

FIRE's *FREE* Online Archive at www.ncpress.net

Does your newspaper have a searchable, online archive that contains all of its past editions? If not, reporters and editors at your paper must spend a lot of time hunting through old copies of the paper, or browsing through computer files that are searchable only by date.

Don't worry, FIRE has the answer! We have created an online archive at our Web site, www.ncpress.net. All you have to do is upload your stories to the archive each week. It's very easy, and it takes about a minute per story to do—we'll train you and provide technical assistance if necessary. Within five days, your stories will appear on the archive.

Whenever you want information from past articles, you (or anyone else) can go to our Web site and search the archives. All you have to do is type in one or more keywords, just as you would when you use any standard search engine. You'll get a list of all of your newspaper's stories in the archive that contain the keyword. Better yet, the list may also include stories on the same topic that have been published by other papers in the region. Click on any story in the list to see the full text of the article.

HOW MUCH DOES IT COST?

It's FREE! It costs nothing to use the archive and there is no charge for archiving stories. FIRE is a nonprofit organization funded by private donors and foundations. However, it is costly for FIRE to operate the archive. Because FIRE is a nonprofit organization, reasonable, tax-deductible donations are sometimes requested from satisfied newspapers that benefit from the archive.

WHY DOES FIRE DO THIS AND WHO PAYS FOR THE ARCHIVE?

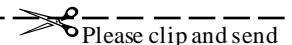
FIRE operates the archive because part of its mission is to provide resources to reporters and editors. FIRE's goal is to ensure that community members play an active role in society and are kept well-informed about our region's issues.

DOES MY PUBLICATION RETAIN FULL OWNERSHIP OF THE ARCHIVED ARTICLES?

Yes. Anyone who reproduces an article in the archive, other than for personal use, must have your legal permission to do so.

HOW DO I START ARCHIVING MY PAPER'S STORIES?

It's easy! Just clip and send the form below, or simply call or e-mail FIRE to express your interest. If you want, you can start archiving right away!



YES, I WANT TO PLACE OUR NEWSPAPER'S STORIES ON FIRE'S ARCHIVE.

My Name: _____ Title: _____

Newspaper: _____

Editor's Name: _____ Publisher's Name: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Please send form to (or contact): Fund for Investigative Reporting and Editing, 2 Wall St., Ste. 203, Asheville, NC, 28801. Phone: (828) 259-9179, Fax: (828) 251-1333, Email: fire@ncpress.net Web: www.ncpress.net