

# TEXAS PRESS e-Newsletter

Representing Texas Press Association - April 2014



## **Ask an attorney: Newspaper archive redactions not recommended**

BY THOMAS J. WILLIAMS,  
Haynes Boone Media Attorney



**Q:** Each week, our newspaper publishes, in both our print and on-line editions, a “jail log” column. Based on information the sheriff gives us, we list the name of each person booked into the county jail in the prior week, along with the person’s date of birth, the offense for which the person was arrested, and the date. The column contains a disclaimer stating that the information has been provided to us by the sheriff, that arrest is not the same as conviction, and that the charges may later be dismissed or the person may be acquitted at a trial.

Last week, we got a call from a person who had been listed in the jail log about a year ago. He does not dispute that he was arrested and jailed, but he says the charges were later dropped, which we have confirmed with the County Attorney, and he wants us to change the column in our on-line archive to delete

the reference to him and his arrest. Are we obligated to do that?

**A:** No. Since there is no claim that the original story was wrong, this is not a request for a retraction or correction, and the new Defamation Mitigation Act, which applies to claims based on “the false content of a publication” does not apply. Similarly, this is not a request for a follow-up story reporting the dropping of the charges, although such a story, while not legally required, may be something you would consider publishing. Rather, this is a request to alter retroactively the content of a previously published story.

While the analogy does not always fit, many questions involving electronic publication can be analyzed by drawing a parallel to the old, print-only world. In the print-only days, if a reader had asked you to go into your morgue, and

into your local public library’s archives, with a pair of scissors and cut out all references to this person from an old jail log column, chances are you not only would have said no, you would not have even taken the request seriously. This reader’s request is really no different: he wants you to take some electronic “scissors” and remove his name from a previously published story now maintained in your electronic archives. The answer should be no different today than it was when you published only on newsprint.

If you do publish a follow-up story reporting that the charges were dropped, you may wish to consider adding a link from the old story to the follow-up story, as many publications do—but that isn’t the same thing as removing the old story and pretending it was never published in the first place.

## DEADLINES FOR AWARDS

### **FOI Foundation of Texas 2014 Spirit of FOI Award**

DEADLINE: APRIL 15  
SEND ENTRIES TO  
[KELLEY.SHANNON@  
FOIFT.ORG](mailto:KELLEY.SHANNON@FOIFT.ORG)

### **Golden 50**

DEADLINE: APRIL 25  
SEND COMPLETED  
NOMINATION FORM  
TO [MHODGES@TEXAS-  
PRESS.COM](mailto:MHODGES@TEXAS-PRESS.COM)

### **Fred Hartman Excellence in Sportswriting Award**

DEADLINE: MAY 2,  
5 P.M. SEND ENTRIES  
TO [ARENTFRO@TEXAS-  
PRESS.COM](mailto:ARENTFRO@TEXAS-PRESS.COM)

### **Frank W. Mayborn Award for Community Leadership**

DEADLINE: MAY 2,  
5 P.M. SEND ENTRIES  
TO [ARENTFRO@TEXAS-  
PRESS.COM](mailto:ARENTFRO@TEXAS-PRESS.COM)

# Viers Webinar scheduled for May 1

“How to automate your graduation edition”

With graduation season nearing and the thought of typing each student's name in your newspaper looming ahead, you can't help but think, “There's gotta be a better, way, right?” Good news — there is!

On May 1 Russell Viers, Adobe Suite specialist, will host a free webinar catering, but not limited to, automating design for graduation sections.

Learn how to build them quicker with InDesign's built-in Data Merge feature in this 90-minute online tutorial.



RUSSELL VIERS

Viers will create an Adobe Connect class on the topic where our members can participate via the web. Attendees will be able to participate through a shared screen and commentary - though to listen you'll need speakers and if you'd like to ask questions, you'll need a microphone.

Use this link ( <http://experts.adobeconnect.com/tpagrads/> ) at 10 a.m. on May 1. If you have any additional questions, contact Allison Rentfro at [arentfro@texaspress.com](mailto:arentfro@texaspress.com) or (512) 477-6755.

## NNA's request to expedite postal appeal granted

WASHINGTON — The request of the National Newspaper Association and others in the mailing industry of the U.S. Court of Appeals to expedite an appeal of the U.S. Postal Service's 2014 exigency postage increase has been granted.

The District of Columbia circuit has cut about four months off the usual time for hearing an appeal, increasing the chances that a decision will be made before this fall, said NNA Chief Executive Officer and General Counsel Tonda F. Rush. Attorneys are now ordered to complete briefs by the end of June.

NNA and the Affordable Mail Alliance members appealed the 6.9 percent postage increase that USPS requested and the Postal Regulatory Commission granted in January.

The Postal Service also appealed, objecting to the PRC's decision to prevent the increase from becoming a permanent part of the USPS rate base. Instead, the PRC ordered USPS to wean itself off the higher rates after about two years.

*\*Originally published by the NNA*

## TEXAS PRESS E-NEWSLETTER

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## MARK YOUR CALENDAR

### TPA Newspaper Leadership Retreat

**Holiday Inn Corpus Christi  
Marina Tower - June 19-21, 2014**

TPA is going to Corpus Christi! Once again, there is an 80-newspaper limit, but as always, anyone can attend the annual contest awards luncheon on Saturday, June 21.

**CLICK HERE TO DOWNLOAD  
THE REGISTRATION FORM**

## HIGHLIGHT ON TPA ASSOCIATE MEMBER:

# Texas Center for Community Journalism

The Texas Center for Community Journalism is committed to making a positive difference in the development of community journalism in Texas. The Center strengthens Texas community newspapers through affordable training, consulting services, and meeting practical needs through linking newspapers with available resources.

Tommy Thomason is the founding director of the Texas Center for Community Journalism. Dr. Thomason has taught journalism at five universities and has been at TCU since 1984.

On March 12-14, thirty publishers and editors met at TCU to re-think ways they can improve their news product.

The three-day workshop, funded by the Texas Newspaper Foundation, was called Seven ways to improve your newspaper: A hands-on workshop for Texas community journalists. It featured sessions on news coverage, readable writing, reader

engagement, strategic planning, revenue growth, newspaper design and customer service.

Faculty leaders included Mike and Debbie Anders, newspaper consultants from Elizabethtown, Ky., TCCJ director Tommy Thomason, TCCJ associate director Andrew Chavez, and TCCJ design consultant Broc Sears.



TOMMY  
THOMASON

“Our feedback about the workshop has been consistently positive,” Thomason said. “The newspaper business is so time-demanding that news execs don’t get much time to sit down and think about how they can make their paper better.

“What we provided was a time and a place to do that, plus workshops that stimulated thinking and provided some possible answers.”

Thomason said the real strength of the workshops was the interaction among participants and workshop leaders and the opportunity to talk out issues, problems and potential solutions.

## FOI Foundation to host Open Government Seminar in Houston

The Freedom of Information Foundation of Texas will host an Open Government Seminar in Houston featuring training in the state’s public meetings and public records laws. The non-profit FOI Foundation, partnering with Texas Attorney General Greg Abbott’s office, will offer the one-day seminar on April 30. It is designed for government employees, journalists and members of the general public who want to learn more about the Texas Public Information Act and Texas Open Meetings Act.

“This training on Texas open government laws provides important information for public employees and essential tools for citizens as they participate in our democracy,” said

Kelley Shannon, executive director of the Freedom of Information Foundation of Texas.

The event will take place at South Texas College of Law in the Garrett-Townes Auditorium, 1303 San Jacinto St. in Houston. The Attorney General’s Office will begin the day with training on the Texas Public Information Act at 9 a.m. followed by TPIA cost rules training. Those sessions are free.

The FOI Foundation will present an afternoon training session on the Texas Open Meetings Act by attorney Joe Larsen, a foundation board member, starting at 1:15 p.m. The afternoon session fee is \$50 to help cover materials.

# CALENDAR

**April 15, 2014:** Entry deadline - 2014 Nancy Monson Spirit of FOI Award - Send entries to [kelley.shannon@foift.org](mailto:kelley.shannon@foift.org) with subject line FOI AWARD.

**April 17-19, 2014:** South Texas Press Association Annual Convention, YO Ranch Hotel, Kerrville

**April 25, 2014:** Nomination deadline - Golden 50 Award

**April 30, 2014:** 2014 FOI Foundation Open Government Seminar in Houston

**May 1, 2014:** Russell Viers Webinar on Automating Graduation Sections

**May 2, 2014:** Entry deadline - Frank W. Mayborn Award for Community Leadership

**May 2, 2014:** Entry deadline - Fred Hartman Excellence in Sportswriting Award

**May 3-4, 2014:** American Society of News Editors - Hacking News Leadership Conference

**May 15-17, 2014:** Texas Gulf Coast Press Association 76th Annual Convention, Port Royal, Port Aransas

**June 19, 2014:** Application deadline - West Texas Press Association Scholarship

**June 19-21, 2014:** TPA Newspaper Leadership Retreat, Holiday Inn Corpus Christi Hotel - Marina Tower

**July 17-19, 2014:** West Texas Press Association Annual Convention, Graham

**July 18-20, 2014:** The 10th Annual Mayborn Literary Nonfiction Conference - Grapevine

**Sept. 12, 2014:** FOIFT’s Annual State Conference - Austin

**Oct. 2-5, 2014:** National Newspaper Association Annual Convention - San Antonio

# JOB BANK

The TPA Job Bank is updated as positions become available. The Job Bank is a free service for all TPA members and job seekers. Listings will remain on the Job Bank for 30 days or until notified to remove. E-mail job listings to: [jobbank@texaspress.com](mailto:jobbank@texaspress.com) or fax to 512-477-6759. Questions? Call 512-477-6755.

**EDITOR**, Bastrop, Texas - The Austin Community Newspapers, a subsidiary of Cox Media Group and a division of the Austin American-Statesman, is in need of an editor that will help oversee the overall editorial content of the Bastrop Advertiser and the Smithville Times. Forward resume and clips to Thomas Jones at [tjones@acnnewspapers.com](mailto:tjones@acnnewspapers.com). 04/11/14

**REPORTER**, Marble Falls, Texas - The Highlander in Marble Falls needs an energetic news reporter. Since this position is responsible for covering state and local politics, municipal government, courts, as well as local events, it is particularly important in our small newspaper group that the right candidate will have the ability to cover hard news as well as craft a well-written feature. Please email resume and five samples of your work to Phil Schoch, Executive Editor, Highland Lakes Newspapers to [phil.schoch@highlandernews.com](mailto:phil.schoch@highlandernews.com). 04/10/14

**REPORTER**, Corsicana, Texas - The Daily Sun Media team seeks a reporter capable of producing for a multi-platform organization. To join our team, send your resume, work samples and cover letter to the DSM Team, attention Editor Bob Belcher at [editor@corsicanadailysun.com](mailto:editor@corsicanadailysun.com). 04/09/14

**PHOTOGRAPHER/REPORTER**, Baytown, Texas - The Baytown Sun is looking for a full-time photographer/reporter. The position is responsible for covering several beats as well as handling general assignment and feature stories along with photography duties. To apply, send a cover letter, resume (which must include at least three references), and photography and writing samples to: David Bloom, Baytown Sun managing editor, [david.bloom@baytownsun.com](mailto:david.bloom@baytownsun.com). 04/08/14

**PUBLISHER/ADVERTISING DIRECTOR**, Houston, Texas area - Primarily responsible for the effective management of the sales team, with some involvement

in editorial, circulation, and financial functions for weekly newspapers and websites located in Houston. This is a group of weekly newspapers with 120,000 circulation. Please submit resume to: [txmediajob@gmail.com](mailto:txmediajob@gmail.com). 04/08/2014

**REGIONAL CIRCULATION MANAGER**, Weatherford, Texas area - The Weatherford Democrat seeks a dynamic circulation manager for it and two sister publications: the Cleburne Times Review and the Mineral Wells Index. Submit your resume and references to Publisher, Jeff Smith, Weatherford Democrat, 512 Palo Pinto Street, Weatherford, Texas 76086; or e-mail [jjsmith@cnh.com](mailto:jjsmith@cnh.com). 04/07/14

**ADVERTISING SALES CONSULTANT**, Rosenberg, Texas - The Fort Bend Herald is accepting applications for this key outside sales position. This post is tailored for a person who has an entrepreneurial and creative approach to sales, and can develop compelling presentations that represent the genuine value our newspaper. If you think this could be a good fit for your talents and ambition, please email your cover letter and resume to Stan Woody at [woody@fbherald.com](mailto:woody@fbherald.com) 04/07/14

**MANAGING EDITOR**, Henrietta, Texas - Established north Texas weekly newspaper is seeking a managing editor. This is a great opportunity for a first-time editor. Send clips and resume to Daniel Walker at [dwalker@vernonrecord.com](mailto:dwalker@vernonrecord.com) 04/03/14

**REPORTERS**, Vernon, Texas - Growing north Texas daily newspaper has openings for a full-time and part-time reporter. Great opportunity for a recent graduate or established journalist. Send clips and resume to Daniel Walker at [dwalker@vernonrecord.com](mailto:dwalker@vernonrecord.com) 04/03/14

**REPORTER/PAGE DESIGNER**, Plainview, Texas - The Plainview Herald is seeking a news and feature writer/paginator geared toward community coverage. Writing skills and good grammar a must: InDesign pagination and photography skills required. Email cover letter, resume and clips to Editor Doug McDonough at [dmcDonough@hearstnp.com](mailto:dmcDonough@hearstnp.com). 03/31/14

**PART-TIME GENERAL ASSIGNMENT REPORTER**, Crockett, Texas - Part-

time general assignment reporter for Houston County Courier newspaper in Crockett. Please email resume to Lynda Jones, [news@houstoncountycourier.com](mailto:news@houstoncountycourier.com). 03/28/14

**COPY EDITOR/PAGE DESIGNER**, Longview, Texas - The Longview News-Journal is seeking experienced, creative copy editors/designers. Reporting to the news editor, the copy editor/page designer must have sound news judgment; exceptional editing, headline-writing and page-design skills; and the ability to do high-quality work at a fast pace for the news, sports and features pages of our newspapers and websites. To apply, send cover letter, resume and clips or links illustrating proficiency in page design and copy editing to [employment@tcm.com](mailto:employment@tcm.com). 03/28/14

**EDITOR**, North Texas - The job requires an individual who will become an active member of the community and is able to work a varying schedule including nights, weekends and holidays. Send resume, clips, and professional references to [texaseditor@gmx.us](mailto:texaseditor@gmx.us). 03/21/14

**SPORTS EDITOR**, Bowie, Texas - The Bowie News is searching for full-time sports editor who will continue the tradition of award-winning coverage for this twice-weekly North Texas community newspaper. To apply, submit a letter outlining your strengths along with a resume of relevant experience to [bnews@sbcglobal.net](mailto:bnews@sbcglobal.net). Questions can be directed to Barbara Green, editor, at 940-872-2247. 03/20/14

**SALES PROFESSIONAL**, Whitesboro, Texas - Family owned weekly newspaper in North Central Texas looking for an outgoing sales professional. Qualified candidates must be high energy and have a passion for helping small businesses grow. Media sales experience a plus, but not a requirement. Email resume and inquiries to Austin at [news@whitesboronews.com](mailto:news@whitesboronews.com). 03/17/14

**REPORTERS**, Killeen, Texas - The Killeen Daily Herald, a multiple-award-winning newspaper in Central Texas, is seeking versatile, aggressive journalists for the Herald's group of publications. Interested applicants should send a cover letter, resume and no more than 5 writing samples to [personnel@kdhnews.com](mailto:personnel@kdhnews.com). 03/14/14

## HIGHLIGHT ON TPA MEMBER SERVICE: MOBILE LAB

Need extra training on publishing programs? Or just want a refresher? TPA's **Mobile Lab** offers workshops on MacOS X, InDesign, Acrobat, Photoshop and more.

The **Computer Mobile Lab** is available to any member willing to host a set of one day or half-day classes. The class can be any subject currently offered by the TPA Computer Mobile Lab.

Classes are first come first served with only a limited number of days per month. To schedule a class contact [Fred Anders](#) and to learn more, visit our Member Services section at [texaspress.com](http://texaspress.com)

Upcoming InDesign Mobile Labs:  
- April 21: Canton Herald  
- April 24: Burleson Star



## Texas journalists being recognized

**2013 CHARLES E. SCRIPPS TEACHER OF THE YEAR AWARD:** Cindy Royal, Texas State University journalism professor

**ADDY ADVERTISING AWARDS:** The San Angelo Times - six titles awarded for advertising performance in 2013

**ANSON JONES AWARDS FROM THE TEXAS MEDICAL ASSOCIATION:** Rhiannon Meyers and Elaine Marsilio, Corpus Christi Caller Times

**BARBARA JORDAN MEDIA AWARD:** Sarah Mervosh, The Dallas Morning News

**HEADLINER AWARDS:** Tod Robberston, Tim Cowlshaw and David Duitch of The Dallas Morning News honored for print and Web work

**JACK DOUGLAS AWARD FOR SIGNIFICANT CONTRIBUTIONS TO TEXAS JOURNALISM:** Alfredo Carbajal, Al Día

**STATE SPORTS WRITER OF THE YEAR BY THE TEXAS HIGH SCHOOL COACHES ASSOCIATION:** Scott McDonald, Navasota Examiner publisher

**TEXAS ASSOCIATION AGAINST SEXUAL ASSAULT'S AWARD FOR EXCELLENCE IN MEDIA:** Brooks Egerton, Dallas Morning News staff writer

**SOCIETY FOR NEWS DESIGN:** FD Luxe, the creative magazine for The Dallas Morning News, won seven design awards

**THE 2014 TAPME AWARD WINNERS**  
**[CLICK HERE TO VIEW THE FULL LIST OF WINNERS](#)**

Each year, the Texas Associated Press Managing Editors joins with the Headliners Foundation of Texas to recognize outstanding journalism as practiced by the state's daily newspapers. TAPME also honors newspapers and journalists from around the state with awards in 29 general categories, as well as awards for College and University publications, Spanish-language publications and Associated Press staff members.

# WANTED:

## PUBLIC NOTICES

Stories about how public notices get  
**NOTICED** in your newspaper.

CONTACT: Donnis Baggett, Executive Vice President  
Texas Press Association, 718 W 5th Street, Austin, TX 78701  
512-477-6755 [dbaggett@texaspress.com](mailto:dbaggett@texaspress.com)

Have a story about how a public notice caused your readers to get engaged with local government? Let TPA know about it. Your story can make a difference in our fight to protect public notices in Texas newspapers.



# Set ground rules now for barrage of election letters

BY JIM PUMARLO

jim@pumarlo.com | [www.pumarlo.com](http://www.pumarlo.com)

Election season poses a host of questions for editors as they sift through the natural upsurge in letters. For those in the midst of spring elections, editors are likely making many decisions on the fly. For the primary and general elections later this year, it's not too early to set the ground rules.

Then share the policy with as broad an audience as possible, including candidates and their campaign managers. It's an excellent topic for a column to readers.

Election season is an opportunity to get fresh voices on your page. The ultimate goal is to serve the electorate by offering a lively debate on the pros and cons of candidates and issues. At the same time, editors face the headache of sifting through organized letter-writing campaigns.

Here is one list of dos and don'ts that newspapers consider when offering their "advice to readers" for editorial page submissions.

Stick to local authors. Unless the circumstances are extraordinary, it's reasonable to reject letters from residents outside your readership area.

Focus on local issues. Election coverage on your news pages predominantly focuses on local issues. The strongest letters should highlight the local perspective of issues.

Make letters substantive. We're all familiar with the standard litany of candidate attributes – trustworthy, hard-working, honest, accessible, dedicated to family and committed to representing the interests of their constituents. Such endorsements shed little light on the candidates and likely do little to advance their electability. Feel free to aggressively edit these letters and reserve space for letters that address meaningful issues.

Keep the exchanges civil. Encourage writers to focus on the issues and

provide the appropriate sources for their facts. It's well within newspapers' purview to reject those letters that are strictly personal in nature.

Set ground rules for rebuttal. Space is too precious to allow long-running exchanges among candidates and their supporters. Considering allowing each individual two letters; each has an opportunity for a rebuttal after the initial exchange. Someone always will have the "last word."

Don't ramble. Readers grow tired of lengthy letters on the same subjects and letters columns dominated by the same writers. A short letter to the point has greater impact than a rambling letter repetitive in its message.

Limit target of letters. Exceptions might arise, but as a general rule, newspapers should be careful about allowing candidates to write letters in response to issues raised in paid ads. The best guideline is that candidates respond to the message in the same avenue as the original message. Campaigns are right to be upset if their paid ads are rebutted on a regular basis in the free letters column.

Allow candidates to submit letters – with restrictions. Keep in mind that candidates have the opportunity to advance their positions on issues in a variety of avenues – and not just through paid advertising. They routinely issue press releases and participate in forums. Editors should be attentive to the savvy candidates who methodically submit letters as a strategy to supplement or replace paid advertising.

Verify all letters. The process is tedious and time consuming, but the possibility of fake authors is not far-fetched.

One of the most important guidelines is the deadline for letters that raise new issues that might warrant a response from the other side. Eleventh-hour charges fall into two camps, each

prompting a different handling: Some letters are strategically lobbed in the final days; the information is known well in advance but surfaces late with the hope that it might deliver a knockout punch. Editors are well within their bounds to reject this type of letter altogether – even if the point might have proved legitimate had the letter arrived earlier.

In rare cases, letters might raise an issue that truly just came to light and warrants public attention. In the worst-case scenario, a letter might arrive with only one edition prior to the election. Editors have a couple of options: One avenue is to do a news story. The reporter can contact all the parties involved, noting the circumstances of how the issue was raised. Or the newspaper might decide to publish the letter, but let the "opponent" see the letter in advance and write a response. Both letters would be published alongside each other with an explanatory editor's note. The "other side" may not want to respond, but the offer should be extended.

Editors can be subjective in deciding whether to publish these letters. At the core is whether the newspaper has time to do justice with the information, despite how compelling it might be.

Editors' best defense is their offense: Publish the letters policy early and often, so writers cannot complain – with any basis – that they weren't aware of deadlines. Then stick to the deadlines. If 5 p.m. is the cutoff, check with the front desk when the hour strikes. Clear the fax machine and e-mails. And then be prepared for the creative challenges – that the newspaper's clock must be five minutes faster or that an errand took longer than expected to make the delivery tardy. The excuses are most amusing when they come from veteran managers who have coordinated letter campaigns for years.

# Say goodbye to XP BY SCOTT A. MAY

**Scott A. May is a local computer consultant and Deskside Support technician at IBM. Reach him at [scottmay4@mchsi.com](mailto:scottmay4@mchsi.com).**

As computer operating systems go, Microsoft's Windows XP has had an excellent run. Originally released more than 12 years ago, it offered major improvements over previous releases in terms of stability, security and efficiency, quickly becoming the most widely used personal OS in the world. But alas, all things must pass, and the lifecycle of this venerable workhorse is about to expire.

Mainstream support for Windows XP expired almost five years ago, about a year after the release of Service Pack 3, which included numerous critical updates and bug fixes. Microsoft has continued

to provide extended user support for WinXP — technical support and security patches — but that officially comes to an end one week from today. What does this mean for the millions of people still running WinXP?

Sadly, any personal information you have stored on your WinXP machine will be lost. In most cases, your computer will no longer function at all. Viruses will not only eat your data alive, they will most likely infect every other appliance in your house or business. Pets and small children should not even be allowed in the same room with your WinXP computer on the morning of April 8. We're talking digital apocalypse, people.

OK, April Fools'. My bad.

Truth be told, nothing quite so dramatic will happen on that day, at least not to your WinXP computer or personal data. Your PC will continue to function

normally, as will all your existing applications, from Web browsers to anti-malware protection. Third-party software vendors will continue to support their products and even publish new software compatible with WinXP.

continue to do its job just as thoroughly and efficiently as before. Publishers of anti-malware software have no intention of dropping their support, so you won't be left completely out in the cold.

But the writing is on the wall — it's time to move on.

Unless your computer is seriously ancient — 10 years or older — you shouldn't have much trouble upgrading from WinXP to Windows 7, which won't lose Microsoft's extended support until Jan. 12, 2020. You can purchase the Win7 Home Premium upgrade for less than \$100, which is money well spent. You might need to add more RAM to your machine — Win7 requires a minimum of 2 GB — but



The only thing that changes is that Microsoft will no longer provide official support in the form of updates, bug fixes and, most important, security patches. It's this last piece of the puzzle, the potential for security vulnerability, that you should be most concerned about.

Without Microsoft's official support for WinXP, the virtual door swings wide open for the probability of hackers finding and exploiting security holes in the future. It won't happen overnight, but it's akin to the police department suddenly shutting down. Eventually, those with criminal intent will realize no one is minding the store and begin circling like vultures. Hackers are skilled at finding unsecured backdoors, and without Microsoft around to change the locks, it's easy pickings.

For the majority of WinXP users, there's no need to immediately panic. Your firewall and security software will

again, it's worth the minor expense to move up to a far more capable operating system. If the move requires more extensive equipment upgrades, such as a more powerful CPU or newer hard drive, think of it as an investment in your computing future that was bound to happen, sooner or later.

Of greater concern are banks, hospitals and other critical institutions still running WinXP. Those with foresight have already upgraded — most major corporations have already banned employees from using WinXP on their computers — but there are still a vast number of businesses who either don't have the expertise, the funds or the common sense to abandon an expired OS.

They leave themselves and their customers open to future intrusions, and that is no joke.

# Strange things I've heard around ad departments

BY JOHN FOUST - Raleigh, NC

In my years around newspapers, here are a few statements that made me say, "Huh?"

**1. "Let's run the ad one time to see what happens."** People who run an ad one time would get just as much for their investment by throwing it down a storm drain. This advertiser didn't realize – perhaps because no one had told her – the power of reach and frequency. How many people do you reach? And how often do you reach them?

**2. "It's recyclable."** A sales person said this in response to the question, "What is the number one reason to advertise in your paper?" It didn't occur to him to talk about how advertising is good for business.

**3. "You should support your local paper."** The same sales person offered this as the second reason to advertise. He didn't realize that most businesses are looking for ways to sell product, not support the local media.

**4. "The only reason to cultivate relationships with people is to get money out of them."** This was said by a sales manager in a staff meeting. While it revealed a shallow and manipulative approach to customer relations, it was worsened by the fact that several people on his staff were in their first job. What a lousy introduction to the sales profession.

**5. "White space is a waste of money."** An advertiser said this, while reviewing the proof of an ad which featured some white space between illustrations. She insisted on adding more pictures, which resulted in an uninviting glob of clutter on the page.

**6. "My office building is brown. So print my logo in brown ink."** This advertiser was hung up on

color, even though he had not built his brand on color (like Coca-Cola's red or McDonald's golden arches). When an advertiser has the freedom to pick any color, it's best to base the decision on what will look good on the page.

**7. "They just don't get it."** This is the way one publisher described his advertising staff. What he didn't realize is that, when everybody doesn't get it, something is wrong with the communicator – namely him.

**8. "I don't believe in having friends at work."** An owner made this absurd statement at an all-staff meeting. Thank goodness, my boss didn't discourage friendship in my first job after college. My former co-workers are still some of my closest friends.

**9. "If your account rep doesn't do a good job, let me know."** An ad manager said this to a client, in the presence of the account rep. In an effort to impress, he put the sales person in an awkward position. Not exactly a confidence builder.

**10. "An ad doesn't need a headline."** This was mentioned by a recent graduate who was showing his portfolio to ad agencies. Commenting on an ad with all copy and no headline, he said his professor had called it a creative approach. In reality, numerous studies have shown that the headline is the most important part of an ad. No headline? No way.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)

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## Pew Research Journalism Project State of the News Media 2014: Overview

Each year, the Pew Research Center conducts an overview of statistics and findings in journalism matters. It's been suggested by Amy Mitchell of the Pew Research Journalism Project, that "the activities this year have created a new sense of optimism for the future of American journalism. Here are more findings:

- **Thirty of the largest digital-only news organizations account for about 3,000 jobs and one area of investment is global coverage.** Many are expanding into the international realm, and the U.S. may be seeing the first real build-up of international reporting in decades.

- **The impact of new money flowing into the industry may be more about fostering new ways of reporting and reaching audience than about building a new, sustainable revenue structure.** One part of the structure worth exploring is what kind of savings occurs at digital news startups free of legacy infrastructure, but taking on the newer costs of technology development.

- **Social and mobile developments are doing more than bring consumers into the process.** Half (50%) of social network users share or repost news stories, images or videos while nearly as many (46%) discuss news issues or events.

- **New ways of storytelling bring both promise and challenge.** One area of expansion in 2013 was online news video — ad revenue tied to videos grew 44% from 2012 to 2013 and is expected to continue to increase.

- **Local television, which reaches about nine in ten U.S. adults, experienced massive change in 2013, change that stayed under the radar of most.** Fewer stations are producing their own newscasts and are opting for "retransmission fees," which is when local stations charge cable companies for reairing their content. The ultimate impact on the consumer is complicated to assess, but the economics benefit to the owner is indisputable.

- **Dramatic changes under way in the makeup of the American population will have an impact on news in the U.S., and in one of the fast growing demographic groups - Hispanics - we are already seeing shifts.** A growing share of the Hispanic population is American-born and a growing number speak English proficiently. Since 2010, six national Hispanic outlets have been launched, all of which are either owned in full or in partnership by a general-market media company.

[\\*http://journalism.org/2014/03/26/state-of-the-news-media-2014-overview/](http://journalism.org/2014/03/26/state-of-the-news-media-2014-overview/)