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October 2019

As newspapers consolidate operations, weeklies work together to stay in print

BY TERI SAYLOR

Special to Publishers' Auxiliary

Despite having to find a new printer for his newspapers on short notice, Kirk Kern considers himself lucky.

Last July, Kern, the chief operating officer of Battle Born Media in Boulder City, Nevada, received a 30-day notice that the Salt Lake Tribune in Salt Lake City was cutting back its printing services. The Tribune had printed four of Battle Born's six newspapers over the last decade. Battle Born's other two newspapers are printed by Swift Communications in Carson City.

"The Salt Lake Tribune served all our needs with full-color capability, fast turnaround, reasonable prices and great customer service," Kern said. While the distance from Salt Lake City to Battle Born's newspapers in central Nevada seems daunting, the Tribune was able to deliver the printed newspapers to Battle Born's Ely Times, about 240 miles, in a manageable drive time of three-and-a-half hours on Highway 15.

Luckily, when Kern got the bad news, he already had two printing options on the table.

"One of the printers would have required us to change our deadline by a day, delaying our normal Thursday publication day until Friday," he said. The other offer came from the Las Vegas Review-Journal, the Ely Times' previous publisher under different ownership.

The Review Journal, which had been courting Kern's business for a



ADAMS PUBLISHING GROUP

The press is running at APG Printing Solution's plant in Janesville, Wisconsin, under supervision of Press Manager Denny Szulczewski.

month, won the contract. Delivery to Ely is the same distance as it was from Salt Lake City, but the route, along a two-lane road, takes about an hour longer.

The transition was not without challenges. With a different press comes a different web width. But Battle Born had purchased the four newspapers from the Review Jour-

nal more than a decade ago, and familiarity with the product helped smooth the transition.

"We had to change our page size, column width and ad sizes, but it wasn't really a problem," Kern said. Another Nevada newspaper, the

SEE **FLIP** SIDE

High Desert Advocate in West Wendover, which also printed in Salt Lake City, transferred its printing to the Review-Journal as well as is piggybacking its delivery with the Battle Born papers to Ely.

"It turned out to be a win-win situation for all of us," Kern said.

Small newspapers have long outsourced their printing to larger newspapers in their regions for savings, convenience and because they didn't have the physical space or page count, circulation and frequency to keep a press busy.

Now, some are starting to suffer hardships that come with media consolidation and cutbacks, according to Tony Smithson, regional director of printing operations for Adams Publishing Group's APG Printing Solutions in southern Wisconsin. Smithson, who writes a regular column for Publishers Auxiliary (Page 5), said the search for greater efficiency is driving larger newspapers to consolidate many of their operations, including printing. This puts extra pressure on press capacities, and smaller newspapers are starting to feel the pinch.

"Eventually presses age, and it's getting harder to find anyone to run them or repair them when they break down," he said. Press shutdowns put added pressure on regional printing capacities.

Last year, Adams Publishing Group bought the family-owned Bliss Communications, which had built a state-of-the-art commercial printing and production facility in Janesville, Wisconsin, in 2007 to print its two daily newspapers and a variety of weekly community newspapers from Chicago to northern Wisconsin.

Today, APG keeps the production facility busy, printing 120 newspapers.

As the hub of a regional newspaper group for Adams Publishing Group, Smithson's operation in Janesville is directly responsible for the success of six daily newspapers, 13 weekly newspapers and 11 shoppers. His facility also serves approximately 100 other publications as a contract printer.

"In addition to our newspapers, I am fortunate to serve approximately 100 other publications as a con-

tract printer. We face the challenges of a quickly changing industry daily, looking for efficiencies and creative solutions as we continue to get the newspapers on the street every day," Smithson said.

Keeping presses running will be an ongoing challenge, Smithson said, due to the shrinking print product as the media industry moves toward digital publishing.

"It is a reality that circulation is declining. We print 10% more newspapers today than in the past, but we print the same number of copies," he said.

The Janesville plant is engineered to print small community newspapers and is a welcome relief for its customers.

"It's not efficient for large presses to print small community newspapers, and they are having a hard time finding printers to do small press runs," he said. "We are engineered to print small papers."

In Kansas, existing presses generally are serving the needs of their newspaper customers, but the Kansas Press Association has long urged its members to develop contingency plans to cover a variety of challenges, according to executive director Emily Bradbury.

"Being in Tornado Alley like our fellow press associations in the Midwest, we encourage our members to always have a backup plan in case of a natural disaster or press breakdown," she said. "In some areas of the state, the closest printer may be hundreds of miles away, or even in another state."

According to Bradbury, there are 21 printers in Kansas currently handling around 190 publications. The state has seen print consolidations over the past decade, including two in the last year.

"Luckily, our printers are meeting the demand and working with their customers to make any transition as easy as possible," she said.

KPA president Travis Mounts is in a wait-and-see mode. He's editor and part-owner of Times-Sentinel Newspapers in Cheney, Kansas, and has been involved in recent printing consolidations, which, so far, have not been disruptive. The Times-Sentinel publishes five newspapers and a variety of special sections.



ADAMS PUBLISHING GROUP

As the hub of a regional newspaper group for Adams Publishing Group, the operation in Janesville is directly responsible for the success of six daily newspapers, 13 weekly newspapers and 11 shoppers, plus a host of contract clients. Pictured above is Press Manager Denny Szulczewski.

"Kansas newspapers have a level of uncertainty for the future, rather than immediate problems," he said. "If we lose more presses, though, there will be a concern because there will not be enough capacity for all the newspapers. Or printing may become prohibitive for some because of cost or colliding deadlines."

Mounts is worried that consolidation will eliminate printing options close to home for newspapers. Already, in Wichita, there are only three presses within a two-hour drive, he said.

In the early 2000s, Mounts printed his newspapers at the Wichita Eagle. But over time, The Wichita Eagle, along with the Topeka Capital Journal and the Lawrence Journal-World, have eliminated their printing operations and rely solely on the Kansas City Star. The communities the Times-Sentinel Newspapers cover are essentially bedroom communities for Wichita, and he relies on the Postal Service to deliver most of his newspapers, with racks and a small carrier force distributing monthly free distribution products.

He believes his newspapers' long-term future depends on business from Wichita because that is where his readers work and shop.

"Our Main Street has fewer retail outlets, and fewer residents are in

PRINTING: In the rural states, consolidation eliminates many printing options close to home for newspapers

FROM PAGE 3

town during the workday, compared to how it used to be,” he said. “Our communities are growing, but the retail business doesn’t reflect that growth. Fast-food restaurants and national chains have replaced local businesses that traditionally supported local newspapers.”

He believes printing press challenges will push more and more publications online, and for now, while Mounts is still married to print, he continues to scrutinize what digital growth might look like for the small newspapers he publishes. He realizes that in the past, retailers thought they had to be in their local newspaper, but today, that thinking is skewing towards Facebook and other social media

platforms.

“But Facebook posts only reach 10 to 15% of followers, and there’s no middle ground. They either take off and go viral or they go nowhere,” he said. “In print, readership is consistent. The number of readers who see our ads and stories is the same as last week and will be the same next week.”

He advises publishers who are thinking of changing their printers to do so now.

“What has hurt us over the years is being indecisive, and now is the time to be decisive. I’m not preaching doom and gloom, but it’s better to be safe than sorry,” he said.

Smithson sees salvation through cooperation. He recognizes that while newspapers have always been good neighbors, they must be will-

ing to make compromises and work together for the greater good as never before, piggybacking on each other’s print needs, even if that means adjusting page sizes, deadlines and delivery times.

“Printing newspapers used to be the coolest job ever, and the future relies on cooperation and compromise,” he said. “I can’t imagine the day when there will not be any printing at all, but publishers must work with each other to ensure this.”

EDITOR’S NOTE: This article was specially commissioned by the National Newspaper Association’s Publisher’s Auxiliary and the Nevada Press Association.

TERI SAYLOR is a freelance writer in Raleigh, North Carolina. Contact her at 919-604-0288.



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Newspapers removed from broadcasters' public notice requirement

BY TONDA RUSH

Director, Public Policy |
National Newspaper Association

WASHINGTON, D.C. — The Federal Communications Commission in September unanimously voted to remove from newspapers the public notices previously required by broadcasters seeking to acquire or renew a license in a local community.

The Media Bureau of the Commission sought public comment on the proposed change in 2017. The broad-

casting industry overwhelmingly supported a new regime that would put the responsibility for providing public notice solely in their own hands, announcing the applications on air and on their own websites, linking to the application file on the FCC website.

The Media Bureau presented its findings from the 2017 inquiry to the full commission and said it was recognizing changing ways consumers receive information.

Commissioner Michael O'Rielly said he wholeheartedly approved of the change in light of broad-

casters' complaints of regulatory costs while they must compete with unregulated media. Commissioner Geoffrey Starks also approved the change but expressed concern about missing consumers without broadband service. He asked the public to submit ideas on how to use social media to reach communities "not fully connected."

TONDA RUSH is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at tonda@nna.org

NNA announces alumni sponsorship program

PENSACOLA, Florida — The National Newspaper Association is proud to announce its alumni sponsorship program, incorporating student newspapers and college/university journalism programs as members for a low rate of \$200/year.

Publishers and editors are encouraged to introduce their alma mater(s) to the joys of running a community newspaper by sponsoring a membership so they, too, can take advantage of all NNA's member benefits.

This membership encompasses all

NNA member benefits, including but not limited to: monthly trade newspaper, Publishers' Auxiliary; free monthly Pub Aux Live! training webinars; libel insurance discounts; access to the Annual Convention & Trade Show, allied partner vendors, the NNA business law hotline, NNA member contact information and more.

Student membership has grown to 16 with the following sponsorships:

- The Chadron (Nebraska) State College's weekly student newspaper, *The Eagle*, sponsored by NNA Vice President Matt Adelman,

publisher of the *Douglas* (Wyoming) *Budget*;

- The University of Alabama's twice-per-week student newspaper, *The Crimson White*, sponsored by NNA Executive Director Lynne Lance; and

- The University of Illinois at Springfield's weekly student newspaper, *The Journal*, sponsored by NNA Associate Director Kate Richardson

Visit <http://bit.ly/2n2sONq> to sponsor a journalism program or email Lynne Lance at lynne@nna.org with questions.

The Canadian dollar also rises

Consider oil price, market indications while budgeting for 2020

Scenarios of flames from a bold drone attack on Saudi oil facilities by Yemen's Houthi rebels generated opinions from pundits about Middle-East politics, U.S.-Iran relations, and how new technologies like drones are changing the modern battlefield. Not surprisingly, there was no commentary about its effect on newsprint prices.

So how does violence in the Middle East impact newsprint pricing? It's because newsprint pricing, particularly in North America, is directly tied to the price of oil.



Although petroleum is not an ingredient in the newsprint production process, changes in oil prices impact the price of newsprint in two different ways: exchange rates and transportation costs.

In 2018, Canada was the world's fourth largest producer and exporter of crude oil, and the vast majority of the foreign currency in Canada comes from the sale of oil. The fact that nearly all of the oil produced in Canada is sold to the United States dictates that the U.S. dollar is the currency of choice for Canadian oil.

Like any other product, the price of currency is based on supply and demand. When oil prices are low, it doesn't take as many U.S. dollars to buy a barrel of Canadian oil, so the Canadian dollar (the Loonie) is lower in value relative to the U.S. dollar. When oil prices rise, the supply

of U.S. dollars in relation to the supply of Canadian dollars rises, so the value of the Canadian dollar increases.

Similar to oil, Canadian newsprint

mills sell the majority of their product for U.S. dollars. However, their expenses, like labor, wood chips and electricity, are paid in Canadian dollars.

If the exchange rate for one Canadian dollar is 75 cents U.S., then the newsprint mill makes a 25-cent profit on every dollar of newsprint sold just from the exchange rate. While this isn't great for you if you're a Canadian mill worker saving up to buy a new Harley-Davidson, it keeps the pressure off of the mills to raise prices.

However, when oil prices rise, the value of the Canadian dollar also rises and the exchange gap closes. While a rise in the Canadian dollar doesn't automatically trigger an increase in the price of newsprint, it does create the right conditions for prices to go up.

The profits available from currency exchange created an issue during 2018 when U.S. newsprint producers claimed that Canadian mills had an unfair pricing advantage over U.S. mills, threatening to put them out of business. The reality that the International Trade Commission eventually saw was that while exchange rates do create an advantage in some situations, they don't create an unfair advantage because currency fluctuations are beyond the control of the producers and could easily switch to a disadvantage with those same fluctuations.

The value of the Canadian dollar is so important in predicting newsprint price changes that it is a central question that newsprint producers have to answer when creating their budgets

ASKING YOUR SALES REP, "What are you budgeting for an exchange rate for next year?" can provide valuable insight into whether the producer is planning to change prices.

for the next year.

This question is certainly not off limits to publishers and is a good one to ask a supplier as we do our own



annual budgets. Asking your sales rep, "What are you budgeting for an exchange rate for next year?" can provide valuable insight into whether the producer is planning to change prices.

The second half of the "double-whammy" of oil's effect on newsprint pricing has to do with fuel cost and the cost of transportation.

Over the past few years, many shipping companies have stopped changing rates on a regular basis and have simply added "fuel surcharges" on top of their rates. The danger with this is that you might not realize that your cost has gone up until you receive the invoice.

As publishers begin working on financial budgets for 2020, it's helpful to look at market indicators like oil prices to get an idea of what could be coming down the road.

Unfortunately, in today's world, a few carefully aimed drones in a desert thousands of miles away can send those carefully prepared budgets up in smoke.

TONY SMITHSON is the regional director of printing operations for Adams Publishing Group's APG Printing Solutions.

Adopt a clear policy for reporting

A recent study by the nonprofit media and culture group Define American and the MIT Center for Civic Media found that major newspapers have adopted President Trump's rhetoric for immigration, using language and labels like "illegal immigrant" to describe people working or residing in the United States without a visa or permit.

The New York Times and The Washington Post both used what the study's authors described as "dehumanizing" language in stories on immigration. The other two papers singled out in the study, the Los

Angeles Times and USA Today, used the language less in their reporting.

The study's author, Ethan Zuckerman, told the Intercept that the LA Times seemed to have "made conscious newsroom choices that they don't want to normalize this language, even by

putting it in quotes."

The study also found that the major papers frequently cited a far-right, anti-immigration group without disclosing its ties to the Trump Administration.

It would be easy enough to politicize the study and its findings. After all, our choice of language to describe immigrants is often viewed as a marker of our politics, which is why the study noted that in many cases news organizations put terms

such as "illegal immigrant" in quotations.

In 2013, AP discouraged the use of "illegal" to refer to a person. It noted that illegal should be used only to describe an action and even then, reporters should take care to describe how someone entered the country. In a blog post explaining the change, AP's then executive editor Kathleen Carroll noted that "while labels may be more facile, they are not accurate."

For example, AP discourages the

OUR READERS MAY SEE this as a political decision. We can point out that we are simply doing what community journalism always has done, which is to put community first, to make every single person in them count.

use of "undocumented" because immigrants typically have documents, just not the correct ones. To avoid "illegal," newspapers sometimes still use "undocumented," as many Iowa publications did in reporting on the murder of college student Mollie Tibbetts in 2018.

The study's findings are useful for us in community journalism for the very reason we often lament when "big media" attempt to label our part of America.

At the community level, it is our charge, on the frontlines of the national immigration debate, to adopt clear policy for how we will talk to and about each other.

This doesn't have to be a political decision. Nor should it be.

We need every single one of our readers and viewers to survive the

disruption within our industry.

We can't afford to take sides or to isolate ourselves. We can't afford to follow The Washington Post or the New York Times on this issue. I'm pretty confident they will survive. I'm less confident that our smallest newspapers and radio stations will.

For that reason, we must decide, as the Southern Illinoisan did, in covering one immigrant's story in 2018, to be purposeful with language, to be considerate of language, to see each other as mem-

bers of the same community. That's what Southern Illinoisan reporter Molly Parker did in writing the story of a

West Frankfurt family whose father had entered the country illegally.

Our readers might see this as a political decision. We can point out that we are simply doing what community journalism always has done, which is to put community first, to make every single person in them count.

(Author's note: I was a staff writer at The Washington Post during the same time that Define American co-founder and chief executive Jose Antonio Vargas was also on staff at the paper.)

JACKIE SPINNER is the editor of Gateway Journalism Review (gatewayjr.org) and an associate professor at Columbia College Chicago. She will keynote the Opening Breakfast of the NNA Annual Convention & Trade Show in Milwaukee, Wisconsin, on Friday, October 4. Send story tips to jspinner@colum.edu.

LOCAL MATTERS



JACKIE SPINNER

NNA Board of Directors elects Buildable to redesign NNA.org



BY KATE RICHARDSON

Managing Editor | Publishers' Auxiliary

PORTLAND, Oregon — Upon review of 15 bids received for the redesign of NNA.org, the National Newspaper Association Board of Directors elected Buildable, formerly LVSYS, of McMinnville, Oregon, for the redesign of nna.org. The NNA website was built by LVSYS in 2011.

Following a two-month RFP process, Buildable — led by President & CTO Max de Lavenne — responded with the most competitive offer meeting board requests: an update to the site's login / online account registration with possible implementation of a metered paywall, a design upgrade and improved navigation. The design will also be American Disabilities Act (ADA) compliant.

(Check the upcoming November Publishers' Auxiliary for more information on ADA compliance in the convention wrap-up FOCUS section. Matt Paxton, The News-Gazette, Lexington, Virginia; Tonda Rush, NNA, Falls Church, Virginia; and Thad Swiderski, eType, Austin, Texas, will present the flash session, ADA Compliance: Could you be sued for a website that visually impaired people cannot read?)

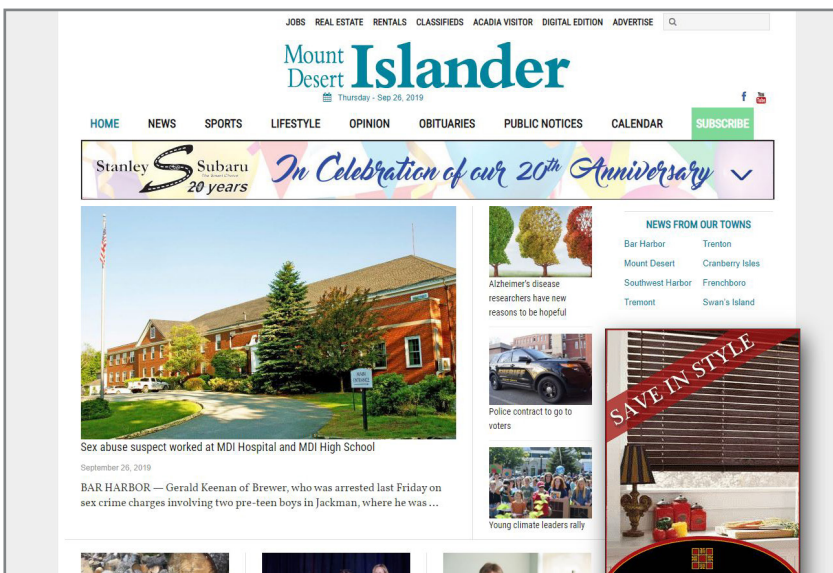
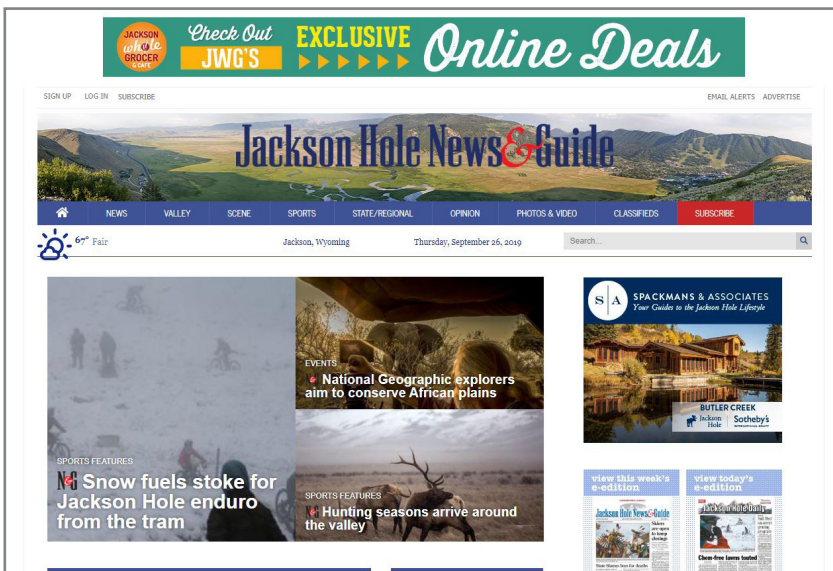
Located in downtown McMinnville, Buildable is right across the street from an NNA member, the Yamhill Valley News-Register. President and Publisher Jeb Bladine also utilizes a Buildable website for the News-Register and helps provide technical support to NNA staff.

The News-Register website was just awarded an honorable mention in the NNA's 2019 Better Newspaper Editorial Contest best newspaper website category. A judge wrote, "The incredibly user-friendly special sections set your site apart. Excellent layout, great site."

Executive Director Lynne Lance said, "We've started meeting with Buildable weekly. Regarding the design, we are seeking inspiration from the top newspaper websites along with the News-Register — the Taos (California) News, which was awarded first place; the Jackson Hole (Wyoming) News&Guide, second place; and the Mount Desert Islander (Bar Harbor, Maine), third place."

Site visitors will soon be able to sign up for membership online, as well as access Publishers' Auxiliary content.

Buildable's web design team of four currently serves approximately 20 local magazines and newspapers that utilize a Buildable website, including the News-Register, Broadband Communities Magazine, Oregon Wine Press, Southern Oregon Magazine and more.



NNA's 2019 Better Newspaper Editorial Contest best newspaper website category winners are serving as inspiration for the new NNA.org design. The Taos (California) News' website (top) was awarded first place, the Jackson Hole (Wyoming) News&Guide website ranked second, and the Mount Desert Islander (Bar Harbor, Maine) placed third.

SEE FLIP SIDE

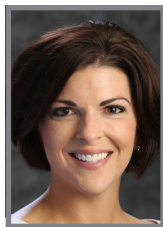
Tell your readers exactly why you do what you do during National Newspaper Week, Oct. 6–12

BY EMILY BRADBURY

Executive Director | Kansas Press Association

Tell your story. Your readers don't know what they don't know.

One of the best parts of my job is to promote Kansas newspapers to stakeholder groups. All you have to do is wear your "Journalism Matters" T-shirt around town and you will, most likely, be engaged in a conversation.



Bradbury

Some of the conversations are positive, while others are quite critical.

Either way, it always provides a great day of conversation that allows me to engage Kansans about one of my favorite things — Kansas newspapers.

During some of the more, shall I say, "critical" conversations about the newspaper business, it is quite interesting to see the response to the most recent research about what happens when a local newspaper disappears.

I loudly and proudly repeat the research.

"When newspapers shrink, fewer people run for mayor (Rubado & Jennings, 2019). Sometimes I don't like the choices we have now. Can you imagine if we had no choice?"

This usually elicits a knowing nod from my audience but I always end with the one that usually silences most critics, "Did you know that costs for local municipal bonds rise

as much as 11 basis points after a local news disruption (Gao et al., 2018)?" Mic drop.

The local watchdog role of newspapers cannot be overestimated — especially when it comes to our pocketbooks, and that is something everyone can get behind. OK, maybe not some local elected officials, but you get my point.

Listen, it is part of my job to know these things, but your readers don't. As they say, they don't know what they don't know. It is your job to tell them. I know it can be tough to toot your own horn, but now is the time. We even

have an excuse to do it — a whole week in October is dedicated to our industry. Let's use our week wisely.

National Newspaper Week is Oct. 6-12. This year's materials are centered around the "Think F1rst" Campaign — Know Your 5 Freedoms".

There are numerous columns, editorials and cartoons for your use at nationalnewspaperweek.com. Tell

your story.

Inform your readers on how and why you do what you do and what would happen if we didn't have the Fourth Estate.

It's not good — no matter what side of the aisle you sit on.

EMILY BRADBURY is executive director of the Kansas Press Association.

THINK

FIRST

KNOW YOUR 5 FREEDOMS

National Newspaper Week

October 6 - 12

Delta Publications sold to family owned media group

KIEL, Wisconsin — Mike Mathes, president/owner of Delta Publications/Delta Digital Strategies, has announced the sale of the two companies to the Delta Media Group, headed by Jim O'Rourke, a 25-year veteran of the newspaper industry, and Joe Mathes, a longtime member of the Delta Publications family.

Delta Publications publishes the Tri-County News — serving Kiel, Chilton and New Holstein — along with the Tempo, a weekly free paper serving the Between the Lakes (Wisconsin) market area. In addition, Delta Online offers cutting-edge digital advertising solutions for a customer base that goes beyond the traditional media and local market place.

"It has been my privilege to serve as publisher of this amazing community institution for nearly 40 years," Mathes said. "We have been blessed to be part of some amazing communities and connected with the people and organizations of those communities for four decades. True stewards not only look back on their history, but try to help shape a future for the organization they have served. I am thrilled to leave this business in the hands of tremendously capable and bright people who will continue the tradition of great customer and community service."

Joining O'Rourke on the new ownership team will be a familiar name — Joe Mathes. A longtime marketing and sales leader for Delta Publications, Mathes is widely known throughout the media industry for his talents with developing cutting-edge digital strategy

and media solutions. He has been a past publisher, sales manager and digital strategist for the company since 1984.

"The opportunity to keep Joe in place and bring in Jim O'Rourke, who has an outstanding track record of success in the fast-changing media industry, someone who values community journalism and has a strong sense of integrity, will make for a wonderful match with our team, our communities, and the people of eastern Wisconsin," Mathes said.

TEAM TO CONTINUE

"Jim brings great experience and vision to our media company and will be a great asset to this business," Mathes said. "Delta Publications has been fortunate to have great people serving over the years, and we are thrilled that they will be continuing to serve you beyond this transition of ownership."

Finally, Mathes said, it is no small matter that a wonderful family tradition will continue. "Our father, Earl, started at the Kiel Record back in 1947. He became co-publisher in 1962, then full owner in 1967. With Joe continuing in an ownership and day-to-day management capacity, the Mathes family name, now in play for 57 years, will be part of our local media business for years to come. In these days of corporate ownership for just about everything, our communities are fortunate to have a family interest continuing in the business."

And the departing publisher won't

be riding off into the sunset right away. Mathes, who will be retiring as publisher, will remain on with Delta Media Group in a limited role as a part-time writer/photographer and layout editor.

The newly formed Delta Media Group is an affiliate company of the O'Rourke Media Group, an up-and-coming company that owns four local community newspapers and a progressive marketing agency in northwest Vermont.

"Mike and the Mathes family have done a tremendous job publishing newspapers, maintaining their presence and effectively serving readers and local businesses in eastern Wisconsin for decades," O'Rourke said. "I'm excited with the opportunity to partner with Joe to continue this amazing track record of success."

All current Delta Publication employees will be hired by the new company. O'Rourke and Mathes have plans to strengthen current business operations and expand their market area in both Wisconsin and in other regions of the country. "Joe brings unique talent and capability in the digital segment of the business," said O'Rourke. "We plan to improve upon how we serve readers and local businesses with our wide range of content and print products, but digital transformation is our future, and we're going to have a lot of fun continuing to build on the foundation that Joe and the local team have been working on for several years."

The sale of the business was facilitated by media broker Julie Bergman of Grimes, McGovern & Associates.

Postal Q & A: What are my options to deal with local delivery complaints?

Weight limit on inserts? Refund of duplicate 3579s?

Q : One of our newspapers had a question about a postal weight limit on an insert. Disagreement ensued over a 3.3-ounce limit existing (or not). Does one exist?

A: That limit would primarily apply to a single piece being mailed through the old Standard Class. And it has now been moved up to 4 oz. to travel at the single-piece price in Marketing Mail without paying piece and pound prices. Part F of 3602-R illustrates 4-oz. limit for single-piece price mailings in third line down on page 8.

There is a 3.3-oz. limit on the Ride-Along rate in Periodicals DMM 207.15 — which is for a clearly Marketing Mail piece inserted in

Periodical; see citation below — but not for valid supplements, which is what most newspapers use.

DMM 207.15 RIDE-ALONGS

The standards apply to USPS Marketing Mail material paid at the Periodicals Ride-Along price that is attached to or enclosed with Periodicals mail.

Only one Ride-Along piece may be attached to or enclosed with one copy of Periodicals mail. The Ride-Along price must be paid on each copy in the mailing, rather than each addressed piece. A Ride-Along piece must meet the content eligibility requirements for USPS Marketing Mail and must:

1. Not exceed any dimension of the host publication except when

the host publication and the Ride-Along piece are contained in an envelope, polybag, or other complete wrapper.

2. Not exceed 3.3 ounces and must not exceed the weight of the host publication.

3. Not obscure the title of the publication or the address label.

Q: Is there anyone there who can point me toward the written rule that says that the Post Office may only charge newspapers once for postage due fees for non-deliverable papers? I just got a stack of postage-due notices from my PO, and they charged me 13 times for the same paper.

A: As the entry below from the Domestic Mail Manual explains, you can return to your post offices all duplicates of a PS Form 3579 (yellow sticker) to the same address and get credit to your account for all but one. They almost assuredly do come from CFS sites.

DMM 507.1.5.2 PERIODICALS

[1-27-19] Undeliverable-as-addressed (UAA) Periodicals publications (including publications pending Periodicals authorization) are treated as described in Exhibit 1.5.2, [<http://bit.ly/2kv3SgU>] with these additional conditions:

6. A publisher may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by the USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided electronically via ACS or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number

of duplicate notices received. The USPS does not process refunds for duplicate notices if the original and duplicate notices are not provided both by ACS or both by CFS6.

Q: Thanks again for your help in pointing me in the right direction when we were getting ready to switch our publication schedule and switch to postal delivery. The switch to postal has gone well except that my local post office has not provided good service. We have been very careful not to blame them to our customers. We take customer complaints and we redeliver missed deliveries in the city. We communicate the complaints to the local post office most of the time but not consistently. We drop at seven other post offices and have very few complaints. I realize that our origin office has the bulk of deliveries. But even allowing for volume, complaints about them are high. It is not uncommon for them to not deliver all their routes in a day. I think they are short on delivery personnel, and I think their business with Amazon kills their overall service performance. I just had a customer call who complained to the local post office because they got no delivery on Tuesday. He felt that he got brushed off, so he called a USPS customer service line. He has no confidence that he will get a response. He is suggesting that we do a story on the poor service.

I am going to talk to the Postmaster in a more in-depth way than I have yet. I will be direct but respectful. What are my options to get improved service

if contact at the local level does not improve my service?

A: Disappointing to hear, but we are hearing similar complaints on an isolated basis. Keeping full routes so that they have carriers working consistently can be a problem, especially if unemployment is low in area.

An in-depth discussion with postmaster is advisable, as you have planned. What assurances of

good delivery did you get when you talked with them about your switch to mail from home delivery, adding substantial revenue?

There are avenues over the postmaster's head. A postal operations manager supervises your office in the district office. There are customer-service personnel who can be contacted at district and even area levels. With such an indifferent postmaster, those steps wouldn't

likely go over well. I'd make every effort to work with local postmaster or supervisor, who is over all carriers in each office. I wonder whether that position is actively filled? Ask the postmaster if you could meet with him/her and the supervisor.

MAX HEATH, NNA Postal Committee, is a postal consultant for Landmark Community Newspapers and NNA members.



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Ed Henninger | Director
edh@henningerconsulting.com
www.henningerconsulting.com
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‘Local news submissions have tripled, advertising revenue is over budget, and page count is up 200%. Readership is stronger than ever—and it all started with Ed.’ — Patricia Guilfoyle | Editor | The Catholic News Herald

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Research in old community newspapers shows value of printed page and granular local reporting

When Jim Phillips of Lexington, Kentucky, started poring through microfilm copies of old newspapers to research his family history, he thought it would be “a legacy to be left for my family and others, documenting the world of my parents’ youth and their home, Pulaski County, Indiana,” as he wrote in a research paper for an independent-study

INTO THE ISSUES



AL CROSS

course I supervised at the University of Kentucky.

But Phillips experienced something that may make printed newspapers last longer than many think: the serendipity that often manifests itself in scanning the pages of a newspaper, discover-

ing and digesting information that you aren't specifically seeking.

He also discovered a fundamental element of community newspapers that might also make them survive, in whatever form: the granular coverage of individual lives that weave together to form a community. That led him to expand his work to the independent-study course in journalism.

“When this project started, I was merely looking for items mentioning my family, but it soon expanded to other items that interested me,” Phillips wrote. “This occurred — as my journalism professor, Al Cross, aptly pointed out — because of the wide variety of information displayed on each newspaper page.”

Newspaper serendipity was well described in *The New York Times* by Bill McKeen, chairman of the Department of Journalism at Boston University, when he held the same job at the University of Florida (after teaching at my alma ma-

ter, Western Kentucky University). Bill required students to read the *Times* in print, not online, when you “find only what you're looking for,” he wrote. He defined serendipity as “the ability to make fortunate discoveries accidentally” and called it “a historian's best friend and the biggest part of the rush that is the daily magic of discovery.”

As Phillips scanned the pages of the *Pulaski County Democrat* and the *Winamac Republican*, he found not only things that he didn't know about his family, but many other happenings — some of which constituted narratives about individuals and families, and economic, technological and cultural trends from 1924-25 — the years his parents were born — to 1947, the year he was born. It's all there: the Ku Klux Klan, Prohibition, the Great Depression, World War II and so on.

The project showed the value of newspaper archives in researching trends, some of which Phillips notes with striking examples, such as Chet Reynolds, who wrote a letter to Santa Claus in 1925, when he was 7, asking for “an electric moving-picture machine.” In October 1947, as manager of the Home Appliances and Radio Store, he ran an ad announcing that it had a “television,” and in May 1948, one of the papers pictured him installing the antenna for “the first home television set in Pulaski County.”

Phillips' paper is online at <http://bit.ly/2nTHvD6>. He wrote in the first paragraph, “I came to know my hometown just before my birth because the reporting of these weeklies was relentlessly local.”

And granular. He found no enterprise reporting but plenty of personal reporting. “Births, marriages, deaths and courthouse reports were front-page staples,” he writes. “In each issue, Sunday dinners, family visits, short trips and parties were

routinely reported by correspondents for each of the county's five to eight communities and their adjacent farms. Hospitalizations and long trips were also announced, without concern for confidentiality and burglaries.”

This amounted to a lot of information. “The number of people mentioned in an issue was about 2,500,” Phillips estimated, including as one of his many illustrations a house ad that bragged about 2,630 names in one edition. “Although it included visitors from outside the county, that number is significant in a county with a population of about 11,000.”

Community correspondents are much less common today but are still seen in some rural newspapers. I wish there were more of them. Times have changed, and most of the information a weekly correspondent might report would already be known, but the best correspondents also include insightful personal observations and valuable background knowledge of their communities.

I like to say that every American has the First Amendment right to commit journalism. Note that verb; it connotes responsibility for your actions. At a time when every American has the ability to publish, without understanding the responsibilities of journalism, it would serve us well to have a cadre of correspondents in every county — citizen journalists, serving as connectors to the local newspaper and helping their neighbors identify with it.

AL CROSS edited and managed rural newspapers before covering politics for the *Louisville Courier Journal* and serving as president of the Society of Professional Journalists. He is a journalism professor at the University of Kentucky and director of its Institute for Rural Journalism and Community Issues, which publishes *The Rural Blog* at <http://irjci.blogspot.com>.

APG announces Steve Fisher as regional president for southern Minnesota

Adams Publishing Group (APG) announced Steve Fisher as the regional president of APG Media of Southern Minnesota effective October 1, 2019. Fisher spent 18 years at Woodward Communications, Inc. (Dubuque, Iowa) prior to joining APG.

At WCI, Fisher held several titles in advertising and marketing management before publisher. Most recently, Fisher was group publisher of Woodward Community Media, which includes WCI's paid newspapers, shoppers, niche publications, events, and commercial printing operations.

Under Fisher's leadership, WCI grew its weekly newspaper and



Fisher

shopper titles from 10 to more than 20 through a series of acquisitions. Fisher and his team introduced several new print, video, digital and event initiatives resulting in new business models, audience growth and community development.

Active in the paid newspaper and free paper industry, Fisher has conducted advertising sales and sales management training for the American Press Institute, Inland Press Association, Iowa Newspaper Association, Wisconsin Newspaper Association, Missouri Press Association and the Association of Free Community Papers. He is a past president of the Iowa Newspaper Association and served as a two-term president of the Midwest Free Community Papers association.

Prior to Woodward Communica-

tions, Fisher held various advertising and leadership roles with Quincy Media, Liberty Group Publishing and American Publishing Company.

Fisher is a graduate of several executive development programs, including API's Executive Development Program; Wisconsin Broadcasters Association Foundation's Walker Broadcast Management Institute, and the Association of Free Community Paper's Leadership Institute.

Fisher completed a bachelor's degree in mass communication in 1990 at Truman State University (Kirksville, Missouri), where he was a three-time varsity letter winner in track and field. Steve and his wife, Lori, have three sons.

OBITS

Index-Journal publisher, matriarch Judi Burns dies at 72

BY MATTHEW HENSLEY

Reporter | Index-Journal

Judi Burns wore many hats at the Index-Journal (Greenwood, South Carolina) beyond serving as president and publisher for more than two decades.

The role that perhaps best suited the newspaper's matriarch, who died on Thursday at age 72, was that of mother.

She wasn't just a mom to her three daughters and fellow Index-Journal Co. shareholders — Alison Burns-Parham, St. Claire Donaghy and Mundy Price — but also to the dozens of newspaper employees who affectionately referred to her as “Momma.”

She could nurture staff members in one moment and tell them how they were living their lives wrong the next.

One time, she even made Chris Trainor eat his greens.

The longtime columnist and former Index-Journal staff writer was once fond of joking that he was discovered “eating kudzu on the side of the road.”

Her husband, Jimmy, had prodded Trainor to eat his vegetables during a South Carolina Press Association banquet, and after seeing his latest reference to the plant, Burns decided there was no better way to get the writer to eat his greens — and words — than to cook for him the vine that ate the South.

“And you ARE going to eat it,” Trainor recalled her saying in a 2012 column.

She prepared a dish that crossed a quiche and a jalapeño popper, with a healthy helping of kudzu.

Trainor's take?

“It was delicious,” he wrote.

Burns grew up on East Henrietta Avenue with a host of similarly aged children, many of whom remain friends today.

Among them was June Todd, who recalled that the children were cared for by the mothers along the street — Burns affectionately called them Henrietta Hens. Burns and Todd, along with other graduates of Greenwood High Class of 1965, got into their share of mischief, not the least of which included when Billy Tinsley helped tie the girls to a tree in the Tinsley yard, proclaiming it Joan of Arc Day. Fortunately, Burns' father, Frank Mundy, pulled onto the street at lunchtime before anyone was harmed.

Or burned at the stake.

Todd said she and a handful of other Class of '65 gals began having annual treks to the Burns home on Kiawah Island. They dubbed themselves the Kiawah Girls and enjoyed each other's company for a week, which always included delicious servings of Burns' fried okra.

Burns had appointed Todd “the General,” meaning it was up to her to organize the Kiawah Girls' annual trip. On a recent trip to Greenwood to visit Burns in the hospital, Todd walked in and said, “Judi, you appointed me General about eight to 10 years ago, and I don't take no for an answer.”

Burns raised her hand to her forehead and gave Todd a salute, bringing a smile to her longtime friend's face.

Todd said while sharing the news of her friend's passing with another friend, he told her that in the wake of hearing the news of a loved one's or good friend's death, if you see a cardinal, it's a sign that all is well.

“Not 15 minutes later, as I was standing outside my house, a cardinal flew



Judi Burns

from across the street,” Todd said. “It flew by the right side of the house and then the left side.”

A NEWSPAPERWOMAN'S LEGACY

Burns led the Index-Journal when it brought back the Saturday edition after a nearly two-decade hiatus. She was at the helm when the publication changed from an afternoon to a morning newspaper. She had the reins while the Index installed a new press, replacing the 30-year-old machine installed while her father served as president and publisher.

“Judi never gave up trying new ideas but didn't neglect the quality of the printed newspaper,” said Bill Rogers, executive director of the S.C. Press Association. “She was committed to her newspaper and her community.”

Still, she remained modest about her role. When the Women's Leadership Conference gave Burns the Trailblazer Award during a banquet in 2016, she asked: “What trail did I blaze?”

She told attendees her mother, Eleanor M. Mundy, was the trailblazer, and Burns merely followed in her footsteps.

She didn't mention that she was named South Carolina's Young Woman of the Year for 1976, an honor she earned in part from the long list of civic engagement and accomplishments she'd already built.

A fierce supporter of journalism, she received a bachelor's degree in the subject from the University of South Carolina and worked as a writer and features editor at her family's newspaper before going into management. As publisher, she even spent a stint as president of the state press association in 2015. Her father served in that role 42 years earlier.

With Burns' support, the newsroom flourished — bringing home more than 200 press awards this decade alone and successfully suing the state Department of Public Safety for the release of dashcam footage under South Carolina's Freedom of Information Act.

"Judi had a soft voice and a polite demeanor that disguised a fierce commitment to the Index-Journal and the role of a free press in our democratic society," said longtime press attorney Jay Bender, who represented the

newspaper against Public Safety. "Even in a time of tight newspaper budgets, Judi was willing to fight in court to challenge instances of improper government secrecy. Her marching orders often were, 'We can't let them get away with that.'"

She took her role as owner of Greenwood's daily newspaper seriously, describing it as "a privilege and a great responsibility" in 2006 when talking about the importance of keeping the family owned publication in the hands of locals.

"She stood up for her newspaper's values and the right of her readers to know what was going on in local government," Rogers said.

Much like Burns grew up at the Index-Journal, two of her daughters have long worked at the family owned publication: Price and Donaghy.

Before her death, Burns appointed Price as her successor. Price takes the helm as the newspaper's president and publisher on the heels of the paper celebrating its 100th anniversary in February. Donaghy now serves as the paper's vice president and secretary.

A Greenwood native, Burns was unapologetically Southern.

In a column published in 1978, the

self-described Steel Magnolia wrote about the misconceptions that outsiders had about the South — prejudices she encountered while skiing in Colorado.

Her thick, Southern drawl made her words nearly unintelligible to people in Denver, and the deliberate cadence of any lady reared below the Mason-Dixon line made some assume her wit, too, was slow.

"How surprised skeptics are to learn that a slow-talking gal from South Carolina graduated from college Phi Beta Kappa," she quipped.

At the end of her trip, she was ready to return to magnolia trees and fried chicken.

"As we wing our way home, dreaming of southern pines and cornbread, we realize what we've known all the time," she wrote, "that the ultimate thrill in life is living where folks talk with a southern drawl, y'all."

EXECUTIVE EDITOR Richard S. Whiting contributed to this story. Contact Assistant Editor Matthew Hensley at 864-943-2529 or on Twitter @IJMattHensley.



COMMUNITY NEWSPAPER
PROFILE

Beloved Idyllwild Town Crier seeks new stewards to guide its encouraging future



SHANE NEWELL | THE DESERT SUN

Halie Wilson, Mandy Johnson, and Jack and Becky Clark work at the Idyllwild Town Crier newspaper.

BY SHANE NEWELL

Reporter | Palm Springs Desert Sun

Four years after purchasing the Idyllwild Town Crier newspaper, co-publishers Jack and Becky Clark found themselves at a crossroads.

When they bought the paper in 2013, it didn't have enough advertising to survive. In order to boost revenue,

the Clarks embarked on a series of initiatives they hoped would make a difference.

They slashed advertising prices by 25 percent, gave the paper free to more than 5,000 residents and opened their office seven days a week.

They even tried making a promotional magazine, distributing the newspaper at more than 60 locations and switching to a broadsheet that

offered more colorful photographs.

But it wasn't enough to woo advertisers and keep the paper afloat.

The struggle led the Clarks to publish an editorial that would change the future of the paper. Its title: "Does the Town Crier have a future?"

Seven-hundred and forty-three members later, it would seem so. And

CONTINUED ON FLIP SIDE

yet, that might not be enough. The paper is for sale, but only to those who will keep the Town Crier moving in the right direction.

For more than seven decades, the Town Crier has been the newspaper covering Idyllwild, a small, mile-high mountain community south of Mount San Jacinto and an hour west of Palm Desert. Founded in 1946 by Ernie Maxwell, who at one point drew cartoons for Esquire and The New Yorker, the newspaper acts as both a watchdog overseeing public agencies and home for community news and announcements.

In a news era plagued by consolidation, layoffs and declining circulation, the Town Crier has found a dedicated audience while continuing to publish its print and online editions, in part because of the Clarks' call to readers.

The August 2017 editorial began by discussing their ownership, informing readers about the traditional newspaper business model and defining the paper's responsibility in society.

"A newspaper is a community watchdog that publishes the bad with the good," the Clarks wrote. "It warns of danger, advises of opportunity, challenges authority, praises accomplishment, investigates irregularity, marvels at art, exposes abuse, celebrates life and publishes its readers' letters."

After writing about their efforts to boost advertising, the Clarks informed readers the paper would no longer be given away for free. They called on supporters to sign up for memberships.

"Our goal now is to quickly make the Town Crier financially viable so we can pass it on to other publishers wishing to operate a real newspaper for our Hill," the Clarks wrote. "So, please take stock of your feelings about the value of the Town Crier and your ability and willingness to contribute to save it for our community."

Looking back, Becky Clark said the paper was close to folding.

"We literally were ready to shut the doors," she said. "And the next day a woman walked in with \$2,000 and that afternoon, another woman walked in with \$1,000."

Over time, enough people signed up to keep the paper going.

The perks of being a member include subscriptions to the print



News Editor JP Crumrine also does reporting and writing for the Idyllwild Town Crier.

JAY CALDERON | THE DESERT SUN

and online versions, "nice-looking" car-window decals and "invitations to what we hope will be the annual Town Crier Membership Party."

Even though the Town Crier sells memberships, it's not a nonprofit.

"For practical reasons involving the likelihood of local factional efforts to dominate a nonprofit's board so as to gain editorial control of the paper, it could not be," the paper states in its membership application.

Nancy Borchers, who lives in nearby Pine Cove, has subscribed to the newspaper for 20 years. She said she likes reading about arts and fire and water services.

"There's nowhere else where we're going to get the information," she said. "This is it."

Saving the paper from folding came more than 30 years after Becky Clark starting working there.

In 1984, she was hired as a night typesetter. She had stints as a front-desk manager and operations manager before becoming editor-publisher in 1996.

She held the position until she retired in 2009, a year before her husband. But their time away from the newspaper was brief.

In 2013, the couple purchased the Town Crier from Tindle Newspapers,

a British company that owned the paper for more than two decades.

Six years later, the Town Crier has been able to continue in its role of documenting the history of the town.

Published weekly, the newspaper's main 'A' section is filled with news, letters to the editor, cartoons and a community calendar. The 'B' section spotlights dining, arts and entertainment — and it also includes horoscopes, classified ads and a crossword puzzle.

In many ways, the Town Crier is an anomaly in the news world.

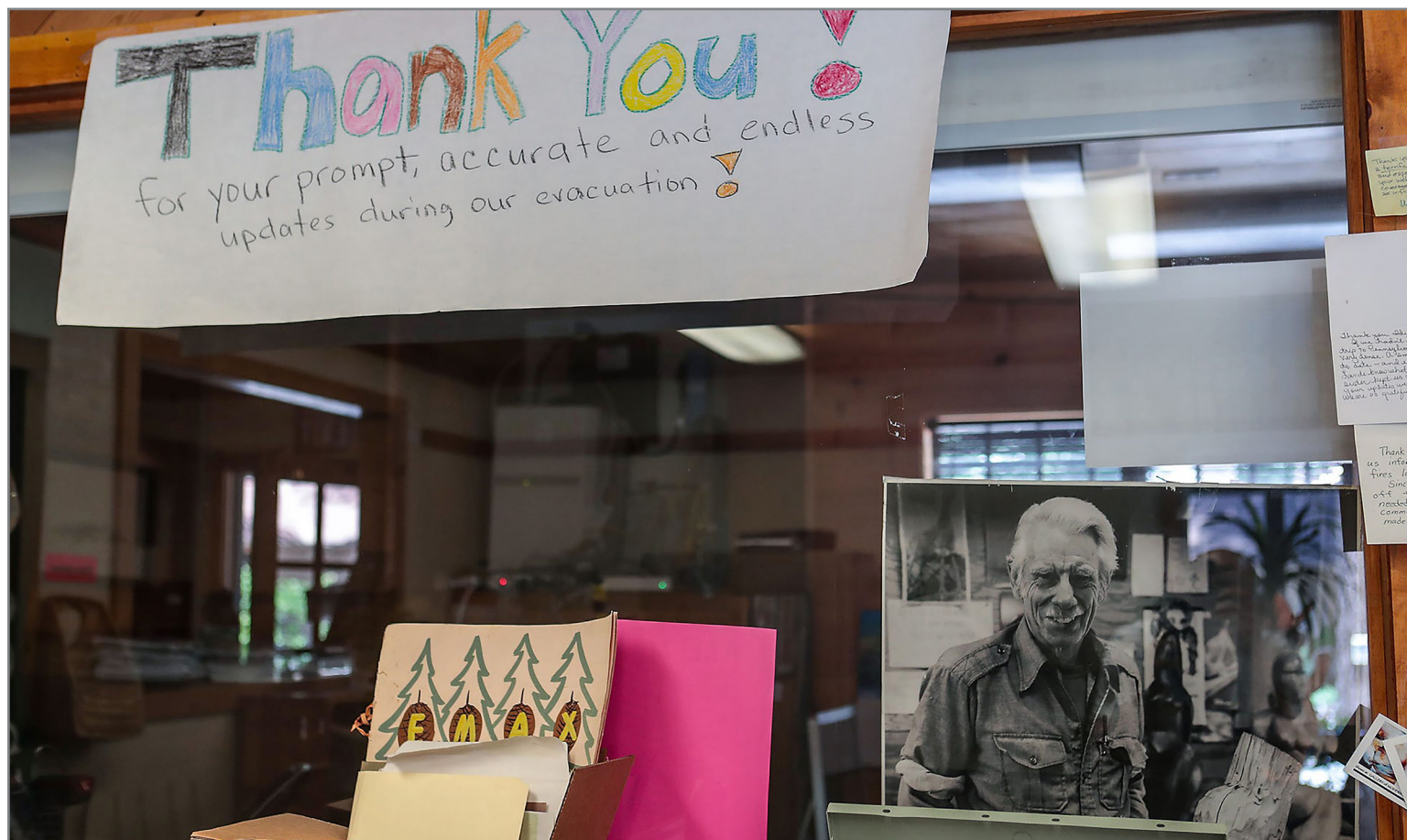
First, it publishes the names of its members.

In sharing with readers an updated list of members, Jack Clark commended them for supporting the paper.

"This is a very healthy growth that shows that your support was not just a one-time, one-year thing and that you want to keep the Town Crier serving our Hill community definitely," he recently wrote.

As co-publisher, Jack Clark drives to Palm Springs once a week to pick up copies of the Town Crier from The Desert Sun, where the weekly is printed.

CRIER: Six years after acquiring the paper, the Clarks are ready for retirement



JAY CALDERON | THE DESERT SUN

A photo of the Idyllwild Town Crier founder Ernie Maxwell sits in the newsroom of the Idyllwild newspaper, June 13, 2019.

FROM PAGE 20

The newspaper's most unique feature might be the weekly open news meetings, where Town Crier staff inform the public about what stories and events are on the horizon.

On a recent morning, a handful of residents gathered around a large square table with their print newspapers unfurled in front of them and listened to news editor JP Crumrine give updates on dozens of items, which ranged from water issues, crime and a big-rig tipping over just south of town.

During the meetings, residents ask questions and praise some of the newspaper's recent work. One resident even broke into song when he sang a tune during a conversation about summer concerts.

Shannon Houlihan Ng, branch manager for the Idyllwild Library, said she likes attending the news meetings.

"Anything that I ever need to know about who the community was, is or possibly will be comes from the Town Crier first," she said.

At news meetings, Crumrine tells the guests what's in the works. When he's not there, he's often working on as many as a dozen stories a week.

"I think we bring to light some things that would just not be seen or observed," he said.

Crumrine said he likes to write about what people should be aware of and how it will impact their lives, such as increasing water rates or fire ordinances.

Six years after acquiring the paper, the Clarks are ready for retirement. The couple cited their ages and their belief the paper could benefit from youth and energy as motivation for putting the paper up for sale at \$96,000.

But just because it's for sale doesn't

mean the Clarks will accept an offer from anyone.

"If they're not going to run it like a real newspaper, if they're going to turn it into an advertiser or something like that, then we're not selling it to them," Jack said.

Next month, Becky Clark plans to hand off her daily duties as editor but remain a co-publisher.

Even if she won't be in the office every day, news veterans like her daughter, operations manager Halie Wilson, will remain to finish the next issue.

"Every day is different," Wilson said. "You never know what's going to walk through the front door."

SHANE NEWELL covers breaking news and the western Coachella Valley cities of Palm Springs, Cathedral City and Desert Hot Springs. He can be reached at Shane.Newell@DesertSun.com, (760) 778-4649 or on Twitter at @journoshane.

FORUM

First Amendment freedoms not just during ‘office hours’ or when convenient

Our First Amendment freedoms don’t keep office hours.

There’s nothing in the 45 words that start the Bill of Rights that says our freedom of speech only applies when it’s convenient for others, polite or gains official permission to be heard.

There’s no provision for our right to petition the government for redress of grievances — in plainer terms, to ask our elected and appointed officials to fix something, to correct an error or simply to do a better job — to be shunted aside in favor of convenience.

And nowhere in that First Amendment is a priority given to creating a positive public image or deference provided to some amorphous, bureaucratic search for “order” or efficiency.

In truth, our First Amendment freedoms are inextricably intertwined with a deliberately messy, sometimes inconvenient or tedious, often inefficient, occasionally confrontational and impolitic system of self-governance called democracy.

Yet, time and again, we see public officials in high and low office ignore that truth — some with good intentions, but others with more venal goals: Shutting down vocal opposition / a quiet path to pre-determined action, avoiding contentious discussion or creating a roundabout way to silence critics.

In state legislatures, the American Civil Liberties Union (ACLU) reported in 2017 that lawmakers “in nearly 20 states proposed bills in 2017 that would restrict people’s right to protest.” In North Dakota, Kentucky, Tennessee, Rhode Island and Florida, proposals were introduced

to protect drivers from liability if they ran their cars over demonstrators standing in streets as long as it was “accidental.” Other states would place new limits on where the public might freely protest — from campuses to locations near oil and gas pipelines or other “critical infrastructure” — which, of course, might well be the very reasons for the protests.

On the local level, it can mean a recent ordinance adopted in Paducah, Kentucky, that bans the public from speaking during public meetings of the city commission on anything not on that meeting’s agenda. Supporters — including the four of five commissioners who voted for it — cite efficiency as their reason to end the practice of allowing citizens to speak at the end of each session. One was more blunt: The new law aims to silence what he said are groups that attend and make the same speeches each time.

A recent report on the new law by WPSD-TV in Paducah quoted one commissioner as saying if the public doesn’t like the way the commission does its work, they can vote members out at the next election — a clear, if unintended, view that freedoms of speech and petition apply (in this case) one day every four years. In an earlier WPSD report, City Commissioner Richard Abraham said members of the public would still be able to talk to city council members about concerns

that are not on the agenda, just not at public meetings: “You can email your commissioner. You can call city hall for the number. We’ll get back to you.”

Yes, public demonstrations and public comments by ordinary citizens at public meetings can and do disrupt, delay, extend, confuse, confound, irritate and even at times bore those elected or employed to do the public’s business. Frankly, all of that simply goes with the job — and the public salary.

Yes, some restrictions on demonstrations and speaking at public meetings can pass constitutional muster — for example, setting reasonable time limits on individual remarks to allow more people to speak during any given meeting.

But the First Amendment protects our basic right to speak directly to public officials in public about matters of public interest — and, if nowhere else, that should apply most at the government level that is closest to us.

Providing email addresses or promises to “get back” to us just don’t measure up.

COULD WE DO A BETTER JOB of showing our readers that we are also part of the communities that we cover, that there is a mother or father or child or taxpayer or patriot behind the byline?

GENE POLICINSKI is president and chief operating officer of the Freedom Forum Institute. He can be reached at gpolicinski@freedomforum.org, or follow him on Twitter at @genefac

FOCUS

CIRCULATION

Enlist an army of eighth-graders to boost your circulation

There's a load of subscription order forms on my desk, each with a white top sheet and an old-school yellow carbon sheet.

We're about to put those forms to good use: it's time for the annual school subscription drive.

Each year, I visit the local middle school and talk to eighth-graders about our drive. The eighth-graders in Galena

have an end-of-year trip. Some years they travel to the state capital, other years they head to Chicago.

But every year, as part of the drive, we donate to the trip. Some years, our donation is more than \$1,000.

For a small, weekly newspaper, that's a big deal. For a small

school, with few other options for fund-raising, it's an even bigger deal.

Here's how we do it:

1. The eighth-grade students receive \$10 for a new subscription, and \$5 for a renewal. We do have subscribers who wait, just for this drive, to renew.

Be flexible with this. Our drive happens in the fourth quarter of this year, but there are some subscriptions that run out in the first quarter of next year. We still let customers renew as part of this promotion. This gives them the satisfaction of knowing their subscription dollar is going to the students. Ultimately, the outcome is positive all-around.

2. Deliver a presentation to the students. This presentation must utilize your staffers who are good with kids.

ON THE RECORD



JAY DICKERSON

Galena's 8th graders have the

DRIVE to succeed!



Mrs. Hoppenjan's class sold the most Gazette subscriptions in the GMS drive in the most successful drive in the past decade.

The work of the three 8th grade classes allowed the Gazette to donate

\$1,435

toward the 8th grade trip.

CONGRATS TO WILL SOAT

The Galena Middle School's top seller and winner of the Culver's of Galena Gift Card!

Would your group or school like to earn money?
Call 815-777-0019 and ask for Teresa!



CONTINUED ON FLIP SIDE

Donut miss an issue.

Nothing goes together better than coffee, donuts and The Galena Gazette. Subscribe today, and you'll be up to date on all things in Jo Daviess County. Find a Galena eighth-grader and ask how your subscription can help the annual trip! A local subscription is only \$33. That's 9 cents a day.

Call 815-777-0019 & ASK ABOUT THE SCHOOL DRIVE.



The presentation must energize the youth to sell on your behalf. Send your best customer service reps.

Bring copies of your paper for each kid in the eighth grade, and point out photos of their peers.

Remember, you are essentially hiring an entire legion of students to represent the paper. Have clear instructions for them, and remind them that they are representing their school, as well as your paper. You've also got to make it fun for them, too. During the presentation, quiz them, and have fun-sized candy bars ready to hand out for correct answers.

3. Results matter. Have a prize for the top-selling student and another prize for the classroom that sells the

most.

With three classrooms of eighth-graders, they see this as a friendly competition.

We present a \$25 Culver's gift card to the top-selling student. We offer a pizza party for the classroom that sells the most. The knowledge of prizes in the future is a wonderful motivator and can energize your new circulation reps.

4. Results also matter in a very different way: promote the drive, and they promote your success.

Use house ads in the paper to push the circulation drive, letting readers know that an eighth-grader might be making an appearance. At the end of the drive, make sure you have a pho-

tographer with you when you present the pizzas and other prizes.

Remember, you are the only media in your coverage area. It up to you to promote your paper's good work. So, promote it! Run a full-page house ad! Upload photos to social media. Take video from the pizza party and post it on your website.

This drive is designed to bring new readers to the paper and benefit the local students. The community won't remember the exact dollar amount of the check. They will, however, see a newspaper giving back to the community.

THE BOTTOM LINE

Nothing mobilizes a group of middle school students like the promise of free pizza. Let that fuel your next circulation drive.

JAY DICKERSON is the advertising manager of The Galena (Illinois) Gazette. His youngest daughter's class is participating in the drive this year. He will be forced to purchase a subscription to his own newspaper. jdickerson@galgazette.com

Presence and attentiveness are paramount

BY MARA ABBOTT

2019 Corps Member | Report for America

BUFFALO, Wyoming — The paper was late.

Normally, the newest weekly edition of the Buffalo Bulletin (<http://www.buffalobulletin.com>) hits our rack just before 1 p.m. on Wednesdays, driven 40 miles down Interstate 90 from the printer by a Bulletin employee.

Our readers know the schedule, and Wednesday afternoons in the newsroom are regularly punctuated by the jangle of a large, brass cowbell hanging off the push-bar of our glass front door. Folks offer a greeting, peel a paper off the stack and drop a dollar in the wooden bowl on the front desk countertop. Subscription copies arrive with Thursday's mail, but many are unwilling to wait.

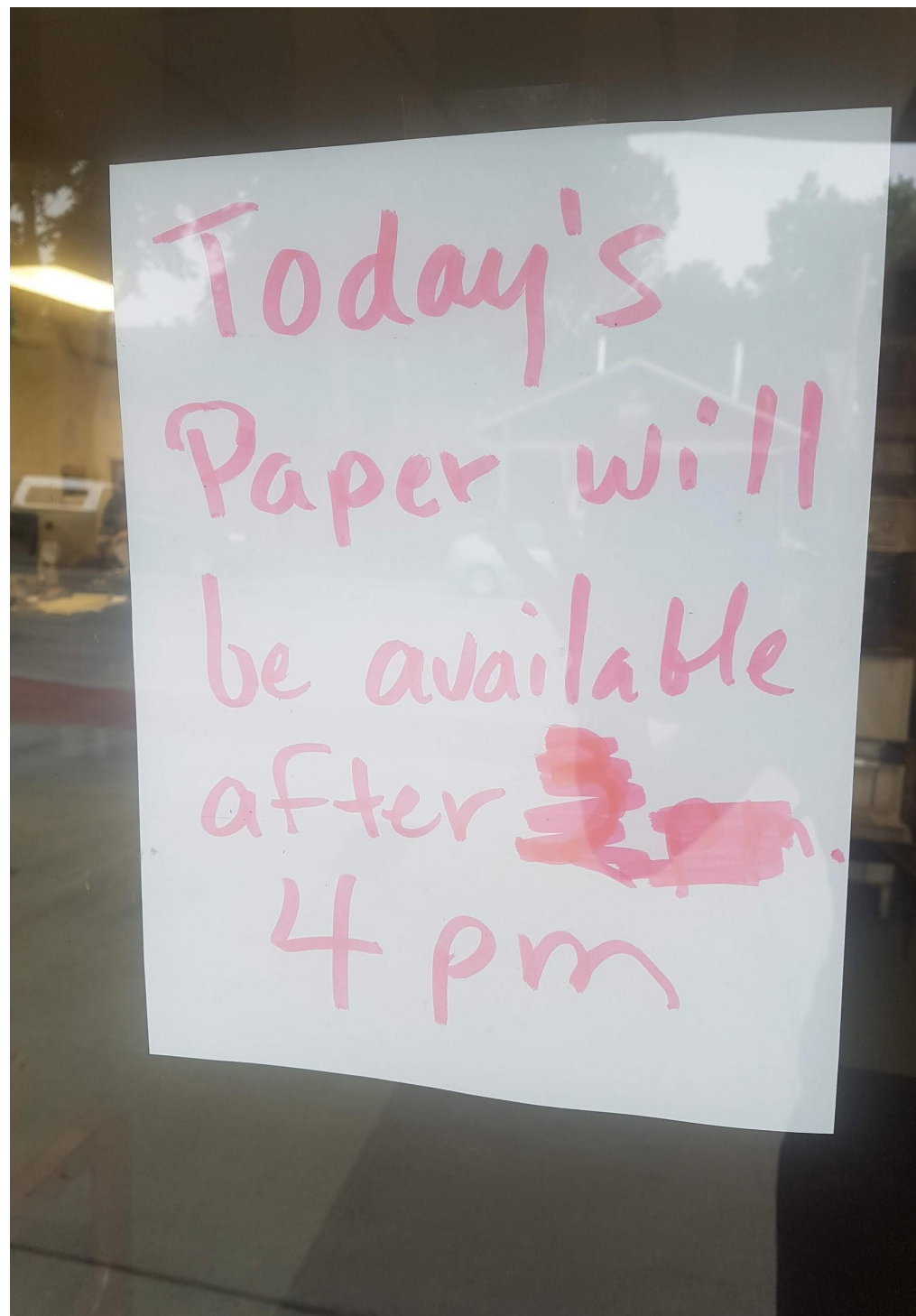
People here care about the local news; according to our 2018 circulation statistics, a paper lands in more than 80% of the households in Johnson County. The county spreads across an area the size of Connecticut, but it is home to just 8,460 people. We sell 4,250 papers each week.

So when a flat tire on the highway delayed a recent Wednesday delivery, one man came back three times to check on the paper's status before our receptionist decided to post a note written in pink highlighter on the door.

"Today's paper will be available after 2 p.m.," it read as I headed out for an interview from the old two-story building, one block off Main Street.

On my return, the time had been scratched out and amended to 4 p.m.

The Bulletin is currently owned by the third generation of a local family, a model increasingly rare at local papers these days. From my desk in the 10-employee office, I sit close enough to the current owner to hit him with the balled-up paperwad of a discarded draft, and



MARA ABBOTT | GROUNDTRUTH

A sign outside the Buffalo (Wyoming) Bulletin newsroom informs customers of delivery problems with the latest edition of the newspaper. People in Buffalo care about the local news; 89% of residents from Johnson County, where Buffalo sits, say they read the Bulletin. The county spreads across an area the size of Connecticut, but it is home to just 8,442 people. The Buffalo Bulletin sells 4,250 papers each week.

he often takes the time to call me — the newbie — into his office to ask if I have what I need or to offer me tips on sources.

We are also unique for our minimalist digital approach, posting

CONTINUED ON FLIP SIDE

just three — maybe four — stories online each week. If you want the news, you buy print.

This means to share an article, I have to grab scissors and a stamp, or at the very least, my phone’s camera — although I’ve found that clearly capturing full newsprint pages with a single digital image is thus far not in my skill set.

At the same time, I am not responsible for generating clicks or rejiggering my headline to bolster its search engine optimization (SEO). My only job is to report the news that matters to my town. This is a modern privilege.

Our print-only practices are humbling. I can’t tweet out my stories for likes or validation from the external world. My stories are for the people who pay their cash-or-coin dollars each week. The faces I see in the grocery store are the only ones who matter. Presence and attentiveness are paramount.

On my first day as the Bulletin’s new energy reporter, my editor, Jen Sieve-Hicks, asked me to go to a landowner meeting in Kaycee, which is both a 45-minute drive away on the highway and the only other incorporated town in our county.

“Be sure to check your fuel level before you leave,” she warned. “There are no gas stations on the way.”

Actually, there’s not a single visible dwelling between the two.

When you leave town, you enter a land of nothing-but-everything. The interstate spools out over endless hilltops, sometimes without another car in sight. Buildings are rare, but ridges and valleys extend to infinity in shifting-green-brown-gold shades of grass and sagebrush, dotted with cattle or antelope. Always, to the west, rise the mountains.

As a native Coloradan, I feel a bit like an invader. The Wyomingites tend to agree with this assessment, although usually kindly. They told me early on that it could be worse: Just tell people, I was warned, “At least I’m not from California ... ”

One new friend said she has lived here since she was 7 years old and still isn’t considered a local. Still, the entire newsroom and even my landlords all showed up unasked to help unload my U-Haul when I first rolled into town.

That’s Buffalo. Our readers are devoted because they care about this town and the people in it. Accordingly, I’m not allowed to write

about anything that doesn’t have a direct, specific impact on Johnson County. Each paper is packed with stories about local government, schools, new businesses and events. We cover developments in agriculture and energy, two of the county’s major economic drivers. In the winter, our sports writer covers the high school teams. In the summer, it’s rodeo.

When the delayed paper finally showed up that afternoon, it was 3:45. We all — publisher, editor, reporters and ad sales representatives — rushed outside to greet our wounded company sedan. Our crime reporter crouched down to analyze the vehicle’s health. The rest of us grabbed the heavy stacks of papers, bundled together with string, and ran them into our office where some were placed on the rack and others sorted into piles and rushed to their assigned points of sale.

Our readers were waiting. It was time to deliver the news.

MARA ABBOTT is a Report for America corps member, covering energy for the Buffalo Bulletin in Buffalo, Wyoming.

What’s going on in the newspaper business right now?

STATE^{LL}
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STATEOFNEWSPAPERS.COM

What is the core value of your publication?

Your salespeople are telling your prospects and customers that your newspaper is the best newspaper in town — or if you're the only newspaper, your newspaper is the best media choice in town.

SALES ADVICE



BOB BERTING

They go on to say you have the best customer service in town, but what is your core value? What value do you bring to the marketplace that no one else does?

What impact does that value have on the prospect, not intellectually, but emotionally? What value do you bring that will compel your prospect to ask you to fix their problems?

PRINCIPLES OF CONTEMPORARY SELLING

Cut down on selling emphasis, and begin using psychology and philosophy to translate your value. When you stop selling, your prospect will feel prone to open up and tell you their business problems. The right marketing plan can tackle whatever the trial might be.

Salespeople who sell hard and relentlessly sometimes don't understand human nature — and it costs them. They still do their dog and pony show to sleepy eyes. Stop the show and ask questions about the business' challenges and existing conditions. A key question is, "What conditions exist in your company that caused you to be interested in our publication?" Let them talk.

NEVER UNDERESTIMATE THE PROPENSITY TO PURCHASE

You have seen this happen. A prospective advertiser balks at spending \$1,500, then turns around and spends \$2,500 with a competitor.

Why? Because the belief was there. The energy was there. The money is always there.

Money is conceptual. Many times, the danger is that the salesperson will make decisions for the prospect before they do ... Don't make the decision for the prospect about anything, especially money. More specifically, don't fear that something might be too expensive. If it is the right solution, it will be worth the expense.

And sometimes the more one pays for something, the more value they attach to it — providing the value is there. The world is full of buyers who have bought half a solution — only because the salesperson feared talking in larger dollars that would have solved an entire problem.

NEVER LET YOUR FEARS AFFECT YOUR SELLING

Often, we won't ask the question because we're afraid of the answer. The prospect is telling you about a severe problem he or she has. You need to ask, "What have you previously done to solve this problem?"

From that, you can determine the best corrective action to take. That corrective action could include your proposal of a customized media campaign to specifically address the elements of the problem that the customer could not solve. For example, they have a shop-at-home service that's not working. The

corrective answer might be ad campaign pictures of their shop-at-home employees and their qualifications as experts in this service.

DON'T OVERWHELM YOUR PROSPECT

You have tremendous knowledge about your publication — printing press capability, demographic statistics, website benefits, etc. You feel good about what you know, and you want to start spouting all this information to the prospect.

Many times, the reaction to all this rhetoric is actually wearing out the customer. Never wear out the one with the check.

So, you know everything there is to know about newspaper advertising. But many times, you don't know the customer's compelling problems that need to be solved — and you need to know them.

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BOB BERTING is the author of three best-selling e-books for the newspaper industry — "Dynamic Sales and Image Power;" "Advanced Selling Skills For The Advertising Sales Pro;" and his latest e-book, "Power Selling Tools For The Advertising Sales Consultant." Any one book is \$19.95 ... any two books bundled are \$35.00 ... three books are bundled at \$49.95. You can order on the website, www.bobberting.com. Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

The super sales person who wasn't so super, after all

Jim was a super sales person. He was so good that he broke all kinds of records at the publishing company where he worked. He consistently brought in more new business than anyone else on the advertising staff. And his numbers always ranked at the top of the weekly and monthly sales reports.



Karen, Jim's former manager, told me that he was the most disciplined team member they had ever had. "Jim was sell-sell-sell all the time. He came to the office every morning at 7 o'clock so he could leave voicemail messages on his prospects' office phones. Then throughout the day, he followed a routine of prospecting and writing proposed media schedules. Everything he did was geared toward closing the deal so he

could move on to the next prospect. If he lost a sale, it didn't slow him down at all. He just brushed it off and kept going.

"Jim generated a lot of revenue, but the picture wasn't as rosy as it sounds," Karen explained. "After he made a sale, he left everything else in the creative department's hands. He was the one who had direct contact with his accounts, but he never developed any kind of strategic guidelines to follow. The creatives were on their own, and there was nothing specific to help them differentiate Advertiser A from Advertiser B. As a result, a lot of those ads didn't work — and advertisers didn't renew their contracts. That put Jim in a position where he had to prospect and sell even harder to make up the lost revenue. It was constant churn."

After a year or so, Jim left for a job in another industry and Karen started insisting on three steps for her team to incorporate in the sales process.

1. Set realistic expecta-

tions. "It all starts here," she said. "If people think that putting just any kind of ad in our paper — or on our website — will automatically bring new customers, they are wrong. It's the sales person's job to establish the right expectations. An ad with a photo, a slogan and a logo will take many repetitions to create brand awareness. But an ad that promotes a timely offer or seasonal sale will be more likely to create immediate results."

2. Get the right kind of information. "Most advertisers know enough to help us put together workable ad campaigns," she said. "We just need to ask the right questions and make the effort to understand their businesses."

The questions should be simple and open-ended. What kind of results did they get from previous campaigns? What worked? What didn't work? How are they different from their competitors? How can people benefit from using their products and services? That's the kind of information that helps a creative department produce strong ads.

3. Monitor results. "It's common sense to follow up frequently to see how the ads are working," Karen said. "If something needs to change, it's best to find out before contract renewal time."

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JOHN FOUST has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email John at john@johnfoust.com.

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Stories come to life when reporters find ‘real people’

Police, government officials and experts have a lot of knowledge and are easy go-to sources for reporters working in understaffed newsrooms with multiple deadlines and requirements to publish on multiple platforms.

But those same sources tend to have agendas, ways of controlling messages and high-level views of issues that can sometimes misstate, mischaracterize or obscure what is really happening to people on the ground.

While most officials are well-intended and try to help reporters fully inform the public about important topics, we in the media must recognize that complex issues almost always look differently from the bottom up and

that a full or fuller understanding can only be obtained by finding non-officials, interviewing them and sharing their input in articles.

Almost every news story improves when reporters take the extra step — and undergo the hard work — of moving past the obvious or the easy, delving instead into the viewpoints of people who are directly affected by a problem or who are living with an issue every day.

Here are some tips to find “real people” sources, gain their confidence, interview them and use their voices in your pieces in an effective way.

- Social media provides modern reporters with an indispensable tool for finding people on the front lines of an issue. Scrolling through Facebook or other online outlets can provide names, faces and a point of messaging with people who are directly affected by an issue. Publishing a post specifically call-

ing out for people directly involved in an issue has worked wonders recently for my colleague, who reported on college graduates with overwhelming debt, people who fled our state for more lucrative jobs and those who faced sanctions from a state debt-collection program.

- Trade groups, community service providers and non-profits that work directly with memberships or the people they serve are a great outlet. Sources arranged this way are often predisposed to speak to you. A church that counsels former inmates was critical to my search for mothers who were addicted to methamphetamine and were working toward sobriety.

- Leaving the office and traveling to places where people live, work or seek help provides a super opportunity to approach and interview people who know the truth or have a story to tell. My best source on a recent story about childhood hunger, a mom who agreed to an interview, a photo and even a video came from hanging around at a local food bank. Speaking with the food bank director and receptionist also paid dividends.

- Reports, testimony, archived legislative hearings and other paper or digital documents often contain names of people who have shared information about themselves and know a topic from the inside. At meetings, watch for people who show up in the audience, and find out why they are there. Approach them for interviews, or get names and cell numbers to call them later.

- Once you reach a “real person” source, try your best to meet them in person, and even better, while they are undergoing activities related to the story. Don’t meet a farmer at a coffee shop; instead, visit their farm and interview them while they work. Personal interaction breeds openness and also creates opportunities for photos, videos and audio recordings.

- Be patient with “real people” sources. Give them time to think through their answers and to articulate how they really feel. Remember, this might be their first time ever speaking to a reporter.

- Ask probing questions but be prepared to accept rejection. I often tell these sources, “I’ll ask anything that comes to mind, and if you don’t feel comfortable answering, it’s OK.”

- Don’t forget the basics: full name, age, occupation, marital status or other basic details that are relevant to the story but easy to forget to ask while in the field. Get cell phone numbers of all sources in case you need to clarify something.

- Be on the lookout for telling details that can inject life into your copy, such as how someone looks, how they act, how they speak, and how they interact with others. Ask specific questions and avoid generalities. Record details in your notes to avoid errors. If you’re wondering about something, ask them about it.

- Greater sensitivity is required with “real people” sources. It helps build trust and openness by being open and honest with them about the story you’re exploring, how and when the material will appear and what you are likely to use in the piece. As non-officials, these types of sources deserve more sensitivity on the reporter’s part to ensure they are not further harmed by an article.

- Finding and quoting “real people” sources heightens your credibility. Official sources will become less likely to B.S. reporters who they know are willing to dig deep to find people who can confirm, or contradict, the impression of an issue they want the reporter to accept.

BART PFANKUCH is a 30-year reporter, writer and editor who now serves as content director for South Dakota News Watch. Reach him at bart.pfankuch@sdnewswatch.org.

BETTER WRITING



BART PFANKUCH

FOCUS

ANNUAL REPORT

NNA stabilizes financially

PENSACOLA, Florida — The National Newspaper association had a significant financial improvement from the previous fiscal years. Several things have contributed to the overall financial picture; however, none were more important than leadership.

The board and executive committee spent a considerable amount of time focusing on association expenses while not sacrificing services to the membership. Considerable efficiencies were realized with a change in NNA’s management contract. The shift to Lynne Lance Association Management not only made sense from a cost standpoint, but NNA has benefited by having a dedicated person who wakes up every day with the best interest of the association as their primary focus.

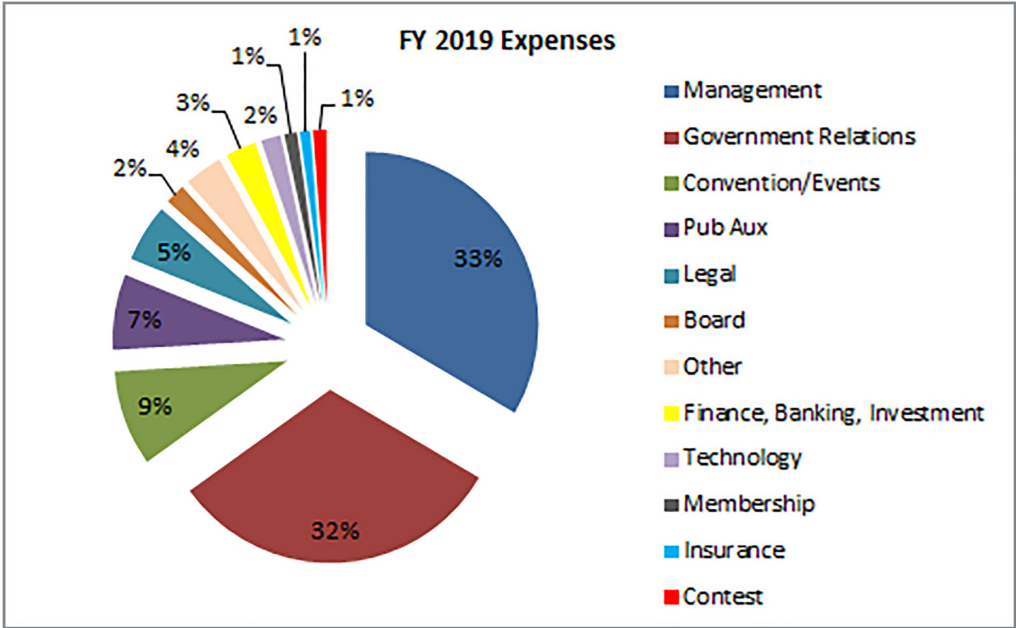
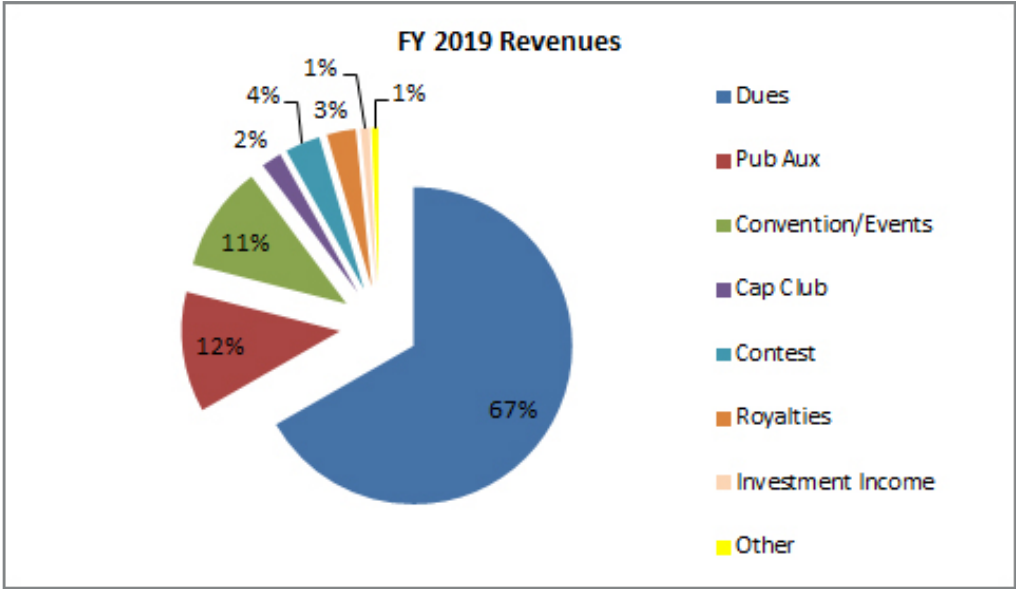
With Executive Director Lynne Lance’s leadership and communication with the executive committee and the board, NNA has been able to substantially improve the overall financial health of the association.

While overcoming a total operating loss of \$166,366 in the 2017-2018 fiscal year, these efforts have resulted in a total net revenue of \$5,230.46 for the 2018-2019 fiscal year, which ended June 30, 2019.

Revenues were \$861,811 — while expenses ran \$875,663 — with a total non-operating revenue of \$23,600.26 and total non-operating expenses of \$4,518.02. This success has enabled NNA to strengthen operations, while at the same time, avoid pulling from financial reserves.

The membership has leveled off, and that has also been a major part of the overall success.

Additionally, Publishers Auxiliary advertising revenue saw year-over-year improvement. Digital initia-



tives, both on the revenue side and distribution side, played a consequential role of ending the year “in the black.”

NNA has been able to stabilize

financially. There is still room for improvement, and the leadership remains focused on opportunities on both sides of the ledger.

FOCUS: **ANNUAL REPORT**

‘I could not imagine running a newspaper without NNA’

Our industry has been on a roller coaster the past several years. We endured challenging fights — the newsprint tariff case and the challenge of trying to figure out which business model will work for our unique publications; however, the role of community newspapers has never been more important to the citizens of our country.

This was confirmed by recent polling research conducted for the National Newspaper Association. According to

the research released August 2, 64% of households read a community newspaper, 79% of respondents agree community newspapers “provide valuable local shopping and advertising information” and community newspapers are the most trusted source of information about political candidates.

NNA, a cooperatively owned and run organization of newspaper people, recognizes this value and has been on the front lines fighting for the community newspaper industry ... many times, all alone. I cannot imagine running a newspaper without NNA. I would be like a captain directing a ship through a storm with a blindfold on — NNA helps people in the industry navigate to smooth sailing.

Since our last convention in Norfolk, Virginia, NNA has gone through many changes. The organization transitioned management services from Illinois Press Association to Lynne Lance Association Management LLC. Other visible changes include the successful launch of a Publishers’ Auxiliary digital edition in February. More than 5,000 NNA publishers, owners and staff viewed our first digital edition, and display ad sales were above the printed version just one year prior. NNA has published a digital edition every month, plus print editions mailed quarterly. These chang-

es — along with many others with our members in mind — provided positive financial turnaround for NNA.

Last year, NNA lost over \$150,000, and this year we are in the black. Led by Lynne Lance, there was a lot of hard work that went on behind the scenes that made this possible. It certainly helped that all NNA board members are “hands-on” and have a heart for the business.

We thought this would be a quiet year for policy work after last year’s tariff battle; however, thanks to Tonda Rush, we became aware of and fought for many issues important to our members. Rush kept us focused on the right issues at the right time and effectively strategized with our board to make sure community newspaper interests were heard in Washington, D.C.

NNA supported new legislation to save the Postal Service with a focus on ensuring universal service and fair periodical rates. NNA also supported legislation that will correct a confidentiality claim of the U.S. Supreme Court decision that sided with the grocery industry in saying the taxpayer-funded Supplemental Nutritional Assistance Program (SNAP — also known as food stamps) information is confidential.

NNA advocated for increasing the threshold for exempt salary workers over five years instead of at one time, which would have hurt the smaller papers. And recently, NNA put its support behind legislation for the establishment of a fallen journalist memorial.

There was never a dull moment, which clearly demonstrates the need for NNA.

The most amazing thing NNA did this year was when I, Rush and several other NNA board members personally met with the Postal Regulatory Commissioners in Washington, D.C.

We were aware they were considering double-digit rate increases for periodicals each year over the next several years. We told the commissioners about the impact of postal pricing on newspapers and the importance of service standards and universal service. We

provided samples of our newspapers to show them what a community newspaper means to a community.

It meant the world to me when one of the commissioners told us that it was important we came and they would consider our positions when they made their decisions. Could you imagine the outcome if we had not communicated our message?

NNA is bringing back the March Congressional Action Team (CAT) Conference in Washington, D.C. in 2020 to ensure the voices of community newspapers are made known. We did not have a March meeting in 2019 so we could direct our resources into the tariff trial the previous summer. I represented NNA as one of two newspaper industry witnesses that testified at that trial. It is important we put our limited resources in to the right fight at the right time.

I invite you to come to Milwaukee for our Annual Convention & Trade Show. It is going to be held on October 3-5 at the historic, five-star Pfister Hotel with activities within walking distance.

This year’s Extravaganza event will be held at the Harley-Davidson Museum. In addition to a full-trade show, opportunity to share with others in the industry and meaningful educational sessions, there will be a Leadership Summit co-sponsored by the Wisconsin Newspaper Association and facilitated by Marty Kaiser.

Kaiser is one of today’s leading newsroom visionaries and is the former longtime editor of the Milwaukee Journal Sentinel, where he led his newsroom to Pulitzer Prizes in 2008, 2010 and 2011. Kaiser, along with other industry leaders, will explore what it takes for a community newspaper to succeed, both financially and as a public asset.

As a Gold Star father, I want to especially recognize NNA for coming to the assistance of the Vietnam Veterans Memorial. The Vietnam Veterans Memorial Fund seeks photos of servicemembers killed in action listed on

PRESIDENT’S VIEW



ANDREW JOHNSON
NNA President,
2018-2019

the Wall of Faces, as many government records were lost in a fire.

NNA helped spread the word to state press associations and to its member newspapers for several years with amazing results. Community newspaper people from around the country helped find thousands of missing photos.

In 2014, there were more than 16,000 missing photos, and today there are less than 700 missing. It is my hope that we will help finish this job in the near future. (Visit <http://bit.ly/31Cjejt> for more information.)

At convention, it will be time for me to pass the NNA gavel to the next very capable president, Matt Adelman,

publisher of the Douglas (Wyoming) Budget. Thank you for allowing me to serve you, our members. I look forward to seeing you soon!

ANDREW JOHNSON, publisher of the Dodge County Pioneer, Mayville, Wisconsin, is the president of the NNA Board of Directors for 2018-2019. Email him at johnson@dodgecountypioneer.com



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FOCUS: **ANNUAL REPORT**

We fully intend to be ready to fight on your behalf to keep our industry strong

Newspapers ... especially community newspapers ... have a long and valued history in this country. My introduction to newspapers began almost at birth. My parents read the daily paper with their breakfast every morning, often before the sun came up. I delivered that same newspaper on a route — then two, then three routes — for more than three years. I joined the high school newspaper staff my sophomore year, worked on three different college papers and never wavered in my commitment to our industry. I knew even back then that what we do benefits our communities in impressive and important ways that almost no one can mimic or easily replace.

The last decade, most notably, has been challenging for our industry, both from financial pressure and from attacks from those who wish we would just go away so they could do what they want without scrutiny and oversight. Yet, we have weathered the attacks and have been made stronger for it.

So has your National Newspaper Association.

In the coming year, NNA board and staff will stay focused on those things that matter to you, our members. From public policy issues that could have chilling effects on the First Amendment and your ability to serve your readers to external pressures like the newsprint tariff battle — which, had we lost, would have severely impacted newspapers na-

tionwide — NNA will be there fighting for you and with you.

Thanks to you, we've stepped back from the financial cliff once again and are back on sound and likely long-term footing. Lynne Lance, your NNA executive director, and chief lobbyist and strategist Tonda Rush and their teams are firing on all cylinders as we shift into another year and chart our course for the next half decade or beyond.

To that end, the staff and your board's executive team — in concert with the full board — have crafted a plan to expand the executive committee for longer-term stability and direction. Instead of the traditional four members (president, VP, treasurer and immediate past president), we have expanded the committee to six, with two existing board members having seats with the intent that one or both of them will eventually move into the chairs if the full board so chooses.

We expect that change will provide not only more voices and input on the executive committee, but will give the next treasurer or two more than a year to learn the nuances of our finances before having to oversee them. The two members will also provide more input into the direction for the next several years, allowing for longer term planning for NNA's future — whatever that future may entail.

We can no longer afford to take the future of newspapers a year or two at a time. We need to plan and react before the crisis hits, because — as we learned with the newsprint tariff — the unexpected surprises will take time, energy and money we might not have without taking it from other important functions of our association.

My goal for the coming year as your president is simple: plan for the future.

We know it will have its challenges and its crises, but we fully intend to be ready to fight on your behalf to keep our industry strong. Our democracy requires it. And NNA is ready to handle the task.

Many years ago, as my family sat around the breakfast table and my dad would point out the important news of the day, my younger self chomped down on some milk-laden Captain Crunch and listened to a story about natural gas prices in our area being unnaturally high and manipulated. A few years later, I read a story myself about how that series in my local paper spurred an investigation and caused natural gas prices to be adjusted.

Several reporters, it occurred to me later, had worked tirelessly to bring that issue to light. They were faced with anger and threats, but they didn't hesitate to do their jobs because they knew it was important for their readers and their community. They were rewarded for all that hard work with stronger and more loyal readers.

As the recent NNA readership survey pointed out (see Page 1 of September printed issue), that history of doing the hard work and serving your community still pays dividends to this day. Community newspapers are the most trusted and reliable sources for news, advertising and public notices, despite — or perhaps because of — the added pressure from all the newest competitors.

NNA has been doing the same thing for you. Thank you for being a member. Your dues, time, energy and support are invaluable as we move forward.

MATT ADELMAN, publisher of the Douglas (Wyo-ming) Budget, is the vice president of the NNA Board of Directors for 2018-2019. Email him at publisher@douglas-budget.com.

VP'S VIEW



MATT ADELMAN
NNA Vice President,
2018-2019

POSTAL, LEGAL & GOVERNMENT RELATIONS REPORT

NNA's Postal and Government Relations Committees joined forces as one in 2018-19 as Congressional and USPS issues became increasingly intertwined.

Following the defeat of newsprint tariffs for Canadian producers in fall of 2018, the committee followed the release of duties from the Customs and Border Patrol agency, and worked with Publishers' Auxiliary to develop a column for Pub Aux to track newsprint market recovery.

The annual NNA Leadership Summit and Day on the Hill on March 14 was devoted to getting acquainted with the new 116th Congress and beginning, yet again, discussions with House Committee on Oversight and Senate Homeland Security and Governmental Affairs Committee on the need for a postal reform bill. A bipartisan sponsor discussion in the House was expected to lead to a bill in summer 2019, but no bill was filed. NNA is considering support for alternative legislation that would give USPS some relief of debt incurred by retiree health-care obligations.

The Department of Labor has proposed a 50% increase in salaries for exempt workers under Fair Labor Standards Act. The increase is less than suggested by the Obama administration, but it's still difficult for many newspapers. NNA filed comments proposing a phased-in version of the increase. The Labor Secretary resigned before a final rule was issued. No final rule has been published.

The Labor Department also proposed ending traditional help-wanted advertising requirements for businesses in local newspapers when the businesses want to hire foreign workers. NNA said the old rules were weak because they required advertising only in daily newspapers. It recommended keeping the advertising requirement but permitting

weekly ads. A final rule is expected this fall.

The Federal Communications Commission proposed ending a newspaper public notice, this time for broadcasters making changes in their licenses. Instead, the change could be reported on a broadcaster's website. NNA met with FCC's Media Bureau in 2018 and pointed out many weaknesses in the proposal. The Media Bureau took no further action. NNA now expects to see an amended proposal in the fall of 2019.

Helping members through Pub Aux Live! webinars has also been a priority for the committee.

Sessions on postal savings and registering for copyright protection were on the 2018-19 agenda. Helping a South Dakota newspaper, the Argus-Leader, fight efforts by the grocery industry to keep certain food stamp data secret took NNA both to Capitol Hill, where an appropriations bill rider to seal off the release of data was headed off, and to the U.S. Supreme Court, where a media amicus brief argued in favor of Freedom of Information. In June, the Supreme Court sided with the grocers, saying retailers' annual revenue totals of food stamp revenue should be confidential. A Senate bill to overrule the case has now been filed. NNA is supporting it.

NNA is also on Capitol Hill seeking sponsors for a bill to permit a private foundation to build a memorial on federal land in memory of journalists who died doing their jobs. The foundation was created on the one-year anniversary of newsroom shootings in Annapolis in 2018. The memorial will be privately funded, but federal permission for the land use is needed.

Planning for the 2020 Leadership Summit on March 19 is underway. A new cost-saving pattern begun in 2019 will be brought back. There will be no regis-

tration fee for members coming just to lobby. Dinner tickets to the National Press Club dinner will be available. NNA will have no central hotel. Members are urged to explore less costly alternatives such as Air BnB, suburban hotels and reward point uses. For those interested in staying in the board hotel, reservations at the Residence Inn by Marriott, 1199 Vermont Ave. NW, will be available.

The Committee continued to respond to members' requests for help through its Postal Hotline, staffed by Max Heath and his team of Paxton, Interlink President Brad Hill and Tonda Rush, NNA general counsel. Among the case files opened:

- fielded numerous questions about periodical eligibility and its interplay with state public notice statutes;
- assisted with overnight drop approval for members needing to enter mail outside windows set by local post offices without mailers' statements;
- analyzed members' mailing statements to identify opportunities for cost-savings or better service;
- helped members attain new Periodicals mailing permits;
- advised circulation managers on the use of sampling privileges to promote additional circulation.
- delivery delays, especially at local level based on perceived rules or understaffing;
- questions about Periodicals Requester and sampling by Periodicals Paid publications.

The NNA Federal Laws Legal Hotline also assisted members with questions on matters like:

- looking for guidance on Americans with Disabilities Act requirements
- seeking copyright registration under new bulk registration rules
- reviewing marijuana and CBD oil advertisements

CONTEST & AWARDS

BNEC/BNAC: 1,303 entries were received in the BNEC and 207 entries (202 last year) in the BNAC for a total of 1,510 entries (1,606 last year).

• 135 newspapers (153 last year) in 39 states (39 last year) entered the contests. A total of 485 awards (478 last year) were won by 97 member newspaper (115 last

year) in 36 states (36 last year).

Iowa had the most combined BNEC/BNAC wins with 63, followed by Wyoming with 61 and California with 47.

• BNEC/BNAC entry fees totaled \$30,200 in revenue (\$32,140 last year).

NNA FOUNDATION

As of Aug. 31, 2019, the NNAF recorded a net income of \$9,401.87. Total liabilities and net assets: \$212,681.24. 2020 projects: Missouri Press Foundation/NIE serial story & reinstatement of the News Fellows in 2020 with the help of the Michigan Press Association.

MEMBERSHIP REPORT

During the last fiscal year, NNA lost a net of 635 members. GateHouse (455) contributed to a majority of those losses. As of June 30, there were 1,806 members, as compared to 2,329 last year. We added 141 members this year.

The 10 partner state press association receipts totaled \$120,805 (\$149,292 last year). NNA lost 19 newspapers and gained two through state press billing. Missouri Press Association dropped their partnership, but NNA managed to regain almost all of those Missouri newspapers through regular billing.

OTHER HIGHLIGHTS FOR THE YEAR:

- Max Heath continued to help member newspapers with their postal issues, along with his fellow MTAC team of Brad Hill, CEO, Interlink; Matt Pax-

ton, chairman of the Congressional Action Team and Tonda Rush, NNA's Director of Public Policy.

- Pub Aux Live webinars continued to offer a wide variety of programs, free to NNA members.

- NNA's social media continued to grow over the past year, with Twitter having the most followers.

- NNA added a membership for printers and a member-sponsored college membership program.

Lynne Lance continued to work to increase membership and reached out with special marketing to nonmember newspapers. NNA President Andrew Johnson traveled to several state press conventions.

Want a list of all the benefits NNA has to offer with contact information? Contact Lynne at 850-542-7087 or lynne@nna.org.

CONVENTION REPORT

- The 133rd Annual Convention & Trade Show will be held at The Pfister Hotel, Milwaukee, Wisconsin, October 3-5, 2019. Wendy MacDonald, NNA marketing director, was key in securing exhibitors and sponsorships.

- NNA had 37 companies exhibit in Norfolk, Virginia; as of this publication, 31 companies are committed to joining us in Milwaukee, Wisconsin.

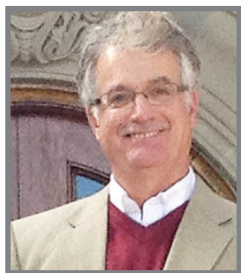
- Total sponsorships for the Norfolk convention were \$8,773.50. Total sponsorships for the Milwaukee convention are currently at \$19,000.

- There were 187 attendees in Norfolk. As of this publication, there are 214 attendees registered for Milwaukee, Wisconsin.

FUTURE DATES

134th NNA Convention & Trade Show • Hyatt Regency, Jacksonville, Florida • Oct. 1 – 3, 2020

NNA OVER THE YEARS



2019 Winner
Reed Anfinson

2018 Mike Buffington, Jefferson, GA
2017 John S. Hutcheson, Princeton, KY
2016 William Kinney Jr., Bennettsville, SC
2015 William F. Tubbs, Eldridge, IA
2014 Jeff David, Denham Springs, LA
2013 L. Alan Cruikshank, Fountain Hills, AZ
2012 Zean Carney, Waverly, NE
2011 Alan Baker, Ellsworth, ME
2010 Richard A. Nafsinger, Hood River, OR
2009 Robert Sweeney, Denver, CO

2008 Kenneth H. Rhoades, Blair, NE
2007 Robert M. Williams Jr., Blackshear, GA
2006 Donald Q. Smith, Monticello, MN
2005 Peter W. Wagner, Sheldon, IA
2004 Roy Eaton, Decatur, TX
2003 William Miller Sr., Washington, MO
2002 R. Jack Fishman, Morristown, TN
2001 Michael A. Parta, New York Mills, MN
2000 John M. Andrist, Crosby, ND
1999 Albert J. Pinder, Grinnell, IA
1998 Jerry Reppert, Anna, IL
1996 Eugene D. Johnson, White Bear Lake, MN
1995 Gerald G. Morianity, Perham, MN
1994 Max Heath, Shelbyville, KY
1993 Jack Tarr, David City, NE
1992 Ray Kimball, DeQueen, AR
1991 Theodore A. Serrill,

Clearwater, FL
1990 George J. Measer, Williamsville, NY
1989 Milton B. Chilcott, Sheridan, WY
1988 Jerry Zubrod, WNPA, WA
1987 Romain C. Brandt, WI
1986 William C. Rogers Sr., Swainsboro, GA
1985 Robert E. Bailey, Buhl, ID
1984 Ben Blackstock, OPA, OK
1983 Harold Hudson, Perryton, TX
1982 William Bray, MPA, MO
1980 Kenneth Robinson, Bayard, IA
1979 Walter W. Grunfeld, Marathon, NY
1978 Telford Work, Los Angeles, CA
1977 William E. Branan, Burlington, WI
1976 Ed Livermore, Sapulpa, OK
1975 James Cornwell, Murray, UT
1974 Alva L. Haywood, Warrenton, GA
1973 Charles L. Blanton Jr.,

Sikeston, MO
1972 Richard M. Westerfield, West Union, IA
1971 John L. Fournier, Kent, WA
1970 William E. Strasburg, Fort Washington, PA
1969 John Shinnors, Hartford, WI
1968 C.W. Claybaugh, Brigham City, UT
1967 C.B. Lafromboise, Enumclaw, WA
1966 Charles L. Ryder, Cobleskill, NY
1965 J. Clifford Kaynor, Ellensburg, WA
1964 W Verne McKinney, Hillsboro, OR
1963 E.W. Schergens, Tell City, IN
1962 Paul C. Smith, Rock Rapids, IA
1961 Hugh Boyd, New Brunswick, NJ
1960 Lowell E. Jessen, Turlock, CA
1959 Leon Barnes, Northwood, IA
1958 Herman Roe, Northfield, MN

1957 Alan McIntosh, Luverne, MN
1956 Orrin Taylor, Archbold, OH
1954 C.W. Brown, Oconomowoc, WI
1953 Joe T. Cook, Louisville, MS
1952 Charles E. Moreau, NJ
1951 Justus Craemer, Orange, CA
1950 Kenneth Baldrige, Bloomfield, IA
1949 Fred Hill, Hamburg, IA
1948 Ray Howard, London, OH
1947 Edwin F. Abels, Lawrence, KS
1946 Ed M. Anderson, Forest City, NC
1944 Walter D. Allen, Brookline, MA
1943 Rowan D. Spraker, Cooperstown, NY
1942 John Redmond, Burlington, KS
1940 Howard Palmer, Greenwich, CT
1939 Bruce McCoy, LA
1939 W.H. Conrad, Medford, WI
1938 Will Loomis, LaGrange, IL

Winners of the General John O. Amos Award



2019 Winner
Susan Rowell

- 2018** No nominations
2017 Anne W. Adams, Monterey, VA
2016 Sharon DiMauro, Fort Bragg, CA
2015 Barbara A. Walter, Hennessey, OK
2014 Elizabeth Parker, Bernardsville, NJ
2013 Julie M. Nordine Bergman,

- Baudette, MN
2012 Cheryl Kaechele, Allegan, MI
2011 Helen Sosniecki, LeClaire, IA
2010 No nominations
2009 Tonda F. Rush, Arlington, VA
2008 Betty Simpson Spaar, Odessa, MO
2007 Patsy Speights, Prentiss, MS
2006 Diane Everson, Edgerton, WI
2005 Gloria Trotter, Tecumseh, OK
2004 Sarah Greene, Gilmer, TX
2003 Brooks Taylor, Tunica, MS
2002 Beverly Buck Pollock, Ogallala, NE
2001 Cheryl Wormley,

- Woodstock, IL
2000 Pam Soetaert, Kimberling City, MO
1999 Margaret "Peggy" Allen, Wake Forest, NC
1998 Victoria A. Simons, Hillsdale, NY
1996 Linda Hayes Breedlove, Jackson, AL
1995 Adrien F. Taylor, Moab, UT
1994 Adelaide Ponder, Madison, GA
1993 Erma Crompton, American Falls, ID
1992 Marge Apperson, Mount Shasta, CA
1991 Mrs. William Light Kinney, Bennettsville, SC
1990 Elna Johnson, Imperial, NE
1989 Marian A. Sumner,

- Sylvester, GA
1988 Betty R. Magie, Cabot, AR
1987 Verda M. Averill, Poulsbo, WA
1986 Jo Cart, Rayne, LA
1985 Phyllis Dolan Justice, Milbank, SD
1984 Anne M. Thompson, Rocky Ford, CO
1983 Bette J. Cornwell, Murray, UT
1982 Avis Green Tucker, Warrensburg, MO
1981 Dale Lewis Barker, Beardstown, IL
1980 Charlotte Schexnayder, Dumas, AR
1978 Louise Easton, Madison, NJ
1977 Carmela T. Martin, Roseville, CA

- 1976** Mary Bailey, Princeton, IL
1975 Doris Thompson, Ellicott City, MD
1974 Olga Gay, Prosser, WA
1973 Elizabeth Gold Swindell, Wilson, NC
1972 Lois Daniels Watkins, Ashland, VA
1971 Mabel K. Temby, Kewaunee, WI
1970 Rebecca Gross, Lock Haven, PA
1969 Frances Gerhardt, Globe, AZ
1968 Nora Lawrence Smith, Ashburn, GA
1967 Gertrude Poe, Laurel, MD
1966 Mamie Boyd, Mankato, KS

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CONTENT

ST. PAUL, Minnesota — U.S. Thalidomide Survivors, a nonprofit organization based in St. Paul, Minnesota, is looking for people born between 1957 and 1963 with defects possibly caused by their mother taking thalidomide in the first trimester of pregnancy.

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NNA Past Presidents

	Name	Newspaper	City	Convention		Name	Newspaper	City	Convention		Name	Newspaper	City	Convention
1885	*B.B. Herbert	Daily Republican	Red Wing, MN	New Orleans, LA	1931	*L.M. Nichols	Record	Bristow, OK	Atlanta, GA	1979	*William C. Rogers	Blade	Swainsboro, GA	Orlando, FL
1886	*C.H. Jones	Lockwood Press	New York, NY	Cincinnati, OH	1932	*Justus F. Craemer	News	Orange, CA	Los Angeles, CA	1980	*Robert E. Bailey	Harald	Buhl, ID	St. Louis, MO
1887	*Gov. A.B. White	State Journal	Parkersburg, WV	Denver, CO	1933	*Walter D. Allen	Chronicle	Brookline, MA	Indianapolis, IN	1981	George J. Measer	Bee Publications	Williamsville, NY	Boston, MA
1888	*James R. Bettis	Democrat	Little Rock, AR	San Antonio, TX	1934	*Kenneth F. Baldwin	Democrat	Bloomfield, IA	St. Louis, MO	1982	*John F. McMaster	Public Spirit	Ayer, MA	Phoenix, AZ
1889	*Chas. A. Lee	Gazette & Chronicle	Pawtucket, RI	Detroit, MI	1935	*R.H. Pritchard	Democrat	Weston, WV	New Orleans, LA	1983	*James H. Roberts	Blade	Fairbury, IL	Louisville, KY
1890	*E.W. Stephens	Herald	Columbia, MO	Boston, MA	1936	*Clayton Rand	Guide	Guilford, MS	Poland Springs, ME	1984	Eugene D. Johnson	Press Publications	White Bear Lake, MN	Reno, NV
1891	*W.S. Capper	News	Mansfield, OH	St. Paul, MN	1937	*W.W. Loomis	Citizen	LaGrange, IL	Detroit, MI	1985	*James L. Pate	Record	Madill, OK	Minneapolis, MN
1892	*B.H. Price	Star & Times	Hudson, WI	San Francisco, CA	1938	*W.H. Conrad	Star News	Medford, WI	White Sulphur Springs, WV	1986	*Richard A. Nafziger	News	Hood River, OR	Little Rock, AR
1893	*Walter Williams	Herald	Columbia, MO	Chicago, IL	1939	*Howard Palmer	Press	Greenwich, CT	Territory of AK	1987	*Webster Hawkins	Graphic	Osawatimie, KS	Portland, OR
1894-95	*T.O. Bunnell	Advertiser	Dansville, NY	Asbury Park, NJ	1940	*Roy A. Brown	Independent	San Rafael, CA	New York, NY	1988	Thomas F. Bradlee	Chessapeake Publishing Corp.	Elkton, MD	San Antonio, TX
1896	*R.H. Thomas	Farmer's Friend	Mechanicsburg, PA	St. Augustine, FL	1941	*R.B. Howard	Madison Press	London, OH	Jacksonville, FL	1989	*John M. Andrist	The Journal	Crosby, ND	Atlanta, GA
1897	*Louis Holtman	Jeffersonian	Shelbyville, IN	Galveston, TX	1942	*Edwin F. Abels	Outlook	Lawrence, KS	Quebec, Canada	1990	*Bruce C. Brown	Enterprise	Oconomowoc, WI	Kansas City, MO
1898	*Joseph M. McCabe	Argus	East Boston, MA	Denver, CO	1943	*Albert S. Hardy	News	Gainesville, GA	Cincinnati, OH	1991	*Charlotte T. Scheenayder	Clanion	Dumas, AR	Little Rock, AR
1899	*R.H. Henry	Clarion Register	Jackson, MS	Portland, OR	1944	*W. Verne McKinney	Angus	Hillsboro, OR	Milwaukee, WI	1992	Frank W. Garred	Leader	Port Townsend, WA	San Diego, CA
1900	*Matt Parrott	Reporter	Waterloo, IA	New Orleans, LA	1945	*Chas. L. Hill	Times-Journal	Coltskill, NY	Chicago, IL	1993	*Sam M. Griffin Jr.	Port-Searchlight	Bainbridge, GA	Cincinnati, OH
	*F.B. Baillio	Review	Osbome, TX	Elected on death of Matt Parrott	1946	*Fred W. Ryder	Reporter	Hamburg, IA	Estes Park, CO	1994	Michael A. Parla	Harald	New York Mills, MN	Orlando, FL
1901	*Albert Tozier	Pacific Farmer	Portland, OR	Buffalo, NY	1947	*C.P. Hollenstein	Republican	Caribou, ME	Fort Worth, TX	1995	R. Jack Fishman	Lakeway Publishers	Morristown, TN	St. Paul, MN
1902	*Garry A. Willard	Herald	Boonville, IN	Hot Springs, AR	1948	*Ormin R. Taylor	Buckeye	Archbold, OH	Pinehurst, NC	1996	Roy J. Eaton	Wise County Messenger	Decatur, TX	Nashville, TN
1903	*P.V. Collins	Agriculturalist	Minneapolis, MN	Omaha, NE	1949	*Joe T. Cook	Journal	Louisville, MS	Salt Lake City, UT	1997	Dalton Wright	Daily Record	Lebanon, MO	Fort Worth, TX
1904	*W.W. Screws	Advertiser	Montgomery, AL	St. Louis, MO	1950	*J. Clifford Kaynor	Record	Ellensburg, WA	Providence, RI	1998	Lockwood Phillips	Cartenat County News Times	Morehead City, NC	Reno, NV
1905	*John Dymond	Louisiana Planter	New Orleans, LA	Indianapolis, IN	1951	*Bernard E. Esters	Pioneer Times	Houlton, ME	Seattle, WA					
1906	*John E. Junkin	Sterling Bulletin	Sterling, KS	Indianapolis, IN	1952	*C.W. Brown	Enterprise	Oconomowoc, WI	Buffalo, NY	1999	*Daniel M. Phillips	Eagle	Oxford, MS	Boston, MA
1907	*H.B. Varner	Dispatch	Lexington, NC	Norfolk, VA	1953	*Alan C. McIntosh	Star-Herald	Luverne, MN	New Orleans, LA	2000	Diane Everson	Reporter	Edgerton, WI	Louisville, KY
1908	*W.H. Mayes	Bulletin	Brownwood, TX	St. Paul, MN	1954	*Ed. M. Anderson	Courier	Forest City, NC	Baltimore, MD	2001	Kenneth H. Rhoades	Enterprise Publications	Blain, NE	Milwaukee, WI**
1909	*A.N. Pomeroy	Franklin Repository	Chambersburg, PA	Seattle, WA	1955	*Don Hardy	Record	Canon City, CO	Bariff, Alberta	2002	*Jeff M. David	Livingston Parish News	Denham Springs, LA	Portland, OR
1910	*J.P. Baumgartner	Register	Santa Ana, CA	New Orleans, LA	1956	*Alfred J. Ball	Leader-Observer	Woodhaven, NY	Louisville, KY	2003	Robert Sweeney	Villager Newspapers	Denver, CO	Kansas City, MO
1911	*R.E. Dowdell	Advocate	Artesian, SD	Detroit, MI	1957	*Lowell E. Jensen	Journal	Turlock, CA	San Francisco, CA	2004	Mike Buffington	Jackson Herald	Jefferson, GA	Denver, CO
1912	*A.D. Moffett	Daily Record	Elmwood, IN	Chicago, IL	1958	*G. Arthur McDaniel	Times	Federalburg, MD	Detroit, MI	2005	Jerry L. Reppert	Reppert Publications	Anna, IL	Milwaukee, WI
1913	*J. Clyde Oswald	American Printer	New York, NY	Colorado Springs, CO	1959	*Edgar W. Schergens	News	Tell City, IN	Colorado Springs, CO	2006	Jerry Tidwell	Hood County News	Granbury, TX	Oklahoma City, OK
1914	*George E. Hosmer	Herald	Fort Morgan, CO	Houston, TX	1960	*Paul C. Smith	Reporter	Rock Rapids, IA	Atlanta, GA	2007	Steve Haynes	Oberlin Herald	Oberlin, OH	Saint Paul, MN
1915	*Lee J. Roundtree	Eagle	Bryan, TX	Los Angeles, CA	1961	*Guy Easterly	Press	LaFollette, TN	Salt Lake City, UT	2008	*John Stevenson	Randolph Leader	Roanoke, AL	Mobile, AL
1916	*E.H. Tomlinson	Daily Record	Morristown, NJ	New York, NY	1962	*Charles W. Claybaugh	News & Journal	Brigham City, UT	Hershey, PA	2009	Cheryl Kaechele	Allegan County News	Allegan, MI	Omaha, NE
1917	*H.C. Hotaling	Enterprise	Mapleton, MN	Minneapolis, MN	1963	*Max Thomas	Times	Kernville, TX	Seattle, WA	2010	Elizabeth Parker	NJ Hills Media Group	Bernardsville, NJ	Albuquerque, NM
1918	*Guy U. Hardy	Record	Cannon City, CO	Hot Springs, AR	1964	*Gordon B. Seavey	Citizen	Belmont, MA	New York, NY	2011	Reed Anfinson	Swift County Monitor-News	Benson, MN	Charleston, SC
1919	*Edward Albright	News	Gallatin, TX	Victoria, BC	1965	*John L. Fournier	News-Journal	Kent, WA	Dallas, TX					
1920	*Will Wilke	Gazette	Grey Eagle, MN	Boston, MA	1966	*Walter B. Potter	Star Exponent	Culpeper, VA	Boston, MA					
1921	*E.E. Brodie	Enterprise	Oregon City, OR	St. Augustine, FL	1967	*John Biddle	News	Huntingdon, PA	Richmond, VA	2012	Merle Baranczyk	Mountain Mail	Salida, CO	Phoenix, AZ
1922	*J.C. Brimlecon	Graphic	Newton, MA	Missoula, MT	1968	*Verle Kramer	Courier	Gibson City, IL	Los Angeles, CA	2013	Robert M. Williams Jr.	Southfire Newspaper Group	Blackshear, GA	San Antonio, TX
1923	*Wallace Odell	News	Tamworth, NY	Saratoga Springs, NY	1969	*Jack Lough	News	Albion, NE	Atlantic City, NJ					
1924	*Edgar S. Bronson	American Tribune	El Reno, OK	Oklahoma City, OK	1970	*Richard M. Westerfield	Union	West Union, IA	Des Moines, IA	2014	John Edgcombe Jr.	Nebraska Signal	Geneva, NE	St. Charles, MO
	*George W. Marble		Fort Scott, KS	Elected on death of Edgar S. Bronson	1971	*Ed K. Livemore	Herald	Sapulpa, OK	Rochester, NY	2015	Chip Hutcheson	Times-Leader	Princeton, KY	Franklin, TN
1925	*Frank O. Edgcombe	Signal	Geneva, NE	Richmond, VA	1972	*James M. Cornwell	Eagle	Murray, UT	Portland, OR	2016	Matt Paxton	News-Gazette	Lexington, VA	Tulsa, OK
1926	*Herman Roe	News	Northfield, MN	Los Angeles, CA	1973	*Walter V. McKinney	Angus	Hillsboro, OR	Hot Springs, AR	2017	Susan Rowell	Lancaster News	Lancaster, SC	Norfolk, VA
1927	*Chas. M. Merideth	Free Press	Quakertown, PA	Omaha, NE	1974	*William E. Branan	Independent	Marathon, NY	Toronto, Ontario	2018	Andrew Johnson	Dodge County Pioneer	Mayville, WI	Milwaukee, WI
1928	*Erwin Funk	Democrat	Roger, AR	Memphis, TN	1975	*George A. Joplin	Standard Press	Burlington, NY	Las Vegas, NV					
1929	*L.C. Hall	Courier	Wareham, MA	Cheyenne, WY	1976		Commonwealth-Journal	Somerset, KY	Lake Geneva, WI					
1930	*George B. Dolliver	News	Battle Creek, MI	Milwaukee, WI	1977	*Harold Hudson	Herald	Perryton, TX	Houston, TX					
					1978	*James W. Gill	News	Hemet, CA	San Diego, CA					

*deceased

** Convention canceled (9/11/01)

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12x	\$5.00
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NNA is offering ANSI Class II-
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How to Submit a FOIA Request

NOVEMBER 7 at 2 p.m. CT



Kirsten Mitchell
Office of Government
Information Services



Tonda Rush
NNA General Counsel &
Director, Public Policy

Learn how to navigate the federal Freedom of Information Act (FOIA)
process. Pick up pointers and learn when and how to use the federal
FOIA Ombudsman's office as a resource in this conversation with national
expert from the Office of Government Information Services, Kirsten
Mitchell. Moderated by NNA General Counsel and former Freedom of
Information Service Center Director Tonda Rush.

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CONTENT

ST. PAUL, Minnesota — U.S. Thalidomide
Survivors, a nonprofit organization based
in St. Paul, Minnesota, is looking for
people born between 1957 and 1963 with
defects possibly caused by their mother
taking thalidomide in the first trimester of
pregnancy. <http://bit.ly/31XdC4g>

Newspapers get serious

It's time we take a serious look toward the future

Like many of you reading this column, I've been in the newspaper business a long time. I began delivering daily papers for the Johnson City (Tennessee) Press-Chronicle when I was 8 years old. It's amazing my parents allowed me to deliver papers after my brother, who was 12 years old at the time, was killed while walking home from his paper route six years earlier.

So, when I say newspapers are in my blood, I mean that literally.

For more than 25 years, I've worked as a consultant with thousands

of newspapers in the U.S. and abroad. In that time, I've seen a lot of changes, and not just in the areas of technology and production.

Some of the changes have been exciting. Working on the development of the PDF printing method in the '90s has been one of the highlights of my career thus far. Traveling to major universities and professional groups to discuss the upcoming digital revolution in the late '90s and early 2000s was another interesting time.

Being invited to address groups including the National Economic Association, the National Press Club and others about the effects of various elements on the newspaper industry, as well as the effects of the newspaper industry on society in general, has been a highlight of my career to date.

An issue that has concerned me over the past 10 or so years has been the lack of unbiased leadership in our industry to keep us on track in accomplishing our core duties, while steering us away from negative influences that could be detrimental to our industry's future.

Whether out of a fear of upsetting powerful players in the industry or just being too quick to take bad advice, we've taken more than a few wrong turns over the past 10 or so years. That's why I'm so excited about some of the work I, as well as others, will be involved in over the coming months.

My schedule this fall is probably the busiest of my career. A quick glance tells me I'll be in just about every corner of the United States, as well as a lot of states in-between, to work with groups who are serious about helping newspapers take steps toward a brighter future. Let me share a little about a couple of these efforts.

The North Dakota Newspaper Association Foundation is hosting a gathering in Bismarck in October 2019 to gain a better understanding of how newspapers can play a more vital role in the lives of potential readers in their mid 20s to late 30s.

On the Foundation's "dime," dozens of millennials from throughout North Dakota will descend on Bismarck, spend an evening together, then spend the following day in focus groups, which I will lead, all in an effort to learn what we can do to better meet the needs and interests of people in this age group.

On December 6, I will be in Fort Worth, Texas, at the invitation of the Texas Center for Community Journalism, to meet with publishers to discuss digital journalism. There is no ulterior motive. No one has anything to sell. The goal is simply to spend a day together studying what is working, what isn't working, what should be left behind and what community newspapers should be considering as we face the short- and long-term future.

I've noted with great interest the work Al Cross is doing at The University of Kentucky Institute for Rural Journalism and Community Issues. The work being done by the Institute to deal with the issues of newspaper ownership and creation of new community newspapers could bear significant fruit.

A very successful young business owner stopped by to see me at my office last night around 10. Yes, it was a late day for both of us.

He is the owner of a very successful company with several offices around the world. His company is a leader in its industry, and I've been quite impressed as I've watched this group of young executives dominate their market so quickly.

What the young owner said to me took me by surprise.

"You know," he began,

"you've got what we all want."

I wasn't quite sure where he was going, so I asked.

He continued, "We have grown like crazy; we have employees around the world; and we're making a lot of money."

I was still lost. It sounded to me like he had what most people want already.

That's when he landed the punch. "You do important work," he told me, "and you love what you do." After a pause, he continued, "I would trade with you in a heartbeat."

I could have shared some of the difficulties of my work with him, but instead let his words sink in.

"Well," I told him, I'd trade my age for yours, so how about we trade jobs and I get to be 28 and you be my age?"

We both laughed.

Let me leave you with this thought: We do important work ... vital work. Don't let anyone fool you or lead you to think we don't.

I'm busier than I've ever been. I often work 12- and 14-hour days. It's 1 a.m. as I write this column. I don't do it because I'm getting rich. Trust me, I'm not. I do what I do because our work is so important, so vital.

As fall comes to an end, I'll share with you some of what we learn about millennials, the digital future, and anything else I learn in my travels that might be helpful.

KEVIN SLIMP is chief executive officer of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@kevinslimp.com.



NEWS GURU

KEVIN SLIMP

You'll never hear me say...

Thirty years is a long time for a career as a consultant. It's time for me to shift my attention to Julia, family, grandkids and guitar. I'm not the "retiring type," but I will

**DESIGN
ELEMENTS**



ED HENNINGER

This one focuses on things a good designer should never say.

become so at the end of this year. For the past few months, I've reprised some of my best columns from the past years.

Throughout my career as a consultant, I've heard managers, editors — yes, even designers — say some things that disappoint me.

I made up my mind many years ago to avoid saying those things, and I hope that you'll put them on your list of things you'll never say.

Here they are:
"Let's play with the design." Nope. Design isn't play. It's hard work. If you're not ready to do that hard work, then you're not ready to be a designer.
"We have color on every page now. Let's use as much color as we can." No, let's not. Many things are still said better in black and white.

"We're in the business of writing." No, we're not. We are in the business of bring-

ing meaning to readers' lives.
"There are no rules." Oh, yes, there are. Lots of them. And you'd better know what they are before you can even begin to think you're ready to break them.

"Times is a good typeface for text." No. It's not.
"It's OK to write long stories. Readers will take the time to read them." No. They. Won't. More now than ever, readers want their information in smaller pieces. They will take the time for a longer story — if you take the time to break it into shorter chunks.

"It's OK to make the text just a bit smaller on this story. It's a good piece and we have to fit it in." Never. Edit ... edit ... edit. The story has not been written that can't be cut.

"Let's jazz it up." Design is

not about "jazz." It's about organizing content and giving that content quality display.
"Readers want more stories, not more photos." Oh, yeah? Then why is it that research shows time and again that the first thing readers look at on a page is the photo (or other visual)?
"Body text should be set justified." Sez who? More newspapers (and other publications) now use flush left text. Most readers don't notice — and those who do, don't care.
"It's OK to miss deadline." No. It's not. Ever.

ED HENNINGER is an independent newspaper consultant and the director of Henninger Consulting. On the web www.henningerconsulting.com. Phone 803-327-3322.