

NNA: The Eleventh Decade

Journey through the National Newspaper Association's history



"One hundred years ago in Minnesota, Publisher Ben Herbert had the vision to foresee the need for newspaper people to band together to help the industry. We have succeeded in so many ways, but another century is now before us. ... The victories we share together in defending our Constitution, the right of the free press, and free enterprise come only from carefully laid foundations."

- Eugene Johnson, 1984 NNA President



NNA turned 100 this year. Above, the association's 1984 President Eugene Johnson and Assistant Postmaster General Mary Layton display the 6 cent postage stamp honoring journalist Walter Lippman during NNA's centennial. The stamp was symbolic to the association, which fights against postal regulations that could hurt the distribution of community and rural newspapers. Centennial celebrations took place at NNA's 100th national convention and trade show in Minneapolis, MN, the city where NNA was born.

1985

1991

Gen. Colin Powell and then deputy secretary of state, Lawrence Eagleburger, briefed association members on the situation in Iraq during NNA's annual Government Affairs Conference. At the meeting, Powell defended the military's control over the media as a way to protect secrets during war time.

Journalists closely watched reporter access to the first Gulf War. While covering the war, journalists argued they were being spoon-fed information during media pool meetings rather than getting access to events taking place on the ground.



Bill Clinton is one of the high-profile figures who met with association members during this decade. Other high-power media and political players to meet with NNA included CNN's Larry King, and 1994 presidential candidate Ross Perot.

1992

The association elected its first woman president, Charlotte T. Schexnayder. She was the editor and publisher of the Dumas (AR) Clarion at the time.

1993

NNA started a libel hotline to provide legal guidance for rural and community newspapers that were working on a deadline. This took place in the midst of two high-profile libel lawsuit cases: one involving a source who said fabricated quotes were attributed to him; another source sued after a promise of confidentiality was broken by the journalist.

1993

NNA won one of its fights for low postal rates when a bill passed guaranteeing permanent protection for newspapers using in-county postal rates. Without the legislation, the post office could have raised these in-county rates by as much as 29 percent practically without warning. Instead, in-county rates would increase by about 2 percent a year for the next six years, according to the legislation.

Reduce, reuse, recycle

Newspapers earned money from recycling during this decade. Papers started printing on recycled paper and sold their old newsprint to be recycled into other products such as mulch, packaging pellets or cartons. They also experimented with soy-based ink.

"[It] represents the victory of a full generation of NNA leadership... Since before 1970, NNA has thrown its entire weight against the inevitable creep of postal rates, but its biggest victories have come in preventing the elimination of revenue forgone for in-county rates."

-- Sam Griffin, NNA chairman, 1993
Regarding the destruction of a bill to raise postage rates

Presidents of NNA's eleventh decade

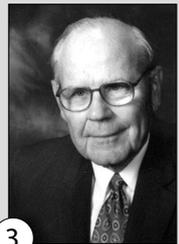
1. James L. Pate of the Madill Record in Madill, OK, 1985
2. Richard A. Nafsinger of the Hood River News in Hood River, OR, 1986
3. Webster Hawkins of the Osawatomie Graphic in Osawatomie, KS, 1987
4. Thomas F. Bradlee of the Chesapeake Publishing Corp. in Elkton, MD, 1988
5. John M. Andrist of The Journal in Crosby, ND, 1989
6. Bruce C. Brown of the Oconomowoc Enterprise in Oconomowoc, WI, 1990
7. Charlotte T. Schexnayder of the Dumas Clarion in Dumas, AR, 1991
8. Frank W. Garred of the Port Townsend Leader in Port Townsend, WA, 1992
9. Sam M. Griffin Jr. of the Post-Searchlight in Bainbridge, GA, 1993
10. Michael A. Parta of the New York Mills Herald in New York Mills, MN, 1994



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