Local action needed on potential newsprint tariffs

Together APA members can help fight the threat of newsprint tariffs. The U.S. International Trade Commission (ITC) is considering tariffs for uncoated groundwood paper from Canada used by newspapers and other commercial publishers. A national organization, Stop the Tariff on Printers and Publishers (STOPP), has been formed to combat this action.

The first of several decisions on the tariffs is due to be announced March 8, and a final decision is expected in September. It is important that as many people as possible understand that potential tariffs will harm both the newspaper publishing business and the economy of the communities they serve.

“The coalition to fight the newsprint tariffs is going strong, and more national groups are being added,” said APA Board Chair Byron Tate, owner and publisher of the Sheridan Headlight. “We can take action on a local level by talking about the number of newspaper jobs that will be impacted and by encouraging others in our community to write letters to the Secretary of Commerce.”

Any organization that depends upon the contributions that a local newspaper makes to the economy are good candidates for writing a letter. Some ideas include the local Chamber of Commerce, elected officials and other small business owners.

Here is a sample letter that APA members can use to request letters from local contacts.

Wimberley named executive director of Arkansas Press Association

Ashley Wimberley has been promoted to executive director of the Arkansas Press Association. Byron Tate, president of the association’s board of directors, made the announcement Wednesday.

Wimberley, 40, has been the press association’s interim director since Tom Larimer’s retirement Jan. 30. She was previously the director of marketing.

“I strongly believe in the future of newspapers and this industry as we adopt new strategies and approaches to serve our communities in a meaningful and effective manner,” Wimberley said. “Journalism is more important now than ever.”

Wimberley said she was eager to accept the new challenge.

“Ashley is the right person to pick up where Tom left off,” Tate said. “Our association has continued to be successful in recent years, despite the challenges in our industry. We have great faith in her ability to help us maintain that success.”

Wimberley grew up in a newspaper family — her parents were weekly newspaper owners and journalists in Northeast Arkansas. She began working at the APA in August 2005 after six years as public relations group manager at CJRW, a Little Rock advertising firm.

“When I came here it felt like coming home,” she said.

Wimberley and her husband, Neal, have two daughters, Anna and Maggie.
Sunshine Week set for March 11-17

“It’s Your Right to Know” is the theme for this year’s Sunshine Week set for March 11-17. APA members will join the American Society of News Editors and the Reporters Committee for Freedom of the Press in the annual national celebration of access to public information.

Members can participate by highlighting the importance of openness through ads, stories, editorials, columns and cartoons.

“Freedom of information isn’t just a press issue,” said Ashley Wimberley, APA executive director. “It is a cornerstone of democracy, enlightening and empowering people to play an active role in their government at all levels.”

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Registration is open until March 9. Contact Terri Cobb at terri@arkansaspress.org or 501-374-1500. Online registration is available at www.arkansaspress.org.

Kelly Wirges, founder of ProMax Training & Consulting and keynote speaker for conference sessions beginning 1:30 Thursday, understands the challenges and opportunities that exist in today’s competitive and complex environment. Wirges will share practical techniques that can be put to work immediately for increased success.

Arkansas Democrat-Gazette Tests Digital-Only Access

Last week executives of the Arkansas Democrat-Gazette announced a pilot program that will end home delivery of the newspaper in Mississippi County March 31. Subscribers in the county will be provided with an Apple iPad they can use to read a digital replica of the newspaper for the price of a daily and Sunday subscription. Single-copy sales of the newspaper will continue in Mississippi County businesses.

The Democrat-Gazette is looking for new ways to cut costs and move the newspaper further into the digital age, so this pilot project could be expanded into other counties. In a letter sent to Mississippi County subscribers, Publisher Walter Hussman, Jr., said the Mississippi County effort is a $200,000 investment in a “unique and unprecedented” program.

“The Arkansas Democrat-Gazette is one of the only – if not the last – statewide newspapers in America, and we realize the importance of connecting everyone in Arkansas with news and information to hold government, business and all other institutions accountable,” Hussman wrote. “We also realize that the future of newspapers and journalism is digital,” he continued. “There are inescapable economic advantages to digital delivery that we must adopt so that we can remain a viable source of high quality news.”

The 64GB iPads cost about $800 each and the 12.9-inch screens will provide a digital replica of each day’s printed edition. As of Feb. 15, about 30 percent of subscribers had agreed to try the iPad.

“It’s incredibly difficult and expensive to get papers up there, but we are not leaving them,” Larry Graham, vice president for circulation, said of Mississippi County readers after a staff meeting in the Democrat-Gazette’s newsroom. “We’re not pulling out. We’re bringing you the paper in an exciting new form.”

Buying or Selling?

I can help you with either one including the value of your property or the publication you are buying.

LEWIS FLOYD
Senior Associate

(850) 532-9466
lfloyd@mediamergers.com
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Senior Associate

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ANF internship application deadline nearing

March 10 is the deadline to apply for one of four 2018 $1,500 internship grants offered by the Arkansas Newspaper Foundation (ANF). Newspapers applying for the internship grants are required to match the $1,500 from ANF, and selections are made on a first-come, first-served basis. Newspapers receiving grants will get summer newsgroup help during the 8- to 10-week project. Interns can bring fresh perspectives and new energy, as well as helping cover for vacationing employees. Interns receive real-world experience that could lead to journalism careers.

Intern applicants must be journalism majors enrolled at Arkansas college or university. Special consideration is given to newspaper journalism applicants. For more information, contact Karen Brown, ANF Executive Director, at arknewspaperfoundation@gmail.com or go to the Foundation tab at the APA website, www.arkansaspress.org.

More newspapers honored for uploading public notices

In the past two weeks, more APA members have joined the ranks of those uploading public notices to the APA website at http://www.pupblicnoticeads.com/ar/ to strengthen the best defense against newspapers losing public notice revenue. During most sessions of the Arkansas General Assembly, a legislator proposes one or more bills that would remove public notices from newspapers and allow them to be posted on a government website. The best defense for newspapers is that public notices are already posted online and at no cost to the government on the APA website.

APA recognizes these 62 newspapers for uploading public notices:

- Advance Monticellonian (Monticello)
- Arkansas Business (Little Rock)
- Arkansas Democrat-Gazette (Little Rock)
- Ashley County Ledger (Hamburg)
- Ashley News Observer (Crossett)
- Banner News (Magnolia)
- Batesville Daily Guard
- Beebe News
- Booneville Democrat
- Camden News
- Carroll County News (Midweek)
- Carroll County News (Weekend)
- Charleston Express
- Clay County Courier (Corning)
- Cleveland County Herald (Rison)
- Charleston Express
- The Courier (Russellville)
- Daily Citizen (Searcy)
- Daily Siftings Herald (Arkadelphia)
- DeQueen Bee
- Dumas Clarion
- Eagle Democrat (Warren)
- El Dorado News Times
- Glenwood Herald
- Greenwood Herald
- Harrison Daily Times
- Hope Star
- Hot Springs Village
- Johnson County Graphic (Clarksville)
- Madison County Record (Huntsville)
- Malvern Daily Record
- Melbourne Times
- Mena Star
- Murfreesboro Diamond
- Nashville News-Leader
- Nevada County Picayune (Prescott)
- Newport Independent
- Newton County Times (Jasper)
- North Little Rock Times
- Northwest Arkansas Democrat-Gazette (Fayetteville)
- Osceola Times
- Ozark Spectator
- Paragould Daily Press
- Paris Express
- Pine Bluff Commercial
- Pocahontas Star Herald
- Poinsett County Democrat (Trumann)
- Press Argus Courier (Van Buren)
- Salem News
- Saline Courier (Benton)
- Sheridan Headlight
- Stone County Leader (Mountain View)
- The Sun (Jonesboro)
- The Daily Record (Little Rock)
- The Times Dispatch (Walnut Ridge)
- Times-Record (Fort Smith)
- Times Herald (Forrest City)
- Town Crier (Manila)
- Van Buren County Democrat (Clinton)
- Village Journal (Cherokee Village)
- Waldron News
- Wynne Progress

“Help us strengthen the argument that there is no need to move public notices to the Internet because public notices are already available on the public notices website,” said Ashley Wimberley, APA interim executive director.

Contact Tracy McGraw at tearsheets@arkansaspress.org or call the APA office at 501-374-1500 for help in uploading the notices.
Leaders caution against use of free stock photos

The leaders of the National Press Photographers Association (NPPA), Associated Press Photo Managers (APPM) and The Kalish Visual Editing Workshop, representing thousands of visual journalists, photo editors, educators and newsroom leaders, recently expressed disappointment about an article from The Poynter Institute article advising journalists to select free stock photos for their articles.

They affirmed the value of unique visual images and said the practice of journalists using free stock photos can be damaging in several specific ways:

- Photos are sometimes offered for free by those who don’t have the legal right to distribute them. The most dramatic example was when trusted wire services were found liable for copyright infringement to the tune of $1.2 million for distributing photos without permission.
- By not licensing images from a reputable visual journalist or other trusted contributors, news organizations run a far greater risk of obtaining an image that has been manipulated, has a caption that is inaccurate or misleading, or passes off a staged moment as genuine. At a time when credibility is a news organization’s greatest asset, this cost is significantly higher than a budget for photography.
- Not fully considering the interaction between an image and the story may lead to a false implication about the subject. This could be grounds for defamation or false light claims.
- The most recent eye-tracking studies – commissioned by NPPA and published jointly with Poynter – have shown that the quality of photos matters, and that audiences can overwhelmingly distinguish between professional and amateur images, spending more time with the professional ones.
- There is a cost to producing good visuals, just as there is a cost for good writing. If the photography is valuable for your purposes, newsrooms should be willing to pay for it.

Tariffs
Continued from page 1

The Honorable Wilbur L. Ross, Jr.  
Secretary, U.S. Department of Commerce  
1401 Constitution Ave., NW  
Washington, DC 20230  
Re: Uncoated Groundwood Paper from Canada, Investigations 701—TA—584 and 731—TA—1382

Dear Secretary Ross:  
Our organization has recently been made aware of proposed tariff’s that would significantly impact communities in Arkansas and our nation’s economy.  
On behalf of the COMMUNITY Chamber of Commerce, we urge you to scrutinize the antidumping and countervailing duty petitions filed by North Pacific Paper Company (NORPAC) regarding uncoated groundwood paper from Canada used in newspaper production. A coalition representing U.S. newspapers, printers and uncoated groundwood paper producers has been formed to oppose the petition of this single company.  
Local newspapers are the core of community access to local news about governmental activity, local economic and business issues, high school sports and milestones for local citizens. Facing increased costs of newsprint across all suppliers, many small-town papers like our own NAME OF PAPER could be at risk of failing.

We believe the NORPAC cases do not warrant the imposition of duties, which would have a very severe impact on numerous small businesses, industries and communities. It is our hope that the Department of Commerce will make a decision that will support the greatest number of U.S. companies and jobs which are so important to Arkansas and the entire U.S. economy.

Thank you for placing this letter on the official record of the Department’s Uncoated Groundwood Paper Investigation. We appreciate your consideration.

Sincerely,  
NAME, President and CEO  
COMMUNITY Chamber of Commerce

Atkins Chronicle goes monthly after brief publishing hiatus

Van and Ginny Tyson, with the help of Beverly Davis, have been publishing the Atkins Chronicle on the first Wednesday of every month for the past four months to continue to record what is happening in their community.

It was Davis’s idea to publish monthly, and the former circulation manager is now selling all the ads, reporting and doing layout. Most of the issues have been eight pages, but the last one had 12 pages.

The Atkins Chronicle prints 500 to 600 copies each month and sells most of them for $1 per issue through racks in Atkins, Pottsville and Russellville. First Class mailed subscriptions are available for $2.50 per month.

“Beverly has been able to take home some pay each month,” said Ginny Tyson. The Tysons are not taking salaries, rather they are using funds to pay for printing, utilities and insurance.

Van Tyson is writing his “Memories” column using information from the newspaper’s archives, and he has been covering the Atkins City Council. They print obituaries from the local funeral home and the Atkins School Board minutes. Sports coverage is in the form of statistics only.

“We are getting lots of thank-you calls from people who are pleased we are back in operation,” said Van Tyson. “I was worried at first, but I think it is going really well.”
Judges Needed!

Help judge the Louisiana Press Association Better Newspaper Contest

Categories Include:
News, Feature & Sports Writing,
Advertising, Photography,
Print Quality & Design

All judging will be online

Deadline to Sign-Up is March 16

Louisiana Better Newspapers Judging Sign-Up

Newspaper/Company ________________________________ City ________________________________
Phone ( ____ ) ________________________________ Fax ( ____ ) ________________________________

Name/Title ________________________________ Email ________________________________
Category Preference ________________________________ (News, In-Depth, Features, Sports, Opinion, Layout, Advertising & Photography)

Name/Title ________________________________ Email ________________________________
Category Preference ________________________________ (News, In-Depth, Features, Sports, Opinion, Layout, Advertising & Photography)

Name/Title ________________________________ Email ________________________________
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Name/Title ________________________________ Email ________________________________
Category Preference ________________________________ (News, In-Depth, Features, Sports, Opinion, Layout, Advertising & Photography)

Register online at: www.arkansaspress.org/event/JudgesSignup
or fax to 501-374-7509. Questions? Call Terri Cobb at 501-374-1500.