

Bulletin

~ Representing North Dakota's newspapers since 1885 ~

Foundation OK's ambitious program

Strong investment income will permit the North Dakota Newspaper Association Education Foundation to do more work than ever on behalf of the state's newspapers next year.

The foundation board last month approved record spending on its grant lineup, including two new programs.

The biggest new grant allocates \$4,000 to encourage and assist North Dakota high schools in establishing journalism programs.

Applications now being accepted for high school internships for this school year.

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The board also decided to grant \$3,000 to help develop a marketing campaign to combat the perception that newspapers are dying.

Board members also agreed to continue three long-standing programs, granting \$13,500 for internships, \$10,000 for continuing education workshops, and \$2,500 to sponsor the North Dakota State Spelling Bee.

The total, \$33,000, represents the largest grant allocation in the foundation's history.

The high school journalism program is a cooperative venture with the South Dakota Newspaper Association and South Dakota State University.

The grant will be used to survey North Dakota High Schools about whether they have journalism programs and to encourage establishment of journalism programs for those who don't.

South Dakota interests already have established a curriculum and are working on a web site to support it. The North Dakota grant will buy the curriculum and web site access for 10 North Dakota high schools.

Through its Future of Newspapers Committee, the NDNA board of directors requested the grant for a marketing campaign.

Ads promoting newspapers as the medium for "Yesterday, Today and Tomorrow" will be placed this month, for publication in January in all 90 North Dakota Newspapers.



Photo winners selected

Mike Alan Steinfeldt of the Walsh County Record and Carrie Snyder of The Forum are this year's winners in the photo contest for the NDNA Media Guide and Data Kit.

Steinfeldt photographed a Northern Saw-whet Owl, about the size of a robin, in the Grafton City Park.

Snyder's dragonfly was photographed near Lake Metigoshe.

Transparency violations keep coming

You'd think that after all these years North Dakotans would be starting to understand what open government means.

But November brought three more opinions in which Attorney General Wayne Stenehjem found violations of the Open Meetings or Open Records laws.

On Nov. 22, Stenehjem concluded the North Dakota University System, specifically North Dakota State University, violated the Open Records Law when nearly 44,000 emails from NDSU President Dean Breciani's account were deleted.

On Nov. 8 Stenehjem released two more open government opinions.

One concluded that the Jamestown/Stutsman Development Corp. held an illegal executive session to evaluate its CEO.

The other concluded that the Golva city auditor broke the law by waiting some three months to turn over records requested by the Golden Valley News.

So far this year the attorney general has been asked to resolve 18 disputes over questions about open meetings or open records.

He found violations in 12 of those cases, and in six of them he determined there were no violations.

Of the 18 cases, seven were related to higher education entities, particularly in relation to various controversies surrounding former chancellor Hamid Shirvani.

The latest of those dealt with the deletion of Breciani's email messages.

Breciani supporters/Shirvani detractors have attempted to soft pedal the violations, claiming they were not intentional.

But you don't get a free pass when you break the law just because you didn't mean to break the law.



Steve Andrist

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You surely didn't mean to run over that little old lady while you were texting and driving, but you nevertheless ran over her.

The bottom line is it's a problem that needs to be fixed. And by now you'd think there have been enough open meetings/open records problems that government officials would know how to avoid them.

Survey time

Is it true that the younger generation has no use for newspapers?

Not according to Scarborough Research, which released data earlier this year showing that 57 percent of 18-34-year-old Americans read newspapers, in print or online, at least weekly.

Nielsen found that 60 percent of Millennial print readers and 60 percent who read newspaper content online rated the information as trustworthy. Only 43 percent rated social media as trustworthy.

Advertising in print media also has an influence on this age group as 68 percent of those ages 18-24, and 75 percent of those ages 25-34 acted on newspaper advertising in the past month. Additionally, print circulars/inserts were checked by 86 percent of Millennials who regularly read

their Sunday newspapers.

NDNA will be conducting similar research next year to determine readership trends specific to North Dakota.

News or PR?

If you watch local TV news, you've no doubt noticed an increase in video of our congressional representatives being interviewed on The Hill.

That's because congressional news releases now often include video clips.

It may look like they're being interviewed by a reporter, but usually it's a staffer on the back side of the camera.

National news organizations are facing the same situation with the White House.

In fact, dozens of leading news organizations protested last month that the Obama administration is closing many presidential appearances to the press, then offering staff produced photos and video to the press.

In a letter to White House press secretary Jay Carney, the news organizations said White House limits on access raise constitutional concerns about infringement on First Amendment freedoms and have "a direct and adverse impact on the public's ability to monitor and see what its government is doing."

Don't forget the foundation

Supporters of newspapers can put their dollars to work with year-end donations and memorials to the North Dakota Newspaper Association Education Foundation.

Most gifts to the foundation are deductible as charitable donations.

They can be sent to the North Dakota Newspaper Association Education Foundation, 1435 Interstate Loop, Bismarck, ND 58503-0567.

Foundation seeks applicants for school year internships

The NDNA Education Foundation is now accepting



applications from newspapers interested in hosting high school interns for the remainder of the school year.

The foundation board has agreed to fund five school year internships at \$500 each.

The interns must be high school students who do supervised news work from January through the end of the school year.

Newspapers have until Jan. 9, 2014 to apply for the school year internship program, and selections will be announced Jan. 10, 2014.

Stipends will be paid to the

newspaper once the intern completes a short report at the conclusion of the internship.

The school year stipends are part of the foundation's D.J. Shults Internships program, which also includes summer internships for both college and high school students.

Applications for the summer program will be sent out in January, with an application deadline of March 14.

The foundation will provide 10 stipends of \$1,000 each for the college internship program. To be eligible, students must have graduated from high school.

Newspapers may also apply for the five summer internships for high school students, who will get \$200 each.

'Future of Newspapers' ads coming soon

North Dakota newspapers should keep an eye out for advertising insertion orders that will be arriving this month in NDNA's "Future of Newspapers" campaign.

Payment for the ads will follow closely behind the ad orders, but the NDNA Future of Newspapers Committee has requested a January run date for the campaign.

Insertion dates will be specified on the ad orders.

The NDNA board directed

the committee to put together a campaign to help combat the perception that newspapers are dying.

The campaign will built around a bird named Chipper, who will proclaim that newspapers are strong "Yesterday, Today and Tomorrow."

The campaign will include two paid ads in every newspaper in the state, and several companion ads that newspapers can choose to run as house ads through the course of the year.

It's here! Online contest time has arrived

Information packets detailing rules and procedures for NDNA's foray into electronic contest entries have been sent to members.

DON'T BE INTIMIDATED! Once you've tried the system, you'll find it's not all that complicated. But it will definitely be helpful to read through the entry guide -- especially the FAQs -- before jumping in.

Most states find a sharp drop in entries the first year they try online contests. The NDNA board is hoping North Dakota will be different.

You may also access all contest information at www.ndna.com/contest.

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Let's schedule a meeting together soon

In the world of sales, we all have to concentrate on sales calls. Or as I like to call them, meetings. I try to set up meetings with clients and prospective clients, therefore I avoid calling them "sales calls". This way it makes it a two-way meeting instead of a one-sided sales call. I always feel more comfortable if it is a two-way meeting.

We have the luxury of having quite a few options to use when trying to set up meetings with clients and prospects. We have cell phones, office phones, e-mails, letters, business functions, and office visits. My favorites are emails or personal visits. The degree of success you have when setting up these meetings is determined by a few professional rules.

Be fearless: It is rather daunting getting in contact with someone out of the blue. Even the most seasoned sales people feel the nerves. I have found it best to be fearless and let the cards land as they may. Make the effort and you will be rewarded -- most of the time.

Honesty: You have to be honest with the client as to who you are, who you represent, and why you want to see them.

To the point: Make your request short and to the point. People are busy and they will respect the fact that you want to meet with them.

Respect Time: Understand that they are making room in their schedule, so try to plan your meeting on their terms. Offer a lunch meeting, or something that fits into their schedule.

Be Professional: When you get the chance to meet with the client, have professional and meaningful material to present. Make the initial meeting short on your business and long on their business.

ADchat



by Mike Casey
NDNA Advertising Director

Follow Up: Always leave the meeting with the opportunity to follow up with them. They will be prepared for it if you let them know you are going to follow up.

These rules seem simple, but when I have skipped or side stepped one or more of them, my success rate drops. So I make it a point to remember these basic steps when working on setting up meetings with clients.

I have found that these rules to be helpful when prospects are forming their initial impressions of you and your company. Getting the opportunity to visit with them

is always hardest at first.

I have heard stories about people never giving up, chasing and chasing until they finally get the meeting. Be careful and take your time. You can easily put the prospective client on the defensive, and ruin your chances of ever getting to meet.

When at first you don't succeed, being fearless, honest, and to the point are critical. Make sure you stay professional on all future attempts. This is business, and businesses rely on each other to run and market their business.

To be successful, understand how your business can help your client or prospective client. And then follow these professional rules when setting up meetings. You will soon find yourself opening doors and presenting to as many people as your day can handle.

Mike Casey is NDNA's Advertising Director. You may reach him by phone (701-595-7308) or email (mikec@ndna.com) to discuss advertising opportunities and ideas.





You're replacing someone. Now what?

I was talking to Angela about her early days at her newspaper. "When I moved into this sales job, a lot of clients asked about the person I replaced. Most of them asked innocent questions about how that person was doing. But some of them were nosy and persistent. I figured the best strategy was to stay upbeat."

It's a big challenge to step into a new position, whether it's a result of account reassignments or a matter of replacing someone who has left the newspaper. By being upbeat, Angela was on the right track. People transition in and out of jobs and sales territories all the time – and the new person has some control of how those changes are perceived. Here are three points to keep in mind:

1. Be positive. Never say anything negative about the person you're replacing. "Early on, I decided to avoid saying things that I wouldn't say if my predecessor were in the room," Angela said. "There's nothing to be gained by criticism, even if that person left under negative circumstances."

"It's smart to prepare some positive comments – things that are true, things you can say with sincerity. For example, you can say something like, 'I appreciate your concern. Joe developed some ad strategies which got great results for his accounts.' Or 'Joe told me how much he enjoyed working with you. I'm sure his old accounts will miss him.'"

2. Don't gossip. It's human nature for clients to want to hear the details – good or bad – of how and why their former representative is no longer handling their advertising. And it's natural to want to please their curiosity. That's why even the most innocent question calls for self-discipline.

"Just because people are curious doesn't mean I have to answer

Ad-libs[®]



by John Foust
Raleigh, NC

inappropriate questions," Angela explained. "I found it helpful to say, 'I appreciate your interest in Joe, but I wasn't here at the time, so I really can't answer your question.' I kept my comments as neutral as possible."

Eleanor Roosevelt famously said, "Great minds discuss ideas. Average minds discuss events. Small minds discuss people."

Which leads us to the next point.

3. Help your clients look forward, not backward. Advertisers – like consumers – are motivated by self-interest. Change represents a possible threat to what was a predictable relationship with your

paper.

Here's a new beginning. A clean slate. An invitation to discuss ideas.

The first order of business is to reassure your accounts that you have their best interests at heart – and that their marketing is in good hands with your newspaper. "In the beginning it's all about establishing rapport," Angela said. "When I had initial conversations with existing accounts, I just tried to get to know them and let them see that I cared about their businesses. And like always, I was on the lookout for potential ideas and promotions."

"Funny thing about ideas," she continued. "When you get good ones – ideas that generate business for your advertiser – they'll stop talking about the good old days."

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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. E-mail for information: john@johnfoust.com

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NDNA
NORTH DAKOTA NEWSPAPER ASSOCIATION





A TALE OF 2 NEWSPAPERS

Why are some newspapers showing incredible circulation increases?



Kevin Slimp
The News Guru

kevin@kevinslimp.com

I had to laugh a few days ago, when I saw my pic on the top fold of the front page of a monthly industry pub with the headline, "Slimp's invention has served newspaper industry for 20 years."

I've got to tell you. I don't know where those years went. Back in those days, it seemed like everybody introduced me as the "young whiz kid" of the newspaper industry when I stepped on stage at a convention. In those early days, it seemed like everyone wanted me to speak about where I came up with the idea for using PDFs to print newspapers and transmit ads. My first speaking gig was keynoting the Texas Press Association Convention. I remember having the flu and barely making it downstairs to speak.

When discussing the steps that led to newspapers using PDFs, my most popular line was, "I don't know. It seemed like it ought to work."

You know, most great discoveries in life and business seem to boil down to common sense. As I write this column, I've just returned from Nashville, where I met with a group of publishers from Middle and West Tennessee. Metros, small dailies and non-dailies were represented.

When I lead something like this, I become a statistic junkie for days before, as I study every stat I can get my hands on. Two statistics struck me as very interesting as I prepared for this summit.

The first was a study released by Pew Research Center, indicating just how little most social media sites, other than Facebook, are actually used by anyone. My best friend, Ken, who is a marketing guru in Dallas, had me convinced that it was time to throw away Facebook, paper

and all my other resources because the world, as he had described it, had turned to Instagram and Twitter. Well I certainly know now, thanks to this study, that compared to print and Facebook, Instagram and Twitter are used by just a small portion of the population. I was especially surprised at how few teens used Instagram, after Ken almost had me drinking the Kool-Aid.

More surprising to me, however, were the most recent statistics from the Alliance for Audited Media, formerly known as ABC, showing the circulation of the 25 largest metro papers in the country.

You may be wondering why I'm writing a column, primarily read by community newspaper publishers, about metro circulation. Just follow along for a little while longer.

How's this for a surprising number? The Atlanta Journal-Constitution had a huge increase in circulation. That's not a misprint. According to the AAM report, they grew from 174,000 subscribers to 231,000 in one year. And the Orange County Register, the same paper I predicted would have huge growth, grew 27 percent, from 280,000 subscribers to 356,000.

I know what you're thinking, "It's those digital subscribers." But guess what? Atlanta's total digital circulation sits at 6,000, while Orange County's sits at 15,000. Yes, less than 5 percent of total circulation for both.

So why do I even bother you with this stuff? Because, my friends, print is alive and well. We keep hearing that community papers, as a whole, are doing well this year. But we also keep hearing that the big papers are dying, which - in turn - means that we're all going with them.

That whole mess in New Orleans and other Newhouse cities has caused the whole nation to believe the sky is falling. But guess what. It's not. More newspapers than the naysayers would like us to believe are doing very well. Sure, some aren't. But many are. I believe that's



Kevin leads a November publishers summit in Nashville, Tennessee.

Newspaper Name	Print	Total Digital	Total Average Circulation Excluding Branded	Total Branded Editions Print & Digital	Total Average Circulation As of 03/31/13	Total Average Circulation As of 03/31/12	Percent Change
HOUSTON CHRONICLE	231,233	102,341	333,574	26,677	360,251	346,129	4.1%
ORANGE COUNTY REGISTER	159,411	15,466	174,877	181,288	356,165	280,812	26.9%
NEWARK STAR-LEDGER	180,271	160,507	340,778		340,778	278,940	22.2%
TAMPA BAY TIMES	241,020	17,099	258,119	82,141	340,260	299,497	13.6%
CLEVELAND PLAIN DEALER	216,122	95,483	311,605		311,605	286,405	8.8%
PHILADELPHIA INQUIRER	184,827	67,958	252,785	54,046	306,831	325,289	-5.7%
MINNEAPOLIS STAR TRIBUNE	227,694	73,651	301,345		301,345	300,330	0.3%
ARIZONA REPUBLIC	285,927	7,048	292,975	665	293,640	321,600	-8.7%
HONOLULU STAR-ADVERTISER	125,726	68,993	194,719	73,525	268,244	209,915	27.8%
LAS VEGAS REVIEW-JOURNAL	126,293	15,996	142,289	109,758	252,047	259,247	-2.8%
SAN DIEGO UNION-TRIBUNE	192,782	21,569	214,351	36,327	250,678	230,578	8.7%
BOSTON GLOBE	172,048	73,524	245,572		245,572	225,482	8.9%
ATLANTA JOURNAL-CONSTITUTION	149,523	6,704	156,227	74,867	231,094	174,251	32.6%

always been the case.

Last night, I spoke with someone from Associated Press about these numbers. She was quite surprised to hear them. So much so, that she asked me to send her the handouts we used at the summit, so she could see them for herself.

What did I discuss with these publishers in Nashville? I reminded them that their future is bright, if they'll resist the lure of the "print is dead" philosophy and keep producing quality publications.

You know, there are groups that don't invite me to speak anymore because I refuse to say that we should all abandon print. But I remember when I was working on the PDF project 20 years ago. It seemed that everybody, including Adobe, said it would never work. Only a few close colleagues believed that we would ever transmit and print files in a method we take for granted today.

But common sense told me they were wrong. And common sense tells me that statistics don't lie. Our newspapers have a bright future. Hold on for the ride.

visit
kevinslimp.com
email Kevin at kevin@kevinslimp.com

The Writing Coach



Let us all take a moment, for commas

We pause now for commas.

We are in an era of comma anarchy, with commas absent where they should be, present where they shouldn't. And you can't have real anarchy without a coup d'etat attempt: the comma threatened by the dash.

Here's an excerpt from a sentence that appeared in a newspaper: "... said JoAnne Mays, the county's director of audits who compiled the report."

Without a comma between "audits" and "who," the sentence seems to say there are at least two "director(s) of audits" in the county.

The writer created a restrictive clause, that is, the "who," unaccompanied by a preceding comma, is restricting to JoAnne Mays the identity of the "director of audits who compiled the report." A restrictive clause or phrase specifies or clarifies. By leaving out the comma, the writer seemed to specify Mayes, and not some other "director of audits," as the one who wrote the report.

But because she is "the county's director of audits," such specifying is not necessary, so we should insert a comma.

Comma myths (and dark rumors whispered in dingy saloons back by the jukebox) grow up around certain usages, such as "Jr." at the end of a person's name and "Inc." at the end of a company's.

Many writers think "Martin Luther King, Jr." is standard, but the AP Stylebook says, "Do not precede (Jr.) by a comma."

Similarly, "Inc." often wears commas front and back. Again, the AP Stylebook is firm: "Do not set off (Inc.) with commas."

Then there are the absences of commas. A story I edited had more dates than I had in high school. (I almost added a series of commas here so you would pause long enough to appreciate my bad pun.)

For instance, a story said: "He announced on Aug. 3, 2010 that he would retire."

When using a month, a day and a

the WRITING COACH



by Jim Stasiowski
Sparks, NV

year, place commas both before and after the year. In other situations, you don't need a comma after the year. For instance, with a month and year but no specific date, leave out both the fore and aft commas: "September 1945 was the first month in six years without global war."

Look, the uses of commas (or not) with dates don't fit a neat pattern. If you use a date but not a day or a year, no comma: "Nov. 9 was Chandler's 40th birthday."

On the other hand, if you use the day and the date but no year, you set off the date with commas: "The meeting will begin at 7 p.m. Thursday, Dec. 5, at City Hall."

(Sudden thought: We should create a universal punctuation mark for use with dates. How about eliminating all commas and setting off any date, no matter how simple or complicated, with the sadly neglected asterisk: "He was born *July 29 1972* in Creston, Iowa." I'll try to persuade the editors of the AP Stylebook to legislate the change.)

As to dashes, there is tentative good news: After more than a decade of using more dashes than I had dates in high school, some reporters are showing restraint. Dashes still appear too often, almost always where a simple comma or colon would suffice. (Never the asterisk. Not yet. Be patient.)

I did a test. I am reading a long nonfiction book published in 1986 and written by two well-respected journalists.

I randomly opened the book. Quickly eyeball-scanning from the top of Page 444, I counted 75 commas and almost 1,300 words before I came to the first two dashes, which set off an acronym on Page 447. (Actually, two commas would have fit better.)

In those simpler times, dashes in news stories were as rare as girls who went out with me in high school.

Then I sampled a few current stories published in metro newspapers. Most used at least a few dashes within the first 600 words. In one 638-word story, there were nine dashes, 32 commas, and only two of the dashes were used correctly.

The dashmania devils are writers looking for a no-skill-required way to create emphasis. It got out of hand when writers decided to dashify just about everything, reasoning that their work was so special, it deserved emphasis to the max.

Use dashes only to set off either a series in the middle of a sentence or an abrupt, temporary change in thought, such as: "I have trouble remembering the rules for using commas with dates - the asterisk isn't even a punctuation mark - so I'm going to stop putting dates in my stories."

THE FINAL WORD: I'm seeing "leadership" used often as a collective noun meaning "the leaders of (whatever)," as in, "Local leadership has acted swiftly."

The dictionary approves of that usage as the No. 3 (and last) definition. I think it should be No. 353. Newspapers should write about specific people, not abstractions. In the example above, the meaning of "leadership" is impossible to pin down.

Jim Stasiowski, writing coach for The Dolan Company, welcomes your questions or comments. Call him at 775 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

Want Ads



NEWS EDITOR: The Mandan News has an opening for an editor. The weekly community newspaper is a one-person news operation with separate ad sales. It provides an opportunity for a strong writer and designer to grow and showcase his or her ability at the same time fulfilling the newspaper's obligation to readers for coverage of a growing community. The job requires a self-motivated, confident individual with well-developed writing and design skills. A part of Lee Enterprises, Inc (and the Bismarck Tribune), the Mandan News offers a comprehensive wage and benefits package. This is an excellent opportunity for community journalist wanting to use his or her skills to the fullest. Applications are accepted at www.bismarcktribune.com/workhere.

NEWS REPORTER: The Tioga Tribune is seeking a news reporter to cover the Oil Capital of North Dakota. The Tioga and Ray communities would be a challenge for even the most experienced reporter, but we'll consider an ambitious rookie. Hoping to place the successful candidate by early January. Competitive pay, single paid health insurance, retirement plan and housing stipend negotiable. Send email with resume and cover letter to: cecilew@crosbynd.com.

REPORTER: Taking resumes now. Ashley Tribune seeking reporter. Other duties involved. Interesting opportunity. Full/part time. Computer skills necessary. Dependability, honesty a must. Must be good with people. Opportunity to grow with company. Send resume and references to redhead@drtel.net or Ashley Tribune, PO Box 178, Ashley, ND 58413.

AD REP: Advertising Representative sought for the Tioga Tribune newspaper in the booming Bakken oil field. Competitive salary plus commission in a community with untapped reserves of advertising riches. Housing stipend negotiable, health insurance, retirement plan, vacation and sick leave offered. Please send a letter of application and resume to cecilew@crosbynd.com.

HEAD PRESSMAN: The Minot Daily News is looking for the right candidate to lead our pressroom located in North Central North Dakota. Our publications include the Minot Daily News, a 16,000 daily 18,000 Sunday; The Pierce County Tribune a 2,200 weekly in Rugby. Visit our website at minotdailynews.com. Hunting, fishing and the arts are plentiful in this beautiful region of the country. Our ideal candidate will possess the talent and character to motivate, teach and lead a team of craftsmen to new heights. We publish seven days a week using a Goss Urbanite Press. The Minot Daily News is part of Ogden Newspapers, a growing family-owned company. We offer a competitive salary with health coverage, vision /dental, life insurance, 401K, and vacation. If you are looking to take your newspaper career to new heights please send a cover letter and resume to Steve Herron at sherron@minotdailynews.com. The Minot Daily News is an Equal Opportunity Employer.

XEROX 7750 PHASER SUPPLIES FOR SALE: My Xerox 7750 Phaser died and I have supplies for same at half price of new-- 1 belt cleaner assembly, 1 transfer roller, 110 V fuser, 5 imaging units, 1 magenta toner, 1 black toner. Contact Richard Peterson, Benson County Farmers Press-- richard@farmerspress.com or (701) 473-5436.

ARE YOU CONSIDERING A SALE? I HAVE BUYERS LOOKING FOR NEWSPAPERS, SHOPPERS AND MAGAZINES OF ALL SIZES IN THE MIDWEST: We offer free appraisals. Go to www.mediamergers.com Top Notch Award Winning 7,800 circulation weekly and 30,000 circulation TMC in western Wisconsin. Gross revenue of \$2.5 million. Weekly in eastern Iowa in a bustling town of nearly 4,000 population. LIVE AND WORK IN THE BEAUTIFUL BLACK HILLS OF SOUTH DAKOTA. Pair of weeklies in western South Dakota in a wonderful tourist area. Profitable operation with related visitor guides. Contact Julie Bergman, 218.230.8943 or julie@wiktel.com

Bulletin Want Ads must be of interest to the newspaper industry. Cost: Free to NDNA newspaper members; non-members: \$.10/word; \$10 minimum.

GET ON THE BANDWAGON!

Nearly half of North Dakota's newspapers are uploading their pages for our public notice web site/clipping service.

Please join them! It's as easy as 1-2-3-4-5:

STEP 1: Browse to <http://ndnaupload.newzgroup.com>.

STEP 2: Type in your user name and password. (User names and passwords are the same ones you use to access password protected material from NDNA.)

STEP 3: Click the "upload" icon.

STEP 4: Browse your computer to where you have the pdf file(s) stored.

STEP 5: Select the pdf files for the edition being uploaded.

After you upload your first edition, or for questions, notify stevea@ndna.



Member News



Rob Keller is the new publisher of *The Jamestown Sun*, replacing Bruce Henke, who retired in September. Keller has worked in advertising at The Sun for 23 years. In addition to his new role as publisher, Keller will continue to serve as advertising director at the Forum Communications newspaper. A Jamestown native, Keller's first job while in high school was delivering tearsheets for The Sun.



Rob Keller

Jody Michael is the new sports editor for Journal Publishing Inc. A recent graduate of Kent State University in Ohio, Michael will be covering sports for *The Journal* of Crosby and *The Tioga Tribune*. He previously worked as a stringer for the Record-Courier in Kent, and as a reporter and opinion page editor for his college newspaper.



Jody Michael

Mountain Band of Chippewa.

Idamarie Kolpack, the matriarch of a prominent North Dakota newspaper family, died Nov. 6, 2013 at the age of 89. She was the widow of Ed Kolpack, longtime sports editor of The Forum, and has two sons in the news business: Jeff, a sports writer for The Forum, and Dave, an Associated Press correspondent in Fargo.



Idamarie Kolpack

Julie Miller has retired after 21 years on the staff of The *Litchville Bulletin*. Miller started at the Bulletin in 1992 as a proof reader and circulation clerk, and retired at the end of November as circulation manager.

The Turtle Mountain Times of Belcourt celebrated its 20th anniversary in October. The first edition of The Times rolled off the press Oct. 27, 1993 under the direction of Editor Robin Poitra-Powell, whose goal was to provide coverage focusing on the Turtle

Eric Killelea has joined the reporting staff at the *Williston Herald*, where he will cover county government and education. He previously worked as senior reporter at the Glendive Ranger-Review in Montana.

Industry News



Valassis decision 'disappointing'

National Newspaper Association President Robert M. Williams Jr. expressed disappointment with a decision by the Court of Appeals for the District of Columbia Circuit that affirmed the Postal Regulatory Commission's handling of the Valassis postage discounts last year.

"The Court did not say it agreed with the Postal Service's decision to grant special discount rates to this large direct mailer. It simply said it would not disrupt the expertise of the PRC," Williams said.

"That is the posture federal courts normally take in regulatory matters. But we believed, and still believe, that the Commission's analysis of the antitrust issues in this case was flawed."

NNA joined the Newspaper Association of America last year in appealing the PRC's grant of deeply discounted rates through a Negotiated Service Agreement (NSA) to Valassis for launching of a weekend direct mail program intended to pull

advertising out of newspapers and into the direct mail stream. Vigorous industry protest against the decision resulted in heavy litigation at the PRC and the courts, and objections on Capitol Hill, where many members of Congress raised concerns about the deal.

Maine newspapers now taxed

As of Oct. 1, 2013, newspapers and magazines in Maine became subject for the first time to a circulation sales tax.

The tax comes from the repeal of an exemption that protected certain types of publications, including daily and weekly newspapers, from sales tax. Readers will now pay a 5.5 percent tax on their purchase.

In certain cases, the sales tax may extend to the purchase of a digital publication. However, if the publication is not downloadable, and can only be read online, the sales tax may not apply. The sales tax increase is temporary, expected to last from Oct. 1, 2013, until June 30, 2015.

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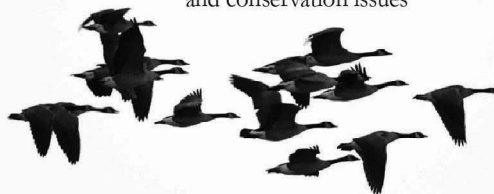
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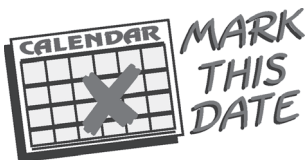


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NDNA Calendar

NDNA Board of Directors Meeting
January 30, 2014
Bismarck, ND

**128th Annual
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May 1 – 3, 2014
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2013 NDNA Associate Members

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