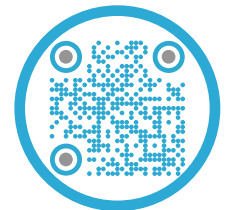


NCPA



**WE WORK TO PROTECT THE
PUBLIC'S RIGHT TO KNOW**
through the defense of open
government and First Amendment
freedoms, and we help maintain
the public's access to local, state
and federal governments.

MEMBER SERVICES

Welcome to the **NORTH CAROLINA PRESS ASSOCIATION**

Thank you so much for your support of the North Carolina Press Association! The NCPA has been protecting and promoting newspapers since 1873 and we can only do it with members like you.

You can view our full calendar of events, news, jobs and contact information at ncpress.com

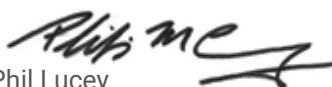
In addition, we want to make sure you're taking full advantage of all the membership benefits available. In this flyer you will see but a few of our services provided. If there is anything we can do to help you connect with your local community please let us know.

You can get involved by joining one of our many committees, participating in our advertising networks and planning to attend our annual convention.

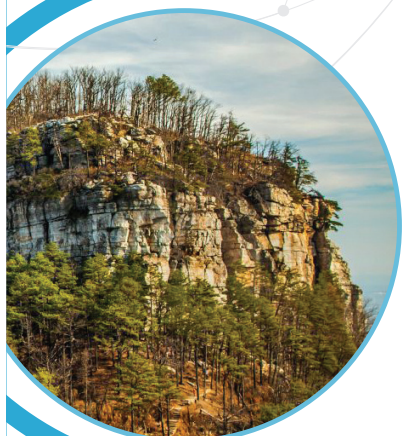
Should you need any assistance or have any questions or comments about your membership or benefits, please feel free to contact me at 919-516-8013 or phil@ncpress.com

We look forward to seeing you at our next meeting!

Onward,



Phil Lucey
NCPA Executive Director



CONTACT US

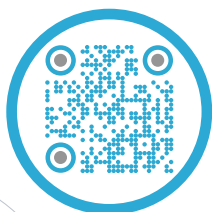
The North Carolina Press Association/ North Carolina Press Services staff is available from 9 a.m. - 5 p.m. weekdays to assist you with whatever questions you have or needs that arise.

PO Box 90246
Raleigh, NC 27675

Phone: (919) 516-8000

NCPA STAFF & BOARD OF DIRECTORS

For a current list of staff and board members, please visit ncpress.com/staff.html or scan the QR code below:



MARKETING & COMMUNICATION

● **NCPRESS.COM**

NCPA's website, NCPRESS.COM is where you'll find almost everything you need to maximize your membership experience. From the Job Bank, to educational listings, to on-demand training, to directories, to our resource library ... it even contains all the latest industry, NCPA and member news. NCPRESS.COM is where you'll always find things first.

● **ePress**

Members also receive NCPA's ePress at the end of each month. This monthly bulletin features the latest NCPA and industry news, member spotlights, trainings, job listings and much more. Members can sign up for the ePress on www.ncpress.com

● **Earn Your Press Pass Training**

NCPA is pleased to offer "Earn Your Press Pass," a self-paced online training course available at no charge to our members. This comprehensive program is intended to give new hires to your newsrooms rapid exposure to the fundamentals of journalism and community reporting.

Members who complete the course will receive a Certificate of Completion.

● **Press Cards & Decals**

Car windshield "PRESS" decals and business card size NCPA membership cards are available to all NCPA members. The cards and decals are available on request.

● **Online Media Campus Trainings:**

Online Media Campus provides high-quality, low-cost online training to media professionals. More than 20 programs are offered annually on writing and editorial topics, print and online advertising sales, technology, social networking, management issues and much more. Each program runs approximately 60 minutes and is designed to be interactive.

These cost-effective and time-efficient webinars are designed to offer fresh ideas to improve job skills, without the need for travel and time away from the office. NCPA members receive these trainings for free.

● **Community Forums**

NCPA will come to your civic organizations, networking groups, local business associations, or other gatherings to give talks and provide education on the relevance of newspapers to your community in today's digital world. We will advocate for local businesses to advertise and otherwise support your paper. It will show your commitment and involvement to the community beyond just a news and advertising source. Contact NCPA to set up a talk with your local organization.

PLACEIT PUBLIC NOTICE PLACEMENTS

PlaceIT Public Notice is a publisher-centric platform that makes placing and managing public notices effortless. This user-friendly platform designed by and for newspapers, brings a host of benefits from streamlining operations to ensuring compliance and reducing costs such as public platform fee.

Say goodbye to the complexities of publishing public notices and say hello to a simplified and efficient process. This solution is an extension of our NCnotices portal.

NORTH CAROLINA PRESS SERVICES

PRINT

Print advertising in NC newspapers is a cost-effective solution that enables advertisers to reach large audiences on a small budget.

DIGITAL

NCPS's digital display ads and email marketing campaigns give you the ability to pinpoint your target audience behaviorally, demographically, and geographically.

PLANNING AND PLACEMENT

Our experienced team works for you to make your job easier. One call gets you a single point of contact and a quote within 48 hours. You then place one order and receive one invoice.

ADVERTISING PLACEMENT SERVICES

Have clients looking for statewide reach? We're your powerhouse for amplifying messages!

North Carolina Press Services is your first call for all statewide buys – print and digital. NCPS has everything you need for a successful, full-circle print and online marketing campaign. We can help you create and utilize a complete media mix to reach and impact your target market.

LEGAL

Lobbying / Legislative Advocacy

NCPA is the watchdog for North Carolina's newspaper industry. Positions on various legislative concerns are taken by NCPA only after discussing the issue with the NCPA Legislative Committee and the NCPA Board of Directors. Of primary importance are issues related to open meetings, open records and issues affecting the business of running North Carolina newspapers.

During each session, NCPA member newspapers are kept aware of the latest legislative news with frequent updates by email or phone.



Legal Hotline

When you have questions about open meetings/public records, potential libelous materials, problems with wording in ads, court closures – just about anything affecting your editorial and advertising department - help is one phone call away.

NCPA has partnered with Stevens Martin Vaughn & Tadych, PLLC, a firm known and respected for its work on media and First Amendment law, to monitor our legal hotline. Valued at \$350 per hour, this free service can be accessed by calling (919) 833-3833. You can also email the hotline at hotline@ncpress.com



Media Law Handbook

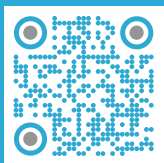
Published by the North Carolina Press Foundation, the North Carolina Media Law Handbook is designed to serve as a guide for journalists, attorneys, judges, teachers, students and other persons concerned with freedom of the press, the newsgathering process and open government.

Open government booklets are also available.



NC Press Foundation Litigation Fund

The North Carolina Press Foundation has set aside funds to support the litigation efforts of NCPA members, including pre-litigation legal assistance and litigation. NCPA members can apply for up to \$5,000 in matching funds for open government initiatives, including demand letters and litigation. NCPA members needing assistance in defending against subpoenas and libel or privacy litigation defense may also apply for aid. See the website for more details.



Know your rights. Know your NC Media Law.
Scan the QR Code to view or download the online resource the professionals use; the NC Media Law Handbook.



BEST AD CONTEST, **AND NEWS,** **EDITORIAL & PHOTOJOURNALISM** **CONTEST.**

NCPA sponsors advertising and editorial contests. Our contests attract more than 4,000 entries from our member papers and awards are presented each year at the Annual Convention. Judging for both contests is arranged through other state press associations via reciprocal judging agreements.



ADDITIONAL SERVICES



ORGANIZATION OVERVIEW

NC Press Association is a 501(c)(6) trade association representing newspapers across North Carolina.

NC Press Services partners with clients to provide print and digital advertising solutions in North Carolina and nationwide.

NC Press Foundation is a 501(c)(3) non-profit organization established to provide training and legal assistance to NC journalists and fund scholastic scholarships.

COMMITTEES

This is your chance to work closely with colleagues throughout the state and have a voice in the North Carolina Press Association! By serving on one of the various NCPA committees, you have the opportunity to bring your good ideas to the table and help them be put into action. Contact Phil Lucey at (919) 516-8013 for more information.

NCPA FEDERAL CREDIT UNION

All employees of NCPA members, immediate family, and persons retired from NCPA member newspapers are eligible to participate in the NCPA Federal Credit Union. NCPA Credit Union members own their financial institution and its value currently exceeds \$8 million.

A board of members directs the Press Association Credit Union's affairs on behalf of its members in accordance with its federal charter granted by the National Credit Union Administration. Credit Union member benefits include share draft accounts, share savings accounts, money market account, CD's, IRA's, ATM's, credit cards and car/mortgage and personal loans at very low rates.

**Protect the
citizens right
to know**

Upload your public notices
to **ncnotices.com** today

JOIN NCPA MEMBERS BY **UPLOADING ALL NOTICES** THAT APPEAR IN PRINT
TO THE NCPA STATEWIDE NOTICE WEBSITE.



NCNOTICES.COM PROVIDES A PLATFORM OF IMPORTANT PUBLIC NOTICES THAT HAVE BEEN PRINTED IN A LOCAL NEWSPAPER OF RECORD



NCPRESS.COM

Do you know what
members get to post
for free?

JOBS

Engage an active
audience and make
your next hire by
posting your free
ad on ncpres.com