

# Publisher Weekly

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## Registrant list continues to grow for Ad Conference

The list of registrants for the APA's annual advertising conference continues to grow with more registrations coming in every day for the March 9-10 event at the Clarion Hotel in Hot Springs.

The featured presenter for the conference will be **Ryan Dohrn**, a veteran sales trainer who brings a unique approach to sales that will benefit APA member ad people.

The conference will also include a "hot ideas" sharing session and a round table discussion featuring several topics. As usual the conference will conclude with the presentation of the

annual Better Newspaper Advertising Awards.

It all takes place next week in Hot Springs. Don't miss this opportunity to mix and mingle with your colleagues in the newspaper advertising business, and to learn what's working at newspapers from an advertising perspective, and perhaps what is not.

"It will all be there for those attending and I encourage all newspaper advertising people to attend," said **Tom Larimer**, APA executive director. "It will be a great time of learning and sharing."

## Editorial Contest rules, forms distributed for '17 honors

A package of information on the 2017 Better Newspaper Editorial Contest has been distributed to APA member newspapers that will have until March 31 to get entries posted to the APA contest site. Members of the Oklahoma Press Association will be judging the contest this year.

Included in the package are rules for entering the contest as well as the instructions for participating and categories for the 2017 contest, which recognizes excellence in editorial products in APA newspapers.

New to this year's contest is a category for news stories which originated from information in a public notice in the newspaper. The addition

of this brings to 29 the number of categories in the contest that may be entered.

The editorial awards will be presented Saturday, July 8, at the closing luncheon of the 2017 SuperConvention to be held at the DoubleTree by Hilton in downtown Little Rock.

For the second year, the APA contest will be conducted online. Entries are submitted to the APA contest site by pdf. Entries will be judged online.

If you have not received your editorial contest package, or if you have questions concerning the contest, contact **Terri Cobb**, APA contest coordinator, at 501-374-1500 or by email at [terri@arkansaspress.org](mailto:terri@arkansaspress.org).

## Who's Coming?

Here's the list to date of those already registered to attend the annual APA advertising conference March 9-10 at the Clarion Hotel in Hot Springs. There's still plenty of time to add your name to this group of advertising professionals.

You can find registration forms and even register online at <http://www.arkansaspress.org/events/EventDetails.aspx?id=912406>.

Those already registered include:

**LaVonna Ables**; *Batesville Daily Guard*, Batesville  
**Stacy & Austin Fields, Mandi & Adam Curtwright**; *WRD Entertainment*, Batesville  
**Suzie Winn, Linda Hostetler, Kelly Freudensprung, Pat Stuckey**; *The Saline Courier*, Benton  
**David & Nancy Hoyer**; *Carroll Co. Newspapers*, Berryville  
**Terri Coleman, Stacy Riley**; *Courier News*, Blytheville  
**Sue Silliman**; *Camden News*, Camden  
**Ronnie & Greta Bell, Lance King**; *El Dorado News-Times*, El Dorado  
**Brent Powers**; *Northwest Arkansas Democrat-Gazette*, Fayetteville  
**Carrie Johnson, Cassie Stafford, Tyler Trivitt**; *Pacesetting Times*, Franklin  
**Jim Perry, Todd Edwards, Jon-Claude & Gena Whillock**; *Harrison Daily Times*, Harrison  
**Todd Frantz, Debe Johnson, Garry Richards, MerryLee Meeker, Kyle Name, Chris Meeks, Tresa McFarlin, Kacey Smith**; *The Sentinel-Record*, Hot Springs  
**Jennifer Allen, Summer Benedict, Stephanie Dodson**; *Village Voice*, Hot Springs Village  
**Jay & Kathy Edwards**; *The Daily Record*, Little Rock  
**Vicki Agee, Linda Dollar, Paige Henley**; *Mena Newspapers*, Mena  
**Rusty & Neal Fraser, Daphne Morton, Ed & Lisa Coates**; *Stone County Leader*, Mt. View  
**Steve Knox**; *The Osceola Times*, Osceola  
**LeAnn Brown, Millie McClain, Byron Tate**; *The Sheridan Headlight*, Sheridan  
**Paige Cupit**; *Waldron News/The Citizen*, Waldron  
**Shantelle Redden**; *The Times Dispatch*, Walnut Ridge  
**Neil McConnell, Rebecca McGraw, Ashley Wallace, Ashley Wimberley, Terri Cobb, Tom Larimer**; *Arkansas Press Association*, Little Rock  
**Ryan Dohrn**; *Brain Swell Media*, Tulsa, OK



# Tom Larimer's *Potpourri*

Working with the Arkansas legislature is never what you would call “easy,” but the 91<sup>st</sup> General Assembly now convened in Little Rock will stand out as one for the books as far as we are concerned.

By “we” I mean the newspaper industry in Arkansas. By “we” I mean advocates for open government, transparency and accountability.

There is a decided hostile attitude toward “the media” in general at the legislature and since technically “we” are part of the media we’re taking the brunt. I had speculated, at least to myself, that the present animosity toward government transparency has been fueled by the present anti-media sentiment in Washington, D.C.

Shucks, it’s gone well beyond sentiment. It’s an all-out shouting match, and a one sided one at that, in our nation’s capital.

So anyway, I had speculated that this might be the case that some perhaps most of the current legislature, are just echoing what they’re hearing out of D.C., and it is now not so much nuanced in the Arkansas legislature as it is an openly hostile attitude.

Sen. Gary Stubblefield, who has apparently dedicated himself to dismantling the state’s Freedom of Information Act, confirmed my speculation in an interview immediately after SB 131 was voted out of the Senate State Agencies Committee with a do-pass. I was there testifying against this bill which will close to FOIA all “records and information” about the State Capitol Police.

A reporter asked him if he felt like the bashing that the FOIA is taking in this legislature comes from the present anti-media attitude in Washington. He allowed as how it did.

There was more evidence in the question and answer session following my testimony last Thursday. Sen. Terry Rice of Waldron cited a state newspaper publishing the list of concealed carry permit holders in the state several years ago. It seems he and his wife were both listed, apparently much to his chagrin.

Those concealed carry files were closed by the legislature shortly after that episode and as a direct result of the list being published. It was an ugly and protracted fight at the State Capitol. Perhaps we should have seen the signs then that it was payback time.

It was apparent that Sen. Rice’s vote in favor of SB 131 closing to the FOIA records and information that should be readily available to the public was payback for his name and that of his wife being published on that list. But don’t bother looking now. Those records are now secret, just as the “records and information” of the State Capitol Police will be if SB 131 becomes law. At this point that looks like a sure thing.

It doesn’t end there. There are several other bills making their way through the process at the legislature that seek to amend the FOIA. Some have momentum and will be difficult if not impossible to stop given the present attitude and mindset in Little Rock.

Perhaps this renewed assault on the FOIA can be dated to that legislative fight over closing the concealed carry permit records. Since then it’s been open season on the FOIA and on government transparency in Arkansas. We know going into every session that we’re going to have these fights to preserve the public’s right to know in Arkansas, but

nothing could have prepared us for the open hostility we’ve encountered.

We often talk about the proverbial “slippery slope” when it comes to amending the FOIA, meaning that once it begins it will be difficult to stop. Well, it’s not so much proverbial any more. It is a cold reality in Little Rock, and we’re sliding head first down that slippery slope.

We have no idea where the plateau will be, even if there is a plateau where we can find a place to stand without sliding further. My fear, my concern is that it won’t. My concern is that that slippery slope, once you’re on it, doesn’t slow down or stop until you’ve hit rock bottom. That’s where our present legislature is taking us.

Keep in mind these are elected officials voted into office from all over the state to represent the best interests of the people of Arkansas. Believe me what is presently happening at the State Capitol is not in the best interest of the people of Arkansas.

When you’re closing doors that have been and should be open to the public, you’re not keeping the best interest of the people of Arkansas in mind. When you’re shrouding in secrecy more and more public business in Arkansas, you’re doing the state’s citizens no favors.

Lest you are thinking I’m over-dramatizing the present attitude at the legislature you owe it to yourself to pay a visit to the capitol during this session. Join the conversation as we visit legislators, maybe even your legislator, about why gutting the FOIA is a bad idea, and then listen to the responses we’re getting.

There’s no mistaking the hostility. There’s no over-looking the “payback time” attitude against the newspapers of Arkansas. The media may be the intended target, but it is the citizens of Arkansas that will pay the price and they may not even know it or frankly even care at this point.

My fear is they will care the first time they’re denied access to something that’s been open and available to them since the FOIA was enacted 50 years ago. The actions of this legislature will hit home very quickly.

There is a cloud forming over Arkansas and it is slowly but surely blocking the sunshine that we have enjoyed in this state for 50 years. The sad thing is it is not likely to get better anytime soon.

So what can you do? Tell your readers what’s going on. Keep them informed of how their legislature, their very own elected representatives, are working swiftly toward making government secret in Arkansas.

They really need to know. We need to do what it is we do best, and that is to keep your readers informed of what their government is doing for them as well as what the government is doing “to” them.

This is what we’ve always done. It’s just that now it’s needed more than ever. There is more at stake, and the last thing we need is to be criticized by our readers for not telling them what their government is doing to them.

Have a great week!

*Tom*

# Special awards nominations open; deadline March 31

It's time once again to be making nominations for the annual APA "special awards" to be presented Friday, July 7, at the annual SuperConvention at the DoubleTree Hotel in Little Rock.

The nomination forms can be found on the APA website at [www.arkansaspress.org](http://www.arkansaspress.org)

The special awards include:

- **Golden 50 Service Award**, for those who have labored at least 50 years in the newspaper industry.

- **Distinguished Service Award**, for those who have made a significant contribution to the APA and/or the newspaper industry.

- **Headliner of the Year Award**, presented to a person who has brought good headlines to the state of Arkansas during the past year and/or over the years. This could be a person, a group or even an organization.

- **Journalism Educator Award**, presented to a person who has made significant contributions to journalism education in Arkansas, either at the high school or the college level.

- **Freedom of Information Award**, given to the person who has defended the Arkansas FOI Act in some way, either or a single act or for ongoing efforts.

Nominating forms are available on the APA website. The deadline for nominations is Friday, March 31. The APA Board of Directors will select the honorees from the nominations submitted at their annual spring retreat April 6-7.

## APA Members In the News

### Peters re-joins staff of Fairfield Bay News

**Jonathan Peters** is once again working at the *Fairfield Bay News* in advertising sales.

He previously worked for the *News* 2001-2006 before moving to the *Sun-Times* in Heber Springs.

He has over 15 years experience in business-to-business sales.

Peters lives in Quitman with his wife, Summer and son, Jaxton.

# 'Sunshine Week' observance set; materials offered

The annual observance of "Sunshine Week," a week set aside annually to call attention to the importance of public accessibility to public records and government in general, is set for March 12-18 this year.

The American Society of Newspaper Editors and the Reporters Committee on Freedom of the Press co-sponsor the annual event, and encourage newspapers across the country to call attention to the week and the importance of open government.

"This is especially relevant for APA newspapers this year considering the assault on open government presently being exhibited at the 91<sup>st</sup> General Assembly of the Arkansas Legislature," said **Tom Larimer**, APA

executive director. "It isn't clear just yet what the state's FOIA will resemble when the legislature adjourns, but it is clear that it will not be the same going forward."

Several bills have been filed in the legislature that would close various government records to public scrutiny. Most of the bills are an effort to promote government secrecy at a time when a majority of the public is demanding more access to expose corruption and other misfeasance in government.

A toolkit has been produced to assist newspapers in observing Sunshine Week in their newspapers. The toolkit can be found on the Sunshine Week website at <http://sunshineweek.rcfp.org>.



## Nominations open for NNA's Amos/McKinney/Phillips Awards

Nominations are now being sought for the National Newspaper Association's annual Amos and McKinney awards, considered by many to be the top awards in the community newspaper industry, and for the Dan Phillips Leadership Award.

The deadline for nominations for each of these awards is May 15. The nomination forms and other information on the awards, including the criteria and past recipients can be found at <http://www.nnaweb.org/contests-awards>. The recipients will be notified in July and the awards will be presented at NNA's annual convention this fall in Tulsa.

Previous recipients of the Amos award include **Ray Kimball** of De Queen (1992). Arkansas recipients of the McKinney award include **Charlotte Schexnayder** of Dumas (1980), and **Betty Magie** of Cabot (1988).

The awards are named for General **James O. Amos** and **Emma C. McKinney**. The Amos award, first presented in 1938, is named for the pioneer Ohio journalist and early member of the National Editorial Association, now the National Newspaper Association.

The McKinney Memorial Award was created in 1966 to honor Emma C. McKinney, co-publisher and editor of the Hillsboro (OR) *Argus* for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women and in 1957 received the Amos Voorhies Award, the highest state honor that

can be awarded to an Oregon newspaper person.

Nominees for the Amos/McKinney awards must be a working or retired newspaperman or woman whose non-metropolitan newspaper is a member in good standing of the National Newspaper Association, or who, if retired, is a retired member in good standing of NNA.

The Dan Phillips Leadership was established in 2007 to honor **Daniel Morris "Dan" Phillips**, an award-winning writer and photographer who passed away in 2005 at the age of 47. He began his career as a staff writer at *The Natchez Democrat* before taking the job of managing editor for *The Russellville (AL) Times*. He returned to his family's newspaper, *The Oxford (MS) Eagle*, in 1983 and was an assistant publisher and stockholder.

He served in several leadership positions with the National Newspaper Association, including a term as president in 1999-2000, and was appointed to a second one-year at-large term on the NNA board for 2004-05. As president of the Mississippi Press Association in 1997-98, he was instrumental in forming the Mississippi Center for Freedom of Information, headquartered at the University of Mississippi.

More information on the criteria for the awards along with the nominating forms and other past recipients can be found at the above link.

## Moll pens book on religious doctrine

Randy Moll, managing editor of the *Westside Eagle-Observer* in Gravette, has authored a book entitled “A Simple Explanation of Christian Doctrine.” The book has been a work in progress for several years before the December release.

In addition to his newspaper duties, Moll has pastored small churches for over 30 years.

The book also covers topics such as angels, Christian Baptism, the Lord’s Supper, scripture, God’s judgment, the resurrection and other topics.

The book is available through Amazon’s Kindle Store.

## White promoted to GM at Ashley News Observer

Whitney White is the new general manager of *The Ashley News Observer* in Crossett.

A Crossett native and daughter of Publisher Barney White, Whitney has worked at the *News Observer* and its sister newspapers in accounting, news writing, editing and general operations since joining the newspaper in 2003.

She holds a bachelor of business degree from Virginia Commonwealth University.

## Kelli White re-joins News Observer staff

Kelli White is back at *The Ashley News Observer* as marketing and advertising director after taking a few years off to work in bank marketing and fund-raising in El Dorado.

She had earlier served the newspaper from 2000-2008 as ad director. She has held similar positions at newspapers in Arkansas, Virginia and Kansas.

Kelli is the daughter of Publisher Barney White and a sister of newly named *News Observer* general manager, Whitney White. She has three children of her own, a daughter who is a senior at UCA, a son who is a freshman at UAM, and another son who is a high school student.

### SEND US YOUR NEWS!

The Arkansas Press Association encourages members to send news of staff changes or other happenings and associated photos to [info@arkansaspress.org](mailto:info@arkansaspress.org) for inclusion in *The Publisher Weekly* and *AdNews*.



## Guest Column: **Just Doing Our Jobs**

By David Chavern, President & CEO, NAA

It’s not breaking news that the media is not always popular. It is breaking news that even those who dislike the media are coming to the defense of the journalists and publications in light of recent attacks the Donald Trump administration has launched.

Senator John McCain is not a fan of media, he admitted as much, saying, “I hate the press. I hate you especially. But the fact is, we need you. We need a free press. We must have it. It’s vital. If you want to preserve — I’m very serious now — if you want to preserve democracy as we know it, you have to have a free and, many times, adversarial press. And without it, I’m afraid that we would lose so much of our individual liberties over time. That’s how dictators get started.”

I do not care if Donald Trump loves or hates the press. I care that he respects the First Amendment and that he acts with dignity.

Recently, in a statement, senior adviser Steve Bannon said “every day is going to be a fight’ between the media and the Administration. This is unacceptable that the highest elected office is treating the media like an enemy.

*Washington Post* editor Marty Baron addressed this rhetoric with, “The way I view it is, we’re not at war with the administration, we’re at work. We’re doing our jobs.”

This week President Trump tweeted that members of the media were the “enemy of the American people”. This is, frankly, the type of rhetoric usually reserved for terrorists.

The Trump Make America Great Again Committee (“TMAGAC”) — a joint fundraising committee composed of Donald J. Trump for President, Inc. (“DJTP”) and the Republican National Committee (“RNC”) — has sought to raise money through a “survey” that directly disparages media organizations.

In his address to CPAC, President

Trump said he wanted to “do something” about the ability of journalists to quote an anonymous source. “Do something” being amending the First Amendment? This type speech is dangerous.

But in a truly baffling and backward move, on Friday afternoon, press secretary Sean Spicer barred CNN, New York Times and Politico from entering a presser. He barred three trusted media organizations from doing their jobs, and millions of Americans from getting the news.

We are in uncharted times. Republicans and Democrats alike are adding their voices in protest to these attacks on the media.

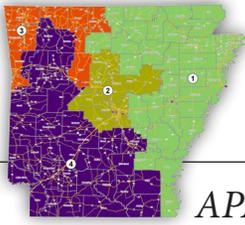
“I’ve had some rather contentious times with the press,” Secretary of Defense General Mattis said in response to a question about whether he saw the media as an enemy. “But no, the press is a constituency — as far as I’m concerned — that we deal with and I don’t have any issues with the press, myself.”

“The backbone of democracy is a free press and an independent judiciary,” Senator Lindsey Graham told CBS host John Dickerson. “And they are worth fighting and dying for.”

“Look, we’re big boys. We criticize presidents. They want to criticize us back, that’s fine,” Chris Wallace said Sunday morning on “Fox & Friends.” “But when he said that the fake news media is not my enemy, it’s the enemy of the American people, I believe that crosses an important line.”

Add your voice. The media is not the enemy and we are just doing our jobs.

*(David Chavern serves as President & CEO of the News Media Alliance. Chavern has built a career spanning 30 years in executive strategic and operational roles, and most recently completed a decade-long tenure at the United States Chamber of Commerce.)*



# 91<sup>st</sup> Arkansas General Assembly Legislative Report

*APA is monitoring the following bills of interest to our industry and the public:*

<b>Bill No. / Author</b>	<b>Short Description</b>	<b>APA Position</b>	<b>Current Status</b>
<b>SB 12</b> Sen. Stubblefield	An act to close security records or other information for a public school or state supported institution of higher ed.	Opposed	Passed the House Education Committee; Headed to full House
<b>SB 114</b> Sen. Stubblefield	An act to remove newspaper publication requirement for notice of delinquent taxes on mineral interests	Opposed	Passed Senate & House Revenue and Taxation Committee; Headed to House floor
<b>SB 131</b> Sen. Stubblefield	An act to exempt from FOIA records of the state Capitol Police and other purposes	Opposed	Passed House State Agencies Committee; Headed to House floor
<b>HB 1236/SB 152</b> Rep. Gazaway/Sen. Johnson	Companion bills to create an act to protect the privacy of surviving family members of a law enforcement officer who dies in the line of duty; creating an FOIA exemption	Opposed	Passed House Judiciary Committees; Headed to House floor
<b>HR 1024</b> Rep. Rushing	A resolution designating February 14, 2017 as FOIA Day in Arkansas	Support	Passed House unanimously
<b>HB 1248</b> Rep. J. Williams	An act to create an exemption to the FOIA for certain law enforcement investigative records and other purposes.	Opposed	Placed on deferred list by sponsor
<b>HB 1403</b> Rep. Boyd/Sen. Irvin	An act closing public access to vehicle accident records for 30 days.	Opposed	Heard in House Transportation Committee; pulled down by sponsor
<b>HB 1469</b> Rep. Tosh	An act concerning the confidentiality of emergency preparedness documents at Dept. of Community Corrections.	Neutral	Passed both houses; awaits signature
<b>SB 261</b> Sen. Hester/Rep. Davis	An act to exempt attorney records related to litigation at state supported institutions of higher education or its officers or employees.	Opposed	Awaits initial hearing in Senate Education Committee
<b>HB 1225</b> Rep. Magie	An act to repeal the exemption for certain advertising and promotion tax records under the FOIA; to subject certain advertising and promotion tax records to disclosure under the FOIA.	Support	Awaits initial hearing in the House Revenue and Taxation Committee
<b>HB 1571</b> Rep. Dalby	An act to amend the law concerning copying of public records and for other purposes	Opposed	Referred to House City, County and Local Affairs Committee
<b>SB 364</b> Sen. Sanders	An act to allow ADEQ to choose to post public notices in newspapers or on their website.	Opposed	Awaits initial hearing in Senate Public Health, Welfare and Labor Committee
<b>SB 373</b> Sen. Hester/Rep. Davis	An act to create an FOIA exemption for attorney-client communication and attorney work product.	Opposed	Passed House State Agencies Committee; Headed to House floor
<b>HB 1588</b> Rep. Vaught/Sen. Hester	An act to exempt Ark State Police records concerning the Governor's Mansion and Mansion Grounds from the FOIA.	Opposed	Referred to House State Agencies Committee
<b>HB 1622</b> Reps. Johnson, Lowery, Brown; Sen. English	An act addressing the length of time a records custodian may take in complying with a records request; addressing burdensome requests for disclosure	Opposed	Referred to House State Agencies Committee
<b>HB 1623</b> Reps. Johnson/Lowery/Brown Sen. English	An act to amend the FOIA to allow records custodians to post records on the internet and consider that compliance with records request under the FOIA	Opposed	Referred to House State Agencies Committee
<b>SB 41</b> Sen. Clark/Rep. Gates	Makes data compiled by an entity authorized to perform public services for children that is related to child maltreatment investigation and the unlawful conduct or suspension of an employee subject to FOIA disclosure.	Monitor-Support	Awaits hearing in Sen. Judiciary Committee
<b>SB 364</b> Sen. Sanders	Allow online posting of proposed actions.	Opposed	Awaiting initial hearing in Sen Public Health
<b>SB 515</b> Sen. Stubblefield	Creates FOIA exemption for records compiled by the State Police related to the Governor's Mansion	Opposed	Awaiting initial hearing in Sen State Agencies committee