

Charleston home to NNA's convention and trade show



PHOTO COURTESY CHARLESTON CONVENTION BUREAU

A carriage rolls through the Battery area of North Charleston, SC.

The cobblestone streets of Charleston, SC, wear the polish of more than 330 years of history, an enchanting chronology that is evident at every turn. Earthquake bolts and ornate ironwork adorn handsome antebellum dwellings, while copper lanterns and hitching posts hint at a bygone era. The delicate aroma of Carolina Jasmine dances amid the sea breezes. Church bells resonate with the hum of the city. The details of this architecturally rich city reveal themselves when the peninsula's sidewalks and seawalls are explored on foot. Charleston is walkable, the east-west grid of streets stretches from shore to shore bookended by two rivers. It is said they converge to form the Atlantic Ocean. The downtown peninsula is hemmed in by water and sky.

The National Newspaper Association is excited to bring its 126th Annual Convention & Trade Show to Charleston, SC, Oct.

'WE LOVE TO SHARE our extensive heritage and tradition of hospitality.'

Joseph P. Riley Jr.
Charleston Mayor

4-7. Condé Nast Traveler named Charleston the Top U.S. City last November at its 2011 Readers' Choice Awards.

Charleston Mayor Joseph P. Riley Jr. said, "We love to share our extensive heritage and tradition of hospitality. It is thrilling to see that the visitors who come here not only enjoy what they see and experience, they also find an open welcome from the city. Great food and lovely hotels add much to the enjoyment of our guests who come either for a day or a week. We look forward to the opportunity to show visitors what makes Charleston a great place to visit."

NNA wants you to come and take advantage of the outstanding educational sessions the 2012 Convention Planning Committee has assembled. Judy Muller, an American journalist, will be the keynote speaker during the opening breakfast and flag ceremony. She has been a correspondent for ABC News since 1990, contributing reports to such programs as "Night-

line" and "World News Tonight." She is a regular contributor to National Public Radio's "Morning Edition" program. Before her employment with ABC, she worked for CBS News, contributing to "CBS News Sunday Morning" and the "CBS Weekend News." She joined the faculty of the Annenberg School for Communication at the University of Southern California in 2003, and now serves as an associate professor of journalism.

The planning committee is co-chaired by NNA Treasurer Robert M. Williams Jr., publisher of Southfire Newspaper Group in Blackshear, GA, and Ellen Priest, publisher of the Summerville (SC) Journal Scene. NNA meetings planner, Cindy Joy-Rodgers, said "The committee, comprised of local publishers, is committed to making this a memorable experience for NNA attendees. Rather than the usual workshops on Thursday afternoon, the committee has planned an optional tour of the city, which includes a guided carriage ride through the streets of historic Charleston."

Attendees will find the Charleston of the 21st century still offers that idyllic old world atmosphere. It is a place of historical ambiance and cosmopolitan flair. The cuisine alone is reason to visit. You'll delight in Southern barbeque, Charleston's world-famous she crab soup, fried green tomatoes, oyster roasts, low country boils, and don't miss the shrimp and grits. One would not be able to pick just one best restaurant because there are so many.

There is more than enough to do in and around Charleston. You will enjoy visit-

ing the centuries-old plantations. NNA's annual Friday night Extravaganza will be held at Boone Hall Plantation. Purchased in 1955 by the McRae family, Mrs. McRae furnished the house with antiques and began giving tours. They continue to make improvements so that you, the visitor, can experience what plantation life was like in the 1800s at one of America's oldest working plantations. The Extravaganza will be a night to remember with a traditional low country boil. You will get a look into the lifestyle of The Gullah, who are known for preserving more of their African linguistic and cultural heritage than any other African-American community in the U.S.

If that is not enough to make you want to join NNA in October, Charleston is the epicenter of activity. You can visit Fort Sumter, the South Carolina Aquarium, the Aircraft carrier Yorktown, and the Confederate submarine Hunley. The area is also known for its beaches and golf courses. You will find luxurious spas, art galleries, fashion boutiques, antique shops and upscale brand stores and a new outlet center located across the street from our headquarters hotel the Embassy Suites Airport and Convention Center.

The 126th Annual Convention & Trade Show web page is now live, visit www.nnaweb.org where you will find information on the educational program, our sponsors and exhibitors. You can also make your hotel and airline reservations. Registration materials will be available in late May and will be included in issues of Publishers' Auxiliary, starting with the June issue.

Muller tapped as keynote speaker

Award-winning broadcast journalist Judy Muller will be the keynote speaker at the National Newspaper Association's 126th Annual Convention & Trade Show in Charleston, SC. She will speak at the opening breakfast and flag ceremony Oct. 5, 2012.

Muller is a professor at the University of Southern California's Annenberg School for Communication and Journalism.

Her latest book, "Emus Loose in Egnar: Big Stories from Small Towns"



Judy Muller

(July, 2011, Univ. of Nebraska Press) is about weekly newspapers in America. She is also the author of "Now This—Radio, Television and the Real World" (Putnam).

At a time when mainstream news media are hemorrhaging and doom-sayers are predicting the death of journalism, take heart: the First Amendment is alive and well in small towns all across America. Muller will share what she discovered when she visited with small-town newspaper editors all across the country, a heartening journey down the blue highways of journalism in her address "Weekly Newspapers: Hyper-Local before Hyper-Local was Cool."

Muller had been a correspondent for ABC News, reporting for such broad-

casts as "World News with Peter Jennings," "Nightline" and "20/20." During her 15 years at ABC, she covered such stories as the Rodney King beating trial, the presidential campaigns of Paul Tsongas and Bob Kerrey, the Los Angeles earthquake in 1994, the O.J. Simpson case, and numerous environmental stories throughout the West. She received the Emmy award for coverage of the O.J. Simpson case and an Edward R. Murrow award for coverage of the impeachment of President Clinton.

She has also been a commentator for National Public Radio's "Morning Edition" and host of a topical radio program called "Town Hall Journal." For the last five years, she has been a contributing correspondent to KCET TV's "SoCal Connected," where her reporting has won numerous honors, including a George Foster Peabody award, a Columbia DuPont, an Emmy and two Golden MICs.

There will be a Welcome Reception in the exhibit hall Thursday evening from 5-7:30. The exhibit hall is in the convention center, which is attached to the Embassy Suites in North Charleston. This is your opportunity to see what our exhibiting companies have to offer your newspaper. There will be light reception fare and cocktails. You

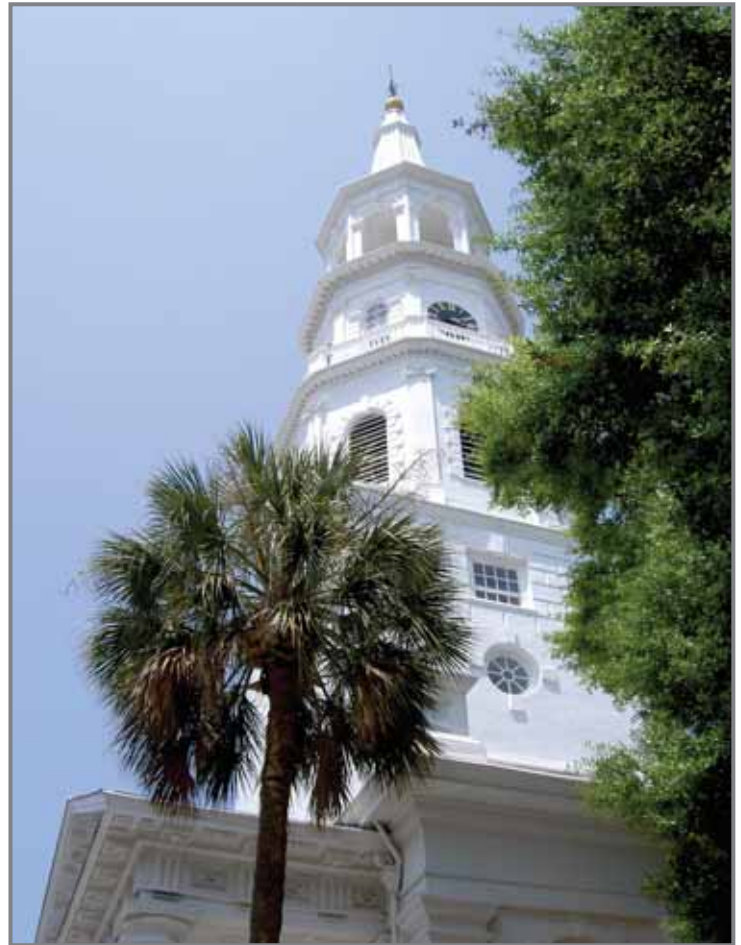


PHOTO COURTESY CHARLESTON CONVENTION BUREAU

St. Michael's Steeple in downtown Charleston, SC.

can enjoy dinner on your own at one of the many fine restaurants Charleston has to offer.

The April issue of Publishers' Auxiliary has a great article on all there is to do in Charleston. Visit www.charlestoncvb.com/Visitors to request a free visitor's guide. Watch this page in future issues for more in-depth details on the convention program. Registration information will be available in your June Publishers' Auxiliary and available online at www.nnaweb.org. Hotel registration is now open by calling 843-747-1882 and requesting the NNA rate of \$150 or you can also make reservations at NNA's website. Make the investment to join us in Charleston, SC. Reserve Oct. 3-7 on your calendar today.

Plantation is site for extravaganza

The 126th National Newspaper Association Annual Convention & Trade Show educational sessions will kick off on Friday morning, Oct. 5, with the Opening Breakfast and Flag Ceremony. We are excited to have Judy Muller author of “Emus Loose in Egnar: Big Stories from Small Towns” as our keynote speaker during the opening session. Check out the convention article in the May issue for more on Judy. Following the opening program, you will enjoy a coffee break in the exhibit hall and we will meet again in the exhibit hall for a light lunch. This dedicated time during lunch will be your last opportunity to visit with the companies exhibiting on the trade show floor.

The educational sessions planned by your 126th Annual Convention & Trade Show Committee are sure to kick your creative mind into action. Jay Bender has represented the South Carolina Press Association and most South Carolina newspapers since 1980. He will give you a lesson in how to avoid libel claims. Advertising sales’ sessions are popular; we are pleased to have Rick Farrell of Tangent Knowledge Systems tell you why the tried and true sales strategies of the past no longer work in the information era.

Monetizing Digital will be a lively panel discussion moderated by Alisa Cromer, chief executive officer of LocalMediaInsider.com, a members-only site

for working local media executives growing digital business models.

Our panel will enlighten you on ways to use your digital platforms and social media as “tools” to enhance advertising sales and news presentations.

Always welcome is an update from Max Heath, NNA’s postal guru, with all the latest issues affecting your newspaper related to the U.S. Postal Service. We are thrilled to have Steve Wagendler, well known for his circulation ideas and strategies present 10 Must

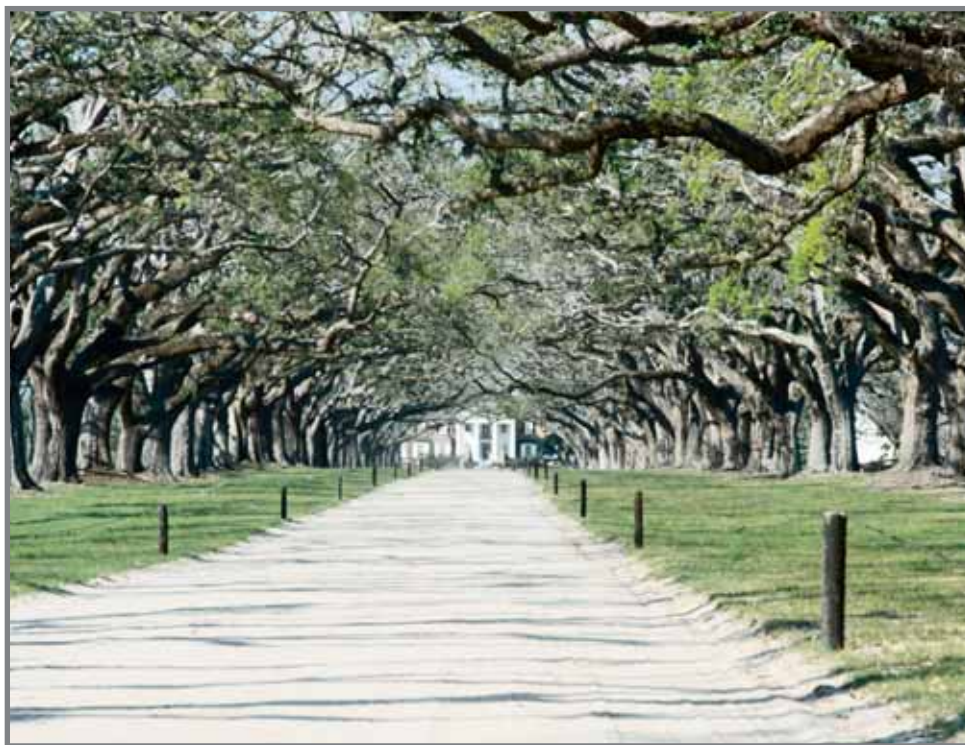


PHOTO COURTESY CHARLESTON CONVENTION BUREAU

Boone Hall Plantation

Track Circulation Metrics for Every Newspaper:

Despite the general assumption that charging for digital content will cause a drop in traffic and advertising revenue, it is not always the case. Benjy Hamm of Landmark Community Newspapers and David Puddu with Number Nine Media will share with you their success using the metered approach to content on their websites.

We have an enchanted evening planned for the Extravaganza in Charleston, SC. You will be transported from the Embassy Suites by motor

coach to a place where the world stands still—Boone Hall Plantation. It will make a lasting impression. A three-quarter mile lane lined by 268-year-old giant live oaks draped with Spanish moss leads the way to more than 300 years of history and beauty, creating a setting that is absolutely breathtaking and incomparable.

The evening will include a lemonade and tea reception in front of the An-

tebellum-style Mansion. Then explore the gardens and eight original brick cabins, each with a different exhibit that details black history in America and life on a plantation. Enjoy as a sweetgrass basket weaver showcases this 300-year-old art form (bring your pocketbook). Following the grounds tour you will be guided through the first floor of the mansion. You will also be treated to signature cocktails as you take a leisurely stroll along the water to the creek-side venue for a live Gullah Culture presentation. We will top the evening off with a delicious Lowcountry buffet and barbeque dinner under a high peak white tent with Jazz music in the background.

We promise a captivating experience with Charleston as your destination for the 126th Annual Convention & Trade Show. Whether it is your first visit or your 10th you can’t get enough of the Southern charm, savory cuisine, historical and colorful history and beauty. October offers the perfect weather with daytime highs of 77 degrees and evenings in the mid-60s. You will find a complete program and registration information on pages 13-14 of this issue.

‘WE PROMISE A CAPTIVATING experience with Charleston as your destination for the 126th Annual Convention & Trade Show.’

You, too, can do newspapers right

Have you registered yet for the National Newspaper Association's 126th Annual Convention & Trade Show?

If you have missed the April, May and June issues of PUB AUX go back and read Page 2 for all the great things to do in Charleston, SC, and the program on Friday.

We can't rave enough about our venue for the Friday night Extravaganza. This is going to be a night to remember in the perfect setting at Boone Plantation. Charleston is so beautiful and rich in history.

Saturday, after you enjoy a complimentary breakfast offered by the Embassy Suites in their café, we will kick off three general sessions at 9 a.m.

Col. Harlan Sanders proclaimed, "We do chicken right!" Dink NeSmith, co-owner and president of Community Newspapers Inc., will be our keynote speaker during Saturday morning's general session. He will tell you how CNI does Community Newspapers Right with a great recipe for small-town newspapers. Bring the news home, make it local and connect to the community in a compelling, must-read way.

NeSmith said that when an editor or publisher takes the helm, we say, "This is as close as you will ever come to owning your own newspaper without signing a note at the bank." He added that "We provide the infrastructure and support that empowers our people to "do their newspaper right." We believe that strong newspapers build strong communities. The foundation upon which to build is readership." It's all about readership, which attracts advertisers. Advertisers build readership and financial strength. CNI is based in Athens, GA, and publishes more than 30 newspapers in Georgia, Florida and North Carolina.

After a short break, join Robert M. Williams Jr., chair and publisher of Southfire Newspaper Group, for our most popular program each year—The Great Idea Exchange. This interactive session allows you and your peers to share cost saving and money making ideas. Many say this session alone pays for their registration. If you have a great idea to share, be sure to bring



PHOTO COURTESY CHARLESTON CONVENTION BUREAU

Chalmers Street in Historic Charleston, SC.

along a copy to leave behind for NNA's Great Idea Database.

At noon we will have the annual business meeting, and all attendees are welcome to attend. Get insight on what your NNA board and staff have accomplished over the last year and hear the elections committee report. Following the meeting there will be a ticketed lunch in the same room where we will honor the best of the best in community newspaper people with the Amos and McKinney awards and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, NNA President Reed Anfinson will pass the presidential gavel to Merle Baranczyk.

In the works is the last general session of the day: Public Notice: Meeting the Challenges. This is a hot topic with newspapers and state press associations today. A panel—yet to be announced—will discuss how public notice legislation has bedeviled the newspaper industry for more than a decade. Newspapers remain the primary vehicle for public notice, but the legislative battles have not

abated. Some press associations, such as Illinois and Florida, have taken a new tack. These states are mandating Internet posting as well as publication. Hear how the "publish and post" requirements work and join in the discussions from the battlefield with experienced newspaper legislative experts.

The annual Toast to the Winners Awards Ceremony will close out the programing for the 126th Annual Convention & Trade Show. You can toast your newspaper's achievements or cheer on your peers who have won as we present the awards in all of NNA's newspaper contests. Enjoy a complimentary glass of bubbly and light munchies. You are free to enjoy dinner on your own. The Embassy Suites will be providing four hours of free shuttle service from 6-10 p.m. to historic Charleston.

Your full registration brochure is included as part of PUB AUX on pages 13 and 14 or you can register online at www.nnaweb.org. Click on the convention logo in the right rail. We hope you will join us in Charleston Oct. 4-7.

Come early and stay late at convention

Cobblestone, sand and water provide endless opportunities. Famous golf courses, top-rated tennis courts, pristine beaches, monumental battleships and beautifully preserved architecture barely scratch the surface of the attractions in Charleston, SC. You can be as adventurous or as tame as you like. Best of all, the mild climate means you can enjoy the sights year-round.

When you join us in Charleston for the 126th Annual Convention & Trade Show, Oct. 4-7, 2012, you may want to come early and stay late to take advantage of all the region has to offer. If you are looking for a bit of sun and sand, how about Sullivan's Island—the only island in the world that's been the setting for both an Edgar Allan Poe novel and a Revolutionary War battle. It has a warm and welcoming seaside village that sits proudly at the mouth of Charleston Harbor. There is also Folly Beach, affectionately known as "the Edge of America," an eclectic, laid-back beach community just 15 minutes from downtown Charleston where surfers, locals and vacationers can revel and relax in the natural beauty and casual vibe. Check out Isle of Palms, a family beach with a balanced blend of full-time residents and visitors that has a 1,500-acre resort, two championship golf courses, a marina and miles of sweet sand and surf. And don't forget Kiawah Island, a 10,000-acre barrier island with 10 miles of uninterrupted beaches, 30 miles of marsh and riverhead, home to world-class golf and an acclaimed resort.

Looking for a bit of culture? Check out Charleston's Museum Mile featuring the richest concentration of cultural sites open to visitors in downtown Charleston. Stroll the one-mile section of Meeting Street and you will discover six museums, five nationally important historic houses, four scenic parks and a Revolutionary War powder magazine, as well as numerous historic houses of worship and public buildings including the Market and City Hall.

The North Charleston City Gallery features a wide range of fine art and photography from local, regional and national talent. Admission is free. Gallery desk is staffed on Fridays, Saturdays and Mondays. Gallery hours are Monday-Saturday 9 a.m.-5 p.m. Call 843-740-5854 for more information or visit www.north-charleston.org under Cultural Arts.

If shopping is your thing, there is bargain hunting just across the highway from your convention hotel at the Tanger Outlet Center with brand name stores.

Historic Charleston's streets are lined with quaint shops and a visit to the City Market is a must. Open 365 days a year, it's an exciting place for tourists and



PHOTO COURTESY CHARLESTON CONVENTION BUREAU

Sweetgrass baskets in Charleston, SC.

local Charleston residents alike. Market Hall stands facing Meeting Street as the main entrance to four blocks of open-air buildings. Strolling through the Market you will encounter a wide assortment of vendors selling high quality products including paintings, pottery and Charleston's famous sweetgrass baskets.

If Maritime history interests you, Patriots Point Naval and Maritime Museum houses the USS Yorktown, USS Clamagore, Medal of Honor Museum, Cold War Submarine Memorial and the only Vietnam Support Base Camp in the U.S. It's history you can touch. Another piece of history is the H.L. Hunley. Scientists are at work to conserve the submarine lost at sea for more than a century. It is the world's first successful combat submarine, raised in 2000.

History buffs will want to visit Fort Sumter, where the Civil War began. Cruise to the island fort while you enjoy breathtaking views of Charleston and her harbor. The Fort Sumter National Monument has one of the best collections of 19th century seacoast artillery anywhere in the U.S.

The first decisive patriot victory over the British Navy on June 28, 1776, at a palmetto log fort on the shores of Charleston Harbor, galvanized the patriot's cause for independence. The National Park Service interprets 171 years of American seacoast defenses from 1776 to 1947. Visit Fort Moultrie, restored to portray the major periods of its history. As a visitor you will move steadily backwards in time from the World War II

Harbor Entrance Control Post to the site of the Palmetto-log fort of 1776.

You can't visit Charleston without touring one of the fabulous antebellum homes. Heyward-Washington House, built in 1772, is "Charleston's Revolutionary War House" and was the town-home of Thomas Heyward Jr. It features magnificent Charleston-made furniture and a formal 18th century garden. The Aiken-Rhett House is the city's most intact antebellum urban complex (c. 1820). Historic interiors, surviving virtually unaltered since 1858, have been conserved and stabilized. Many family objects are still found in the rooms for which they were purchased. The Edmondston-Alston House is located on Charleston's High Battery; the house affords a glimpse of early 19th century elegance, style and comfort. Built in 1825, it contains Alston family furniture, silver, books and paintings. Three piazzas offer incredible views of Charleston Harbor.

If you have not registered for the convention yet, visit www.nnaweb.org to do so online. You will find the program and registration information on pages 13-14. After you register, book your hotel room online as well. The special rate will be released on Aug. 31, so don't wait until the last minute. The special rate of \$150 includes airport transportation, free parking, free Internet in your room and a free breakfast daily. The hotel is offering the convention room rate for two days before and two days after the conference, so that you can enjoy all that Charleston has to offer.

Fun facts about Charleston and SC

The clock is ticking away and so is your opportunity to register for the National Newspaper Association's 126th Annual Convention and Trade Show in Historic Charleston, SC. Charleston is rich in history dating back to 1670. Thanks to forward thinkers back in the early 1900s, much of Charleston is preserved with thousands of historic buildings and sites. Walking through the historic district is like taking a step back through time.

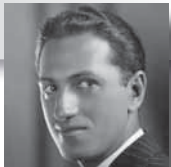
Charleston has survived the American Revolution, the War of 1812, and the Civil War as well as pirates, hurricanes and social revolutions. She still bears the scars—yet a spirit of renewal makes this city special. The people who call Charleston home are a gracious, proud group, who take tremendous care in the preservation of the past and the hope of the future. Historic buildings are so well preserved they look as if they were built yesterday. In its heyday, Charleston was the wealthiest and most cosmopolitan city in the colonies—loaded with rich merchants and plantation owners. As it is today, Charleston of yesterday was a tourist destination, attracting visitors with its culture, wine, dancing, and imported luxuries.

HERE IS SOME FUN TRIVIA AND FACTS ABOUT CHARLESTON AND SOUTH CAROLINA. PAY ATTENTION THERE MAY BE A TEST LATER.

1 CHARLESTON BOASTS THE FIRST public college, museum and playhouse in the U.S.'

2 GEORGE GERSHWIN COMPOSED HIS well-known opera Porgy and Bess while living on Folly Beach, SC. Porgy and Bess are buried in the James Island Presbyterian Church graveyard.

George Gershwin



3 THE FIRST GAME OF golf played in the U.S. took place in Charleston.



4 NORTH AMERICA'S LONGEST CABLE-STAYED bridge spans the Charleston Harbor. The Arthur J. Ravenel Jr. Bridge connects historic Charleston and Mount Pleasant, SC.



5 THE FIRST SHOT TO be fired in the Civil War was fired by Citadel Cadets stationed on Morris Island, which connects historic Charleston and Mount Pleasant, SC.

6 THE SALAMANDER WAS GIVEN the honor of official state amphibian.



7 SOUTH CAROLINA ENTERED THE Union on May 23, 1788, and became the eighth state.

8 SOUTH CAROLINA IS THE nation's leading peach producer and shipper east of the Mississippi River.



9 BEFORE BEING KNOWN AS the Palmetto State, South Carolina was known as, and had emblazoned on its license plates, the Iodine State.

10 A SEA CAPTAIN WOULD spear a pineapple to his fence post to let friends know he was home safely and to please visit so he could regale his guests with tales of the high seas. The pineapple today is a symbol of hospitality.



11

CHARLESTON CALLS ITSELF THE

“Holy City” because of its many places of worship and skyline full of church steeples.



12

SOUTH CAROLINA WAS THE FIRST

to secede from the Union and thus the federal postal system so; it had to print its own money and postage stamps.

13

THESE CHARLESTONIANS SIGNED

the Declaration of Independence: Arthur Middleton, Thomas Heyward Jr., Edward Rutledge and Thomas Lynch Jr.

14

CHARLESTON’S FIRST WOMAN NEWSPAPER

editor and publisher was Mrs. Elizabeth Timothy in 1739.



15

THE CITY’S FIRST BASEBALL TEAM

was the Sea Gulls, established in 1886, and now called the Charleston Riverdogs.



16

DR. ALEXANDER GARDEN, a Charleston physician first imported “Cape Jasmine” from South Africa in about 1754. The flower was renamed Gardenia after Dr. Garden.



17

AS EARLY AS THE 1700’S,

Limners (Traveling Artists) flocked to Charleston. Many were portrait painters like Samuel Morse, who eventually threw in the brush and invented Morse code.

So pack your bags and get online and register TODAY to join NNA Oct. 4-7 for three days of education, networking with your peers, exploring all Charleston has to offer, social activities and lots of fun. Charleston weather in October is an average high of 77 and low of 56. The hotel cut off was Aug. 31 to get a rate of \$150, but it has agreed to take reservations on a space available basis. If you have difficulty getting the rate, contact Cindy Joy-Rodgers at cindy@nna.org for options. See pages 13 and 14 for details on the program, registration and hotel reservations.