charlotte would negatively impact social service agencies in Charlotte and the region.

We also knew after the local United Way scandal many who had given money through United Way may not be comfortable in giving to that agency in the future.

Mission Possible allows us to talk about the agencies and how they are faring in these rough times. For many of these agencies they are in a situation where demand has increased and funding has decreased. Some of these agencies are fighting for survival.

The Mission Possible partnership with other media has allowed us to bring awareness to the crisis. Thankfully, our page two coverage has encouraged contributions that have helped bridge the gap for many of these institutions.

A2. How do you think your readers are reacting to this feature and do you have any feedback from readers you could share?

**Steve Gunn:** We've been hearing that people like it. One interesting thing from the people I've talked – and I think our media partners have heard similar stories – is people don't necessarily realize that the media is working together on this. They tend to focus on one outlet – which probably is about media use habits.

**NC Press:** How has the project affected *The Observer's* staff? Are they doing more for local charities or otherwise getting more involved in their community?

**Steve Gunn:** That's a pretty interesting question. I would say it hasn't affected it much, but I'd hasten to add that's because the staff here has always been very involved in community and charity work through

their churches or other ways. Obviously, they don't get involved in leading the charities, but are often involved in helping out. *The Observer* also runs a Christmas charity that some staffers volunteer with annually.

**NC Press:** What lessons did you learn in implementing this program that would help other newspapers considering a project such as this?

**Steve Gunn:** Coordinating between the various media outlets has been time-consuming, and I wish I could devote more time to it. So, prepare to spend a lot of time.

The crowdsourcing aspect of the project asked people to submit their ideas online or through the mail to help meet charitable needs. It's a tough question for anybody, and in hindsight, I might have tried a smaller question to warm the audience up and then hit them with the tough one.

**NC Press:** Is there anything else we should know about Charlotte Mission Possible?

**Steve Gunn:** Our media partners on this:

- Creative Loafing
- Charlotte magazine
- Davidsonnews.net
- Qcitymetro.com
- Citblogs.com
- La Noticia
- WCNC-TV
- WFAE-FM

And our non media partner is Edison Nation, a Charlotte based invention generation company.

## Bladen Journal plans auctions

Charitable organizations are on the minds of newspapers everywhere, including in Elizabethtown.

*The Bladen Journal* plans to conduct 12 month-long silent auctions in 2010 with proceeds going to 12 area organizations.

"In these tough economic times, *The Bladen Journal* understands how difficult it can be to continue serving the community at a high level," said Editor Curt Vincent. "The staff here thought there had to be a way for us to help."

The paper is asking readers for donations to the auction.

# News of North Carolina newspaper people



Cook

**Peter Cook** is the new general manager of *The Tribune* at Elkin and *The Yadkin Ripple*.



Joy

**Kevin Drake**, publisher of the *Times-News* in Hendersonville, has been promoted to the newly created position of regional director of sales for the NYT Carolinas Group



Murray

**Scott Edgington** of Freedom ENC at Jacksonville and **Matt Tess-near** of the *Sun Journal* of New Bern received second quarter Shining Star awards from Freedom Communications for innovation in online work.



Almquist

**Vernon Fueston** has joined the staff of the *Bertie Ledger-Advance* of Windsor as a staff writer. He has been a part-time reporter for the *Chowan Herald*.

**David Joy** is the newest staff writer for the *Crossroads Chronicle* of Cashiers.

**Deborah Murray**, who has been publisher of the *News-Topic* of Lenoir since January 2004, left the position to be the president and chief executive officer of Caldwell 20/20. **Terese Almquist** is the new publisher of the *News-Topic*.



Renfro

released her second book of fiction for young adults, "Troy High."

**David Renfro** retired after 16 years as publisher of *The Courier-Tribune* of Asheboro. **Diane Winnemuller** is the new publisher as of July 20.



Winnemuller

**John Staples**, editor emeritus of the *Kernersville News*, published his third book, a novel titled *Perfect Imperfection*.

**Bryan Stewart** has joined the staff of the *Richmond County Daily Journal* as a reporter.



Stewart

**Jimmy Tomlin**, feature writer for High Point Enterprise, won the top feature-writing honors in the Green Eyeshades Awards regional competition. His story, "A



Tomlin

long time healing," took first place for small daily newspapers.

## Deaths

**Jeb Caudill**, 39, former editor and general manager of the *Farville Enterprise*. Died March 1 in East Lansing, Mich.

**Dr. Worth B. Daniels Jr.**, 84, former chairman of The News & Observer Publishing Co. board. Died July 9.

**Maureen McGee**, 58, copy editor for *The Star* of Shelby and *The Gaston Gazette*. Died June 20.

**Margaret Ritchie**, 71, editor emeritus of *The Clayton News-Star*. Died Aug. 8.



Ritchie

**Coreen Fisher** is the new vice president of advertising for the *Asheville Citizen-Times*.

**Randy Foster** has been named

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**Les High**.....Communities President  
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## CALENDAR

**Sept. 16-18**  
 SNPA Workshop for Smaller Newspapers, Atlanta, Ga.

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

**Oct. 1**  
 Final deadline for paying 2009-2010 NCPA membership dues

**Oct. 5**  
 Deadline for News, Editorial & Photojournalism Contest entries

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

**March 18, 2010**  
 Winter Institute, Chapel Hill

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## NCPA News & Notes

### **Are you getting it?**

Starting last month, NCPA began sending out a new weekly e-mail newsletter, updating you with the latest information and links to news of our industry.

The first NCPA e-press went out Aug. 6. We send the newsletter each Thursday to those on our e-mail list. If you have not been receiving e-press and would like to be included, send your e-mail address to [john@ncpress.com](mailto:john@ncpress.com).

Don't worry if you don't receive one on Sept. 3. Since this newsletter should be in your mail that week, we won't have an e-press on that day.

### **Placing orders made easy**

North Carolina Press Services just made placing advertisements via our networks a whole lot more easy.

We've teamed up with Verican to provide customers with an interactive way of placing ads and paying for it online.

Besides network advertisement orders, customers may also order the NCPA Newspaper Directory, the Media Law Handbook and use the press release service.

To find out more about all of these services, go to our Web site at [www.ncpress.com](http://www.ncpress.com).

### **Time to pay your dues**

By the time you receive this newsletter, the first deadline for paying your 2009-2010 membership dues will have passed.

The final deadline for dues payment is Oct. 1. Remember that if you miss the deadline, your newspaper will not be able to compete in this year's News, Editorial & Photojournalism Contest.

### **Name changes**

Two of our member newspapers recently made changes to their names.

The Charlotte Weekly is now the South Charlotte Weekly.

The Huntersville Herald now goes by the Lake Norman Herald Weekly.

### **Editorial Contest info online**

You should have already received a packet with the rules and entry forms for the 2009 News, Editorial & Photojournalism Contest.

You may also obtain all the same information at our Web site, [www.ncpress.com](http://www.ncpress.com). The online PDF forms are editable, so you can fill in the blanks on your computer.

Also, if you have questions, try out Blogging on the Contest, where you can leave us comments and seek answers. The link is on our home page.

### **Next North Carolina Press**

Remember that we're only printing this newsletter every other month now. Expect the next issue in November.

In the meantime, please enjoy the weekly NCPA e-press.