



# SCPA Bulletin

South Carolina Press Association

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NOVEMBER 2007

## Papers name new publishers

*Abels replaces Canepa at Rock Hill; Heartland fills Upstate group position*

Taking the helm at *The Herald* in Rock Hill is Debbie Abels. She is formerly the director of advertising and strategy at the *Charlotte (N.C.) Observer*.

Abels is a Duke University graduate with 34 years of experience at the *Observer*, where she began her newspaper career as an advertising assistant. She will report to Ann Caulkins, publisher of the *Charlotte Observer*.

The former publisher of *The Herald*, Valerie Canepa, will go to *The Columbus (Ga.) Ledger-Enquirer*. Canepa has been president and publisher at *The Herald* since 2003.

The appointments are effective immediately, according to McClatchy officials.

Heartland Publications has also named a new publisher. Scott Williamson will oversee *The Easley Progress*, *The Pickens Sentinel* and the *Powdersville Post*.

Williamson graduated from Central Florida University and began his newspaper career in 1994. He comes to Easley from another Heartland Publication, *The Sampson Independent* in Clinton, N.C.

Former publisher Paul Barker has assumed the position of general manager for all three publications.

Also, Gary Wortel, publisher of *The Sun News* is leaving. He's been named publisher of a McClatchy paper in Texas. See page 5 for more details.



Reporters Helen Ravenel, left, of *The Moultrie News* and Kenny Maple of *The Index-Journal* take notes during SCPA's Covering Municipal Government workshop Oct. 18.

## Beaufort district discloses details

By Jonathan Cribbs  
Beaufort Gazette

The Beaufort County School District has released a lawsuit settlement between the district and former principal LaVerne Davis after the state's chief law officer said it was illegal to keep such agreements secret.

In a response to the school board's request for an opinion last month, the S.C. Attorney General's Office said settlement agreements involving a public body such as a school district are public information. The opinion ends a nearly five-month debate between the district and state press advocates over the release of the settlement.

In essence, the office's response condemns a confidentiality clause within the cash settlement agreement signed in May by the district and Davis that ended a public, three-year legal battle over Davis' removal as principal of St. Helena Elementary School in 2004.

Jay Bender, SCPA attorney, said he

thinks the school board acted appropriately to open records that indicate how public money is being spent to resolve a public controversy.

"It is inappropriate to hide behind lawyers and insurance companies to try to conduct public business in secret," he said.

The lawsuit was settled out of court, and the agreement shows the district paid Davis \$60,000 and required the following:

- Details of the lawsuit settlement be kept confidential.
- Davis drop all legal claims against the district and former superintendent Herman Gaither, who recommended in March 2004 the school board not renew Davis' contract, leading to her removal
- The district keep secret all documents in Davis' personnel file that include derogatory or unfavorable remarks made by Gaither and that none of the documents ever be

Please See **BEAUFORT** page 6

## Aiken editor wins SNPA prototype newspaper award

Newspapers of the future wouldn't be found on the Internet, under a prototype for the future suggested by Tim O'Briant, news director of the *Aiken Standard*.



O'Briant

Instead, they would be available by subscriber access across a proprietary satellite-based communications network. O'Briant outlined his "think outside the box" vision in a contest entry that earned him a \$2,000 cash prize from the Southern Newspaper Publishers Association. The Prototype Newspaper

Please See **O'BRIANT** page 13

### Calendar

**Dec. 4**  
News Contest  
Deadline

**Dec. 10**  
Hall of Fame  
Nominations Due

**Jan. 3**  
Legislative  
Workshop,  
Columbia

**Jan. 20**  
Internship and  
scholarship  
deadline

**March 6-7**  
Winter Meeting  
Marriott,  
Spartanburg

# High postal rates hit papers hard, NNA says

National Newspaper Association witness Max Heath, Vice President/Circulation and Acquisitions for Landmark Community Newspapers, Inc. has told the House Subcommittee on Federal Workforce, Postal Service and the District of Columbia that the 2007 postal rates hit community newspapers very hard.

The increased postal costs will cut into newsroom budgets and cause higher sub-

scription prices for readers at a time when newspapers are trying to retain readers.

Heath told members of the subcommittee that NNA's surveys of members indicated that most are trying to absorb the increase. But he provided the story of a Missouri husband-and-wife publishing team, owners of the *Vandalia Leader*, who sold their paper this year, citing poor postal service and rising costs as one reason they were giving up.

Postal rates to readers within a newspa-

per's publication county rose 20-25%, Heath said, and were based upon Postal Service costing data that NNA considered flawed.

But Heath's most vigorous criticism was reserved for the new periodicals rate schemes originally proposed by large magazine publishers that now require newspapers to pay a separate price for each bundle and container of mail that they send, in addition to a price based upon weight, distance and percentage of editorial matter. The purpose, he said, was to force smaller mailers to bear a higher percentage of postal costs by "de-averaging" the class, whereas larger mailers are able to put mail on pallets and avoid much of the cost.

"NNA has fought since 1996 to keep the larger magazine publishers from de-averaging the periodicals class. We understand their goals. It enables them to take advantage of the privileges periodicals receive without bearing the costs of smaller mailers," Heath told the subcommittee.

"Regardless of the costing data that

swayed the Commission (to adopt their proposal), we believe it is bad policy to allow this degree of de-averaging in a mail class whose very purpose is to disseminate a wide range of information. Though most newspaper mail is local and extremely efficient, our longer-distance mail comes in small, diffuse volumes. The so-called 'price signals' that were intended to force mailers into co-mailing and palletizing and other 'efficiencies' – are signals to which most small-volume newspapers are unable, by their very nature, to respond. So the signal to us is, 'Go away. You're bothering us.'"

The subcommittee's hearing is titled "Will Increased Postal Rates Put Mailers Out of Business?"

Heath's response?

"Not yet, thankfully, but it has weakened (newspapers.) Without your continued vigilance and the support of the Postal Service and the Postal Regulatory Commission, the next time you ask the question, we may not be here to answer."

## On The Web

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# DHEC secrecy under fire

By **Sammy Fretwell**

The State

South Carolina's environmental protection agency has a problem with secrecy that it needs to resolve – or state legislators may tackle the issue next year, said two lawmakers critical of the agency.

Sen. Phil Leventis, D-Sumter, and Rep. Ted Vick, D-Chesterfield, said they're frustrated the S.C. Department of Health and Environmental Control was not more forthcoming about pollution leaks at South Carolina's low-level nuclear waste dump in Barnwell County.

Both said they plan to discuss changes at DHEC when the Legislature reconvenes in January, although they have not yet formulated specific plans.

Attorney General Henry McMaster issued a blistering opinion this week that criticized DHEC for sealing pollution records from public view at the landfill operator's request.

Responding to reports in *The State* about previously unknown contamination beneath the landfill, McMaster said DHEC broke the state open-records law in handling requests for information.

"I'll be shocked if this is not discussed" in the Legislature, said Vick, a member of the House Agriculture, Environmental Affairs and Natural Resources Committee. "Speaking with other legislators on the agriculture committee, which DHEC comes before quite often, they are definitely concerned."

DHEC officials said they have followed the S.C. Freedom of Information Act in processing records requests.

"I think the way we handled it is just fine," agency board member Glenn McCall said.

McMaster's opinion said DHEC was too quick to accept landfill operator Chem-Nuclear's requests to seal landfill documents showing the location of monitoring wells and pollution readings.

After getting a Freedom of Information Act request, the agency should have thoroughly and quickly reviewed the records Chem-Nuclear wanted closed to see

Please See **DHEC** page **13**

## FOI Briefs

Berkeley County Superintendent Chester Floyd violated the FOIA by not turning over his performance review to *The Post and Courier*, SCPA attorney Jay Bender said.

Floyd said the documents are protected under attorney-client privilege and that public disclosure would constitute an unreasonable invasion of personal privacy.

Bender said Floyd's arguments have no legal legitimacy in this case.

"They're trying to come up with any excuses they can think of to keep from disclosing public records," Bender said.

He said there is no reason to use an attorney to compile the information other than to claim attorney-client privilege. Bender said it's not a legitimate argument in this case, as courts have ruled against school boards in other parts of the state for trying to do the same thing.

Floyd contends that the information falls under the FOIA exemption that prevents disclosure of documents that would constitute an unreasonable invasion of privacy.

Bender said releasing a public figure's job evaluation is not an invasion of privacy because it shows why a school board member evaluated the superintendent the way he or she did.

•••

The City of Charleston is refusing to produce the personnel records of a police officer and candidate for mayor who has publicly claimed he was passed over for promotion because he arrested the children of higher-ranking officers. The city is withholding the documents requested by *The Post and Courier* "on personal privacy grounds."

"The records of a police officer, particularly if there is disciplinary action against them, may not be withheld on personal privacy grounds," said Jay Bender, SCPA attorney.

•••

Surfside Beach Town Council may have violated FOI law last month when four members of

the council agreed on Oct. 2 to cancel the regular town council meeting scheduled to meet the following Tuesday. The vote to cancel the meeting was not done during a regular meeting making it a likely violation of the FOIA.

•••

Great Falls Town Council fired its clerk after she accused four council members of holding an illegal meeting. The four members met without giving the legally required 24 hours notice. The next day, during a scheduled meeting of the council, and while behind closed doors, the council authorized the town attorney to negotiate with the clerk to get her to resign or she would be fired. A public body cannot commit any action behind closed doors. She was fired after a 4-3 vote by the Council. No reason was given for firing the clerk, who had been employed by the town for 13 years. The same council members who voted to fire her are the ones she confronted about the illegal meeting the day before.

•••

The Horry County School Board is keeping quiet about a professional search firm it invited to the district to be interviewed as the board looks for a group to help find its new superintendent. The board has discussed the superintendent hiring process only in executive session and because they are not discussing the


Please See **FOI** page **6**

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## People & Papers

### The Sun News Publisher takes Ft. Worth post

**Gary Wortel**, president and publisher of *The Sun News* in Myrtle Beach, for almost three years, was named publisher of the Fort Worth *Star-Telegram* earlier this month. Wortel, who joined *The Sun News* in January 2005, will leave at the end of the year. A search for Wortel's replacement is under way.

"Although this is an exciting and challenging opportunity, my family and I will certainly miss the beach and all it has to offer," Wortel said. "I'm proud of *The Sun News*' success and have tremendous admiration for our team and what they have accomplished."

Wortel has also served as vice president of advertising and marketing for the *St. Paul (Minn.) Pioneer Press*, display advertising manager and advertising director at *The Tennessean*, and has held various sales and advertising positions at the *San Jose Mercury News*.

*The Star-Telegram*, like *The Sun News*, is part of the McClatchy chain.

### SNPA elects S.C. newspaper execs

Steve Brandt, president and publisher of *The Greenville News*, was elected treasurer of the Southern Newspaper Publishers Association at the group's annual meeting Oct. 14-16.

Ivan V. "Andy" Anderson Jr., president and CEO of Evening Post Publishing Co., Charleston, was elected chairman of the SNPA Board of Directors. Anderson is the immediate past president.

Chris Zeller has been named regional advertising director for Summerville Communications. Zeller will oversee the advertising departments at *The Journal Scene*, *The Berkeley Independent* and the *Goose Creek Gazette*. She comes to S.C. from the Evening Post Co.'s newspaper in College Station, Texas.

**Kim Young-Taylor** has been named *The Herald's* director of advertising.

Young-Taylor returns to *The Herald* after three years with the *News & Observer* in Raleigh, N.C., where she has served as Group Advertising Manager/Advertising Director for *The (Smithfield) Herald* and *The Eastern Wake News*.

Young-Taylor, 39, started her career at *The Herald* as a classified advertising assistant in 1990. She also was account executive and later was general manager and then publisher of Carolina Newspapers, formerly known as the *Clover Herald* and *Yorkville Enquirer*. She was named Employee of the Year in 1995.

She has a bachelor's degree in mass communication and a master's degree in education from Winthrop University. She serves on the board of the Johnston County United Way and is a graduate of Leadership York and Johnston counties. She has previously served as an executive committee member of the SCPA. She belongs to the National Association of Minority Media Executives, has served as past president and board member of the Greater Clover Chamber of Commerce and was a National Fellow, McCormick Tribune Foundation.



**Young-Taylor**

**Mary Pettus** has been promoted to retail advertising manager at *The Herald* in Rock Hill. Pettus is the former publisher of *Lake Wylie Pilot* and *Enquirer-Herald*, and most recently director of advertising for community publications for *The Herald*.

**Lynn Lawhon** of Florence has been named marketing director for all Swartz Media publications. Lawhon will oversee the advertising content for *The (Florence) News Journal*, *The Marion County News Journal* and *The Hartsville News Journal*.

The advertising sales team at the *Myrtle Beach Herald* welcomes two additions. **Bob Neiman** comes to the paper from *The State*. He's spent more than 20 years in working with community and metro newspapers. **Geena Nordan** has been hired as a new account executive.

**Mark Bellune** has been named editor of the *Lexington County Chronicle & The Dispatch News*. Other promotions at the paper include **Michael Ball**, who has been named managing editor and **Brandon Bell**, who has been promoted to graphics editor.

*The Aiken Standard's* Web site, [www.aikenstandard.com](http://www.aikenstandard.com) and *The Newberry Observer's* site, [www.newberryobserver.com](http://www.newberryobserver.com) have been redesigned.

**Jim Casada**, columnist for *The Herald* in Rock Hill, has been named "Communicator of the Year" by the National Wild Turkey Federation. Casada writes a weekly outdoor column for *The Herald*.

**St. Claire Donaghy**, staff writer for the *Greenwood Index-Journal*, was named a 2007 nominee and media award winner by Mental Health America of South Carolina for "dedication to the mental health field."

*The Times and Democrat* in Orangeburg won two awards at the 2007 Lee Enterprises Awards for News, Innovation and Lee Spirit. They were awarded an innovation award for an energetic and out-of-the-box approach to a major community event during the first presidential debate in the 2008 election campaign. The paper received an honorable mention for "Excellence in News."

The *Summerville Journal Scene* is celebrating its 35<sup>th</sup> anniversary this fall. To mark the occasion, the paper increased its usual circulation to 26,000 newspapers for residents throughout the *Journal Scene's* readership area for a few Wednesdays in October.

Please See **PEOPLE** page 8

**WANT TO INCREASE YOUR CIRCULATION?**

Come to the SCPA Winter Meeting March 6 – 7 and get tips on building circulation from Scott Hunter, publisher of the *Aiken Standard*.

See page 14 for more details or visit [www.scpa.org](http://www.scpa.org).

# SCPA can help with FOIA suits

The SCPA has an FOIA fund that can help cover legal expenses for FOI lawsuits.

The payout is one-third to one-half of the legal cost for FOI challenges. "As budgets become tighter, this fund is all the more important to keep government open," said Bill Rogers, executive director of the S.C. Press Association.

It's also known as the "chicken gravy fund" after a hotel refunded the cost of a SCPA meeting and dinner when they served

chicken gravy on fish. Members complained and the SCPA was refunded \$6,000, which was used to start the FOI Fund.

Today the fund has more than \$20,000 to cover legal expenses for FOI lawsuits. It is administered by the FOI Committee and is usually given to a couple of applicants each year.

To obtain an application or to find out more about the FOI Fund, call (803)750-9561.

## FOIA

Continued from page 3

employment of the individual, there is no reason to go into executive session over these matters.

...

Summerville Town Council violated FOIA when it voted on an item that was not on the agenda, according to Jay Bender, SCPA attorney. Dorchester County Council also broke the same law recently when it amended the agenda to vote on a controversial proposal to control growth without publicizing it.

Public bodies must publicize their agendas at least 24 hours in advance and amending the agenda on the spot to bring up controversial issues contradicts the law.

"Government officials are like crab grass," Bender said. "If you give them an inch, they'll take a yard. If nobody calls them on it, they'll continue to do it."

...

The Dorchester District 2 School Board has banned an outspoken critic from attending meetings or visiting schools without prior permission. SCPA attorney Jay Bender questioned whether school district officials have the power to ban community members from public buildings, such as the school district office. Bender said the school board is able to remove a disruptive audience member from a meeting, but can't prevent a person from showing up in the first place.

...

Spartanburg District 7 paid nearly \$15,000 in tax-payer money to cover attorney fees in a lawsuit that set a statewide precedent in the way public entities release employment information. In July, the state Supreme Court upheld a lower court's ruling that District 7 violated FOIA when it withheld the names of five final applicants in a 2003 superintendent search.

## Beaufort

Continued from page 1

photocopied.

Though a district can redact certain kinds of information within an agreement, a public body cannot consider an agreement purely confidential, the opinion said.

The district, Davis, state press advocates and *The Beaufort Gazette* have debated the confidentiality clause's legality since a *Gazette* reporter sent the district a written request for a copy of the settlement in June.

The request was denied for a number of reasons, all criticized by the S.C. Press Association.

Last month, the district's attorney, Ken Childs, admitted the reasons supplied for the denial were "boilerplate" responses meant to deter the *Gazette* and end the issue.

Board members said they never knew about the details of the settlement, and Chairman Fred Washington Jr. said all agreements will now come before the board for approval.

The board passed a public disclosure policy in August in response to questions about district secrecy, urging the district and the board to release information to the public with some exceptions.

The policy also says it might keep information secret if it had the option under the S.C. Freedom of Information Act and it was financially beneficial, according to the superintendent, to conceal it, among other exceptions.

The state's open record laws determine what public bodies may keep from the public.

District superintendent Valerie Truesdale said she believed the attorney general's opinion reiterated what the board has already agreed to.

"(It's) in keeping with the board's new policy of saying, 'Anything we can disclose, we should,'" she said.

The opinion, however, does not carry any immediate legal weight, and it wouldn't necessarily stop the district from signing such an agreement again, Bender said.

"It's persuasive, but without litigation it would not force the district to release the documents if the district chose not to," he said.

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# Federal shield law passes U.S. House

The U.S. House of Representatives overwhelmingly passed the Free Flow of Information Act Oct. 16 by a vote of 398 to 21.

Currently, 33 states and the District of Columbia protect reporters from being compelled to reveal confidential sources.

The recent rise in the number of subpoenas to journalists has affected newsrooms, both large and small. At the community level, newsrooms are concerned about taking on sensitive and complex stories, for fear of not being able to afford to sustain a le-

gal battle to protect sources and notes. A federal shield law would protect journalists at the local level to obtain information that directly affects the members of their community.

National Newspaper Association President Steve Haynes remarked on the importance of this legislation to the community.

"Guaranteeing reporters the right to gather news so they can inform the public is not a press issue; it is a public issue. Protecting that right by allowing journalists to go about

their business without fear of being hauled into court by any lawyer at any time to testify about what they learned should be a fundamental principle of good government. Otherwise, reporters and their sources become timid, and the public is the loser."

"The Free Flow of Information Act would create a 'reporters' shield law' to protect news people from unreasonable harassment by lawyers, prosecutors and others interested in blocking the flow of news."

## New AP plan to take effect in '09

The Associated Press will restructure the way content is packaged for newspaper members as well as the assessment formula to charge for it.

The new plan, called "Member Choice," will make all AP English-language breaking news text available to members. The plan is designed to enable newspapers to locate significantly more news of local interest for their markets.

"As newspapers focus more on local news, this total access to breaking news will greatly expand the amount of locally relevant content they can draw from," said Tom Brettingen, AP senior vice president for Global Newspaper Markets.

"Member Choice offers members more access to news, the tools to identify what they

## NAA rips AbitibiBowater merger

Newspaper Association of America President and CEO John F. Sturm issued the following statement on the U.S. Justice Department's approval of the merger of newsprint manufacturers Abitibi-Consolidated, Inc. of Montreal and Bowater, Inc. of Greenville, S.C.

"NAA for many months has assisted the Justice Department in its examination of the proposed merger by providing information, including substantial economic analyses of the likely anti-competitive effects the proposed transaction would have in the North American newsprint market.

"NAA is disappointed that the merger will be allowed, especially with the extremely limited divestiture proposed by the Justice Department. Approving the

combination of the first- and second-ranked newsprint manufacturers is not a healthy development, particularly in light of the history of marketplace activities in the newsprint sector. In addition, we believe that divestiture of a mill in Arizona is not an effective remedy to preserve competition in the newsprint industry, particularly in the southeastern part of the United States where the combined entity will have a stranglehold on newsprint production."

The merged AbitibiBowater will own or operate 31 pulp and paper facilities and 35 wood product facilities located in the United States, Canada, the United Kingdom and South Korea. It will also be among the world's largest recyclers of newspapers and magazines.

Please See **AP** page **12**

## Conway publisher starts free weekly

Nov. 1 marked the launch of the *Carolina Forest Chronicle*, a new free weekly newspaper serving the Carolina Forest area, located between Conway and Myrtle Beach.

*The Chronicle* will publish once a week and initial circulation will be 13,500. It is owned by Waccamaw Publishers, Inc., parent company of *The Loris Scene* and *Horry Independent*.

*Loris Scene* Editor Michael Smith has been named editor of the *Carolina Forest Chronicle*.

## Industry Briefs

The E.W. Scripps Co., the media company that owns the Anderson *Independent-Mail* announced last month that it plans to separate into two public companies, one focused on national media brands including HGTV and the other on local media franchises.

The E.W. Scripps Co. will include daily and community newspapers in 17 U.S. markets, 10 broadcast TV stations, Scripps Media Center in Washington, D.C., and a character licensing and feature syndication business operated by United Media.

The other entity, Scripps Networks Interactive, will include TV networks and Internet properties.

Butch Hughes, president and publisher of the Anderson *Independent-Mail*, said the changes will not affect day-to-day operations at the newspaper, which employs 153 people.

The separation is expected to be complete in the second quarter of 2008.

•••

Aiken City Council has tabled an ordinance which would consolidate newsracks in downtown Aiken. Council members agreed that it was best for the committee, made up of city officials, newspaper publishers and other businessmen, to go back and revise the proposed plan and bring it back to the Council with more clarity.

# Legislative Workshop for the Media

Jan. 3, 2008 • Solomon Blatt Building • Columbia



The S.C. Press Association, S.C. Broadcasters Association and Associated Press will present a Legislative Workshop for the Media on Thursday, Jan. 3, 2008, in Columbia.

The workshop for print and broadcast journalists will preview the upcoming 2008 legislative session. This workshop is recommended for new and veteran statehouse reporters, editorial writers, city editors, and assignment editors.

Discussions will be on the record. Subjects will include the budget, immigration, Broadband technology and the GEAR report. Panelists include Sens. Hugh Leatherman, Harvey Peeler and Thomas Alexander and Reps. Bob Walker

and Harry Ott.

Mike Smith with the Spartanburg *Herald-Journal* will moderate. Lunch will be catered. The workshop will be on the first floor of the Solomon Blatt Building in the Statehouse Complex.

Workshop early bird fees are \$45 per person for members of the SCPA, SCBA and the AP and \$60 for non-members. Registration deadline is Dec. 29. A \$10 per person late fee will be charged for registrations made after that.

Parking arrangements will be firmed up later because of new security measures being instituted at the parking garage.

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## People

Continued from page 5

**John Rogers** has joined the *Marion County News Journal* as an advertising consultant. Rogers started with the paper as a part-time staff writer in July of last year. He is a native of Mullins.

...

The *Walterboro Press and Standard's* sports editor, **Brantley Strickland**, won first-place Best Sports Column in the non-daily division from the National Newspaper Association.

...

A story written by *The State's* **Patrick Obley** was selected to appear in the latest edition of "The Best American Sports Writing." Obley's story, "Sons of a Preacher Man," chronicled the life and times of Hall of Fame player Ben Taylor, his brothers and their Negro Leagues legacy.

...

*The Holly Hill Observer* announced that **Charlie Williams** has accepted the position of advertising representative for the paper.



SCPA welcomes new associate member **The Dutch Fork Chronicle**, which currently publishes once a month. This free publication can be found at newsstands in 11 towns and cities, including Columbia.



# Repetition is key to remembering

The more a message is repeated – an advertising theme, for example – the more likely it is to be remembered.

That's why there is a good chance you can name the advertisers who use these slogans:



**By John Foust**  
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- Just do it.
- Can you hear me now?
- Keeps going and going and going.
- The ultimate driving machine.
- With a name like \_\_\_\_\_, it has to be good.
- When you care enough to send the very best.

Of course, you didn't set out to memorize these famous advertising lines. You know them because you have been exposed to them for years. That's just



what these internationally-recognized advertisers set out to do. From day one of their campaigns, they knew that repetition would create brand familiarity – which in turn would create sales.

Elizabeth Arden, the marketing legend who built a cosmetics empire, once said, "Repetition makes reputation, and reputation makes customers."

Repetition works on a local level, too. There are merchants in your hometown who have built their businesses on the "Repetition equals Familiarity equals Sales" model.

How many times does a message have to be repeated before it is remembered? I don't know. Individuals learn at different rates – and for different reasons. How many times did you repeat the multiplication tables before

you learned them? How often do you hear a new song on the radio before you know all the words by heart? How many times do you need to repeat a person's name before it becomes part of your long-term memory? A lot depends on your interest in the subject. And a lot depends on the "stickiness" of the message itself.

As you talk to your advertisers about ad frequency, here are a couple of points to keep in mind:

**1. Repetition is a solid learning principle.** Repetition plays a major role in any educational undertaking – whether a high school student is learning a foreign language, or an actor is memorizing lines from Hamlet.

Repetition helped you learn how to do your job. When you started out, you had to repeat procedures a number of times before they became second na-

Please See **REPETITION** page 12

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# Solving problems with Photoshop preferences

In my business, nothing is more embarrassing than having a computer glitch in front of an audience. Fortunately, that hasn't happened to me in a long time. Well, not until recently. In October, I was speaking to a group in Little Rock, Arkansas. The morning session was an Introduction to InDesign class. During the afternoon, we covered Photoshop Tips & Tricks. It's always a great feeling to have a session fill to capacity. Not only did this one fill, but the press association located a larger facility, which allowed us to involve even more students.

The InDesign class was going great until something strange happened. Just when we were about to break for lunch, I mentioned that users could change the number of columns in a text frame by clicking on a box in the Character palette. Imagine my surprise when I went to click on the box and it wasn't there.

The group was nice and believed me – or pretended to believe me – when I told them the box should be there. However, I was pretty embarrassed. I hadn't had a snafu like that in class in a long time.

Then came the afternoon. The Photoshop lesson was going swimmingly. Then, toward the end of the class, I decided to show the group how to use the Bridge to do all kind of handy things like creating web photo albums and merging photos. Well, I wanted to show them. However, when I selected a few photos and went to click on the Tools menu, the tools were missing in the Bridge. I thought possibly the tools had been moved in the CS3 version and I had forgotten, but I hadn't had this problem in previous classes. Finally, I opened the CS2 version of the Bridge and showed the class how the tools worked from there. But I couldn't help feeling like I should have stayed in bed.

When someone e-mails me with strange problems like these, it's normal procedure to have them create new preferences for the offending application. In my embarrassment in front of the audience, I didn't



**By Kevin Slimp**  
Institute of  
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Technology

take a minute to do this. On the flight home, I decided to take my own advice. I trashed the Photoshop, Bridge and InDesign preferences and viola, my problems were solved.

Over the years, it has been my experience that Photoshop preferences, more than others, become corrupt. Fortunately, it's a simple fix. The Preferences file can become corrupted, leading to all sorts of strange behavior. If you delete the file, it forces Photoshop to create a replacement file the next time it opens. Without a Preferences file, Photoshop uses its original defaults.

How do you know that the preferences have become corrupt in an application? A few clues include:

- tools that don't work
- crashes
- missing icons in the toolbox or items in a menu
- unusual colors in windows and interfaces

Most Mac users have become acquainted with the process of deleting offending preference files. PC users, on the other hand, had to know enough to locate invisible files. To simplify the process, Adobe has created a keyboard shortcut that can be used to trash and recreate preferences upon starting Photoshop. To replace the

Photoshop Preferences file, close Photoshop and then, holding down Alt+Ctrl+Shift (Windows) or Cmd+Option+Shift (Macintosh), restart Photoshop. You will be asked if you want to replace the preferences. Photoshop will delete the Preferences file and revert to the default settings.

So now you know. If you're at a conference or class where my computer starts acting strange, slip up to me during a break and quietly remind me to check my preferences.

## Color Problems in Quark PDF Files

This month's question comes from Jeri in Indiana: "Since changing our workflow to print to an imagesetter, we've notice that our photos look muddy. We're sending pages from Quark 6.52. Do you have any suggestions for us? Could there be settings in the imagesetter that need to be changed, or could it be a Quark or Photoshop issue?"

Answer: The most likely cause of your problem lies in Photoshop. While there are settings in Quark (and your imagesetter) that affect photo quality, I'm guessing the root of your problem is in your Photoshop Color Settings. For information on creating settings that work, visit my Web site at [www.kevinslimp.com](http://www.kevinslimp.com).

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# Are your archives a 'digital dilemma'?

What would you do if a woman whose picture was in your archives asked you to remove it because she no longer weighed that much and was being ridiculed when people saw it?

How about the 30-year-old man who says the 11-year-old story about his marijuana arrest hurts him when prospective employers see it on your Web site? Or the woman who says her teenage daughter is being stalked by an online predator who saw the girl's two-year-old picture?

More than a third of the newspaper executives responding to a survey this summer said they had handled similar requests to alter or expunge an item kept in an archive or long term on the newspaper's Web site.

Generally, the answer is a resounding "no." But a woman called one paper and asked that her child's photo be removed. She feared that her ex-husband, against whom she had a restraining order, would come after them. It was taken down.

Another paper said it had removed crime reports where someone complained that the person was found not guilty or the charges were dropped.

Larry Timbs, a Winthrop University professor; Will Atkinson, who graduated from there this past year; and I did the research earlier this year with the cooperation of the Southern Newspaper Publishers Association. Sixty-three executives responded, mostly editors, managing editors or publishers. The 17.5% response was a bit disappointing but still provides a starting point in an area that has seen little research.

We presented the paper recently at the National Newspaper Association, which co-sponsored the 13<sup>th</sup> annual "Newspapers and Community-Building" symposium.

The saying that journalism is "the first draft of history" most often is credited to former *Washington Post* publisher Philip Graham. Those responding to our survey overwhelmingly (95%) supported not



**By Doug Fisher**  
USC School  
of Mass  
Communication

## COMMON SENSE JOURNALISM

changing that draft. That's not surprising, but sometimes it's good to put numbers to what you think you know.

"The requests are too numerous to mention," one editor wrote. "We have give(n) them the same answer we've provided to you: Though your life may have changed, this is still a part of what made you who you are."

Newspaper executives might want to be a little cautious before they get too smug, however. Previous research has shown a high error rate in archives and has documented how stories have been withheld for competitive and other reasons. So if then, why not now, your public might ask.

In our research, there also was a clear shift. No one favored honoring a potential political candidate's plea to take down his decade-old DUI arrest. But the woman's plea to remove her child's picture fell on friendlier ears – 22% would do it or consider it. The other scenarios fell in-between. (Not all were hypothetical – that request from the woman who had slimmed down was real. It came to our college practicum paper. We debated it and eventually took it down during a move to a new Web site provider.)

Employers are turning to digital archives and other corners of the Web almost as a routine these days. Privacy fears mount.

Strong arguments are made that news organizations aren't the culprits when an item can be quickly sucked into search engine archives to live forever. But we also occupy a special place, one we have set for ourselves with ethics codes like that of the Society of Professional Journalists, which says, if nothing else, do no harm. Will the public buy the "not our fault" argument?

To crib from the title of a book by Robert Berkman and Christopher Shumway, our archives may be a "digital dilemma," one of many that newsroom managers suddenly find they may have to deal with.

The law has a term for how things used to be, when you had to go to the newspaper office or local library and pore through the microfilm or even piles of yellowed clip-

pings (if there even was public access). But like many things in this digital age, "practical obscurity" is rapidly eroding, and so may be the protection it implied.

Among some of the other things we found:

- Most commonly (51%) news organizations archive only local stories, whether they ran online only or in the paper. But 11% said they archived local and wire service copy.
- About 90% reported archiving photos, most commonly local only.
- Fewer than half (46%) said multimedia elements were archived,
- No one's getting rich off archives: More than half said archives were free. A little more than a third said their archives produced less than \$1,000 a year; 4% said it was as high as \$50,000. But more than half said they did not know.

Of most concern, only a third of the editors and publishers said they had a policy for dealing with requests to remove material. Given how quickly things move in this digital age, if you don't have one, it's probably time to think about it.

(If you want a full copy of the paper, e-mail me.)

### More Information

Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at [dfisher@sc.edu](mailto:dfisher@sc.edu) or 803-777-3315. Past issues of *Common Sense Journalism* can be found at <http://www.jour.sc.edu/news/csj/index.html>.



### Letting the light shine on government

The 2007-2008 edition of *The Public Official's Guide to Compliance with South Carolina's Freedom of Information Act* is available as a free download from [www.scpa.org](http://www.scpa.org). A printed version is also available for \$1.50 per copy (plus shipping).

To order, call the SCPA at 803-750-9561.



# Breaking up the gang puts readers first

It may be the best photo page you've ever designed – and you've done more than a few in your time.

The photos are prize winners. The structure is sound. The spacing helps to set off each of the photos while maintaining the integrity of the group. They're tightly edited and properly sized. The frames are carefully selected. The headline type face you've chosen for the caption is just right for the tenor of the page. Even the typography in the caption is matched with care.

And yet the page fails.

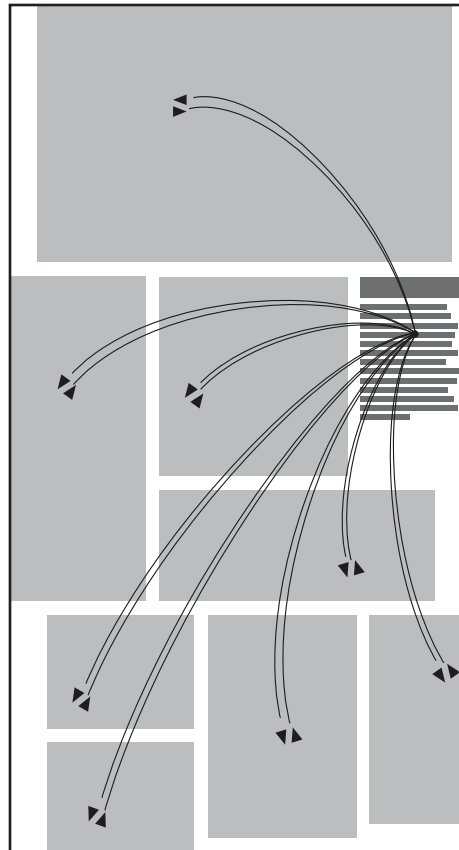
Readers have trouble making sense of it. They just don't have the patience to figure out the design.

In your efforts to create a stunning page, you've made your readers work too hard – by creating a "ganged" caption. Instead of placing a separate caption below each photo, you assembled one caption that refers readers to each photo.

By doing so, you're forcing your readers to begin "...at left..." and go



**By Ed Henninger**  
Henninger is an independent newspaper consultant and director of Henninger Consulting in Rock Hill



Going from a ganged caption to each photo and back creates a "route map" of round trips much like those of a major airline.

to the photo (hoping to make sense of the caption) then return to the caption (hoping to make sense of the photo) then go to the next photo (hoping to

make sense of the caption) then back to the caption. And on and on.

Of course, each time your readers go from caption to photo, their odds of finding the correct photo are even, at best. And every time the return to the caption, they have to swim around for a second or two to find where they left off.

Put together more than a half-dozen photos on a typical photo page and the ganged caption becomes a reader nightmare.

And your reference to the photo "...at left..." fails if there's more than one photo to the left of the caption.

What's the best way to fix the ganged caption? Kill it.

Instead, use the caption space to write a copy block that tells the story behind the photos.

And then go back...rework the page... placing a caption below every photo.

Can you still create a stunning page? Absolutely.

And underlying all of its visual power will be a page that is much improved – because it places the reader first.

## More Information

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting, offering comprehensive newspaper design services, including redesigns, staff training, workshops and evaluations. You can reach him at: 803-327-3322. E-mail: [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com). On the web: [www.henningerconsulting.com](http://www.henningerconsulting.com)

## Repetition

Continued from page 9

ture. And today, each time a new work-related system is introduced, you go through the same process.

**2. The typical advertiser has 19,999 competitors a day.** For years, I quoted the figure of 2,000 as the number of advertising messages that we're exposed to everyday. But after reading Dr. James Twitchell's book "20 Ads that Shook the World," I'm convinced that number is closer to 20,000. According to Dr. Twitchell, there are only two times when people are not exposed to selling messages: when they're asleep, and when they're praying.

Take a look around. Even when you're not reading a newspaper or watching television, you're surrounded by brand names and images – on your pen, your coffee mug, your golf clubs, your kitchen appliances.

How can advertisers achieve top-of-mind awareness amid all this clutter?

The answer is to find the right message – and say it over and over. And over.

## More Information

John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: [jfoust@mindspring.com](mailto:jfoust@mindspring.com), Phone 919-848-2401.

## AP

Continued from page 7

care about most, and the contract terms to use it more broadly. It also comes with a new easy-to-understand pricing structure."

With Member Choice, members will pay a basic assessment that gives them access to all AP state, national and international breaking news. Using the Web-based AP Exchange delivery platform, newspapers can search this broader pool of content to find the stories that are most locally meaningful to their readers.

For additional fees, members will be able to buy premium services on an a la carte basis.

Member Choice is scheduled to take effect Jan. 1, 2009.

## O'Briant

Continued from page 1

of the Future Contest had simple rules. SNPA asked people to submit their vision of what newspapers would look like in 10 years. They were asked to think about innovations.

Of 69 entries, O'Briant's prototype stood out clearly from the others. It starts by saying that the terms "newspaper" and "read" are demonstrative of the current thinking that is holding the newspaper industry back from the potential of the future.

It calls for newspapers to move their content from the Internet to a proprietary network that requires subscriber access.

"Over the last two years, we've done a lot of talking in our industry about disruptive innovation," O'Briant said in his video entry, "So far, we've done a lot of talking and not a lot of innovation. So the time is now to consider what our next steps might be and how we might become disruptive innovators to those who have come onto the field and competed against us so well."

O'Briant said newspapers will need to think more like cell phone companies who offer free phones in exchange for a two-year commitment and monthly service charge.

He thinks the news platform in 2017 could be part of a satellite-based communications network that could also offer telephone and cable service.

"Just imagine the discomfort that Internet giant Google would feel if suddenly newspapers created their own, somewhat-closed circuit network, and removed their content from Google's view. Without our work to make their money they would be in a difficult position."

O'Briant called for newspapers to join together and invest in the creation of a global satellite and laser data transmission network that they can call their own.

"Now," he said, "is a wise time to do this because the other maturing industries we compete against in the current landscape have made a greater investment in building out their infrastructure than we have but they remain vulnerable."

O'Briant's application and video can be found on the SNPA home page, which is located at <http://www.snpa.org>.

## DHEC

Continued from page 3

whether they were legally exempt from disclosure from the state Freedom of Information Act, he said.

DHEC also failed to provide data the public could understand, the opinion said.

"It was Greek to us," McMaster said.

McMaster's opinion doesn't require the environmental agency to do anything, but the Legislature can. Lawmakers could:

- Pass a bill altering the state's Freedom of Information Act
- Adopt regulations telling DHEC more clearly how to handle open records requests
- Order a Legislative Audit Council report of the agency

Leventis, a former chairman of the Senate Agriculture and Natural Resources Committee, said DHEC has given the public the impression over the years that the Barnwell waste dump is nothing to worry about. But McMaster's opinion said more information about the landfill would have helped make better decisions.

Until last spring, lawmakers had extended a series of deadlines that kept the landfill open for the nation's low-level nuclear waste.

"We've been told, 'No problem, everything is fine,'" Leventis said of DHEC. "But providing information is extremely important. When DHEC withholds information or gives us information without the background to understand it, it puts the public at risk. That is definitely not their charge."

The House agriculture committee killed a bill last spring that would have again extended the 36-year-old landfill's deadline for closure. The landfill is scheduled to close to all but three states in 2008.

## Obituaries

### Bobby Batson

*Sports writer, The Greenville News, The State*

**CONCORD, N.C.**

Bobby James Batson, a long-time publicist in college sports and in the motorsports industry, died last month. He was 66.

Before moving into public relations, Batson worked as a sports writer for *The Greenville News* and *The State*, Columbia, in the early 1960s.

Batson served as sports information director at Furman University and Wake Forest University before being named public information director for the Charlotte Motor Speedway. He moved onto become the vice president of communications at Atlanta International Raceway.

In his retirement, Batson wrote a golf column for *The Charlotte Observer*.

### SCPA Bulletin

Please e-mail all  
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# Contest deadline weeks away

The deadline for all 2007 news contest entries is only a few weeks away.

All submissions must be postmarked or hand-delivered by Dec. 4.

Updated rules and forms are available at [www.scpres.org](http://www.scpres.org). All entries must have been published between Nov. 8, 2006 – Nov. 7, 2007.

New categories this year include:

- Best online news project
- Best integration of print and Web coverage

- Best photo gallery on a newspaper Web site

The entry fee has been reduced from \$10 to \$8 for each entry. Because of this cut in cost, second and third place winners will receive a certificate instead of a plaque. If second and third place winners would like a plaque, they can be purchased through SCPA.

Winter meeting packets and registration information will be available soon. As always, the meeting will feature a full slate of speakers, including Scott Hunter of the *Aiken Standard* and Jock Lauterer, director of the Carolina Community Media Project and a journalism professor at the University of North Carolina.

Nominations for the SCPA Hall of Fame are also being accepted through Dec. 10, 2007. Requirements for admission and applications can be found on the SCPA Web site at [www.scpres.org](http://www.scpres.org).

If you have any questions about contest entries or the winter meeting, don't hesitate to call Michelle at (803) 750-9561 or e-mail [michelle@scpress.org](mailto:michelle@scpress.org).



Winners of the President's Award for Excellence will receive an engraved cup that can be kept in their office for an entire year (left). This award has replaced the Sweepstakes Award. Also new for the 2007 contest – plaques have been redesigned with the new SCPA logo.

**Save the Date**

SCPA Winter Meeting  
March 6-7, 2008  
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More info: [www.scpres.org](http://www.scpres.org)

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