



CELEBRATING RECOVERY
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FINAL ROSTER FOR REDSKINS
Story in Sports, B-1



'THE LAST HURRAH'
Local, A-5

The Frederick News-Post

TUESDAY, SEPTEMBER 2, 2014

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Welcome, members.

Beginning today, your subscription is the key to membership in the new, improved *News-Post*.

Why membership? Your support makes everything we do possible. Our new membership program is designed to reward your support with exclusive benefits and enhanced access to all of our local coverage.

Membership means more:

Members deserve choice and convenience. As a member, you choose how you want your paper delivered, every day, four days a week or digital only, and you can sign up for new premium NewsMail newsletters, breaking news alerts and more.

Members get total access. Your support helped us build our digital services. Now, unlimited digital access is a core benefit of membership. As a member, you get all of *The News-Post's* coverage online, anytime, on any device. Nonmembers are limited to reading nine premium *News-Post* articles a month.

Members get their say. We are returning our online commenting forum to the people who make that online discussion possible, our members. Nonmembers will no longer be able to comment on *News-Post* stories online.

Membership means savings and deals. Our new member rewards center, FNPPerks, brings you special deals from local merchants as well as giveaways, contests and invitations to member-only events. Check out Dining Deals, where you can save 30 percent at local restaurants.

Members get behind the scenes. All *News-Post* members are invited to join the new Publisher's Circle for exclusive, behind-the-scenes access to editorial board interviews and news meetings, where your input will help shape our coverage.

And, of course, as a member you get all of our award-winning coverage, which now includes more local and national commentary, better community news coverage, more comprehensive calendars and more health and environmental news. Online, you can dive deep into our coverage at the new Investigative Reporting Plus center.



Already a subscriber?

Look inside to learn how to unlock your membership and start exploring your new benefits. Membership is included in every *News-Post* subscription package!

Building a better paper with member support.

Good Morning! It is neither wealth nor splendor; but tranquility and occupation which give you happiness. — THOMAS JEFFERSON

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Membership rewards supporters

When you subscribe to your local paper, you're doing more than staying informed. You're building a stronger community.

The news we report, the letters and opinions we publish, the advertisements and notices and data that flow through our pages – all of these help to stitch Frederick together as a community.

If you're reading this, we know you value having a trusted source of local news and information that builds community in Frederick. We value your support; it's what makes our work possible.

Beginning this week, we're making changes to reward our supporters and position *The Frederick News-Post* to keep informing the community for years to come.

The changes start from viewing the bond between the paper and its supporters as a kind of membership, where our supporters have a stake in what we do and where we have an obligation to serve.

Some changes you may have noticed already. We have revamped our Sunday paper, adding more space for letters and opinions, introducing a new community news section and launching the Real Life section to showcase features and the kind of stories that look beyond the day's events. We also have expanded our calendars and coverage of local events as well as our coverage of health and wellness.

Other changes described online and in this special section include new membership plans, an array of NewsMail newsletters for convenient updates, improvements to the website, a new version of our ePages electronic edition and a Member Rewards program where you can find deals from local merchants, restaurant coupons, giveaways and invitations to special events.

I'm particularly excited to announce the launch of the Publisher's Circle. Members can sign up for special access to the newsmaking process, including invitations to news meetings and editorial boards. My hope is that member participation will help to direct our coverage.



GEORDIE WILSON

PUBLISHER

We're also changing how we approach our digital operations. Our ever-growing portfolio of digital services has been built on the support of our readers and advertisers, and we are returning those to our supporters as a core benefit of membership. Nonmembers will have limited access online; members will have complete access on any device.

For more than 130 years, the support of people just like you has made it possible for *The Frederick News-Post* and its predecessors to record and reflect the events, people and issues that have shaped this community.

That mission is just as important now as it was in 1883, when *The News* was founded. Today, of course, it's not enough to put ink on paper. The traditional paper is still the way most people read us, but we also need to reach out through computers and smartphones, on websites and social media. We're working hard to develop these new channels, while still maintaining our commitment to responsible journalism that fairly and accurately informs.

So: Welcome, members.

I encourage you to activate your new membership online to begin taking advantage of all the new benefits. Activation is easy, and we have customer care specialists standing by to help if you need it. With your support, we're looking forward to the next 130 years of growth and change.

Geordie Wilson, Publisher

Frequently Asked Questions

WHAT IS MEMBERSHIP?

Membership is a philosophy of recognizing and rewarding our most valuable supporters, our subscribing readers and advertisers, with special benefits. *The News-Post* membership program provides many benefits, including complete access to our desktop and mobile digital products; commenting privileges; new premium newsletters and breaking news alerts; special members-only deals, events and giveaways at FNPPerks.com; and an invitation to join the Publisher's Circle. Visit FrederickNewsPost.com/publishers_circle.

WHY IS THE NEWS-POST LIMITING NONMEMBERS ONLINE?

The News-Post is both a community service and a business. Our membership program attempts to balance our commitment to the community with our business needs by reserving complete digital access for members while continuing to allow limited free access to the public. We believe our members deserve more – it is only through their support that we are able to produce award-winning local journalism and to develop a rich array of digital news services.

WHAT IS FNPPerks AND HOW DO I ACCESS IT?

FNPPerks is a rewards program that offers deals, giveaways, dining discounts and invitations to member-only events. Members can check fnpperks.com for the latest offers.

HOW DO I ACTIVATE MY MEMBERSHIP?

You can activate your membership by linking any *News-Post* subscription to an online account at FrederickNewsPost.com/membership.

JOIN THE FIRST MEMBERS ONLY EVENT!

The Great Frederick Fair & The Frederick News-Post
Connecting the Community

FAMILY FRIENDLY FAIR FRENZY

Friday, September 12, 2014
Community Tent ★ 5:00-8:00 pm

Commemorative yardsticks
for the first 500 guests!

Music by Shew-sical Entertainment Services

Arrive early
and receive a FREE
GFF tie-dye shirt
Limit 50.

Connecting...
...the Dots at GFF
The Great Frederick Fair
www.thegreatfrederickfair.com Sept. 12-20

FILL THE WHEEL:
Bring 5 canned goods and get \$10 in ride tickets

To enjoy the fun and food, register at FrederickNewsPost.com/memberevent

Building a better paper

Reader input drives new sections and improvements

We're proud of the work we do day in and day out to bring you the news that matters in Frederick County. Six out of the last nine years we've been named the best newspaper in our circulation category in the Maryland, Delaware and Washington D.C. area. But we are always working to improve.

As we launch our membership program, we're also unveiling improvements to the paper, both in print and online. Many of the changes reflect feedback from readers.

Through surveys and letters, you've told us that you value local commentary, environmental reporting, event calendars and community news, among other things. We've staffed new beats, added new sections and improved features throughout the paper and our website to respond to your input and make the paper better.

In print

ON SUNDAY

- **MORE** local opinion, with twice the space devoted to columns, letters and editorials.
- **MORE** national opinion, with a new Sunday home for leading national commentators like Charles Krauthammer and Dana Milbank.
- **NEW** section devoted to community news, featuring more reader news and photos, profiles, honor rolls and the activities of local organizations.
- **NEW** Real Life section to showcase lifestyle and feature reporting.

THROUGHOUT THE WEEK

- **NEW** section on Thursdays devoted to Home & Garden coverage.
- **NEW** section on Fridays to feature more reporting on the environment.
- **IMPROVED** calendar listings in 72 Hours and throughout the paper to help you plan your weekend activities.

Online

ON THE GO

- **NEW** Investigative Reporting Plus center collects the resources behind our in-depth reports for you to dive deep into important issues.
- **IMPROVED** navigation makes it easier to find the news you need.
- **EXPANDED** town pages, where we collect the news from your neighborhood, including obituaries, local letters and news from the schools.
- **IMPROVED** mobile services, with pages that load faster.
- **IMPROVED** ePages service, where you can see the paper exactly as it appeared in print, download pages and now even translate stories into six languages.



- **NEW** premium NewsMail newsletters to bring you daily headlines, breaking news and more to your inbox.
- **IMPROVED** commenting, now restricted to members only.
- **NEW** Publisher's Circle program, offering you behind-the-scenes access to the news and an opportunity to contribute your ideas to our coverage. Visit FrederickNewsPost.com/publishers_circle.
- **NEW** online member center at FrederickNewsPost.com/membership to manage your account, sign up for NewsMails and learn about deals and events.

Unlimited access: The news when and how you want it

As a member, you get it all – unlimited access to all of our premium content and services. You can choose our digital-only plan or seven-day, four-day or custom delivery plans for getting the print paper. Every plan includes commenting privileges

and unlimited online access to our news on desktops, tablets and smartphones, and with every plan you can sign up for premium NewsMails and all the deals at FNPPPerks.com, including Dining Deals that save you 30% at restaurants.

Find member deals at FNPPerks.com

With your News-Post membership, you get all the news, when and how you want it. Also, we've developed a new member rewards program at FNPPerks.com to bring you member-only deals from local merchants, 30 percent savings on restaurant meals,

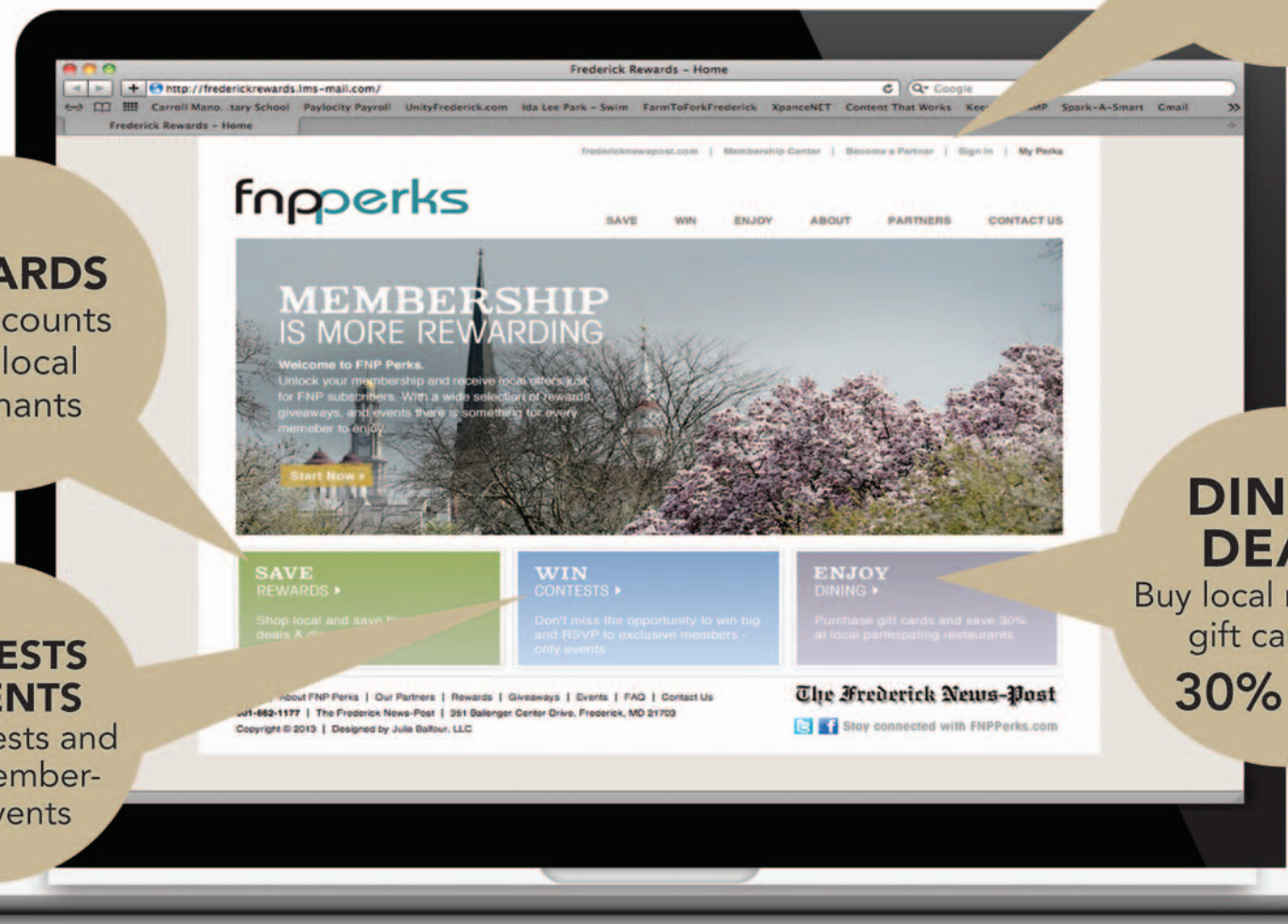
giveaways, contests and invitations to member-only events.

Using FNPPerks.com is easy. Once you've activated your membership, you can explore all the deals and savings immediately.

SIGN IN
to unlock your membership rewards

REWARDS
Get discounts from local merchants

CONTESTS & EVENTS
Win contests and enjoy member-only events



DINING DEALS
Buy local restaurant gift cards for 30% OFF

Get started today!

Already a subscriber?

Activate your membership to claim your benefits and ensure uninterrupted digital access. It's easy!

- 1 Go to FrederickNewsPost.com/membership.
- 2 Enter your email and some basic subscription information to activate your membership.
- 3 Once activated, add up to four additional members of your household.

Ready to join?

Joining is easy, too. Go to FrederickNewsPost.com/membership and pick the plan that's right for you, or call 301-662-1177 and press 2.

| Digital Only | Weekender Essential | Best Value | Custom Delivery |
|---|--|---|--|
| <p>7 DAY Read online anytime, anywhere, and on any device.</p> | <p>4 DAY Home Delivery <i>Thursday-Sunday delivery includes The Next 72 Hours weekend planner, expanded Sunday and circulars.</i></p> | <p>7 DAY Home Delivery <i>The most popular option keeps you informed of daily news and events in your community.</i></p> | <p>A la Carte Choose a custom delivery schedule that fits your lifestyle.</p> |
| Digital included | Digital included | Digital included | Digital included |
| \$7.99 /month | \$11.99 /month | \$15.99 /month | \$26.00 /month |

*Prices are for EZPay auto renewal and include delivery fee and tax. Home delivery only.

Local businesses are important too!

You are not only readers, but you provide local content with your advertising. We've developed new business membership plans to help you grow. Call your account executive at (301) 662-1163 or email advertising@newspost.com to learn more.