

New Mexico Press Association



SERVING NEW MEXICO NEWSPAPERS SINCE 1900

March 2018



The U.S. Department of Commerce has implemented a tariff on Canadian newsprint over the objection of some members of Congress. Photo courtesy of Robin Martin.

Tariffs bite off the bottom line

The U.S. Department of Commerce has approved a tariff on Canadian newsprint in response to a complaint filed by NORPAC, a Washington-based paper mill owned by a hedge fund.

In March, Commerce will consider an anti-dumping levy on Canadian newsprint freighted into the U.S. This, obviously, is bad news for the newspaper industry. The good news, though, is that these tariffs are not yet permanent. The New Mexico Press Association has been active in speaking to congressional representatives. In addition, we are partners with numerous other press associations and national newspaper trade organizations.

But we also need could use your help. Robin Martin, publisher of the Santa Fe New Mexican, was recently in Washington, D.C. and met with Sen. Tom Udall on this issue.

One point that was made in their meeting is that the editorials we write and run in our newspapers have an impact. In short, we need to step up and let the public and our elected officials that we strongly oppose these tariffs.

Included on page 4 are a pair of editorials, one produced here at the Press Association that you all are free to use. The other from the Santa Fe New Mexican. If you would rather write and run your own editorials, please do so.

110th Convention Announced

The 110th Annual New Mexico Press Association Convention will be held at the Albuquerque Marriott on Oct. 25-28.

This is a return to the Marriott, which hosted the convention several years before the event moved to the Tamaya Resort in Bernalillo in 2009. The NMPA Board of Directors made the decision to go with the Marriott after seeking numerous quotes from Albuquerque and Santa Fe area resorts and hotels.

The board's decision hinged on cost and quality. Board President Nick Seibel of the Silver City Daily Press said that it was important that members not only have a nice place for the convention, but it also had to be affordable.

"I know there are a lot of papers that would like to be able to send staff to the convention but just can't afford it," Seibel said during the board's meeting in November.

The prices at the Marriott are substantially lower than the proposal submitted by the Tamaya. In addition to lower room rates – which are paid for by attendees – the Press Association will see a reduction in the amount it pays for the services associated with the convention. Those savings will be passed on to members when they register for events and workshops at the three-day conference. Room rates for the convention will be \$119 per night. Rates for convention events have not yet been set.

The theme for the 2018 convention is "Pressing Forward." In addition to normal



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Don't jump! We're here for you!



Rory McClannahan
Executive Director

The text I got a couple of weeks ago from a former colleague was filled with frustration and expletives.

Something happened at work – I can't remember what. Maybe a source hadn't called back, maybe it was a reader calling to complain. It could have been a co-worker heating fish in the microwave oven.

It wasn't the first time I'd talked someone off the metaphorical ledge created through the drama inherent in a profession in which deadlines are a matter of everyday life. We all know that ledge, I've been out on it smoking a cigarette a few times myself. Someone always pulls us back in, though, and we get our work done only to start it all over again tomorrow.

Newspapering is a stressful career path filled with crazy colleagues, crooked politicians, crank calls and erudite editors.

God I love it! Not only that, I love the people who do it.

I once had a fellow come up to me in the grocery store and shake an accusatory finger in my face. "You think you're smarter than everyone," he said. "You don't know nothing." I don't think any of us would come out and say we're smarter than anyone else, but we kind of are. Newspaper people know what is going on. Although editors will tell you that they struggle to get reporters to read their own newspaper, the truth is that your average reporter is generally smarter than most of the people they cover. We just know what is going on and the good journalists are excellent at connecting the dots.

The truth is there is a tendency to become an expert in how school districts run after spending thousands of hours at school board meetings. To paraphrase Bill Murray in "Groundhog Day," it's not that we're omnipotent, it's just that we've been around a long time.

Many civilians get their notions of news-

paper work from popular media, which was set in stone around the time movies like "Citizen Kane" and "His Girl Friday" were being made. Even now, there is a romantic notion about this business. Those of us who have lived it, though, find a job that is somewhat less than romantic. You don't see on the screen fast food wrappers on the floorboard of Robert Redford's car, you aren't shown Dustin Hoffman sitting for hours at a legislative subcommittee hearing waiting for a specific bill to be discussed and you don't see Cary Grant trying to get a quick interview with a coach who just lost a state playoff. Those late nights in an office quickly putting together a sterling 12 inches of copy are never shown.

We all know of the toll it takes on our lives. In many surveys, journalists are ranked in respectability around lawyers and used car dealers. Our spouses don't always understand our jobs and our kids sometimes wonder if their parent cares more about the high school football team than them.

We all feel we are smarter than everyone else yet we make less, work longer hours and the rewards are poor health and divorce. We know all this and yet still do it. What? Are we crazy?

In a sense, yes. Educators will tell you that teaching is a true calling, same with cops, and lawyers and a dozen more professions. Newspaper folks, whether on the editorial or advertising side of things – see the importance in what we do. It's a calling. Many of us can't *not* do it. It's in our blood. Cut us and we bleed ink. We hold a belief that journalism is one of the highest forms of civic engagement, whether it's writing for a large daily or in a single-person office on the eastern plains of New Mexico.

I will always admire the work that goes on in newsrooms all around the world. It's not an easy job and it's rarely a romantic one. For those of you slogging away trying to make deadline, or making one last sales call before going home, or writing one last headline, I salute you.

Now get off that ledge and get back to work.

EMPLOYMENT

NEED SPORTS GURU

Wanted: Sports reporter/photographer The Valencia County News-Bulletin, a state and national award-winning weekly newspaper, is looking for an ambitious sports reporter who can also handle feature and news writing. Unlike some weeklies, the News-Bulletin has three school districts and multiple sports to cover in the fall, winter and spring, and summer baseball and softball. The job requires setting priorities and building contacts with coaches.

Previous experience with sports reporting, newspaper design, layout and photography is a must. Minimum requirements include the ability to write clearly and concisely, create content for the web and a comfort using multimedia platforms is preferred. Reliable transportation and the willingness to work evenings is required in order to cover games throughout the year. A reliable vehicle, insurance and a valid driver's license are required.

As part of Number Nine Media, the Valencia County News-Bulletin offers a full benefits package.

We are a drug-free workplace and all applicants considered for employment must pass a post-offer drug screen and background check prior to commencing employment.

To apply, send a cover letter, resume and writing samples to Valencia News-Bulletin Editor Clara Garcia at cgarci@news-bulletin.com.

Editor Needed

The Mountain View Telegraph, an award-winning weekly newspaper, is looking for an ambitious editor who can handle assignments, news writing, design and layout.

The job requires setting priorities and building relationships with community leaders.

Previous experience with newspaper design, layout and photography is a must. Minimum requirements include the abil-

ity to write clearly and concisely, create content for the web and a comfort using multimedia platforms is preferred.

A reliable vehicle, insurance and a valid driver's license are required.

As part of Number Nine Media, the Mountain View Telegraph offers a full benefits package.

We are a drug-free workplace and all applicants considered for employment must pass a post-offer drug screen and background check prior to commencing employment.

To apply, send a cover letter, resume and writing samples to Joe Mickelson at jmickelson@numberninemediainc.com.

Sales in Santa Fe

The Santa Fe New Mexican has an upcoming opening for a full-time, expert copy editor to join the staff of Pasatiempo, the weekly arts and culture magazine. The selected candidate must possess: a background in the arts; an eye for detail; the ability to work well as a team member with designers, writers & other editors; grace under pressure; five years editing experience with newspapers or magazines; and a Bachelor's degree in journalism, English, or writing-intensive discipline. Facility on Mac, Adobe InDesign, and NewsEditPro is preferred.

Duties include: Fact checking; editing copy for style, tone, accuracy, punctuation, and grammar; editing stories for content, structure, and overall interest; creating appropriate headlines & imaginative cutlines, and proofreading pages in pre-press stage, among other duties.

Send cover letter and resume' to:

Kristina Melcher, Editor/Pasatiempo
202 E. Marcy Street
Santa Fe, NM 87501
kmelcher@sfnwmexican

Advertising Sales

The Eastern New Mexico News is seeking a motivated, self-starter to join our advertising sales team.

In the position, you will sell print adver-

tising, online advertising, social media advertising, sponsorships, and more to local and regional businesses wishing to reach customers in eastern New Mexico and west Texas.

Base salary + monthly commission + benefits, including medical, vision, 401k.

To be considered, email a cover letter and resume to jcruce@thenews.email.

Seeking copy editor/page designer

The Santa Fe New Mexican, in New Mexico's beautiful and vibrant capital city, is seeking a versatile journalist for its copy and design desk. The ideal candidate is a talented self-starter who can create clean, eye-catching pages for a demanding readership.

Job requirements:

- Attention to detail
- Solid news judgment
- Comfortable with deadline pressure
- Experience with the Adobe Creative Suite
- Sound headline-writing skills, and the ability and desire to craft boxes and other elements to help tell the story
- Strong knowledge of grammar, spelling and AP style
- Familiarity with web publishing and SEO
- Bonus: Ability to create illustrations and infographics
- At least one year of newsroom experience preferred

To apply, send your cover letter, résumé and a link to your portfolio or design samples to Deputy Managing Editor Brian Barker at bbarker@sfnwmexican.com.

CONTEST TIP:
Because of the points system used to determine General Excellence winners, it benefits any newspaper to have at least one entry in every category.

Tariffs aren't set in stone, use your voice

Santa Fe New Mexican

Feb. 22, 2018

President Donald Trump's administration is protectionist. In his short time in office, a proposed trans-Pacific trade agreement has been abandoned, and tariffs have been levied on imported solar energy equipment and on some metals mined in other countries, even on washing machines.

Now the International Trade Commission and the Department of Commerce are expected to levy steep tariffs on Canadian newsprint. If we were conspiracy theorists, we would say that President Trump is trying to silence publishers who speak out against him. More likely, the reason for these tariffs is because the administration favors hedge funds.

Much of the paper used by U.S. publishers comes from Canada. There are not enough trees and newsprint mills in our country to meet the demand. In Canada, unlike in our country, the government pays health insurance and other benefits for paper mill workers.

Along comes a hedge fund, the owner of NORPAC, a small American newsprint mill, alleging that the Canadian government is subsidizing newsprint prices and that a tariff is needed to "level the playing field." A preliminary tariff levied in January resulted in higher paper prices for everyone, as U.S. mills raised prices to match Canadian ones. Higher tariffs expected next month will make the situation worse.

In addition, the Trump administration is investigating how shipping costs are charged. In the past, it has cost as much to ship a ton of newsprint from Canada to Montana as to New Mexico. New regulations may mean that shipping costs to the Southwest will be much higher.

Higher newsprint prices will hurt many smaller newspapers in the state. In Santa Fe, we are lucky. Successful locally-owned businesses support us, and we are grateful to them. In smaller towns, however, the internet and closure of stores owned by nationally owned chains are destroying the advertising base that supports journalism. Selling space on a website does not make up the dollars lost when a print ad goes away.

Newspapers are the gatekeepers of democracy in America's small towns. They watch what is going on at town and county council meetings. They monitor what school boards decide and how rural co-ops are managed. With higher newsprint prices, some papers may fold. That is not good for democracy.

New Mexico Press Association

Every business has to consider what it costs to produce a good or a service. When government steps in and determines winners and losers, though, we all lose.

This has been the case over the past several months for the newspaper industry. Up to 10 percent of a newspaper's expenditures are what it pays for newsprint. When the cost of newsprint increases, these businesses must decide how to offset that cost – either by raising prices to its customers or by making cuts. For small newspapers - many of which operate on razor-thin margins - an increase in its printing costs can spell the end. After years of changes in the industry forcing cuts in staffing or the number of publication days, an arbitrary government-based increase in costs will impact every newspaper in the country and could spell the end for many community newspapers.

All of this comes about through the complaint of one plant in Washington – the North Pacific Paper Company, or NORPAC. The company, which is owned by a hedge fund, filed a complaint with the U.S. Commerce Department last year saying that Canadian paper producers have an unfair advantage over American competitors.

The Commerce Department, in a ruling last month, tentatively agreed to raising tariffs on newsprint as much as 8 percent depending on the type of paper and the plant's location. In March, the Commerce Department will make another ruling on an anti-dumping levy – which would affect the price of transporting paper from mills to users.

Some industry analysts believe that the tariff and the anti-dumping levy could increase the price of newsprint more than 15 percent.

Canadian paper mills produce about 75 percent of the newsprint in the U.S. Industry leaders say this is due more to the fact that there are only five mills in the U.S. that make newsprint. In addition, Canadian producers are able to keep costs down in large part because they produce newsprint in large scales. American buyers of newsprint will not be able to switch their buying to American plants because those five mills cannot produce the amount of newsprint needed.

NORPAC insists it is looking out for the workers in its plant, which number about 250. If the tariff and levies become permanent, that could have the impact of thousands in the newspaper industry losing their jobs. To a community newspaper, this is the photographer who takes pictures at a high school football game, the reporter who spends hours at the school board meeting, the editor who takes time to get it all together, the advertising manager who helps businesses get their message out and the delivery driver who gets the paper to your house.

The decision by the Commerce Department is arbitrary because it is unnecessary. And while the tariff has already been implemented,

See **TARIFFS** on page 5

Convention

workshops and Better Newspaper Contest Banquet, the Press Association will be celebrating 50 years of its Hall of Fame. Board members and other volunteers are working on the planning aspects of the celebration and the convention.

The Albuquerque Marriott is located at Interstate 40 and Louisiana Boulevard in Albuquerque. The hotel has a recently updated ballroom and comfortable meeting rooms. It also has an indoor/outdoor pool and other amenities. If you wish to wander

off the property, the Marriott is located within walking distance of Coronado Center and Uptown Albuquerque, as well as fine dining such as Ruth's Cris and other quality restaurants and bars.

The board is excited about the 110th Convention and is expecting this year to be one that will go down as one of the best.

More information about the convention and the Better Newspaper Contest will be landing in member inboxes in the coming months.



The 110th NMPA Convention will be at the Albuquerque Marriott on Oct. 25-28.

High School Journalism Workshop to return to UNM

The annual New Mexico Press Association Foundation High School Journalism Workshop will be held June 10-13 at the University of New Mexico.

Rising juniors and seniors from New Mexico high schools are invited to attend. As in past years, the workshop will have the students spend the three days creating their own newspaper – both in print and digital formats. In the past, the workshop focused mainly on the print product, but this year multi-media stories will be added to the mix.

Cost for the workshop is \$150 with scholarships available for those students who can't afford to pay.

News professionals from throughout the state will be on hand to guide the creation of "The Future Press" as well as provide classroom instruction and meaningful lectures.

The Foundation is encouraging local newspapers to touch base with their communities to get the word out and recruit students who might be interested in attending.

More information on the workshop is available online at www.nmpress.org.

A large black silhouette of a robot with glowing yellow eyes, standing against a blue sky. The robot has a boxy, mechanical appearance with large, rounded arms and legs. Below the robot, there are small silhouettes of trees and a person holding a sign.

2018 High School Journalism Workshop
June 10-13, 2018
University of New Mexico
Cost: \$150 (Scholarships Available)
Spend three days on the UNM Campus :
Developing and creating a print and digital newspaper
Learning the news-gathering process from beginning to end from professionals in the business
Learning journalism basics such as design, editing, photography and writing
Applications due Friday, May 25, 2018
Registration Forms and more information available online at nmpress.org
Call 505-275-1377 for more information

The logo for the New Mexico Press Association, featuring a stylized sunburst design with the text 'NEW MEXICO PRESS ASSOCIATION' and 'NEW MEXICO PRESS SERVICE' around it.The logo for the New Mexico Press Association, featuring a stylized sunburst design with the text 'NEW MEXICO PRESS ASSOCIATION' and 'NEW MEXICO PRESS SERVICE' around it.

Tariffs

it is still not permanent. Both the tariff and the anti-dumping levy will be investigated by the International Trade Commission – an independent federal agency that will determine whether NORPAC can prove there is unfair trade.

The evidence suggests there isn't unfair trade and that tariffs on newsprint will do more harm than good. Government should not be in the business of choosing winners and losers, and New Mexico's congressional delegation should be working to assure these tariffs don't become permanent.

Bill giving newspapers greater leverage filed

News Media Alliance

Arlington, Va. – In an effort to ensure fairness and preserve critical access to trusted, high-quality news, Congressman David Cicilline (D-RI), the ranking member of the House Judiciary Antitrust Subcommittee, introduced the “[Journalism Competition and Preservation Act of 2018](#).” This bill would incorporate a limited safe harbor into current antitrust laws, providing news publishers the ability to collectively negotiate with big tech platforms, such as Facebook and Google, on important factors—such as the quality, accuracy, and attribution of news sources—that underpin their livelihoods and affect the public’s continued ability to access news from trustworthy sources – a lynchpin of our democracy.

Because of the potentially devastating impact of the platforms’ decisions and choices on publishers and other businesses, the bill has received widespread support from several stakeholders, including: more than 200,000 local and national news publications; the American Society of News Editors (ASNE), the trade association representing editors; the National Newspaper Association (NNA) and Association of Alternative Newsmedia (AAN), the trade associations representing weekly news publications and alternative news media, respectively; and 44 state press associations representing 47 states.

“Our papers need to be able to band together to negotiate with giants like Facebook or Google. This legislation will help to ensure that we are treated

fairly,” said Susan Rowell, NNA president, and publisher of *The Lancaster (SC) News*.

Alfredo Carbajal, ASNE President and editor of the Dallas, TX-based news organization *Al Día*, stated, “This bill will help level the playing field in the discussions with the large corporations who hold a disproportionate amount of power in the presentation of news and information to the public.”

“The Journalism Competition and Preservation Act would allow us to find workable solutions that benefit all participants involved,” said Molly Willmott, President of AAN and Special Projects Director for *Inside Memphis Business*.

News Media Alliance President & CEO David Chavern called on Congress again last Monday in an [op-ed](#) in *The Wall Street Journal* to allow publishers to negotiate with dominant online platforms, saying the previously-reported problems arising from the Duopoly’s dominance in the marketplace have gotten worse. “The money generated by news audiences is flowing primarily to Google and Facebook, and not to the reporters and publishers who produce excellent journalism,” stated Chavern.

Currently, the Duopoly is capturing 83 percent of all digital ad revenue growth and 73 percent of total U.S. digital advertising. The Alliance believes the solution to this problem is to provide a safe harbor for news publishers to allow them to come together to negotiate with the platforms on their overall behalf.

Congressman Cicilline recognized the

need to address the imbalance in the marketplace brought on by the platforms’ dominance and help trusted news publishers protect themselves and their readers. “Our democracy is strongest when we have a free, open press that informs citizens, holds public officials accountable, and roots out corruption,” said Cicilline. “That’s why I’m introducing the Journalism Competition and Preservation Act. This bill empowers local newspapers to negotiate collectively with the biggest technology platforms to ensure consumers have access to the best journalism possible.”

The proposed bill would provide a two-year window for newspaper companies to negotiate fair terms that would flow earned subscription and advertising dollars back to the publishers, while protecting and preserving Americans’ right to access quality news. Parameters included in the bill ensure that these negotiations would strictly benefit Americans and news publishers at-large; not just one or a few publishers.

The Alliance applauds Congressman Cicilline for his proactive stance. “We are grateful to Congressman Cicilline for his commitment to ensuring fair competition with the platforms and for his work to preserve quality journalism,” Chavern said. “Our industry depends on our ability to continue to invest in stories that report the truth and hold our public officials accountable.”

For more information about “The Journalism Competition and Preservation Act of 2018,” Congressman David Cicilline’s office has provided a fact sheet, located [here](#).

Share with Shop Talk at director@nmpress.org