



DAVID MANSHIP
Publisher
The Advocate

A message from the publisher

My family has been providing a daily newspaper to the citizens of Louisiana since the early 1900s. In fact, like the newspaper in New Orleans, The Advocate's origins date back 170 years to 1842, and the paper has been in the Manship family since 1909.

In the 100-plus years we have published newspapers in Baton Rouge, my family has come to understand that the citizens of Louisiana's capital city demand quality journalism and are accustomed to receiving it in the form of a daily newspaper.

We are proud that we have been able to meet those expectations.

We have heard the demand from the New Orleans market for a quality printed daily newspaper, and today, we will begin retail sales and home and business delivery of The Advocate New Orleans edition all seven days of the week.

The Advocate is Louisiana's newspaper. We cover state government more comprehensively than any other news organization, and we have always provided a solid mix of state, national and world news.

We cover LSU and Southern University on the athletic field, in the classroom and in the boardroom like no other news outlet in the state. We have a news presence across south Louisiana, stretching along the corridors of Interstate 10 and Interstate 12 from the Acadiana area nearly to the Mississippi line.

And now, we have a news and sales presence in the New Orleans area with a bureau in downtown New Orleans and a specially prepared daily New Orleans edition.

While our headquarters will remain in Baton Rouge, our New Orleans newsroom is made up of veteran New Orleans reporters managed by Bureau Chief Sara Pagonos, a veteran New Orleans journalist.

We plan to deliver the people of New Orleans the top stories every day.

We understand that people make decisions about how they consume news on an individual basis, and our products are available in many formats, including online and an E-edition, but we also have The Advocate Daily New Orleans edition for Crescent City readers who want a printed daily newspaper delivered to their home or workplace.

We know the daily paper has an important role in the community, especially New Orleans, and with your support, we will meet your demands for quality reporting of the news of the day in and around New Orleans.

A few months ago, New Orleans was in the national spotlight because it seemed slated to become the largest American city without a daily newspaper.

That was supposed to happen today, Oct. 1.

But, it hasn't happened. At The Advocate, we think New Orleans and its citizens deserve a quality newspaper printed each and every day, and we intend to provide one.

► See **PUBLISHER**, page 13A

N.O. • Monday



7 17673 00200 1

WE'RE HERE!



Advocate staff photo by RICHARD ALAN HANNON

The Advocate delivers the news every day

NEW ORLEANS — The Advocate begins daily home delivery and newsstand sales throughout the New Orleans area today, filling the void left when the city's longtime daily newspaper went to three times a week.

The Advocate in July announced it would enter the New Orleans market about the same time The Times-Picayune switched from daily to three-times-a-week publication of its print editions.

In the weeks since, staff at The Advocate have worked feverishly to assemble a staff of journalists, sales representatives and delivery people so a daily New Orleans edition can be delivered throughout the Crescent City area.

The Baton Rouge-based newspaper began free distribution of The Advocate's New Orleans edition last week at newsstands, convenience stores, drugstores and other outlets throughout the area.

The Advocate also began taking subscription orders for home delivery. The response exceeded expectations.

Much was made after The Times-Picayune's announcement that New

Orleans seemed fated to become the largest city in America without a daily newspaper.

Advocate Publisher David Manship, whose family has owned and published The Advocate for more than a century, said his family did not want to see that happen.

"At The Advocate, we think New Orleans and its citizens deserve a quality newspaper printed each and every day, and we intend to provide one," Manship said. "We intend to continue providing subscribers with a daily newspaper that focuses on local, state and national news."

"We have earned the trust of Baton Rouge citizens by delivering a quality daily newspaper for more than a hundred years. And we are committed to doing the same in New Orleans."

Several pages in The Advocate, including the front page and the South Louisiana/Business section front, will be reworked to showcase major New Orleans stories each day.

Other parts of The Advocate will include extra New Orleans area coverage as well.

The Times-Picayune, which is

owned by Advance Publications Inc., a Newhouse family company, announced plans in May to convert its daily newspaper to a 24-hour digital news source with a print edition occurring only on Wednesdays, Fridays and Sundays.

A new company, the NOLA Media Group, will oversee The Times-Picayune and its affiliated website, NOLA.com.

The move to a three-day-a-week print version has generated swarms of opposition across all ranks of New Orleans residents, ranging from cab drivers to university presidents.

In making the switch, The Times-Picayune eliminated many longtime employees.

In staffing its New Orleans bureau, The Advocate tapped some of the talent that had been let go by The Times-Picayune.

While firmly committed to The Advocate's print product across south Louisiana and, now, in New Orleans, the Manship family's Capital City Press is pushing forward with its own digital media initiatives.

"We recognize that the way people get their news is changing," Manship said. "And we will keep up with these changes by delivering news in all the different formats our subscribers use, including print."

In addition to its traditional print product, The Advocate has a website — <http://www.theadvocate.com> — that now includes a special destination page for New Orleans news. The Advocate's digital products include smartphone and e-tablet apps as well as an "E-edition," which is an electronic reproduction of the pages that roll off the printing press each day.

Manship said he first considered distributing copies of The Advocate in New Orleans only at single sales points such as convenience stores and in news boxes.

Overwhelming demand for home delivery prompted him and other Advocate officials to rethink that and to push forward with home delivery.

Manship said The Advocate's coverage and staffing in New Orleans will get "bigger and better" as more subscribers get the newspaper.

Advocate bureau staffed with NOLA veterans

Advocate staff report

The team manning The Advocate's New Orleans bureau includes experienced journalists who know the greater New Orleans area, its people, its issues and its culture.

The bureau will be led by veteran New Orleans journalist Sara Pagonos, who spent the past 18 years as an editorial writer for The Times-Picayune and before that covered community and suburban news on the north shore for The Times-Picayune and the Daily Sentry-News.

"Hurricane Katrina proved to me how vital newspapers are, as a strong voice for a community but also as the glue that helps bind people together," Pagonos said. "The need for a newspaper to do that has not diminished since. The Advocate's New Orleans team understands the profound responsibility that a newspaper has to its readers and will be committed to providing high-quality journalism

in print, every day."

Pagonos was an award-winning editorial writer during her years at The Times-Picayune. Among her accolades was the 2006 Carmage Walls commentary prize from the Southern Newspaper Publishers Association for her "courageous and constructive editorial commentary."

Pagonos will oversee a staff of three full-time reporters, who will cover the day-to-day news events in New Orleans and the surrounding area:

■ Danny Monteverde is a veteran Times-Picayune reporter who cut his teeth on the police beat and general assignment reporting.

Monteverde is a sixth-generation New Orleansian who counts himself lucky to be able to cover his hometown's "triumphs and tragedies, its characters and unique personality."

Monteverde's name should be

► See **BUREAU**, page 13A



Advocate staff photo by RICHARD ALAN HANNON

The Advocate New Orleans bureau includes, front row from left, sales manager Sara Barnard, reporter Kari Harden and Bureau Chief Sara Pagonos; back row, sports writer Ted Lewis, reporter Daniel Monteverde, reporter Allen Powell and photographer John McCusker.