

November 6, 2012

Mountaineer, in what appears to be a calculated effort to affect Denny King's chances of election.

Denny King's campaign purchased advertising space in the Mountaineer, both in the form of a banner on the Mountaineer website (you know, one of those advertisements that bumps down information on the home page, and you have to do something to remove it, or it times out, so that you can see what you were originally after), and a front page flap (front and back) containing campaign information on the front and thanking contributors on the back of the flap.

The website banner was dickered with last Friday thereabouts, so that the banner did not automatically appear, but you had to click on it to make the banner appear. Clearly, not what the King campaign had ordered.

The front page flap was not there on Monday's issue of the Mountaineer.

The following is a summary of some of the dialog that transpired between very angry King contributors and the Mountaineer. For the first time ever, I received a response, actually two responses, from the General Manager, Jeff Schumacher, and they are included in this dialog.

It starts off with a blistering piece by someone known as "**ethicscheck2012**". Normally, I don't respond to anyone who remains anonymous, but have since checked authenticity. Another piece by "Olivia" also is anonymous, but also has been checked for authenticity.

Schumacher's responses lack any credibility, responsibility or accountability, kind of like an ostrich sticking his head in a hole in the ground. You ask this guy a straight question, and you get obfuscation.

A deal was worked out with Denny King that the website banner would be fixed, and the Mountaineer would reprint the entire Monday edition of the paper. How many times in your lifetime has the Mountaineer ever reprinted an entire edition of their newspaper. They indicated they would reload all of the Mountaineer newspaper stands around the county, redeliver papers to all their subscribers, and deliver an extra 1,500 newspapers to non-subscribers. [**Editors Note:** I did not receive one.] The reprinted newspapers came into town around 5:30pm yesterday.

The problem is, how many people are going to realize this, go to a newspaper box and purchase old news on Tuesday, voting day?

This all happened yesterday... I don't think this is over yet...

The following is an e-mail dialog, starting with an e-blast from Jonnie Cure which includes "**ethicscheck2012**" comments on Monday morning.

Monroe A. Miller Jr.
19 Big Spruce Lane
Waynesville, NC 28786

[Editors Note: E-blast from Jonnie Cure.]

----- Original Message -----

Subject: From Jonnie....Denny King's Campaign is harmed again by The Mountaineer!
Date: Mon, 5 Nov 2012 11:17:43 -0500
From: Jonnie Cure
To: Jonnie Cure

Looks like "EthicsCheck2012 is angry again! WHY? (Read his/her email in blue below my commentary in red.)

Why is he/she so angry?

Well, it probably has to do with the fact that Denny King's Campaign has spent hundreds of dollars, donated by you and me, on a giant thank you to Haywood County for their support to be placed on the front page of the Mountaineer today, THE DAY BEFORE MOST PEOPLE WILL GO TO THE POLES TO VOTE! AND GUESS WHAT...They failed to put the ad promoting Denny King in their newspaper! THEY MADE A "MISTAKE?" "THEY FORGOT?" " IT WAS A BIG OOOOOOPS!" AND THEY DID NOT INCLUDE THE NEWS ABOUT DENNY KING?....

Well, the resulting UPROAR WAS BIG and they have now decided to reprint thousands of newspapers, remove from the boxes around town the paper without the Denny King ad and replace them with the correct paper. BETTER LATE THAN NEVER BUT...hundreds of people buy their newspapers early and the damage The Mountaineer has done is irreparable, unforgiveable, and should not be overlooked under any circumstances.

Thousands of people buy the newspaper early and will not return to pick up the correct paper. Those who receive two newspapers in their mail boxes or in their yards will not read both! This type of damage is impossible to repair! Some heads should roll at the Mountaineer. Perhaps Jonathan Key, Jeff Schumacher, Vickie Hyatt and Jean McClure will finally see themselves held accountable for what they publish.

READ BELOW THE EMAIL FROM "EthicsCheck2012"

----- Forwarded message -----

From: ethicscheck2012

Date: Mon, Nov 5, 2012 at 10:24 AM

Subject: A very serious issue

To: jkey@themountaineer.com, jeff@themountaineer.com, jmclclure@themountaineer.com, news@themountaineer.com

Cc: jcubed41@gmail.com

I want to know how in the world you can call yourselves a professional business??

After what you have done to the King campaign, you should be put out of business! You think that you can just do these things and everyone will continue to think it is a mistake?? Really?? I am a professional person working the Western NC region. I have never seen anything like this. I will make sure that I tell everyone I come in contact with of the things you have done.

Do you know how many people knew this final ad was going to come out today? You have NO idea! Now, all of these people know what you have done and there is a campaign being put together by an individual (who has nothing to do with the Denny King campaign) to make sure that people boycott this rag that you call a newspaper.

You have done a lot of damage to your newspaper. More damage than you have done to the King campaign I can assure you.

As a citizen of Haywood County, a professional person, who works extensively with other businesses in Western NC and a granddaughter/daughter of a VERY prominent business here in the county, I can assure you that I will work tirelessly to get the word out about what you have done and about the lack of professionalism that is shown by your entire staff!

All of you are nothing more than a joke! Each one of you think you are something important but trust me, everyone laughs at you and your ignorance! I would be so embarrassed to be associated with this newspaper in any way because of the way people laugh behind your back. You just lost myself as a subscriber and you can expect a lot more subscriptions to be cancelled in the near future.

Furthermore, I will never spend another dime to purchase an individual newspaper from you either. With as many business owners as I know, I am sure they will be interested in knowing that they are spending advertising dollars with an unethical and unprofessional newspaper for which no one has respect anymore. There are many other avenues for advertising and I will be putting together a list of those to hand out to businesses! I prefer to see ethics win!

"EthicsCheck2012"

--

Jonnie Cure' Waynesville, NC

----- Original Message -----

Subject: Fwd: From Jonnie....Denny King's Campaign is harmed again by The Mountaineer!
Date: Mon, 05 Nov 2012 11:45:48 -0500
From: Monroe Miller
To: Vicki Hyatt <vhyatt@themountaineer.com>
CC: Becky Johnson <becky@smokymountainnews.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>, Jeff Schumacher <jeff@themountaineer.com>

Vicki,

Did you see this? It could be that the mountaineer finally stepped over the line and violated the following NCGS!

§ 163-274. Certain acts declared misdemeanors.

(a) Class 2 Misdemeanors. – Any person who shall, in connection with any primary or election in this State, do any of the acts and things declared in this subsection to be unlawful, shall be guilty of a Class 2 misdemeanor. It shall be unlawful:

(7) For any person to publish in a newspaper or pamphlet or otherwise, any charge derogatory to any candidate or calculated to affect the candidate's chances of nomination or election, unless such publication be signed by the party giving publicity to and being responsible for such charge;

(8) For any person to publish or cause to be circulated derogatory reports with reference to any candidate in any primary or election, knowing such report to be false or in reckless disregard of its truth or falsity, when such report is calculated or intended to affect the chances of such candidate for nomination or election;

(b) Class 1 Misdemeanor. –Any person who shall, in connection with any primary or election in this State, do any of the acts and things declared in this subsection to be unlawful shall be guilty of a Class 1 misdemeanor. It shall be unlawful for any person who has access to an official voted ballot or record to knowingly disclose in violation of G.S. 163-165.1(e) how an individual has voted that ballot. (1931, c. 348, s. 9; 1951, c. 983, s. 1; 1967, c. 775, s. 1; 1979, c. 135, s. 3; 1987, c. 565, s. 13; c. 583, s. 9; 1993, c. 539, s. 1112; 1994, Ex. Sess., c. 24, s. 14(c); 1993 (Reg. Sess., 1994), c. 762, s. 58(a)-(c); 1999-424, s. 7(h); 1999-426, s. 2(a); 1999-455, s. 21; 2007-391, ss. 9(b), 16(b).)

Monroe

----- Original Message -----

Subject: Re: From Jonnie.....Denny King's Campaign is harmed again by The Mountaineer!

Date: Mon, 5 Nov 2012 13:05:04 -0500

From: Jeff <jeff@themountaineer.com>

To: Monroe Miller

CC: Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>

You are correct that the mistake happened, and The Mountaineer takes full responsibility for the error.

I can assure you there was nothing intentional about this morning's error.

Know that we have spoken to the candidate himself, and although we cannot fix the mistake that happened this morning, both Mr. King and The Mountaineer have agreed that the best course of action is the one we are taking.

We, as are all of you, are humans. And, as such, can make an honest mistake. It's how you step forward to rectify it that matters.

We believe, faced with the circumstances, and the endorsement of our plan by Mr. King, we have demonstrated the sincerity to make this as right as possible.

You are all entitled to your opinion, and we understand your frustration. However, we are moving in a positive direction now, and would hope that you would see fit to do the same.

Thanks for your understanding.

Jeff Schumacher

----- Original Message -----

Subject: Re: From Jonnie.....Denny King's Campaign is harmed again by The Mountaineer!

Date: Mon, 05 Nov 2012 14:15:50 -0500

From: Monroe Miller

To: Jeff <jeff@themountaineer.com>

CC: Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>, ethicscheck2012

Mr. Schumacher,

What about the King Banner on the mountaineer website home page, the one that was supposed to drop down automatically? Who changed the start up parameters on those and why?

Monroe Miller

----- Original Message -----

Subject: Fwd: Re: From Jonnie....Denny King's Campaign is harmed again by The Mountaineer!

Date: Mon, 05 Nov 2012 14:17:26 -0500

From: Monroe Miller

To: Becky Johnson <becky@smokymountainnews.com>

CC: Jeff Schumacher <jeff@themountaineer.com>, Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>

Ms. Johnson,

Somehow, your name got dropped from the original e-mail... Here is your forwarded copy.

Monroe Miller

----- Original Message -----

Subject: Re: From Jonnie.....Denny King's Campaign is harmed again by The Mountaineer!

Date: Mon, 5 Nov 2012 14:28:02 -0500

From: Jeff <jeff@themountaineer.com>

To: Monroe Miller

CC: Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>, ethicscheck2012

The sliding billboard is working fine. Jonathan and I even spoke with Mr King this weekend, upon which he agreed it is what he expected.

I will say this again. We are focused on moving forward with this afternoon and evening's delivery of the newspaper as agreed upon with Mr. King.

Thanks,

Jeff Schumacher

----- Original Message -----

Subject: Re: From Jonnie.....Denny King's Campaign is harmed again by The Mountaineer!

Date: Mon, 05 Nov 2012 16:29:53 -0500

From: Monroe Miller

To: Becky Johnson <becky@smokymountainnews.com>

CC: Jeff <jeff@themountaineer.com>, Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>, ethicscheck2012, Caroline Klapper <caroline@themountaineer.com>

M(s). Johnson,

FYI.

Jeff Schumacher keeps dropping your name from this e-mail dialog. I don't know why...

Monroe Miller

[Editors Note: E-blast from Jonnie Cure.]

----- Original Message -----

Subject: From Jonnie....From The Mountaineer to Monroe Miller!
Date: Mon, 5 Nov 2012 22:11:49 -0500
From: Jonnie Cure <jcubed41@gmail.com>
To: Jonnie Cure <jcubed41@gmail.com>
CC: Jeff@themountaineer.com, Vicki Hyatt <News@themountaineer.com>, Jonathan Key <jkey@themountaineer.com>, JMcClure@themountaineer.com, Monroe Miller

The Mountaineer FAILED to print Denny King's message on the front page of The Mountaineer on Nov. 5th, the day before the election. The Mountaineer contracted with Denny King's campaign, for \$500, paid in full, to print his message on the front page of the last edition of the paper prior to the election tomorrow, Nov 6th.

----- Forwarded message -----

From: Jeff <jeff@themountaineer.com>
Date: Mon, Nov 5, 2012 at 1:05 PM
Subject: Re: From Jonnie....Denny King's Campaign is harmed again by The Mountaineer!
To: Monroe Miller
Cc: Vicki Hyatt <vhyatt@themountaineer.com>, Jonnie Cure <jcubed41@gmail.com>, Denny King, Jonathan Key <jkey@themountaineer.com>

Email below from Jeff Schumacher, of the Mountaineer, to Monroe Miller...My comments as usual are in red!.....Jonnie

You **Monroe** are correct that the mistake happened, and The Mountaineer takes full responsibility for the error. **The Mountaineer's human mistake has caused damage beyond repair to Denny King's campaign. The fact they take full responsibility for the error will not repair the damage they have caused!**

I **Jeff Schumacher** can assure you **Monroe** there was nothing intentional about this morning's error. **Says who? Jeff Schumacher? What level of assurance does this give me? None what so ever!**

Know that we have spoken to the candidate himself, and although we cannot fix the mistake that happened this morning, both Mr. King and The Mountaineer have agreed that the best course of action is the one we are taking. **What about the campaign contributors....are we happy, are we satisfied? Absolutely NOT! Jeff Schumacher wants to sweep this under the rug!**

We, as are all of you, are humans. **This is news?** And, as such, can make an honest mistake. **How "honest" is a mistake if it causes irreparable damage to a candidate?** It's how you step forward to rectify it that matters. This mistake CANNOT be rectified! **The Mountaineer's timing could not have been worse for Candidate Denny Kingtomorrow is election day. If you were going to damage a candidate's campaign would you not do it the day before the election when the candidate would not have time to counter the willful negligence of our local press?**

We believe, faced with the circumstances, and the endorsement of our plan by Mr. King, **Denny's expectations that they attempt to correct their mistake is not an endorsement of the Mountaineer's plan!** we have demonstrated the sincerity to make this as right as possible.

You are all entitled to your opinion, **Like we do not know this?** and we understand your frustration. **Frustration is not really the right word! Try "outrage!"** However, we are moving in a positive direction now, **a little too late don't you think ?** and would hope that you would see fit to do the same. **How sweet they are, guess we are to believe that everything is hunky dory now? How WRONG can a newspaper continue to be?**

Thanks **but no thanks** for your understanding.

Jeff Schumacher

[Editors Note: E-blast from Jonnie Cure.]

----- Original Message -----

Subject: From Jonnie.....I found this on the internet from "Olivia"..regarding Mountaineer fiasco!

Date: Mon, 5 Nov 2012 23:09:10 -0500

From: Jonnie Cure <jcubed41@gmail.com>

To: Jonnie Cure <jcubed41@gmail.com>

CC: Monroe Miller, Jonathan Key <jkey@themountaineer.com>, Jeff@themountaineer.com, Vicki Hyatt <News@themountaineer.com>, JMcClure@themountaineer.com

Olivia wrote: "THIS IS HUGE!!!! I cannot believe that The Mountaineer has sunk to a new low! We all know that this newspaper is really good for nothing more than lining the cat box or birdcage but I cannot believe the lack of professionalism and lack of ethics they have shown! We all have seen the lengths that Vicky Hyatt has gone to for the past few years to try and shut out @[100000774416348:2048:Denny King], the ONLY true conservative running for county commissioner! However, this is above and beyond anything that she has been able to orchestrate so far!

The Denny King campaign had paid for IN FULL on October 17, ads that were to be run on the front page of the newspaper last week with the final one running today. The final ad was to come out today on the front of the newspaper. The \$500 ad was "accidentally" omitted! A HUGE front page ad omitted??? Really?? Also, Denny King's banner that was paid for through tomorrow night at midnight was disabled on the website over the weekend! Well this has caused a firestorm among King supporters! When the newspaper realized just how angry many people are, they decided to reprint the newspaper TODAY, call in the delivery people to get the newspapers back out to the houses where subscriptions are held, and to restock the boxes. I know this is not for Denny King's campaign but yet to save the newspapers own butt as they know that they have angered many people! I have lived here all of my life and this is the first time I can EVER remember the newspaper being reprinted. I will be voting for ONE and ONLY one candidate for county commissioner so that my vote will carry more weight! That candidate will be Denny King who will stand up for me and my property rights and will stand up for me and the taxes I have to endure with this runaway commissioner board we have now! Voting for Kevin Ensley is as good as voting for a liberal, spending fool like the rest of the commissioners. Kevin is nothing more than a democrat masquerading as a Republican! He has openly admitted that the only reason he runs is to continue to get his health care through his position as a county commissioner. Do you think he really cares about YOU OR ME and our taxes and property rights?? That is laughable! The Mountaineer might think they have done something to look like they are trying to fix the situation but if you ask me, the damage has been done among people that have already purchased their newspapers early this morning. There is going to be a protest today organized by outraged people who are tired of seeing the liberal media with their lack of ethics trying to control what happens in politics. Please contact me via PM if you would like to protest this lack of ethics or if you would like to support the King campaign and I can give you the specifics of when and where! You might also want to know that WLOS is very interested in this story and will be sending someone out to cover the protest along with other newspapers in the area! Let's get out and support ethics in reporting and Denny King!"

Olivia

--

----- Original Message -----

Subject: Fwd: From Jonnie.....From The Mountaineer to Monroe Miller!

Date: Tue, 06 Nov 2012 01:35:20 -0500

From: Monroe Miller

To: Becky Johnson <becky@smokymountainnews.com>

CC: Jonnie Cure <jcubed41@gmail.com>, Denny King

Ms. Johnson,

Everyone keeps forgetting about copying you! What do you think? Do you want to throw your 2 cents into this? A free chance to dump on the Mountaineer (or stand up for them - you pick).

Monroe