

For release 5/16/03

Who: Cecil Bothwell/*Mountain Xpress*

What: Fund for Investigative Reporting and Editing  
Media Forum for Nonprofits

When: Friday, May 16, noon - 2:30 p.m.

Where: Jubilee!, 46 Wall St., Asheville

Cost: \$10 for lunch, 12:30 -2:30 forum is free

Information: Contact Mark Goldstein <mark@ncpress.net>  
or 828-259-9179

Press contact: Cecil Bothwell, 251-1333 x115 or  
cbothwell@mountainx.com

Cecil Bothwell is uniquely qualified to provide professionals in the non-profit community with tips for self-promotion. For two decades, Bothwell has worked both sides of the public relations fence. He has managed publicity campaigns for activist organizations; coordinated a political campaign; published and successfully promoted books and recordings; produced concerts; and won awards for poetry and writing. Currently Managing Editor of Asheville's *Mountain Xpress*, his writing/editing history includes music and book reviews; news; investigative reporting; radio writing and production; book and pamphlet layout and production; and interviews. Bothwell's radio scripts have been recorded by Jane Goodall and William Least-Heat Moon and his syndicated column, "Duck Soup: Essays on the Submerging Culture," appears in publications nation-wide and two book-length collections are currently in print.

Each day at the *Xpress* Bothwell receives 30 to 50 press releases for a newspaper that will only be able to cover five percent of that number. He can tell you how to make the cut.