

Golfers from both Carolinas played in this year's SCPA Foundation Golf Tournament in Columbia Oct. 6. The first-ever competition between teams for the Carolinas Cup saw the homesteading Post and Courier team prevail. From left, Jeff Schumaker, John Tench, Tom Posey and Jonathan Key of the *Waynesville Mountaineer*, representing the N.C. newspapers, present the first Carolina's Cup trophy to *The Post and Courier* team of Mic Smith, Steve Wagenlander, Bryce Donovan and Fred Rindge. See story, photos on page 6.

Information from Highway Patrol difficult to get, newspapers say

By Rachel Edwards

The S.C. Highway Patrol, a state agency the media rely on for facts about highway wrecks and fatalities, can be difficult to get information from, according to a series of interviews with S.C. newspaper staffers.

The Highway Patrol, a division of the S.C. Department of Public Safety, divides the state into seven troops. The officers in these troops handle their area's highway wrecks and fatalities. The troop's Public Information Officer is the officer newspapers typically must contact to get their information.

Reaching the highway patrol representative and getting timely information about fatalities is problematic for several editors.

"It's impossible to get a human on the phone," said Chris Passante, managing editor of the *Beaufort Gazette*.

Passante also said he found it difficult to get reports from the agency, and that often reports did not reach *The Gazette* until a day or even two days later. Passante said reporters have had to call Sid Gauden, spokesman for the Department of Public Safety, when there

Please see **PATROL** page 8

Ben Morris dead at 82

Last family publisher of The State led newspaper for 16 years

Ben R. Morris, former president and publisher of *The State* newspaper, died Oct. 19 at age 82.

Media colleagues remember Morris, who was publisher of *The State* from 1972 to 1988, for his caring management style and generosity.

Sid Crim, who worked for Morris as president and general manager at *The State*, called him "a generous, kind man. He cared about his people. He cared about the community and the



Morris

Please see **MORRIS** page 2

Press Association aids press relief in Gulf states

The S.C. Press Association is reaching out to help newspapers in Louisiana and Mississippi damaged by Hurricane Katrina by donating \$5,000 to press relief efforts in those states.

The SCPA Executive Committee authorized \$2,500 donations to each state on Sept. 23. Checks have already been sent.

In letters to the impacted state associations, SCPA Executive Director Bill

Please see **RELIEF** page 2

Calendar

Nov. 7
End of SCPA contest period

Nov. 24
SCPA offices closed for Thanksgiving

Dec. 5
Entry deadline for SCPA contest

Jan. 5
Legislative Workshop
SCPA, Columbia

Jan. 6
Writing Workshop
SCPA, Columbia

Morris

Continued from page 1

newspaper. Ben was a very caring individual."

Crim said there were many acts of generosity that people knew nothing about. "He didn't do things for people for the credit."

Morris led the State-Record Co. from 1972 to 1988, expanding its holdings to include *The* (Myrtle Beach) *Sun News* and six other papers. The company was sold to Knight Ridder Inc. in 1986. Morris remained publisher for two years and served on the Knight Ridder board until 1996.

Early in his tenure, Morris led a campaign to eliminate South Carolina's brown-bagging liquor laws and replace them with a law allowing the sale of alcohol through mini-bottles.

He was inducted into the South Carolina Business Hall of Fame in 1990.

Morris was born into a textile family Nov. 12, 1922, in Gastonia, N.C. After Army Air Corps service during World War II, he graduated from North Carolina State University with a degree in textile engineering.

He got into the newspaper business when he married the daughter of Ambrose G. Hampton, who led the family-owned paper in the 1950s and '60s.

Morris was president of the South Carolina Chamber of Commerce in 1974 and was appointed by then-Gov. John C. West to the first state Commission on Human Affairs.

He also was a member of the Greater Columbia Community Relations Council and a trustee of Allen University.

Morris died of an apparently self-inflicted gunshot wound at Hardaway Concrete Co., of which Morris had been a principal owner and chairman. Funeral Services were scheduled for Sunday afternoon.

Relief

Continued from page 1

Rogers said that having suffered through Hurricane Hugo, "our state's newspapers have both knowledge and empathy of what has befallen your newspapers.

"Our prayers and thoughts go out to all in the newspaper community. We hope this donation helps newspapers in your states recover from this tragedy."

If you want to aid newspapers affected by Katrina, go to the LPA web site (www.lapress.com) or MPA site (www.mspress.org). Both state associations can receive direct contributions through their 501(c) 3 foundations.

Ad Exchange

To post your help wanted ad on SCPA's web site, fill out the online form at www.scpres.org.
Ads are posted following approval.
Listings are free for SCPA members.

Finally, the economy of black & white and the impact of color.

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Attorney General OKs phone meetings

S.C. Attorney General Henry McMaster last month responded to an inquiry from the Tega Cay City Council about the legality of participating in council meetings via telephone. McMaster said there is nothing wrong with the practice, and that the state had held that similar cases in the 1980s did not violate the state's Freedom of Information Act.

Judge agrees to partial release of probe documents

A federal judge tentatively agreed Sept. 15 to release portions of a key investigative document in the FBI's probe into campaign contributions by companies that have worked for the Catawba Indian Nation after *The State* newspaper petitioned the court to open the documents.

The government had already said it will oppose the release of even a shortened version of the documents, saying much of the case has been made public and further disclosures would jeopardize the investigation.

Newspaper seeks info in shooting investigation

The Guardian submitted an FOI request on Sept. 2 to the Hampton County Sheriff asking for a time sheet for a deputy under investigation by SLED for his involvement in an Aug. 22 shooting incident.

The newspaper also asked for a copy of the department's policy concerning investigations of alleged misconduct by employees.

The Guardian received an acknowledgement of the request, as well as information concerning the ongoing SLED investigation.

However, the department did not respond to the newspaper's request for the duty status of the deputy, nor did it include the department's policy.

FOI Briefs

Council promises changes

Easley City Council members have agreed to make changes after it was pointed out that their pre-meeting congregations in the city hall's kitchen may constitute impromptu meetings. Five members of the council convened in the kitchen prior to a meeting in August, the *Easley Progress* reported, which constituted a quorum and a violation of FOI

laws. Council members said no city business was discussed, and pledged to end the practice.

...

The Bishopville City Council held a 90-minute executive session last month to discuss a personnel matter, *The Item* reported Sept. 7. Council did not provide the specific nature of the personnel matter and declined to answer any questions about the discussion.

SCPA announces service award, call for nominations issued

A new award to honor members for distinguished service to the S.C. Press Association has been established by the SCPA Executive Committee.

The Distinguished Service Award is to recognize SCPA volunteers who have provided a consistent, extraordinary level of service to SCPA for a period of years, or who have achieved a significant and profound result on a single issue during the previous 12 months.

Nominations will be evaluated by the SCPA Hall of Fame Committee. Nominations are due no later than Dec. 1.

The awards will be presented at the annual Winter Meeting.

The SCPA is also issuing a call for entries in the 2005 Journalist of the Year Award. Open to any regular employee of the news department of a newspaper, provided the member newspaper employed the journalist during the contest period (Nov. 8, 2004-Nov. 7, 2005).

Criteria should include the quality of the journalist's published work and actions demonstrating significant impact on their community, their newspaper or the newspaper industry. Entry deadline is Dec. 5, 2005.

Forms and more information about both contests are available by contacting Bill Rogers at brogers@scpress.org or (803) 750-9561.

Customer Service with a Smile

Publisher'sDataMate is for newspaper publishers who are unhappy with poorly supported legacy systems!

Gail Murdoch, managing editor of the Atkins Chronicle and the Dover Times (Arkansas) said "I like Publisher'sDataMate because they provide a toll free support number, permit unlimited support calls, and they're helpful and friendly when we call."



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Same-sex union ad sparks controversy

S.C. daily papers evenly split on policies

By Larry Timbs

A same-sex commitment ceremony ad that ran in the Aug. 21 edition of *The Herald* has stirred up controversy for the Rock Hill newspaper, and has raised the question among S.C. newspapers whether such ads are appropriate.

The ad, which featured a photograph of the male couple from York, also contained a detailed description of the May ceremony, including the name of the officiating minister, a description of the reception, and family and employment background information about the couple.

The ad, flagged as a "Paid Notice," ran in a Sunday edition in the newspaper's Weddings and Traditions section.

Since then, approximately 20 letters to the editor have

appeared in *The Herald*. About two out of three letter writers attacked their newspaper for going beyond the bounds of good taste.

Many of the writers accused the award-winning daily of selling out to a homosexual or ungodly agenda.

At the very least, most of the writers said that *The Herald* was out of step with traditional community values. A minority of writers expressed support for *The Herald*, pointing out that it's a new live-and-let-live era for the newspaper's target community.

The newspaper's backers lambasted those attacking *The Herald* as narrow-minded, Bible cherry-picking, hate-spewing hypocrites.

Please see **POLICY** page 9

S.C. Daily Papers' Policies

The state's daily executive editors were recently polled concerning their newspaper's policy on same sex union stories. They were evenly split: five would run such an announcement and five would not. Several will wait to make a decision. The poll showed that The Herald is the only S.C. paper to have run such an announcement. Weeklies are invited to send comments on their policies to SCPA at brogers@scpress.org

	Have Accepted	Would Accept
Aiken	N/A	N/A
Anderson	No	Discuss It
Beaufort	No	Yes
Columbia	No	No
Charleston	No	No
Florence	No	Don't Know
Greenville	N/A	N/A
Greenwood	No	No
Hilton Head	No	Yes
Myrtle Beach	No	Yes
Orangeburg	No	No
Rock Hill	Yes	Yes
Seneca	No	Yes
Spartanburg	No	Probably
Sumter	No	No
Union	N/A	N/A

Herald editor reflects on decision, 'community standards'

By Terry Plumb
Editor, The Herald

Among my e-mail messages last week was a copy of a message from a local woman encouraging her friends to cancel their *Herald* subscriptions until the newspaper rescinded its policy of publishing paid announcements of single-gender "commitment ceremonies." Several of the names included people I know, which is why I got the message.

Two months ago, I wrote a column in which I described *The Herald's* policy on such ads. That column was followed by a spate of letters and phone calls, some against and some for our policy. We caught it from both sides.

A lot of readers were irate because we said we would accept such announcements, while others were upset because we would not publish them on our "Traditions" page, which is where we carry wedding, engagement and anniversary announcements.

In case you weren't tuned in last week,

The Herald ran its first such ad last Sunday. The ceremony took place in May.

The Herald's policy includes that the relationship being celebrated not be described as a wedding, and that the union not be called a marriage.

The union of two people of the same sex is not legally recognized in South Carolina. Despite attempts to legalize gay marriage in Massachusetts and California, the law isn't likely to change in the Palmetto State in the near future. If anything, there's a better likelihood that South Carolinians overwhelmingly will approve a constitutional amendment banning same-gender marriage and civil unions, which would allow gay partners certain limited rights.

So why would a newspaper risk alienating subscribers by accepting these announcements? Are we that desperate to make a buck?

There's hardly a bonanza to be made. Since the decision to accept such ads

was announced, only the one couple actually has filled out a form and submitted payment.

I want to be clear that no one forced us to accept announcements of commitment ceremonies. Freedom of the press gives newspapers the right to decide what not to publish as well as protection against government censorship.

The company that owns *The Herald*, The McClatchy Co., leaves such decisions up to local managers, believing that they have the best grasp on local community standards.

There's the rub, of course. Just what are this community's standards and who gets to decide?

A better question may be, how do you define "community"?

Does it consist only of those who can cite Old Testament scripture about sodomy, or do you include gay people and their family and friends?

Please see **PLUMB** page 9

People and Papers

Sally Mahan has joined *The Island Packet's* newsroom as the new Managing Editor. Mahan was an editor at the *Savannah Morning News* for four years before moving to Detroit, where she worked as an Assistant Metro Editor at the *Detroit Free Press*. **Janet Smith**, the newspaper's former Managing Editor, has moved into **David Lauderdale's** position as Editorial Page Editor. Lauderdale will become a three-times a week columnist for the paper.

...

Post and Courier Assistant Editor **Robert J. Cox** was honored last month in Buenos Aires for his defense of human rights. Cox was presented the award while visiting the South American nation in September.

When Argentina's military junta seized power in 1976, Cox was the editor in chief of the *Buenos Aires Herald*, Latin America's oldest English-language daily newspaper. Cox risked his life denouncing terrorism during the military coup and was ultimately forced to leave Argentina after death threats were made against his family. Following his departure, the newspaper was seized and controlled by the military for several years.

...

Karen P. Anderson, publisher of *The Cheraw Chronicle* & *The Chesterfield Advertiser*, has been awarded a Paul Harris Fellow by Rotary Club of Cheraw.

A Paul Harris Fellow is the highest award bestowed by Rotary International for appreciation of tangible and significant assistance given for the furtherance of better understanding and friendly relations among peoples of the world.

Anderson has served as President of Rotary Club of Cheraw and has served a three-year term as a board member.

...

Wallace McBride has joined *The Pageland-Progressive Journal* as editor. McBride, 33, was most recently copy desk chief of *The Index-Journal* in Greenwood. He began his career as a reporter and news editor at *The Cheraw Chronicle*, and later became city editor of *The Messenger* in Hartsville.

...

Jon Noel and **Brett McLaughlin** have

joined the staff of the *Daily Journal-Messenger* in Seneca. Noel, a 28-year newspaper veteran, will serve as advertising director. McLaughlin, with 33 years experience, has been named editor. Noel most recently served as advertising manager at the *Meadville (Pa.) Tribune*. McLaughlin served on the board of directors of the Michigan Press Association for 11 years, and served as president in 2003.

...

The Herald in Rock Hill has named **Julie Graham** its business editor. Graham joins *The Herald* after more than three years with the Associated Press. She was an editorial assistant with the Columbia AP bureau for more than a year before moving to the Baltimore bureau in August 2003. She returned to the Columbia bureau in May 2004.

She is a 2002 graduate of the University of South Carolina. She replaces **Eileen Bradway**, who has become assistant city editor. Bradway is former editor of *The Chester News & Reporter* and also worked at *The Lancaster News*.

Bradway replaces **Joshua Lucas**, who has been named online news editor for *The Herald*.

...

Brandon McGoogan, who served as a sports correspondent for *The Herald Independent* in 2002, has rejoined the staff of the Fairfield County newspaper in the same capacity. A 2003 graduate of Fairfield Central High School, McGoogan is currently attending Morris College in Sumter, working toward a degree in journalism.

...

Theresa Halfacre has joined the staff of *Hometown News* as a staff writer for *Whitmire News*. She will also work in marketing and advertising sales. Halfacre was previously the director for the American Red Cross in Newberry County for five years. She has also worked in newspapers, television and radio.

...

The Item has named **Bob Neiman** its new advertising director. Neiman replaces **Jack Osteen**, who has been named publisher of the Sumter newspaper. Neiman has a bachelor's degree in busi-

ness administration from the University of Miami. He has been working as a media sales consultant for newspapers in Tennessee, Florida and Kentucky.

...

Michelle Cromer, 26, became the first woman to operate a Crescent Media press last month, working in the pressroom of *The Newberry Observer*. Cromer worked her way up from the mailroom, where she started several years ago. Crescent Media, a Spartanburg-based company, owns *The Observer*.

...

Genevieve (Jenny) Peterson, a May graduate of the College of Charleston, has joined the staff of the *Moultrie News* as a staff reporter, covering Daniel Island, the Isle of Palms and Sullivan's Island. A New Orleans native, Peterson has a bachelor's in media communications, with a minor in Spanish. She has interned with the *Charleston City Paper*, as well as with ABC Channel 26 in New Orleans. She spent the summer working as a permissions/editorial intern for Henry Holt and Co. Publishing in New York City.

...

Linda Assell, who has served as managing editor of *The Holly Hill Observer* and *The Santee Stripper*, has been named publisher of Kilgus Publishing. Replacing her is **Cindy O'Neil**.



FOIA

Letting light shine on government

The 2005 edition of *The Public Official's Guide to Compliance with South Carolina's Freedom of Information Act* is available as a free download in PDF format from SCPA's website: www.scpa.org. A printed version is also available at a cost of \$1.50 per copy (plus shipping). To order, please call the SCPA at 803-750-9561.

SCPA's contest rules now on web

This year the SCPA will again recognize the best in S.C. newspaper journalism through the SCPA Newspaper Contest. We invite your paper to participate...and to recognize your news staff's best efforts.

Entry forms and a complete set of rules for have been mailed to editors and are available on the Press Association web site (www.scpa.org).

Please note that the entry deadline is Monday, Dec. 5 (an initial mailing had the deadline day of the week as Friday).

The Contest Committee has made a few changes in the rules this year:

- Two special contests recognizing coverage of Hurricane Katrina have been added (501, 502). Entry fees from this category will be donated to newspaper relief funds in Mississippi and Louisiana.

- We have added a Sweepstakes award for the newspapers winning the most awards in their respective categories. You will automatically be entered in this competition.

- We have expanded the Best Headline competition to three categories: best feature headline, best sports headlines and best news headlines (110, 210, 111, 211 and 112, 212).

- The contest formerly called Lifestyle Page Design (135, 235) was renamed Feature Page Design. The Editor's Choice Page Design contest (134, 234) was renamed Page Design, and the entry requirement was changed to a single page instead of three pages.

- The J.L. Sims Memorial Award for Spot News Photo has been expanded to include the weekly Spot News Photo contest (240). No rules associated with this contest have been changed.

The awards presentations will be made at the Press Association's annual winter meeting, to be held at the Hyatt Regency Hotel in downtown Greenville on March 3. Please mark your calendar...we have secured low room rates and an outstanding program is being planned in addition to the awards.

If you have questions about the rules or need help filling out your entry form, our toll-free CONTEST HOTLINE at 1-888-SCPRESS.

Foundation golf tournament a 'fun raiser'

The 16th Annual Golf Tournament at Fort Jackson raised about \$2,300 for scholarships. There was a good turnout of 40 golfers despite the wind and rain from Tropical Storm Tammy. The barbeque was provided by Meyer's BBQ arranged by one of our sponsors, the S.C. Barbeque Association.



Jim Reece, Jack Osteen, John Weiss and Graham Osteen, whose team took first place in the Open Division.

Many thanks to our other sponsors: Abitibi Consolidated Sales Corp., BellSouth, Blue Cross and Blue Shield of S.C., South Carolina Junior Golf Foundation, South Carolina Newspaper Network and Time Warner Cable.

In the organized teams competition, *The Post and Courier* won lowest team score for the third time in a row with a score of 59. Second place went to the *Anderson Independent-Mail* team, "The Independent Hitters."

A new competition started this year pitting the N.C. Press against the S.C. Press. Sorry N.C. but you know that S.C. Press had to win it on its turf, there is always next year!

Open Division Team awards:

1st Place – Team #2 (Graham Osteen, Jack Osteen, Jim Reece and John Weiss);

2nd Place – Team #1 (Emma Dean, Brad Lansford, Bud Tibsharany and Andy Whit);

Special Events:

Closest to the pin #3 – Rick Millions, *The State*; Closest to the pin #13 –Graham Osteen, *Hartsville Messenger*; The Longest Drive #1 – Fred Rindge, *The Post & Courier*.

Thank-you to all those who weathered the rain and to those who could not make it, we hope to see you next year.

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PATROL

Continued from page 1

have been problems in the past and that Gaulden had usually been helpful.

After being told the members of the media were having trouble getting information about highway wrecks, Gaulden suggested using Highway Patrol's telephone recording.

He said he thought this might be a quick way to get the necessary information. But, after hearing about the problems reporters were having with the system, Gaulden said he had been unaware such problems existed. "I thought it was working well," Gaulden said.

Gaulden explained that newspapers still needed to get in touch with him to find out certain types of information about highway wrecks and fatalities.

He said he was in charge of handling "policy changes and things along those lines." Basic information about wrecks is handled by the local officers, said Gaulden.

Gaulden suggests a meeting or a conference call might be the first step in solving some of the problems. "I'd be willing to sit down and listen and see what we can come up with," he said.

Ken Bell, city editor at *The Item* in Sumter, said the reporters at his paper also have problems getting information from his area's information officer.

Bell said that after receiving a call from the paper, the information officer may call back in just an hour, or he may take eight hours or more to respond.

"There is no system to get information in a timely manner," said Bell.

Reporters at *The Item* had been using the highway patrol's Web site, www.schp.org, and found the site to be the quickest way to get the necessary story information before deadline.

Bell said *Item* reporters did not like using the phone recording that is also provided by the highway patrol because the old reports of wrecks and fatalities are not removed from the recording in a timely manner.

Bell explained that the recording may contain about two weeks of highway accidents, and that the information was arranged on the recording from oldest to newest.

Bell also noted that the information was

"I'd be willing to sit down and listen and see what we can come up with."

Sid Gaulden

not usually complete, and that reporters often have to call their information officer after listening to the recording.

Times and Democrat cops reporter Richard Walker said that he has had similar problems getting information in his area.

"The issue has gone from extremely cordial, in-depth and timely responses to praying a recording concerning the information you seek has been posted on an automated system before press time."

Walker has also had to go around his area's information officer to get the information he needs.

"At times, responses have been (gratefully) obtained from S.C. Highway Patrol captains or even Sid Gaulden," said Walker. "Having been in this position for nearing five years, I completely understand a window of at least three hours is needed from incident time until the traffic incident is understood by law enforcement. More time is readily given if available. But to wait on a page to (hear from) a spokesman, and hours later to have no response is at times frustrating," Walker said.

Lee Harter, executive editor at *The Times and Democrat*, said the paper also had problems with information they received from the highway patrol.

"We have had a number of accidents in which our reports included no info from Highway Patrol, which investigated.

"The policy change away from providing IDs of deceased victims is a particular problem locally in that our coroner is forever unavailable. Accident coverage in one of the deadliest counties in the state has suffered in recent time," said Harter.

Some editors say they do not have many problems getting information.

Richard Whiting, executive editorial editor of the *Index-Journal* in Greenwood, said his paper occasionally has problems getting reports, especially during the weekend.

Whiting said the *Index-Journal* reporters usually have to call the Highway Patrol's

information officer to get the information they seek when wrecks occur over a weekend.

But, he said, the information officer typically calls the paper when accidents occur during the week. Whiting said he thinks his reporters have an easier time dealing with the Highway Patrol than they do with the local police.

Jane Alford, news editor of *The Lancaster News*, said her paper has not had problems with the Highway Patrol. "They are very cooperative," said Alford.

Passante said he attributes the lack of availability of his area's information officer, to the fact that the agency has suffered severe budget cuts in the last several years. Right now, he said there are only three troopers per shift to patrol the six counties in the Beaufort region.

Cities along Interstate 95, such as Hardeeville, have received federal money from drug busts, and are using it to beef up the patrols on their area's highways. But other stretches of highway in the Beaufort region are not so fortunate. Wrecks that occur on these sections are handled by the Highway Patrol. Plus, all highway fatalities are the jurisdiction of the patrol as well.

"With the population [of the Beaufort area] growing, you would think they would be adding troopers, not taking them away," said Passante.

Bell said he did not think the highway patrol was intentionally trying to keep information away from the media. He said he thought the media was just lower on the department's priority list than it had been in past.

Harter said shifts in policy at the highway patrol have made getting information much more difficult.

"As recent as three or four years ago, our district had a spokeswoman who went the extra mile in getting details, including IDs," said Harter.

"The succeeding spokesman was not nearly so cooperative and often informed us reports were not available on deadline or troopers would not be able to be reached until returning to duty the next day or later," Harter said.

"The present system of contacting some PIO from some other district, who must contact someone locally for info, is simply ineffective and impractical," Harter said.

Small-town papers: there is hope for your design

Publishers at small-town papers have it tough:

- There's little growth in the number of advertising clients.
- Staffers in all departments have minimal training.
- Staffers who grow in their work often move up to a larger paper.
- Computer equipment is often a generation behind.
- Software is often a generation behind.



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

I've worked with some of these publishers -- and I have a lot of respect for them. The last time any of these publishers worked less than 60-70 hours in a week, Coolidge was in the White House. Or maybe it was Grant.

Their editors, too, have it tough.

- They work hours that would kill most of us.
- They produce more stories in one day

than other writers do in a week.

- They do their best to train and nurture their few news staffers.
- They paginate page after page after page with every issue.

And neither the editor nor the publisher has had any serious training in newspaper design.

It's no wonder they don't have much time — or inclination — to improve the design of their newspaper. They're so intent on getting the paper out with each issue that the prospect of creating a new product is daunting. So the look of last week's (or yesterday's) paper — even if it really doesn't look very good at all — is OK. It's not what they'd want, but it is acceptable. It has to be — there's just no way to both make it work and make it better.

They'd like better organization of the product. They'd like to upgrade the headline typeface. They'd like to make their text more readable. They'd like to give their paper a more polished, more professional look. But they just don't have time or the skills — and they certainly can't afford to hire a consultant to spend days

or weeks helping them out.

They're right. They can't afford the time. They don't have the skills. And a redesign takes too long and costs too much.

That's all changed.

Here's one design consultant who thinks that even the smallest paper deserves the opportunity to become more readable, more contemporary, more compelling, more readable to both readers and advertisers.

After more than 16 years of working with newspapers, their publishers and their editors, I've done months of soul-searching and researching to develop a breakthrough redesign plan that works for even the smallest papers.

One senior publisher, speaking to some of his colleagues about the plan, said: "This is a hell of a deal. I suggest each of you call him to discuss this further." Lest

Please see **HENNINGER** page **15**

Plumb

Continued from page 4

Does your sense of community extend only to people who have lived here all their lives, or does it stretch to include those who arrived last year?

Is a newspaper only to serve the needs of older, more conservative readers, or should it consider the feelings of younger readers, who are, in general, more tolerant of gays?

The Herald isn't the first newspaper in the Carolinas to accept announcements of same-gender unions, nor, likely, will it be the last. Community standards evolve, and newspapers evolve with them. There was a time - within the span of my career - when photos and stories on the society pages of most American newspapers were restricted to white people with money; today, most readers would find that practice offensive.

Whatever policy *The Herald* set regarding ads announcing same-gender couples would put us in a bitter continuing social debate. That debate is occurring in cities, big and small, across the country.

Some journalists say newspapers should strive to be a mirror to the community. I've always liked that metaphor. Think about how a mirror works: What you see in a mirror depends a lot on where you are standing.

Policy

Continued from page 4

Terry Plumb, Editor in Chief for *The Herald*, said the newspaper will continue its policy of publishing paid announcements of single-sex commitment ceremonies, despite rubbing some (if not a majority) of its readers the wrong way.

Some subscribers will be alienated and some will even cancel their subscriptions, Plumb conceded, but *The Herald* is trying to reflect the diverse interests and values of its target community.

The Herald had explored changing its policy (on wedding announcements) more than a year ago, Plumb said, when debates about gay marriages made front page news.

"I knew we were dealing with something very sensitive here," he said. "The policy we came up with was discussed by the publisher, the ad director and the editor ... We knew this would cause some consternation down the road, but we thought it was something we should do ... Neither side is happy with us. Is it going to be

the policy for time eternal? Who knows?"

But did the Aug. 21 paid notice of the same-gender ceremony promote gay marriage, as some of *The Herald's* readers have protested?

"They had a ceremony. They had a minister. They had a reception. You can understand why some people refer to it as a marriage, but that's not for me to decide," Plumb said, noting that a Charlotte TV station had covered *The Herald's* running of the ad. That report stirred the controversy, he said.

The result for *The Herald*: a plethora of e-mail messages and letters to the editor, and some lost subscriptions.

While the newspaper reports that it had fewer than 50 subscription cancellations, Plumb said in mid-September, it does not want to lose any readers.

"We work hard to get and keep subscribers," he said, "but at the same time, you try to do what is right in reflecting the community."

Larry Timbs is an associate professor in the Department of Mass Communication at Winthrop University.

Legislative Workshop for the Media

Jan. 5, 2006 • Solomon Blatt Building • Room 221 • Downtown Columbia

The S.C. Press Association, the S.C. Broadcasters Association and The Associated Press will present a Legislative Workshop for the Media Thursday, Jan. 5, 2006, in Columbia. Registration will be 9:30-9:45 a.m. The workshop, for print and broadcast journalists, will preview the upcoming 2006 legislative budget.

This session is recommended for new and veteran Statehouse reporters, editorial writers, city editors and assignment editors.

Discussions will be on the record. Those scheduled as panelists at this time are: Les Boles, Director of Office of State Budget; Sen. Hugh Leatherman, Chairman, Senate Finance; House Speaker David Wilkins; Sen. Larry Martin, Chairman, Senate Rules; Rep. Bobby Harrell, Chairman, House Ways

While there does not seem to be as great a budget crunch this year, there are still the looming challenges of annualizations, talk of property tax reform, Medicaid/Medicare costs, the nuances of BEA estimates and education funding.

Other topics of interest this legislative session are the school funding lawsuit reactions, restructuring, and tort reform. Panelists will be available to answers your questions on these issues.

& Means; and Rep. Herb Kirsh, House Ways & Means. Mike Smith with the Spartanburg *Herald-Journal* will moderate. A “nuts and bolts” session on the budget process led by Rep. Harrell will follow lunch. Additional speakers are being invited.

The workshop will be in Room 221 of the Solomon Blatt Building in the Statehouse Complex, Columbia. The building is behind the Statehouse at the corner of Pendleton and Assembly

Streets. Cost of the workshop is \$35 per person for members of the SCPA, SCBA and the AP, and \$60 for non-members. Deadline for registration is Dec. 29. A \$10 per person late fee will be charged for registrations made after that date. We plan to conclude the workshop at approximately 3:30 p.m. Lunch will catered by DiPrato's.

If you have any questions, please call SCPA at 803-750-9561 or the SCBA office at 803-732-1186.

Legislative Workshop for the Media

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Government meeting coverage: what would Twain say?

Don't you hate Mark Twain?

He took all the good one-liners.

Here's one of his: "Golf is a good walk spoiled."

Heck, that could have been mine, if only I had lived back in the 1800s. I bet I would have come up with that line weeks before Twain did.

And how about, "Everybody talks about the weather, but nobody does anything about it."

But here's a shocker.

According to a Web site, "www.twainquotes.com," he may not even have said it. That Web site lists a couple of Twain variations on "Everybody ... but nobody ...," but the site also questions whether Twain originated such a pithy observation about the ineffectiveness of man.

But let's assume he did say it. After all, a juicy rumor from the 19th century is almost always better than a verifiable fact from such backward times, before we even had Web sites and reality TV. Let's advance Twain from the 1800s all the way up to the 21st century, and let's promote him from literary legend to city editor of a newspaper. Your newspaper.

Now let's ask him about a topic as vexing as the weather: "Hey Mark, what do you think of the coverage of government meetings?"

You don't need much of an imagination to predict that old Mark would mutter, in frustration, "Everybody talks about meeting coverage, but nobody does anything about it."

We go to a meeting, we listen, we take notes, we type. We cover in a technical sense, but do we fulfill our obligation to inform readers of what government is doing?

I say no, and most editors and reporters agree with my criticism. I go to a newspaper, editors and reporters listen to my recommendations for



By Jim Stasiowski
Writing
Consultant

The Writing Coach

meeting coverage, they take notes, they nod, then five minutes after I walk out of the newsroom, they plug in yet another weak, difficult-to-read account of a yet another government meeting.

Yeah, our meeting stories have facts, and that is the technical sense in which we cover not only the action, but also our ... um ... our rear ends. But because our stories are difficult to read, we have to conclude most readers don't get the information.

Twain would ridicule these predictable excuses: "But nothing happened. ... The council (school board, commission) members are so boring. ... It's a small town, they don't do much."

Today, let's change our coverage. Let's do the following:

1. Vow to write one good story from the meeting, not one weak 7-paragraph story atop a dozen "In other business ..." items that have all the depth of the list of breakfast specials at Denny's. Commit to developing only the most interesting and-or most significant conflict that arises in the meeting. And to do that, you must ...

2. ... prepare. Before the meeting, give yourself time to look carefully at the agenda, to make some calls, to figure out what single item is going to make the best story, then do much of the research long before the meeting starts. That way, instead of shuffling into the meeting room unsure of what is going to happen, you will stride in confidently, you will have a lot of the story already written in your head. Of course, you have to ...

3. ... be flexible. What looks good on an agenda occasionally will flop. Be willing to scrap your preparation in favor of something attractive that pops up unexpectedly, although ...

4. ... relying on government people to hand you a story is foolhardy. Most of them do not want you to get a lively story from the meeting. They want calm meet-

ings, they want to look dignified and authoritative. They don't want you to see their flaws, ...

5. ... even though the best stories are the behind-the-scenes maneuverings. In budget hearings, for instance, look at the cast of characters: Why does the public works department get an increase in spending while parks and recreation gets cut? Is the parks director a clumsy politician who has no influence with the decision-makers? Is the public works director a wily, savvy advocate for streets and bridges? Write about who wins and who loses. In other words, ...

6. ... make the action of the meeting part of your story, but not your whole story. The best meeting stories have action that is not mere words bouncing off meeting-room walls. The stories about the city-maintained baseball fields gain vigor if the reporter has dirt on his or her shoes from trudging through the hardscabble infields, the stories about changes in a school-district's policies have power when readers know the thoughts of students or teachers living under the changes.

All of which adds up to this one-liner: A story that is easy to get probably isn't very good.

Mark Twain, eat your heart out.

THE FINAL WORD: I have lost count of how many times a city council, county commission, school board, etc., has "readjusted its budget."

Why is "re-" necessary there? "To adjust" means to change to fit conditions, so the "re-" seems superfluous. Obviously, if you're writing about a second adjustment, then "readjust" is technically accurate. But if you're making the point that the adjustments just keep on comin', why not a more emphatic expression: "... again has adjusted its budget"?

More information

Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410-247-4600 or write to 5812 Heron Drive, Baltimore, Md. 21227.

Disk Jockey makes duplicating hard drives easier

OK. I need to sit down. I just had one of those "Oh, wow!" moments that computer folks have from time to time. Unfortunately, "Oh, wow!" moments have become less common as we've grown accustomed to the ever-changing world of technology.



By Kevin Slimp

Institute of Newspaper Technology

Over the past few months, upgrades to Adobe Creative Suite, along with the upgrades to OS X and Macromedia Studio, have dominated discussion among designer types. Upgrades don't bring a lot of "Oh, wow!" moments.

This week, I had the opportunity to experience an unexpected "Oh, wow!" moment while checking out a piece of hardware called Disk Jockey, a tool which gives users greater control over hard drive backups.

Sure, ample resources exist for backing up files to hardware and USB drives. In addition, cloning software is available (e.g. Carbon Copy Cloner). Finding cloning software that works with drives running operating systems older than OS X.3 is a little tougher. Just when all seems lost, Diskology's Disk Jockey appears.

Disk Jockey is a hard disk diagnostic and copy tool that can fit inside the palm of your hand. It works with Macs and Windows computers connected via Firewire or USB ports or as a standalone unit. Disk Jockey makes it possible to mount drives, copy data between hard disks, verify, test and erase hard disks.

You know me; I'll believe it when I see it. Newspapers often need to make a duplicate of a hard drive, especially when upgrading a server or workstation to a new operating system. When upgrading system software on a server, I want to be sure I have an exact replica of the original hard drive. Then if something goes wrong after the upgrade, I can simply put the cloned drive back in the server.

To test the Disk Jockey, I began by opening the door of a G4 server in our office. I removed the 160 Gb hard drive from the server and connected it, using cables sup-

plied with Disk Jockey, to the Disk Jockey box. Next, I took another hard drive (a 250 Gb Maxtor Ultra ATA drive) and connected it to the other side of the box.

I quickly learned that the manual was correct when it stated that both drives must be set up as master drives for this to work. A warning beep let me know I hadn't done this. After moving the jumper on the back of the hard drive, I was ready to clone the drive.

Next, I pressed a button on top of the Disk Jockey. I heard the first drive power up. After pressing the button again, I heard the second drive power up. Finally, I pressed the button a third time and a green light appeared. This signaled that the drive was being cloned.

The documentation indicated that Disk Jockey would clone approximately 2 Gb per second. It actually worked a little quicker for me. My 160 Gb drive was duplicated in approximately an hour. Since most Macs have 40 or 80 gig hard drives, duplicating a drive will often take 40 minutes or less.

Finally it was time to test the drive. I placed the new drive in the server that had housed the original drive and connected all the wires. After starting up the server, I asked someone on the network to see if they could connect as they normally did. Sure enough, it worked like a charm. That's when I had the "Oh, wow!" moment.

In addition to duplicating drives, Disk Jockey has seven other modes:

Verification: Disk Jockey checks to ensure that two disks are exactly the same, preventing loss of data.

Spanning: Create one large volume from two hard drives.

Mounting: Mount one or two hard disks to the desktop of your Mac or Windows computer through Firewire or USB ports without installing any extra drivers.

Hard Disk Read Test: Disk Jockey

performs sector by sector read tests on drives.

Mirroring: Disk Jockey allows you to mirror two hard disks for real-time backup. If one drive fails, the same data will be on the second drive.

Two Levels of Erase: Government groups use the three pass erase function for ultimate security.

Forensic use: OK. You probably won't have any need for this one. But it allows police and other government officials to duplicate drives with no signatures written to the



disk. This means a forensics specialist can go to work on a cloned drive as if it were the original.

What does all this mean to newspaper users? You can now back up a drive on a server or workstation without worrying about losing vital information in the process. It makes it safe to upgrade systems without risking permanent damage to the systems or files.

I quickly learned a couple of important details about Disk Jockey during the testing process. First, it doesn't support Serial ATA (SATA) drives (the type that comes with most G5 computers) out of the box.

Fortunately, Diskology has recently come out with SATA drive adapters. This adapter sells for around \$40, and you would need two to clone a SATA drive to another SATA drive.

Second, Mac users cannot use the extra space when they clone a smaller drive onto a larger drive. To make up for this, Diskology recently released Disk Jockey Expander, a \$25 utility that allows Mac users to use all of the space on the larger drive. I would suggest this utility be included with the Disk Jockey in future versions.

Do I recommend Disk Jockey? You betcha! Disk Jockey retails for \$329 (USD) and is available at www.diskology.com and www.fwb.com. For more information, visit www.diskology.com.

Caring for your copy and photo desks in crises

You can't help but stand in awe of the dedication and Herculean efforts that newsrooms across the Gulf Coast have put forth amid the devastation of Hurricane Katrina and the onrushing Hurricane Rita.

Yet even if your newsroom is in Boise, not Biloxi, or New Hampshire, not

New Orleans, the stress and emotional distress can be just as telling, especially among those on your photo and copy desks dealing with the thousands of words and photos detailing the horrors and the hopes.

"You need to be taking steps to help people and not wait for that moment when someone goes, 'Oh my god, it's too much'," said Ray Cox, director of editing and presentation at the *Atlanta Journal-Constitution*.

Roger Simpson, executive director of the Dart Center for Journalism and Trauma at the University of Washington, calls it "the most neglected part of caring for news staffs, either the people who are looking at the pictures or all the copy."

"Usually no one is paying attention to what it does to your emotional state," he said.

As Simpson noted, newsrooms, and desks in particular, often are filled with the bravado of getting the work done, no matter the challenge. It's what, in conditions like those on the Gulf Coast, keeps staffs going to provide the vital public service they do.

But this is a mobile, tight-knit business where that copy editor now sitting next to you in Dubuque might have memories of going through a storm in Daytona. Those ties – and the sometimes-disturbing memories – were apparent at a recent American Copy Editors Society regional meeting in Atlanta.

"In the copy-editing world, everybody knows everybody or knows somebody



By Doug Fisher
USC School
of Mass
Communication

Common Sense Journalism

who knows somebody," said Clark Freeman, now a sports copy editor in Atlanta. He worked for 12 years in New Orleans, and "I still have tons of friends there."

Freeman had not handled storm stories, but said he spent "a week, virtually all my waking hours, watching the coverage" while he waited for e-mails from those friends.

"You're just devastated, but you have to put that aside and do your job," he said.

Holly Kerfoot, a copy editor at North Carolina's *Winston-Salem Journal*, was working in Charleston, S.C., when Hurricane Hugo tore through that city in 1989.

"Being in Hugo, I realize a lot of what I'm feeling from it is survivor's guilt," she said.

Kerfoot said that away from work she tried to avoid the TV coverage. She recalled reading the wires the weekend after Katrina hit "and that was kind of overwhelming after a while, where the magnitude of what has happened begins to sink in."

Add to that the increased workload on many desks. Kerfoot said her paper added two full pages. Richard Luna, managing editor of California's *Ventura County Star*, wrote in one of his recent columns after Katrina that "copy editors might edit and write headlines and outlines for more than 50 articles a day."

"At times there is a sense of being overwhelmed, yet, time and time again, they respond with a true sense of professionalism," Luna wrote.

Rebecca Roper, a copy editor at *The Greenville (S.C.) News*, is no stranger to such stress. She started there shortly after Sept. 11, 2001. Yet with Katrina, the pictures of the dead and the devastation were no less affective.

"It's really hard for me to go home and sleep at night," she said. "You think all I did was put a paper out. I

didn't do anything to help them."

At home, she tried to "read something fluffy or do yoga – something that puts my mind on something else."

Simpson said managers must watch for indications of stress among those they supervise: exhaustion, anxiety, tearfulness, abnormal anger and upset stomach among them. They also need to know more about what those people have been through.

"I think a lot of managers fail in this respect because they don't know the personal backgrounds of the people they work with," he said.

Cox, the *Journal-Constitution's* presentation editor, said everyone has a story to tell, so let them tell it. Simpson, too, encouraged conversation, but warned against forcing people to say how they feel. But to start those conversations may take a culture shift in many newsrooms, he said.

Individuals can help themselves by focusing on things in their lives that are good and reaffirming, Simpson said. And managers can't sit back; they must ask those they supervise how they are doing, he said.

Kerfoot still remembers how a supervisor, during the space shuttle Columbia explosion, made a point of asking how she was doing. Roper said her editors sometimes buy food, and it helps.

"Just an acknowledgement that they know this is happening, that they know this is a strain on people," Kerfoot said. "Realizing that there are emotions there, that we are not just mechanically processing stuff, is important."

Simpson said a realization is growing that attention must be paid to desks and the emotional health of those who work on them, especially at times of crisis.

"Nobody had on their agenda how are people on the desks doing," he said. "I think it's breaking down very, very gradually."

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 or 803-777-3315.

Know your customers, increase your sales

Reed, a veteran of ad sales, was talking to me about cold calls. "The key," he said, "is to know something about each prospect. If I don't have enough information up front, then I'd better learn fast in that first conversation.



By John Foust
Advertising Trainer

"Think about it. Why in the world should I expect to sell something to somebody without knowing enough about their business to relate what they need to what I sell? That's going beyond a cold call. That's putting them in the deep freeze.

"At the start, my goal is to advance the sale, not close the sale. If I go in there trying to convince them to run ads to sell Product A – when what they really want to sell is Product B – I'll look stupid and out of touch. That would be like a doctor writing a prescription without examining the patient."

Talking to Reed reminded me of a cold call I received about telephone services. The caller talked so fast that I wondered if her office was on fire and nobody could leave until they reached their sales quota for the day.

In glowing terms, she said that her company wanted to revolutionize my business communications with a new system that could handle up to eight lines and 24 telephones. When would I like to hear more about it? Would a morning or afternoon appointment be more convenient?

When she paused to take a breath, I said, "This is a small office. There is no way that I could ever use 24 telephones."

There was a long pause. "I'm sorry," she said. "I didn't know."

As we hung up, I couldn't help but think, "You didn't know, because you didn't ask."

I felt sorry for her. She had a one-track selling approach. Her product – as she portrayed it that day – was an eight-line phone system. Seven lines? Forget it. Six or five? No way. She was determined to sell eight.

Years ago, Sir Francis Bacon wrote, "Knowledge is power." More recently, the Rolling Stones sang, "You can't always get what you want, but if you try, sometimes... you get what you need."

Ad-Libs

That's right. You can't always get an immediate sale. But give it a try, and you might get information that can lead to a future sale. If that caller had taken a few moments to learn about my business, she might have found that I was interested in something else her company offered. But we'll never know, will we? That potential sale is lost forever.

According to Reed, information-gathering is part of the job.

"I've read dozens of sales manuals," he said, "and every one of them says it's important to know your customers. It's not complicated. It's just a matter of looking around, asking questions, and paying attention to the answers."

Sales people who follow Reed's advice will win plenty of customers. And those who don't?

They might find themselves singing a different Rolling Stones lyric: "I can't get no satisfaction."

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, E-mail: jfoust@mindspring.com, Phone (919) 848-2401.

Industry Briefs

Knight Ridder, Inc., owner of *The State* newspaper and *The Sun News* in Myrtle Beach, said last month that third-quarter profits will fall 20% after Hurricane Katrina disrupted its business in Mississippi. The trimming of advertising by automakers and the soaring cost of newsprint were also reportedly to blame. The company, which also owns *The Charlotte Observer*, said auto advertising sales fell 9.6% in August.

...

Carole Leigh Hutton, former editor and publisher of the *Detroit Free Press*, has been named vice president for news for Knight Ridder, Inc. Hutton, 49, replaces **Jerry Ceppos**, who announced his retirement in August.

...

The Columbia Record, which ceased publication in 1988, has returned to the Midlands via the Internet. The Web-based product will be operated by *The State* newspaper, and will consist of blogs, photos and commentary posted by readers regarding neighborhoods, schools, churches, hobbies and activities.

...

After 128 years at its office at 113 E. Washington St. in Walterboro, *The Press and Standard* has relocated to 225 E. Washington St. The move is temporary, while the paper looks for a permanent, new location.

Obituaries

Mary B. Booker

Society Editor, The State

White Rock

Mrs. Mary Bouknight Booker, of the Lowman Home, died Sept. 15. She was 95. Mrs. Booker served as Society Editor for *The State* newspaper for 30 years. Retiring in 1963, she and her husband, the late Harold C. Booker Jr., organized the Star Reporter Corporation, and along with Miller Montgomery, began publishing the *Star Reporter* (now the *Columbia Star*). She served as Society Editor for the *Star Reporter* until her retirement in 1990. She then served as a consultant until the time of her death.

Mrs. Booker was born Jan. 17, 1910, in Columbia.

Mardy Jackson

Former Publisher, Cheraw Chronicle

Society Hill

Margaret (Mardy) Wackerle Jackson, 57, died Oct. 15.

She was Publisher of the *Cheraw Chronicle* from 1993 to 1997, and was the Aiken Bureau Chief for the *Augusta Chronicle*.

Mrs. Jackson was a former television reporter for WALB Albany, Ga., as the Valdosta Bureau chief.

Born in Alexandria, Va., Mrs. Jackson was a daughter of the late Anthony Robert Wackerle Sr. and the late Charlotte Theresa McCaw Everett.

She was a master gardener, a published writer, and an organic farmer.

S.C. teenagers still aren't reading newspapers

Media-savvy young adults are still reluctant to dig into newspaper reading as a regular diet. The teenage and 20s target earns and spends millions of dollars a year.

Much of that currency goes toward the latest electronic gadgets. The average high school senior has three e-mail accounts. About 90% of U.S. college students now own cell phones.

Although a ton of research has uncovered their computer, Internet and cell phone habits, much can still be learned about this elusive target for S.C. newspaper circulation directors.

One under-publicized study about this misunderstood generation allowed participants to share their worries.

Dr. Thom Rainer, president of the Rainer Group and a dean at Southern Baptist Theological Seminary in Louisville, Ky., developed a top 10 list of things that the youth generation fears.

10 — "I will never have a happy marriage and family."

Youth express concern about broken marriages. They sense that children of divorced parents have more problems than intact households.

9 — "Someone I know or love will die of AIDS (maybe me!)."

AIDS, no longer the story from overseas or inner city slums, has hit home. Almost all teens in the study know someone who had contacted the disease.

8 — "I feel like I have to have sex to be accepted."

Forty percent of today's 14-year-old girls will be impregnated at least once before they hit 20. Not surprisingly, two-thirds of females fear pressure to have sex. Surprisingly, perhaps, is that more than half of the male teenagers also admit the same trepidation.

"These youths were perceptive enough to realize that the media contributed to an ethos which says premarital sex is fun, good and expected," writes Rainer.



By Randy Hines
Susquehanna
University
Communications
Dept.

Pressing Issues

7 — "I cannot find time to do everything."

Many youth express panic in having so many choices: high school classes, extracurricular activities, jobs, household responsibilities, volunteer options. Frustrated, they feel life is simply too complicated. Stress is the typical result.

6 — "I can't tell right from wrong."

Almost 60% of respondents think their peers have no sense of right and wrong. Lacking a moral compass, they admit that it's often difficult defining such terms.

5 — "Peer pressure scares me."

Yielding to the standards of cliques and "the gang" is frightening. Teens don't want to be ostracized or appear uncool in front of classmates or teammates. Going along with the crowd seems safe, but dangerous.

4 — "I (or someone I know) will be a victim of violence or crime."

Conducted long before Katrina's destruction, the survey reveals that today's generation is the most violent in history. Seeing violence in television programs, video games and movies makes teens sense that such dangerous action could involve them.

Perhaps that's why one-third of males carry weapons with the intent to use them if necessary. More than 1 million high school teachers are threatened with violence every year.

3 — "I will not be able to make it financially."

Seeing parents and relatives unemployed does not instill confidence in today's youths about their own financial future. Apparently, they do realize that money does not grow on trees.

"A college degree does not mean that you'll get a good job," said one male respondent. "And if you get a good job, you may not get to keep it."

2 — "I can't get a good education."

Because of — or despite — their own forecast of financial woes, more than 80% of the participants plan to get university degrees for higher-paying jobs. But many worry about getting into college and financing their education.

More than half of the high school teenagers express apprehension about taking the inevitable ACT or SAT exams.

1 — "Something bad may happen to my family."

More households exist today with the single head-of-household designation than married with children. Many survey contributors say they fear about family breakups because of the change in finances, living conditions, moving away from friends, etc.

Certainly not the most entertaining top 10 list, these concerns of youth could definitely be a reason why newspaper reading is not on their "to do" list.

Perhaps circulation staffs could sit down with editorial and go over the distress facing the future of this untapped, unconvinced readership. By addressing their worries with news stories, first-person accounts, features, interviews with experts and interviews with this audience, S.C. newspapers may have a chance to reverse declining circulation trends.

What are we afraid of?

More information

Dr. Randy Hines teaches at Susquehanna University's Department of Communications and Theatre Arts. His address is 514 University Ave., Selingsgrove, PA 17870-1001. Have a question or column idea? He can be reached at (570) 372-4079 or randyhinesapr@yahoo.com. He is available for workshops for group or individual newspapers.

Henninger

Continued from page 9

this column become self-serving, I will only mention that you can contact me at the phone number or web address below and I will be happy to chat with you about the FasTrak plan.

If you choose to go another route, you can talk with someone at your local university about their journalism school's design program. Or you can check out some of the more helpful newspaper design books on the web. There are lots of consultants and advisers out there ready to help -- check your state press association for names and recommendations.

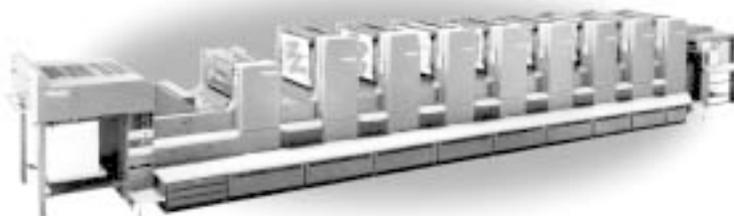
There are many avenues and opportunities out there for you to get the help you need. All you have to do is look. And that usually costs you nothing at all.

Small dailies and weeklies no longer have to look like they're being published in the days of Coolidge. Or Grant.

PROFESSIONAL PRINTERS

Great Printing is about attention to detail, and that's the essence of our mission.

Professional Printers is a South Carolina owned Commercial Printing Company – a full service printer that has grown into one of the largest printers in the tri-state region. We have invested in state-of-the-art technologies, and have expanded our capabilities in order to create valued partnerships. We are only successful if we make clients' job easier.



B-Color Heidelberg Press with Aqueous Coater

Professional Printers is located in West Columbia, near the Columbia Metropolitan Airport.

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