

MEMBERSHIP APPLICATION



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Washington Newspaper Publishers Association
EST. 1987

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Seattle, WA 98125
www.wnpa.com

About Washington Newspaper Publishers Association

Washington Newspaper Publishers Association represents nearly 120 community newspapers in Washington state. WNPA is an advocate for community newspapers, freedom of the press and open government. It is dedicated to helping members advance editorial excellence, financial viability, professional development, and a high standard of publication quality and community leadership. WNPA is the successor organization to the Washington Press Association, which was founded in 1887 by newspapers in Dayton, Ellensburg, Seattle, Tacoma, Yakima and Walla Walla.

WNPA REGULAR MEMBER BENEFITS

LEGAL AND INFORMATION BENEFITS

Publishers eBulletin

This confidential weekly bulletin is distributed to regular members and covers the full range of issues affecting community newspapers. Included with the eBulletin are current materials for members' editorial pages — opinion columns and editorial cartoons.



Access Hotline

The WNPA staff provides prompt assistance with access questions.



Libel Hotline

Regular members have access to free counsel on libel issues from WNPA and up to five consultations per year. Members must call WNPA before consulting with attorneys.

Quick Answers

Community publishing raises an unending variety of production, technology, legal, postal and ethical questions. WNPA's central office staff members are prepared to answer many of them. If they don't know the answer, they will research the issue and report their findings to the requester.

Legislative Representation

WNPA represents members' interests in cooperation with Allied Daily Newspapers of Washington, actively lobbying bills ranging from First Amendment and open government to business and taxation issues. It advises members in a timely manner about issues affecting the public's right to access public documents and other matters critical to the news-gathering function of WNPA newspapers.



The Washington Newspaper

Published monthly, The Washington Newspaper is the only newspaper serving Washington state's newspaper industry. It provides information on industry trends and developments, legal issues, industry-related technology, marketing tools, member news and other announcements.



WNPA Web site

Event announcements, a newsroom legal guide, industry award-winners, contact information for member newspapers, job listings and resumes, advertising downloads and archives of The Washington Newspaper are among the resources posted at www.wnpa.com. Members may post current job openings on WNPA's Web site and review resumes of job seekers who have contacted WNPA.



ADVERTISING/EDITORIAL BENEFITS

Classified Ad Placement

Through the Statewide Classified Advertising Network, WNPA offers advertisers the opportunity to place a classified ad in all regular-member newspapers. Total readership is more than 2.7 million in Washington. Ads may be placed through a regular member newspaper or sent directly, with payment, to WNPA. Members keep 50 percent of every ad they sell. A brochure about this program is on WNPA's Web site, www.wnpa.com.

More reasons to join

WNPA REGULAR MEMBER BENEFITS

Impact (2x2) Ad Program

This program places 2x2 or 1x4, 2x4 or 1x8 inch ads in all regular-member newspapers, reaching more than 2.7 million readers weekly in either display or classified sections. Our regional placement service allows advertisers to target readers in the Coastal, Metro and Eastern Washington regions. Ads may be placed through a participating member newspaper or sent directly, with payment, to WNPA. Members keep 50 percent of the revenue from each ad they sell. A brochure about this program is on WNPA's Web site, www.wnpa.com.



Group Advertising Placement in Print and Online

The association has contracted with Oregon Newspaper Advertising Company, the advertising arm of Oregon Newspaper Publishers Association, to place national and regional display advertising in member newspapers and on members' Web sites. The goal is to sell the concept of newspapers to agencies and advertisers. ONAC's staff aggregates member newspapers for the maximum effect in circulation and coverage at the lowest possible cost per contact. There is no charge for this service to the advertiser.

ONAC represents WNPA publications at local net advertising rates. ONAC makes the space reservations, distributes the material, and sends a single bill to the customer. WNPA pulls tearsheets and provides them to ONAC for use in billing. WNPA was a national pioneer in the one-order, one-bill, one-check concept, which permits advertisers and agencies to deal with only one ad-placement entity.

PROFESSIONAL DEVELOPMENT BENEFITS

Continuing Education

The Convention & Workshops Committee schedules seminars, teleconferences and workshops throughout the year. Past sessions have focused on creating a strong editorial page, digital photography, circulation ideas and promotions, financial management techniques, legal issues including access and libel, advertising sales, newswriting and newspaper design.



2011 CALENDAR OVERVIEW

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|-------------|---|
| January-May | Teleconferences and Webinars for editorial and advertising staffs |
| March | Legislative Day, Olympia |
| April | Judge Texas Press Association Better Newspaper contest |
| May 13 | Better Newspaper Contest Deadline |
| October 6-8 | 124th Annual Convention, Everett |

Annual Convention

WNPA's convention, a two-day event held each fall, combines awards presentations with seminars and workshops for publishers as well as staff in advertising, editorial and other departments. In addition to the Better Newspaper Contest awards, WNPA may also present the Freedom's Light Award to an individual who advances the First Amendment; the Master Editor & Publisher Award to an active editor or publisher who makes a significant contribution to his or her newspaper, community, state and WNPA; and the Dixie Lee Bradley award to a newspaper employee who works long and hard behind the scenes.

Better Newspaper Contest

The annual contest spurs competition, builds staff morale and honors excellence by newspapers and staff members in our state. Members compete in editorial, advertising, photography, design, web, community service and general excellence categories. WNPA's contest is judged by another state's press association. In turn WNPA member newspapers judge the work of community journalists in other states, opening the door to new ideas in advertising, design, layout, writing and community service.

Committee Participation

WNPA has six standing committees, Advertising, Better Newspaper Contest, Convention & Workshops, Government Relations, Journalism Education and Membership & Bylaws. Committee chairs and contact information are listed on our Web site. The committees offer opportunities for members to learn from their peers while volunteering their skills and offering direction to the organization.



Washington Newspaper Publishers Association

REGULAR MEMBERSHIP APPLICATION

Name of Newspaper _____

Mailing address _____ City _____ State ZIP _____

Physical address _____ City _____ State ZIP _____

Telephone _____ Fax _____

Web site address _____ County _____ Political Dist. _____

Newspaper owner _____

Publisher's name _____ E-mail address _____

Date of first publication _____ Publication frequency _____

Circulation: Free _____ Paid _____ Total _____

Distribution method _____

Legal newspaper? Yes No Date of application _____

To apply, mail a completed application, rate card, and 7 copies of your current issue to the address below.

Requirements for Regular Membership

WNPA's bylaws state that a publication must have been publishing, regularly and consecutively, for at least six months prior to application.

Regular membership in WNPA is granted to publications, not to individuals. Please confirm that your publication meets the criteria listed below by checking the items that apply to your publication.

- Supports the purpose of the association
- Has news of general public interest
- Is published at least weekly
- Contains at least 25 percent average news hole in the run-of-paper section(s)
- Contains writing by staff or correspondents for the majority of editorial materials
- Is a free-standing product; cannot be a non-subscriber product of another publication

- Has an office or home office open during normal business hours, easily accessible to the readers it claims to serve
- Has been publishing, regularly and consecutively, for six months prior to date of this application

A publication must also meet at least three (3) of the following requirements to be a regular member. Please check each item that applies to your publication:

- Has staff-generated news on page one
- Has a predominantly local opinion editorial page
- Provides substantial coverage of matters of diverse local interest, such as schools, organizations, sports, churches, social events
- Has a staff box listing the persons with publishing and editing responsibilities

Membership Application Process

A six-month period of observation by the association's Membership Committee follows receipt of an application, after which the committee makes a recommendation to the Board of Trustees based on the Board's stated policy for membership qualifications. In the case of existing publications, the observation period may be waived at the discretion of the Board. During the six-month review period, applicants for regular membership

will receive the association's monthly newsletter and Publishers eBulletin, meeting notices and other pertinent correspondence. Applicants are not required to pay dues, nor do they have access to the association's Legal Hotline, Better Newspaper Contest and advertising programs, or have a vote in association business. Annual dues range from \$682 to \$850 depending on circulation and ad rates, and are invoiced quarterly.