

# NNA: The Ninth Decade

Journey through the National Newspaper Association’s history



**“Too many publishers of smaller dailies and the weeklies of America fail to use their editorial columns to help their readers decide on the issues and candidates of the campaign... Out where most of us live we simply tend to our own affairs, and basically are ignored by candidates. ... I am asking you, and urging you to make the week of Oct. 20 the one in which you lay out the issues for your people.”**

-- Verle Kramer, NNA President, 1968

1965

At the 1965 NNA convention in East Glacier Park, MT, the association discussed the American Newspaper Guild’s request for Congress to change the Small Business Administration regulations to allow small newspapers to receive business loans.

## ’60s social justice

As American society became more inclusive and gained a broader idea of civil rights issues during the late 1960s, so did many rural and community newspapers. The civil rights and women’s movements made major headway during NNA’s ninth decade and the country’s focus moved overseas to the war in Vietnam.

Some journalists in regions of racial tension, such as Mississippi, received threats during the civil rights movement for speaking out or writing against segregation and racism.

1966

To honor its women, the association began its annual McKinney Memorial Award, named after Emma C. McKinney, who published the Hillsboro (OR) Argus along with her husband. She received several community awards in her lifetime. Before the McKinney Memorial Award’s establishment, NNA offered and continues to offer the annual Amos Award, which was established in 1938. The Amos and McKinney awards are given to association members who come from community newspapers and do an exemplary job of serving their community and journalism.

1968



Darlene Jacobson worked as a presswoman at the weekly Fayette County Union in West Union, IA. At the time, this was an nontraditional job for women. Women were also joining the editorial staffs of small-town papers.

The women’s movement during this decade led to several changes in journalism. Editors grappled about whether to title a woman Miss, Mrs. or Ms., and whether it was fair or accurate to use words such as newspapermen or chairmen if writing about women as well as men.

The association had its own debates about gender this same year. At a Federal Relations Committee meeting, members discussed whether it was all right to have “Help Wanted Male” and “Help Wanted Female” categories within classified advertising. One member said certain jobs, particularly those in the press room must be given to men, while member Dick Westerfield, publisher of the weekly Fayette County Union in West Union, IA, responded: “Hate to spoil your story... but the best pressman I have is a woman.”

## Printing changes

During this decade, community newspapers continued to experiment with new printing technology and compete with television. A new four-color printing process and other techniques allowed rural papers to print national advertisements. Some community newspapers bought up shoppers and some consolidated with other rural papers.

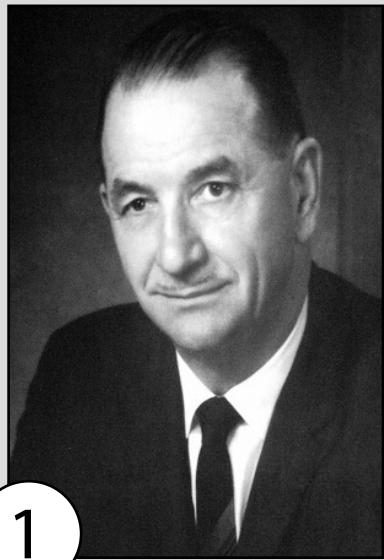
1974

Lynn Smith (right), editor of the Monticello (MN) Times, showed the power of the community press by starting an anti-smoking campaign at his paper. He wrote the editorial, “The Tyranny of Smoking.” He called the event “D Day,” and his legendary editorial led to the nationwide Great American Smokeout campaign.



## Presidents of NNA’s ninth decade

1. John L. Fournier of the Kent News-Journal in Kent, WA, 1965
2. Walter B. Potter of the Culpeper Star Exponent in Culpeper, VA, 1966
3. John Biddle of the Huntingdon News in Huntingdon, PA, 1967
4. Verle V. Kramer of the Gibson City Courier in Gibson City, IL, 1968
5. Jack Lough of the Albion News in Albion, NE, 1969
6. Richard M. Westerfield of the Union West in Union, IA, 1970
7. Ed K. Livermore of the Sapulpa Herald in Sapulpa, OK, 1971
8. James M. Cornwell of the Murray Eagle in Murray, UT, 1972
9. Walter V. McKinney of the Hillsboro Argus in Hillsboro, OR, 1973
10. Walter W. Grunfeld of the Marathon Independent in Marathon, NY, 1974



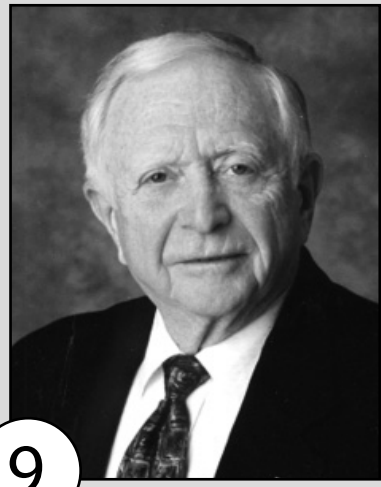
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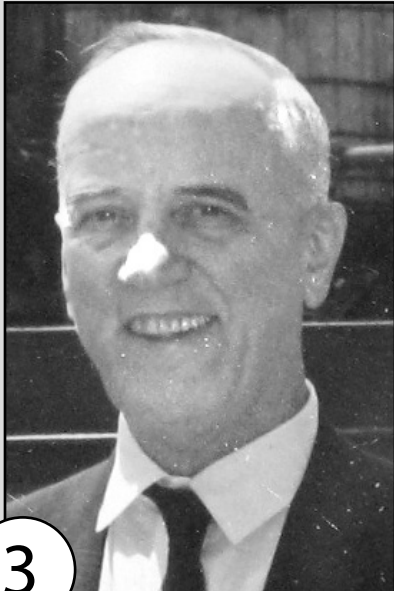
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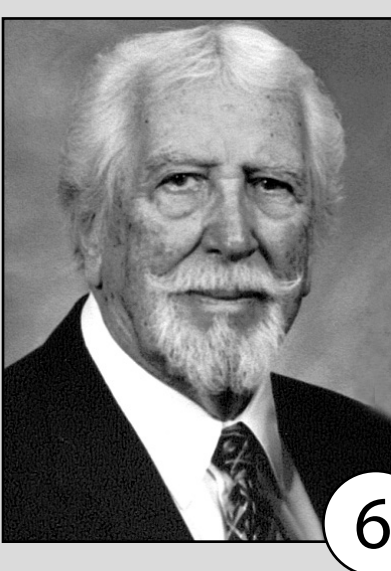
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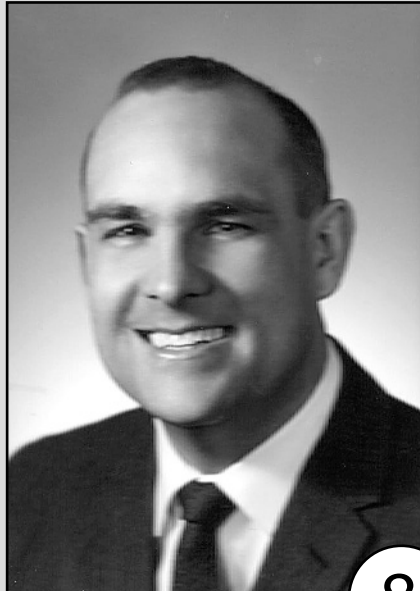
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