

TEXAS PRESS e-Newsletter

Representing Texas Press Association - June 2014



Ask an Attorney:

How to handle defamatory statements in letters to the editor

BY PAUL C. WATLER
Jackson Walker LLP Attorney



Q: How do I recognize a defamatory statement in a letter to the editor? What if non-print and other media have in effect published the same defamatory statement?

A: Law books in Texas carry many examples of libel suits against newspapers over letters to the editor. Recognizing a defamatory letter is much the same as recognizing a defamatory news article or editorial – and just as important.

Previous publication by a website or other media will not usually in itself shield a newspaper from potential liability. However, federal law provides immunity from defamation liability for a newspaper for comments or other content posted to the newspaper's websites by readers or website users.

Defamation is most simply defined as a false statement of fact that tends to injure the reputation of a person or company. False statements that accuse a person of a crime, a breach of ethics or professional dishonesty are often cited as examples of defamation, depending on the context. For a statement to constitute defamation it must not only injure reputation, but

must convey actual facts about the defamed person. A statement that expresses only pure opinion, even if it harms reputation, is generally deemed not actionable for defamation.

Texas law protects substantially truthful publications – those that correctly convey the gist of an event or assertion. The legal test for substantial truth examines whether a publication caused more damage to a plaintiff's reputation than a literally truthful statement. Discrepancies as to details do not defeat substantial truth. However, getting isolated facts correct is not enough if the publication as a whole conveys a false impression as a result of omitting or juxtaposing material facts.

The First Amendment may protect certain letters to the editor. If the subject of the letter is a public official or public figure, that person will have the burden of proving the newspaper knew it was publishing a false statement or had doubts as to the truth. Prior publication by a reliable source may afford protection in a suit by a public official or figure.

Now let's pull these legal strands

together into practical advice. First, it is wise to give any letter that contains highly damaging factual statements about a person or company careful attention. It is prudent to require authors to include their name for publication and provide contact information in order to allow a newspaper to make reasonable efforts to confirm the authenticity of the letter. If the editor has a question about any statement in a letter, the newspaper may require the letter writer to provide satisfactory factual proof, edit out the potentially libelous material or reject the letter. Remember, part of freedom of the press is the right to reject letters for publication.

Paul C. Watler, a partner in TPA sponsor Jackson Walker LLP, has defended Texas newspapers and journalists in libel cases for more than 30 years. He is board certified in civil trial lawyer, has been recognized by "Best Lawyers in America" since 1995 in the category of First Amendment law and was named the "Go To" lawyer in Texas for media litigation by Texas Lawyer magazine. You may follow Paul on Twitter @pwatler.

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Postal proposal would eliminate door service

BY TONDA RUSH

WASHINGTON — The House Oversight and Government Reform Committee in May carried out its second attempt to move postal reform legislation through the 113th Congress by approving a measure that would phase out door-to-door mail delivery.

H.R. 4670, Secure Delivery for America Act of 2014, would require the U.S. Postal Service to begin cluster-box or curbside service on 15 million addresses currently served by door service. USPS claims such a conversion could save \$2 billion annually. USPS would convert 1.5 million addresses a year, focusing first on new neighborhoods.

The bill passed the committee on a party-line vote and now heads to the House floor where it will join the previously passed Postal Reform Act of 2013 to await floor action. The previous postal reform bill has not seen final passage because controversy in the House over ending Saturday mail delivery. The Senate similarly has not moved forward on the companion bill.

OTHER POSTAL NEWS

- The National Newspaper Association joined a wide coalition of mailing organizations to urge Congress not to pass yet another bill sponsored by Rep. Darrell Issa, R-CA, OGR chair, on postal reform. Pointing to endorsements by the Obama administration of five-day delivery and a continuation of the extraordinary 3.4 percent exigency postage increase imposed by USPS last January, Issa tried to move a bill that would have mandated both measures. After a massive outpouring of opposition, he was forced to cancel his committee's session to recommend the bill.

- USPS reported that it continues to lose

money, racking up a \$1.9 billion loss for the fiscal year as of March 31. There was some good news buried in its report. On operations alone, the organization had about a \$1 billion in positive earnings. However, the obligations to prepay its future retirees' health benefits, imposed by Congress in 2006, drag its balance sheet



into red ink every year. Although USPS accounts for the liability, it has not actually made a required \$5 billion annual payment to the U.S. Treasury for several years. Postal Service executives told the Mailers Technical Advisory Committee in May that it does not expect to make the 2014 payment either.

- USPS will begin in July to formally imple-

ment a hub system for mail entry of direct containers at many of its closed Sectional Center Facilities. Following up on an initiative by NNA begun last July to permit direct 5-digit containers of newspapers to bypass lengthy transportation to mail processing plants, USPS has studied ways to permit the bypass for more mail. Although NNA's authorization was granted in March, a more sweeping initiative will begin to roll out in July. NNA members can get dock transfer of direct containers within their former SCF under the policy to keep mail from traveling great distances and back.

- USPS also shared with NNA in May that it would begin a test to scan newspaper bundles at delivery units, provided mailers can identify them with a barcode. The test would attempt for the first time to generate electronic documentation on mail that misses expected delivery dates. Before the test can begin, more work is needed with postal software companies to design and implement a bundle barcode. NNA will continue to be involved with this experiment, according to NNA Postal Committee Chair Max Heath.

TEXAS PRESS E-NEWSLETTER

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Newspaper Data Exchange

Bringing advertisers and publishers together through a single source of knowledge

While newspapers remain among the most effective advertising vehicles, it is difficult and resource intensive – particularly for regional and national advertisers - to plan and place programs when faced with the myriad of product information, distribution data, business and targeting rules for the thousands of publications available to them. The Newspaper Data Exchange was established to bridge these planning gaps.

The heart of NDX, the proprietary Source database, includes comprehensive publication data for more than 6,000 products covering over 100 million U.S. households. Through it, publisher information becomes scalable and actionable data that can be incorporated into national media plans by NDX clients — a list that includes many of the largest buyers of U.S. newspapers.

For publishers an NDX sister company, Tactician Media, introduced Insert Express more than a decade ago. Used by over 250 major newspapers across the country, Insert Express is the industry-leading proposal building tool, generating interactive, presentation-ready materials for newspaper sales organizations.

Earlier this year NDX combined the power of its Source database with the best features of Insert Express to develop NDX Snapshot. As publishers add new distribution vehicles to stay ahead of their market it often creates

a more difficult story to convey to clients. Snapshot is a cloud-based data solution that graphically shows store coverage, distribution summaries, penetration, custom mapping and more, giving publishers the professional planning and selling tools they need.

As an advocate for print advertising, NDX supports clients with research and data insights that help explain the rapid changes in the newspaper landscape in a way that goes beyond the easy storyline. A recent example is the research whitepaper 'Newspaper Circulation – An Evolving Story'. This paper provides data and historical context that goes beyond the declines in paid print at major newspapers, and explains the importance of new digital platforms, as well as the growth of new print products that supplement paid distribution.

While paid circulation has declined significantly at this group of papers, the growth of paid digital and new 'opt-in' products has actually resulted in an increase in the overall brand footprint.

Providing tools connecting publishers and advertisers, and insights that support the industry is the core of the NDX mission.

To learn more about NDX, the Snapshot tool for publishers, or to request a copy of the whitepaper, call Justin Coleman at 636-454-4511 or email jcoleman@ndxus.com.

CALENDAR

June 17, 2014: FOIFT: Attorney General's office to hold a one-day Open Government Seminar in McAllen, Texas

June 19, 2014: West Texas Press Association Scholarship Applications must be postmarked by June 19 for WTPA's scholarship. For details visit wtpa.org

June 19-21, 2014: TPA Convention: TPA Newspaper Leadership Retreat, Corpus Christi Holiday Inn Downtown Marina

July 17-19, 2014: WTPA Convention: West Texas Press Association 84th Annual Convention, Holiday Inn Express, Graham

July 18-20, 2014: The 10th Annual Mayborn Literary Nonfiction Conference: Narratives on the Cutting Edge: Writing about science, technology, medicine and innovation Hilton DFW Lakes Executive Conference Center - Grapevine, Texas

Sept. 12, 2014: The Freedom of Information Foundation of Texas Annual State Conference: FOI Foundation of Texas will host its annual conference at Hilton Austin

Sept. 14-16, 2014: Carmage Walls Leadership Forum - The Tremont House, Galveston, Texas

Oct. 2-5, 2014: National Newspaper Association 128th Annual Convention, Grand Hyatt Hotel - San Antonio

Oct. 16-18: Institute of Newspaper Technology annual conference - University of Tennessee School of Journalism, Knoxville, Tennessee

Jan. 22-24, 2015: Convention: Texas Press 2015 Midwinter Conference & Trade Show, Moody Gardens Hotel, Spa & Convention Center, Galveston

Headliners Foundation Showcase award entry deadlines

Last year, the Headliners Foundation of Texas launched a Showcase Award for innovative and enterprising journalism to give an opportunity for recognizing journalism from many formats, including online and non-daily publications. The Foundation's Showcase Award recognizes news stories that have made a significant impact on Texas government or public policy, or the conduct of business or non-profit organizations.

Submitting a 2014 entry for this award is easy:

- Just send your contact info and a few details with a link to your story via the submission form at this site:<http://headlinersfoundation.org/content-submission>
- There is no entry fee.
- And, the winning entry receives a \$2,000 cash prize; runners up will receive \$1,000 each!

Entries are being accepted for display in the Showcase section of the Headliners Foundation's web site by qualifying news organizations or reporters, editors and other members of the professional media community for stories whose initial publication or broadcast has been since Jan. 1, 2014.

Deadlines for submitting a 2014 entry for this award:

- Any story published or broadcast between Jan. 1 and March 31, 2014 must be submitted by June 30, 2014.
- Stories published or broadcast since April 1, 2014 should be submitted within 90 days of initial publication or broadcast.



• The 2014 deadline to submit fourth quarter 2014 stories is Jan. 31, 2015.

The winner and any runners-up will be announced in the spring 2015. The 2013 winners were:
Gold Award - \$2,000 prize
• Austin American-Statesman's Andrea Ball's series, "Statesman Investigates: Quality of State Care"

Silver Awards - \$1,000 prize to

each

- The Texas Tribune staff, "Bidness As Usual: Transparency in a Part-Time Texas Legislature" project
- The Dallas Morning News' James Drew and Sue Goetinck Ambrose's "Reforming CPRIT" series
- Reporter Dillon Collier's "Fort Sam Police: June Shooting on Post Reveals Security Flaws", produced with a team including photojournalist Michael Humphries and producer Michael Vela with San Antonio's KENS – TV (Click here for an interview with Collier)

Honorable Mentions

- San Antonio Express-News - Karisa King's "Twice Betrayed" project
- Victoria Advocate - Caty Hirst, Melissa Crowe. Robert Zavala and Kimiko Fieg's "Goliad's \$1 Million Mess"

For additional information about 2013 or 2014 submissions, go to the Foundation's Showcase Award web page at <http://headlinersfoundation.org/headliners-foundation-showcase-award-for-enterprise-and-innovation-in-journalism>.

Texas journalists being recognized

2014 TEXAS ASSOCIATION OF SCHOOL BOARDS' MEDIA HONOR ROLL WINNERS: Matilda Isaacks, Beeville Bee-Picayune; Caleb McCaig, Stephenville Empire-Tribune; Steven Bridges and Tamarrah Pledger, Goldthwaite Eagle; Joshua C. Johnson, Desoto Focus Daily News; Pleasanton Express; Clinton Bowman, Denver City Press; Melissa Cade, Midlothian Mirror; Vanessa Goodwyn, Buffalo Press; Pearl Cantrell and Robyn Wheeler, Mabank Monitor; Lindsay Weaver, Odessa American; Orlando Vicuña and Christopher Hadorn, Del Rio News-Herald; Francisco Eduardo Jimenez, San Benito News; and Carline Schwartz, Boerne Star and County Recorder
TO VIEW MORE MEDIA HONOR ROLL WINNERS, [CLICK HERE.](#)

BAY AREA HERITAGE SOCIETY HONORS: Wanda Orton, Baytown Sun, for longtime contributions

SILVER APPLE MEDIA AWARD: Emily Guevara, Tyler Morning Telegraph

SILVER GAVEL AWARD FOR NEWSPAPERS: San Antonio Express News, "Twice Betrayed" series

2014 VISIONARY WOMAN AWARD: Vivan Castleberry, Dallas Morning News

MARY ANN EDWARDS PROFESSIONAL COMMUNICATOR AWARD: Ray Westbrook, Lubbock Avalanche-Journal

TEXAS PROFESSIONAL EDUCATORS' ALAFAIR HAMMETT MEDIA AWARD: Gary Long, Brownsville Herald

E.W. SCRIPPS FIRST QUARTER AWARD: John Ingle and Ann Work, Times Record News

JOB BANK

The TPA Job Bank is updated as positions become available. The Job Bank is a free service for all TPA members and job seekers. Listings will remain on the Job Bank for 30 days or until notified to remove. E-mail job listings to: jobbank@texaspress.com or fax to 512-477-6759. Questions? Call 512-477-6755.

EDITOR, East Texas - Editor's position is available at a small East Texas community newspaper. This is an excellent opportunity for a first-time editor that has a love for community journalism. The ideal candidate will be highly organized, capable of working independently, meets deadlines and perform all duties of a small community newspaper editor. Responsibilities include but not limited to reporting, covering local events, government and school board meetings, photography, writing and editing copy in AP style, pagination and updating the newspaper's website and social media outlets. Send resume and clips to group3pow@gmail.com. 06/13/14

REPORTER, Aransas Pass, TX - The Aransas Pass Progress and Ingleside Index, twin weekly newspapers on the Texas coast, is seeking a full-time reporter to cover a wide range of sports, meetings and events, write stories, and take pictures. Must have good communication skills, be computer and e-mail savvy with Office programs. Adobe CS experience a plus! Must be able to work flexible hours that include some nights, weekends and holidays. You are eligible for health benefits, as well as vacation and sick/personal leave, after a probationary period. We are part of Granite Publications, a group that prefers to recruit from within and that means your job with us could be the first step toward the future you've always wanted. Please e-mail a resume, cover letter, and salary requirements to editor@aransaspassprogress.com. 06/12/14

SPORTS EDITOR, Stephenville, TX - The Stephenville Empire-Tribune is now hiring a full-time sports editor to cover the Yellow Jackets and Honeybees, Tarleton State University athletics and area schools. They are responsible for managing the sports section and other sports-related products. The top candidate must have strong AP writing skills, a love and understanding of sports and the ability to take action

shots. The Empire-Tribune is a five day a week newspaper. Send resumes to Managing Editor Sara Vanden Berge at sara.vandenberge@empiretribune.com. 06/12/14

SPORTS WRITER, Levelland, TX - The Levelland & Hockley County News-Press has an opening for a full-time sports writer. The candidate will spend a majority of their time covering the Levelland-area sports scene. Applicants must be computer and digitally literate and demonstrate the ability to write and edit copy, take digital photographs and work with a website. The successful candidate will be working with coaches, players, administrators and parents, and must have an aptitude for handling multiple deadlines on a regular basis. The company offers paid vacation and health insurance. To apply, send resume to Stephen Henry at the News-Press, PO Box 1628, Levelland, TX 79336, visit 711 Austin St. or email shenry313@aol.com. 06/09/14

REPORTER, Cleburne, TX - The Cleburne Times-Review, a five-day-a-week publication located 25 minutes south of Fort Worth, is searching for a general assignments/county reporter. Duties include covering some city, county and schools, writing features, sports and photography. Ability to paginate using InDesign a plus, but not a requirement. Dependable transportation required. Send cover letter, resume, references and work samples to Managing Editor Dale Gosser, P.O. Box 1569, Cleburne, TX, 76033, or e-mail to dgosser@trcle.com. For more information, call 817-558-2855 or e-mail dgosser@trcle.com. 06/05/14

COPY EDITOR, Texas City/Galveston, TX - The Galveston County Daily News is looking to hire its next standout copy editor, somebody who can do it all — from editing raw copy to designing creative pages to posting stories to the web. Our next copy editor must be a team player with a strong knowledge of grammar and AP style. Knowledge of InDesign is a must, and proficiency with Adobe Illustrator and Photoshop is desired. Experience creating graphics is a huge plus. Multimedia skills are highly desired. There also will be opportunities to write. The ideal candidate has a bachelor's degree and two to three years of experience in copy editing and designing a variety of newspaper pages, including news, features and sports.

Send a cover letter, resume and five examples of page layouts to the hiring team of News Editor Dave Mathews, dave.mathews@galvnews.com, and Assistant News Editor Jim Levesque, jim.levesque@galvnews.com. 06/04/14

MANAGING EDITOR, Brownwood, TX - The Brownwood Bulletin is seeking a dynamic visionary to come in and bring this strong community newspaper to the next level. This position is responsible for content management of our daily newspaper both in print, online and social media; all aspects of the news gathering process, editing, story selection, special sections, and management of newsroom staff. Bachelor Degree in Journalism is preferred with a minimum of five years demonstrated experience with progressive managerial responsibilities. We offer a competitive compensation package and many excellent benefit programs. Compensation for the right candidate in between \$42k and \$45k. Send resume and cover letter to: david.compton@brownwoodbulletin.com 06/02/14

BOOKKEEPER, Borger, TX - The Borger News Herald has an opening for a Bookkeeper, advanced education or certification preferred. Experience of accounting, software, general ledger, payroll, accounts payable and accounts receivables, purchasing billing and budget applications. We offer health insurance, 401k, sick leave, vacation, and holiday leave. EOE. Email resume to: jobs@hpinc.us 06/02/14

PAGE/GRAPHIC DESIGNER, Taylor, TX - We're looking for a creative page designer AND graphic designer to build effective newspaper pages/graphics at our office in Taylor, TX. We work for about 20 community newspapers with daily deadlines. The ideal candidate should be able to work quickly and efficiently; be organized and creative; have great people and typing skills; as well as be proficient in Adobe CS on a Mac platform. Journalism degree preferred. Bilingual a plus. Must be able to work some weekends and evenings. No telecommuting. Both full and part time positions. Apply right away before someone else does - this position is open immediately! Send resume and samples of work to Tia Rae Stone, Granite Publications, tia@granitepub.com. EOE. 06/02/14

TPA HOW TO: Order a Press Card

All ID cards are mailed to the newspaper's publisher. The quickest way to get a press card is to follow these simple steps:

1. Provide to us via email (idcards@texaspress.com) the following information EXACTLY as you wish it to appear on the card:

Name _____

Title _____

Newspaper name _____

Newspaper phone # _____

2. Attach your photo with the file name of **LastnameFirstnamePhoto.jpg** (A photo file .jpg (Mug shot): 0.764 inches (148 pixels) wide by 0.819 inches (159 pixels) high (300 dpi))

3. Attach a scan of your signature with the file name of **LastnameFirstnameSig.gif**

(A signature file .gif (card holder signature): 1.5 inches wide by 0.4 inches high (300 dpi))

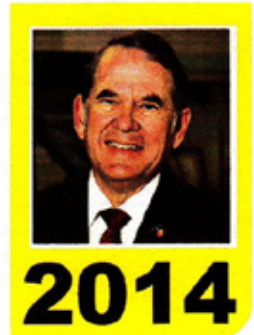
4. Pay for your cards online or mail a check to Texas Press Association, 718 W 5th ST, AUSTIN, TX, 78701. The cards are \$5.00 each. Your cards will not be sent until payment has been received.



PRESS

Greg Shrader
Publisher

The Lufkin Daily News
936-632-6631



A handwritten signature of Greg Shrader in black ink, written in a cursive style.

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A handwritten signature of Michael Kelly in black ink, written in a cursive style.

TPA Executive Director



NEW MEXICO PRESS ASSOCIATION

CALL FOR JUDGES

The New Mexico Better Newspaper Contest will be judged electronically on www.betterbnc.com. Volunteering is now easier than ever as you can judge from your office or home on your own time! Judging is from **July 31 - August 14**.

Click here to volunteer to be a judge or contact Allison Rentfro at arentfro@texaspress.com for more information.



ROBERT BURNS CLASSIC GOLF TOURNAMENT

WHEN: June 19 - 8:00 a.m.

WHERE: NorthShore Country Club

Tee off with the Texas Newspaper Foundation at the Robert Burns Classic Golf Tournament. The tournament is the first event of the Leadership Retreat and all proceeds benefit the Texas Newspaper Foundation.



ONLINEMEDIACAMPUS

InDesign Basics & Beyond

Three-part webinar series

InDesign 201:
Become a Type Superhero

Thursday, July 10
2-3 p.m. EDT ~ 1-2 p.m. CDT

InDesign 301: Working
with Images and Graphics

Thursday, August 21
2-3 p.m. EDT ~ 1-2 p.m. CDT

Registration fee: \$35 per session. Group discounts are available. Visit our website for more information. (Registrations submitted after the deadline are subject to a \$10 late fee)

InDesign 201: Become a Type Superhero Thursday, July 10 • Register by July 7. It's easy to put type on a page in InDesign. But using basic techniques on a large document can be VERY time consuming. Explore Master Styles and other techniques that will allow you to create, place and format text quickly and with more exciting designs than you might be doing now. Some of what you'll learn:

- Creating basic Character and Paragraph Styles.
- Format an entire page or ad in seconds with Next Styles.
- Amplify your designs -- and save time -- with Nested Styles.
- Much more!

InDesign 301: Working with Images

and Graphics Thursday, August 21 • Register by August 18. InDesign offers MUCH more than just placing photos. Are you interested in taking your ads and editorial pages to the next level of design? Then this class is for you. You'll also see some of the many features that integrate InDesign with Illustrator and Photoshop for additional power. Some of what you'll learn:

- Working with Photoshop files in InDesign.
- Using Illustrator files and tools in InDesign.
- Cool design tricks that are fun and easy.

Register today at www.onlinemediacampus.com

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation.

MARK YOUR CALENDARS

2015 TEXAS PRESS MIDWINTER CONFERENCE AND TRADE SHOW



Moody Gardens, Galveston



DOWNLOAD THE REGISTRATION FORMS AT TEXASPRESS.COM

Public Notice Resource Center offers tools to defend the public's right to know

Over the past decade, our industry has made great strides in promoting and protecting public notices, and resources continue to strengthen to ensure their virility.

The mission of the Public Notice Resource Center, Inc. (PNRC) is to collect, analyze, and disseminate information on public and private notifications to the public through local newspapers, and to educate the public on the value and use of its right to

know.

The PNRC's new website, www.pnrc.net, features improved tools to defend the public's right to know:

- Reinforcement of the importance of effective notice
- Direct links to partnering state associations and newspapers under "Find a Notice"
- Better organized talking points, featuring highlights of research (Use password: Notice!)

- An easy-to-read state legislative chart, spotting top bills that you are working on

The PNRC, Inc. was established in 2003 by the American Court and Commercial Newspapers, Inc. (ACCN). ACCN is the professional organization of court, legal, and commercial newspapers. ACCN's members publish in cities across the nation in a wide variety of formats and are dedicated to preserving the public's right to know.

Visit www.pnrc.net to learn more.

Working From Home

A remote office might be a lot easier than you think



Kevin Slimp

The News Guru

kevin@kevinslimp.com

I first met Mike Mathes in 2012 when he invited me to visit the North Woods of Wisconsin to speak during an annual retreat for newspaper publishers. The retreat honored Wisconsin publishers who died during the previous year. Prior to that, I had met his brother, Joe, at several association conventions where we often found ourselves on the same programs.

Mike is president of Delta Publications, a group that includes two free publications, *Tempo* and *Verve*, and one paid newspaper, *Tri-County News*, in Eastern Wisconsin. Having worked with both Mike and Joe in the past, I wasn't entirely surprised when I got an email from Mike, about assisting with a couple of technical challenges.

The first was simple enough. Like many newspapers, Delta's publications go through the hands of multiple editors and designers before they go to press. And like in many production offices, fonts were an issue. Even though each of the computers seemingly had the same fonts on each computer, InDesign would pop up the dreaded "Font not loaded" message on a regular basis when a file created on one computer was opened on another.

The second challenge was a bit more interesting. Mike mentioned that producing their publications would be much more efficient if he, along with others who sometimes worked away from the office, could connect to the office network from remote locations. He went a little further than that. Not only did they want to connect to their servers, they wanted to be able to work from home or wherever exactly the same way they did back at the office. This meant if a staff member worked on a desktop at the office,

they would have the exact same experience when working from a mobile computer at home.

He had tried, with very limited success (OK, not much success at all) to use tools like LogMeIn and Dropbox to accomplish the task, but those, while good products, don't allow what Mike and his staff wanted. They didn't want to take control of a computer at the office - which I do on a daily basis, but not for this purpose - or simply transfer files back and forth. Mike wanted the freedom to be able to work at home or on the road with no limitations.

I could tell this was important to Mike, and the more I thought about it, the more it seemed like something that could be accomplished remotely, without making a trip to Wisconsin.

I recruited my friend, John McNair, an IT guru at The University of Tennessee, and three weeks later, we met at my home and began the work of creating a remote office for Mike and his staff. Fortunately, Delta has a very competent staff person, Klaudia Schnell, who worked with us from in Wisconsin while we worked in Tennessee.

Creating the remote office was basically a four-step process. First, we used LogMeIn to get access into each of the computers and the server at the Delta offices in Wisconsin. While inside the server, we noted information that would be needed to create a DNS entry which would allow Mike and others to access the server remotely.

Next, we used a service to create a DNS entry for the Mac Mini server from Apple. DNS is the component of the Internet which converts human-readable domain names (kevinslimp.com) into computer-readable IP addresses (66.18.125.171). It does this according to DNS zone files that reside on the server and tie a domain name to an IP address.

Once we had a DNS, John took control of the router at Delta and opened up a port



Kevin Slimp, left, and John McNair, right, set up a remote office network for a group of papers in Wisconsin from Kevin's Tennessee home.

(Geek note: AFP uses port 548), which allows a remote user to "forward" from the router to the server if they have the necessary credentials. For whatever reason, we kept entering that number wrong for port forwarding and finally, on the fourth try, entered the magic number and - **BOOM** - we were connected.

John and I literally "high-fived" on the spot. The four hours had been a complete success.

After a break for lunch, I met with Klaudia online and we discussed a couple of possibilities for fixing the font issues. She had already been experimenting with moving entire font lists from computer to computer to eliminate the issue. While we were together, we looked at a quicker approach, which involves moving particular fonts to the InDesign Fonts folder, which also worked. We took turns, her in the Delta office and me at my home on LogMeIn, moving files back and forth until we were both confident that the process would work. Klaudia volunteered to continue that process after we finished our conversation.

I heard from Mike this morning and copied this excerpt from his email to me:

"As a follow up to last week's work, I am producing my Tri-County News layouts this

morning from home, accessing our server with ease from the remote location. You have done an awesome job! Thanks to you and John.

I will also confirm that we have the font issue solved! Thanks, Klaudia.

If I didn't love my co-workers so much, I might never have to report to the office again!"

At first, I didn't plan to write about the work with the Delta group. But after more thought, I realized that many of the folks who read this column are of the small, community breed of newspapers who often think such technological advances are beyond their scope or budget.

There seemed to be around 15 to 20 folks involved in the newspaper production at Delta. I've worked with papers as small as two staff persons, including the publisher, who felt chained to their desks because they needed to be there late at night, getting stories written and pages designed. By taking on this project - which was completed from start to finish in one day, without the expense of flying a consultant in - Mike's group now has that ability.

visit
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