



# **2008 Fall Conference Media Coverage Report**

Prepared by Capstrat  
October 9, 2008

## Media in Attendance at the 2008 Fall Conference:

Charlotte Market Media:



# The Charlotte Observer

Triad Market Media:



Triangle Market Media:



## Media Coverage:

Charlotte Market:



Sept. 23: 5:00 a.m.; 6:00 a.m.; 12:00 p.m.



**WSOC-TV**

Sept. 23: 12:00 p.m.; 6:00 p.m.  
Sept. 24: 6:00 a.m.

Triad Market:



Sept. 23: 6:00 a.m.; 12:00 p.m.; 6:00 p.m.

Triangle Market:



Sept. 23: 5:00 a.m.; 6:00 a.m.;  
6:00 p.m.; 7:00 p.m.



Sept. 23: 6:00 p.m.

Greenville, N.C. Market:



(WNCT-TV)

Sept. 23: 6:00 a.m.



September 23, 2008

## NC GUBERNATORIAL CANDIDATES DEBATE IN CONCORD

CHARLOTTE, NC (WBTV) - Race and age may play a factor in the Presidential election, here, in North Carolina according to an Elon University poll.

When the respondents were asked if they knew someone who wouldn't vote for a candidate who is black, 43 percent said 'no.' More than 50 percent said 'yes.'

When questioned if they knew someone who wouldn't vote for a candidate who is too old, 56 percent said 'no' and 41 percent said 'yes.'

The two major party candidates for Governor squared-off on the economy in Concord on Tuesday.

The North Carolina Economic Developers Association hosted Republican Pat McCrory and Democrat Bev Perdue at it's fall conference.

Both gubernatorial candidates layed out how they would help grow North Carolina's economy.

Lt. Gov. Bev Perdue (D) said: "The way we transfigure our core industries of textile and agriculture and manufacturing continues to be a real priority for me as governor. At the end of the day, North Carolina has the

capacity to be the healthiest economy in America, and that's my goal for this state."

Mayor Pat McCrory (R) said: "And right now, our education system is not getting the number of qualified people to do the basic skills that are needed and we also have a 30 percent drop out rate. So, I want to tie in our education policy with our recruitment of jobs policy, and then I think we have winners for both our students and our employers, and that's a winner from which we all benefit."

McCrory said his number one priority is creating new jobs in North Carolina.

Perdue says she will continue to battle predatory lending in our state.

# The Charlotte Observer

September 24, 2008

## ELECTION NEWS FROM THE CAROLINAS

*By Jim Morrill*

Perdue, McCrory pitch plans at economic development conference

One thing North Carolina's two main gubernatorial candidates agree on: Economic development will be a top priority of the next governor.

Republican Pat McCrory and Democrat Bev Perdue spoke to more than 230 people at the N.C. Economic Developers Association conference at the Concord Convention Center.

“As mayor and as governor, a major priority will be jobs, jobs, jobs,” said McCrory, the mayor of Charlotte. “The No.1 goal of the governor is to sell the state.”

McCrory outlined a 10-point plan for development, including new and

traditional energy initiatives, a 50-year transportation plan and stopping what he called the “ridiculous internal competition” between regions.

He said one of his top priorities will be replacing the Yadkin River bridge on Interstate 85.

Perdue, the current lieutenant governor, said she would push for development in all 100 counties. She touted her role in keeping the state's military bases open and said North Carolina should be on the forefront of developing a “green” economy with wind and solar power.

And a one-time opponent of oil drilling off the N.C. coast, she said, “Yes, there's a real role for off-shore drilling in the future.”

# The Charlotte Observer

September 24, 2008

## ALTERNATE VISIONS FOR THE STATE'S PROSPERITY

*McCrory, Perdue agree, differ on economic development*

It's too bad the whole state couldn't listen in Tuesday when North Carolina's gubernatorial candidates aired their ideas on how to grow the state's economy.

In some ways, it was hard to tell the Republican nominee, Charlotte Mayor Pat McCrory, from the Democratic nominee, Lt. Gov. Bev Perdue.

Yet as the two hopefuls spoke – separately – and answered questions at a meeting of the state's economic developers in Concord, differences emerged. These two experienced leaders covered a lot of ground, from what they will look for in a commerce secretary to whether – and how – to streamline the environmental permitting process for business and industry. In many respects, such as the use of incentives to attract jobs, the differences are nuanced.

Yet there's a fundamental difference in their visions that voters should find insightful:

Mr. McCrory wants to grow the state's economy primarily by cutting key taxes,

expanding existing businesses and strengthening transportation.

Ms. Perdue wants to focus on building knowledge in workers, tying the state's workforce to the global economy and helping small towns.

Here are some of the specific differences:

Mr. McCrory said a top objective for recruiting would be retaining jobs that are already in the state by building relationships with existing small and medium businesses.

Ms. Perdue wants to build North Carolina's connection to the global economy by pursuing businesses with ties to defense, aerospace, energy and biotechnology.

Mr. McCrory stresses cutting the state's income and corporate taxes to attract new business.

Ms. Perdue favors targeted adjustments in the corporate tax structure that would help small businesses.

Mr. McCrory wants to develop a 50-year transportation plan.

Ms. Perdue wants to revitalize small towns and cities using historic preservation and incentives to attract entrepreneurs and business professionals.

Mr. McCrory wants to marry the state's education strategy to job creation by expanding vocational education in high schools, community colleges and universities. He would tie money for that to how many employees for high-need jobs they graduate.

Ms. Perdue wants to focus education resources on job redevelopment by training workers who can constantly adapt and learn new skills.

Mr. McCrory supports development of natural gas supplies that may be off the state's coast; Ms. Perdue, who has stated varying positions on offshore drilling, favors exploration only.

These differences don't tell voters everything they need to know. But they do offer a helpful picture of how each, as governor, might go about an important part of that job: creating jobs, strengthening the state's work force and expanding its wealth.