

Sports

Mountaineers host Crest today in make-up game

By GARY STEWART
Sports Editor

Mother Nature was the big winner last week as the snow and ice caused postponement of all Kings Mountain High athletic events.

The Mountaineers were idle last Tuesday because exams were scheduled but their Friday Big South game with Crest was snowed

out.

The Mountaineers were originally scheduled to play Forestview today, but because of re-scheduling of exams in both Cleveland and Gaston counties that game date will have to be changed as well.

Neither county allows ball games on days that school has been cancelled because of bad weather or exams are being held.

However, Cleveland County Schools is allowing the Mountaineers and Crest to make up their snowed out game today. No JV game will be played. The girls game will begin at 4:15 at Donald L. Parker Gymnasium and the boys game will be immediately afterwards.

The Forestview game has not yet been re-scheduled.

Tuesday's scheduled swim meet at KMHS between the Mountaineers, East Lincoln and North Lincoln was cancelled because of exams. Last Friday's scheduled meet with Hunter Huss and Ashbrook was also cancelled.

The Kings Mountain swim teams will host the Big South 3A Conference meet Friday at 6 p.m. Swimmers with qualifying times

will compete in the Western Regional Meet February 4-5 at a site yet to be determined. The top swimmers there will advance to the State Meet February 11-12 at a site to be determined.

The Mountaineers' scheduled wrestling match with Forestview today has been postponed. A make-up date will be announced later.

Defensive Player of the Year



Senior linebacker Trey Funderburke, left, receives the Dr. George Plonk Most Outstanding Defensive Player Award from Dr. Plonk at the recent KM Touchdown Club football awards night at KMHS.

KMMS Patriots open basketball season Jan. 20 at Lincolnton

Kings Mountain Middle School's basketball teams open their season January 20 at Lincolnton at 4 p.m.

Monty Deaton is coach of the KM girls and Tim Gunn coaches the boys. Gunn is assisted by Antonio Barnett.

Members of the girls team are Martina Edwards, Talajah Hutchens, Dontasia Crocker, Tyquassia Mackey, Shadalya Roberts, Sabriyya Roberts, Cassie Morton, Tiffany Harris, Shaniya Portee, Dejana Hill, Maikela Seright, Nastajah Hutchens, Tiffani Thompson and Jordan Davis.

Members of the boys team are eighth graders Shawn Adams, Xavier Johnson, Dalton Cash, Nelson McClain, Tico Crocker, Jordan Moore, Kyle Carroll, Jacob Sneed,

Shawn Springs, Robbie Lysek and Collin Watkins and seventh graders Xavier Roberts, Ryan Buchanaon, Demetrius Hill and Omar Petty. Manaers are Matt Absher and Will Wilson.

THE SCHEDULE

JANUARY
20 - at Lincolnton; 24 - at North Lincoln.
27 - Burns; 31 - at West Lincoln.

FEBRUARY
3 - at East Lincoln; 7 - Lincolnton; 10 - North Lincoln; 15 - at Burns; 17 - West Lincoln; 22 - East Lincoln. 24 - Playoffs (TBA); 28 - Championship (TBA).

Lady Mountaineers lose to East in MLK Classic



Monique Petty had an outstanding all-around game in Saturday's MLK Classic at East Rutherford.

Kings Mountain High's girls fell to host East Rutherford 60-45 Saturday in the Martin Luther King Basketball Classic in Forest City.

East jumped out to an early lead and led 13-9 after the first period, 36-21 at halftime and 46-32 going into the fourth quarter.

Evan Bragg led the Mountaineers with 16 points, four rebounds, two steals and two assists. Monique Petty had her first double-double with 14 points and 10 rebounds. She also had three steals and blocked four shots.

Myesha Black contributed 10 points. Camp led the Cavaliers with 18.

KM (45) - Bragg 16, Petty 14, Black 10, Morrison 2, Smith 2, Goode 1.

ER (60) - Camp 18, Miller 11, Greene 10, Logan 7, Watkins 7, Dewberry 5, Stone 2.

Kings Mountain Mountaineers Athlete of the Week



Lakeshia Polite
Basketball

Gary Stewart and the Kings Mountain Herald Sports Coverage You Can Count on. Read us every week!

SUBWAY

105 York Rd., Kings Mountain
704.734.4782

Any Breakfast Muffin & Coffee \$2.50

Want to know a dirty little secret about your community newspaper?

Those "talking heads" on television love to talk about the decline in newspaper paid circulation numbers. But the truth is those statements apply to the top 200 or so metropolitan newspapers in the US. And the same thing can be said about their own industry (but they never mention that).

In fact readership at community newspapers (like ours) of 15,000 or less is VERY strong. And those newspapers comprise 80% of all newspapers in the US.

And they love to talk about declining advertising spending with newspapers. Again, that applies to those same top 200 or so metro papers...and their own TV industry.

Actually advertising sales at those same smaller community newspapers is down less than half of those bigger daily newspapers and, in fact, any other major industry in the US! In other words, your community newspaper is weathering the economic storm better than television, radio, automotive, real estate, retail and most other sectors.

Why is that? Probably because advertising in your community newspaper works and is cost-effective.

Quoting Brian Steffans of the

National Newspaper Association on the results of a recent survey by Reynolds Journalism Institute at the Missouri School of Journalism of residents of those small communities served by community papers and not large daily papers:

"Will the auto industry (or housing or retail or () industry) disappear because sales fell 25%? No. Neither will newspapers.

If readership is not a problem, or not the problem, then it must be advertising. Wrong.

Pick a quarter or year over year, and you'll read that ad revenue for newspapers is down about 25 percent. Certainly not great. But the Oct. 12 edition of the Wall Street Journal said that following the "cash for clunkers" program, "auto sales have continued to plummet, falling 23 percent in September from a year earlier."

Did the headline say "Auto industry to disappear"? Nope. It said something about automakers being "restless" and Cadillac dropping its ad firm. Sure, GM will shed Saturn and Pontiac, but most everyone figures GM, Ford, Toyota, Honda, Hyundai, BMW, Mercedes and the rest of the auto industry will be around for quite some time. We're a long way off

from a Jetson's-like transportation revolution that will replace cars in the way that cars replaced the horse and buggy.

Look at the housing industry, the retail industry, just about any industry you'd care to mention. Sales are off 20 percent or more in almost every one of them. Are we seeing the end of the housing industry? The retail industry? It's the RECESSION ... DUH!"

The survey says...

Even more people are reading newspaper ads today! Yes, that's right...readership of ads in small community newspapers is UP, not down.

What the survey shows this year:

-80 percent of people read the supermarket ads or ad inserts in their local newspaper (up 7 percent from a year ago).

-75 percent read the department store ads or ad inserts in their local newspaper (up 9 percent from a year ago).

-72 percent read the home improvement or hardware ads or ad inserts in their local newspaper (same as a year ago).

-67 percent read the discount store ads or ad inserts in their local

newspaper (up slightly from a year ago).

-78 percent read the classified ads in their local newspaper (same as a year ago).

-63 percent read the public notice ads in their local newspaper (same as a year ago).

In fact, they look for it and use it to make buying decisions! Again, quoting Steffan...

Skeptics might say: reading an ad doesn't make it valuable. I'd personally argue that exposure is valuable. But we have stronger information:

-69 percent of respondents said they use newspaper advertising inserts to make purchasing decisions.

-70 percent say they often go looking for, or seek out, newspaper advertising to find information on the latest offerings and sales available in their area.

Do you think the majority of Americans would say they often turn on the TV or radio to view or listen to ads? They turn those on to watch entertainment or listen to music or talk. And if they watched and listened to every station in the market, it's unlikely they would find all the ads that are in one convenient place, such as the local newspaper.

Do you think the majority of Americans can find sales and specials from local community retailers and services on the Web? Most of those ads are national, and you'd have to visit dozens or hundreds or thousands of websites to track them all down. Or you could turn to one convenient local newspaper or its website.

They prefer papers to web or TV.

-79 percent say that if they had a choice, they'd rather look through the ads in the newspaper than watch advertisements on TV.

-70 percent say that if they had a choice, they'd look through the ads in the newspaper than view advertisements on the Internet.

Finally, nearly half (47 percent) say there are some days when they read the newspaper as much for the ads as for the other content in the paper. Do you think anyone turns on the TV or radio as much for the commercials as for the entertainment or music.

Our dirty little secret...More people are reading our newspapers than ever before, and using ads in those papers to make buying decisions.