

**NO ONE COVERS YOUR
COMMUNITY BETTER
THAN YOU DO**

**AND NO ONE COVERS YOUR
NEEDS BETTER THAN NCPA**

 **NCPA** North Carolina Press Association
ncpress.com



Protecting newspapers' interests in the state legislature.

The legislative committee and John Bussian work year-round on issues concerning ad taxes, open records, printed legal notices, independent contractor status and any issues surrounding the public's right to know. Have you contacted your local legislator lately? Give them a call - your relationship helps us when we need it most.

The Association is strong

As a result of higher sponsorship revenue and keeping costs down, we are projecting a favorable financial outcome regarding the Winter Institute. This should boost NCPA to exceed our annual budget and assist NCPS during the second half of our fiscal year. The 2017 Winter Institute is one of the highest attended events in over ten years.

NCPS poised to rebound in the second half

Since August 2016 NCPS has placed **\$613,827** in member newspapers. That's down from recent years and we are looking at several new categories to continue to bring incremental revenue into newspapers. NCPS income has struggled with the loss of accounts and decreased business. We are looking at all opportunities, new revenue streams and continue to monitor the service.

www.ncnotices.com

Another new service just launched. We now have an aggregate statewide website for all legal notices that first appear in print in your newspapers and on your websites. It is a searchable website that delivers notices by county, newspaper and keyword. Now when legislators propose moving notices online to websites we can answer - we've already done that for you. It is important to upload all of your notices and we're happy to show you how easy it is.

We're out there

152 newspaper members from the mountains to the shore. 2,104,383 in circulation, reaching over 5 million readers on any given day in a week.

NCPRESS.COM

Have you been to NCPRESS.COM lately? Come check us out. We have a completely redesigned website full of member resources. Come to NCPRESS.COM for news, training, webinars, a full member directory and jobs. We have plenty of jobs. Tell us what you think and what else you'd like to see on your website.

Legal Hotline

We fielded over 116 calls this year - most dealing with public records. Have a legal question? Call 919-833-3833.

NC Press Foundation

Riding a growing market, the Foundation investment portfolios have been steadily increasing. The foundation supports several important functions, including subsidizing educational seminars at the Winter Institute. NCPF balance sheets are strong.

NORTH CAROLINA PRESS ASSOCIATION | SUPPORTING THE PUBLIC'S RIGHT TO KNOW SINCE 1879

NCPA Home News Training Calendar Contests Jobs Directory Resources Contact

REGISTRATION ENDS TODAY

Partnership Packages Now Available

WHAT WE DO TRAINING
Webinar: Engaging Readers through your Editorial Page
View all training

ADVERTISING
Get your message to all the papers in North Carolina
Learn more

OUR SPONSOR
NCPA Federal Credit Union

UPCOMING WEBINARS

NCPRESS.COM GOOGLE ANALYTICS

With only two months of live action on the new website since its launch in late December, traffic is up month-over-month and usually peaks on Thursdays with the release of ePress. Nearly 30% of our traffic is mobile and the top reasons visitors come are jobs, news about members and the directory.



NCPA President Tammy Dunn, Montgomery Herald (Troy) - a "Slave" to the Rolling Stones



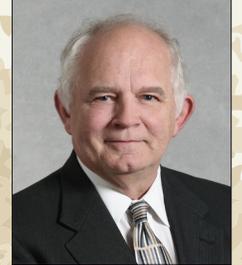
NCPA Vice President Tim Holt, The Daily Reflector (Greenville) - Would like to play basketball in the Olympics



NCPS Secretary-Treasurer Ashley Vansant, The Washington Daily News - Wants a pet dinosaur



NCPA Secretary/Treasurer Eric Millsaps, Statesville Record & Landmark - Has been likened to Yosemite Sam



Immediate Past President Pat Taylor, The Pilot (Southern Pines) - Wrote a best-seller on advertising



Director Bart Adams, The Daily Record (Dunn) - Vacated on the moon last year



Director Todd Allen, The Wake Weekly (Wake Forest) - Thinks forgetfulness is a form of freedom



Director Gene Fowler, Watauga Democrat (Boone) - Wants to live in Narnia



Director Corey Friedman, The Wilson Times - Slogan for life: "It's never too late for one more bad decision"



Director Bill Moss, Hendersonville Lightning - Has a secret talent for buck dancing



Past President/Director Rachel Hoskins, The Franklin Press - Likes it when you call her "Disco Queen"



Director Kevin Kampman, Winston-Salem Journal - Wishes he was a Kit Kat



Director Mike Distelhorst, GateHouse Coastal Group (New Bern, Kinston, Jacksonville, Wilmington) - Bueller. Bueller. Bueller.



Director Jim Puryear, McClatchy Co. (Raleigh) - Wants to add "goobly-goob" to the dictionary



Dailies President Sandra Hurley, Civitas Media (Davidson) - Wouldn't mind being a potato ...



Communities President Kyle Stephens, The Times-Leader (Grifton) - Wants to play Roy Hobbs in "The Natural"

2016-2017 NCPA / NCPS LEADERSHIP

THERE ARE LOTS OF REASONS TO LOVE NCPA

LEGAL HOTLINE

Members have free access to the NCPA Legal Hotline hosted by North Carolina's top media lawyers – just a phone call or an email away. Call (919) 833-3833.

LOBBYING SERVICES

NCPA's public policy team protects your media-related interests in Raleigh. The most valued members of our team are our members – and we support them with legislative counsel and staff.

IN THE COURTS

Beyond the Legislature, NCPA also focuses on and is party to court cases of industry importance. This ensures our members are pro-actively protected from damaging policy and court decisions.

CONTESTS AND AWARDS

NCPA ensures that your publication and staff get the recognition they deserve (and that your advertisers like to see) in our annual Best Ad and News, Editorial & Photojournalism contests.

TRAINING OPPORTUNITIES

Gain access to heavily discounted webinars on topics from reporting basics and new-hire ad sales to technology, social networking, management issues and more. Or, take part in heavily discounted seminars at our annual meeting.

INFORMATION AND TRENDS

Keep up to date with the latest industry and member news and trends on NCPRESS.COM, or read a weekly summary of what's been posted via ePress every Thursday morning.

BEST PRACTICES

Members can hone best practices thanks to the resources thanks to the resources on NCPRESS.COM on advertising sales to design to circulation, writing, publishing and management.

NCPA FEDERAL CREDIT UNION

Available to NCPA members and their families our credit union can help you manage everything from your daily financial chores to low interest loans, mortgages, credit cards, taxes and wealth management. Plus, branches are located in every county of the state.

REVENUE ENHANCEMENT

NC Press Services is an extension of your sales staff, acting as an agency to bring ad dollars directly to your publication. It also provides your customers the option to do regional ad buys with you - for a fraction of the cost.

NETWORKING

Beyond our annual meeting, members work together on committees and task forces to learn and exchange ideas for the betterment of our industry. (Oh ... they also have great lunches!)

NCPA TEAM

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Ready to lead NC's newspaper industry? All you need to do is volunteer!

NCPA is the *only* organization dedicated to supporting North Carolina newspapers. Our leaders are industry leaders and we're always looking for new people who bring new ideas to the table.

To get started, just contact Member Services Director Laura Nakoneczny by phone at (919) 516-8015 or email laura@ncpress.com. Tell us what you're interested in, and we'll find a spot for you.