OHIO NEWSPAPER ASSOCIATION

GENERAL BULLETIN

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Ohio Newspaper Association • 198 South High Street • Columbus 15, Ohio • Phone CA 4-1648

Thanks! - The ONA-ONS office execs and staff members deeply appreciated the many cards, letters and other tokens of the season received at the Central Office. It's good to be remembered, of course, and all of us continue to pledge our very best on behalf of all members, as we move into 1975. ONA's record, with a staff and budget that have remained the same size for 25 years, while services have expanded considerably, is one all can be proud of. Good members and good teamwork have made the difference. They will be needed even more in 1975 to meet the legislative, newspaper, social and economic issues that will confront us. We especially appreciate the cooperation on the 1975 dues rate adjustment, which should be considered an investment in our business and tax deductible as a business expense. (We note where Illinois and Kansas newspaper assns. have sizably adjusted dues, after doing so in recent years, also.) We all wish you the very best for a successful year ahead!

A 1975 Look-Ahead - Reviewing 1974 has value, but looking forward and planning to meet the new challenges of 1975 is more relevant. Aside from the economic demands on ONA's financial situation, causing an operating loss of over $20,000 and requiring a dues adjustment to compensate, 1974 was a successful ONA year. Meeting attendance was excellent. Newspaper carrier contest changes were made for improvement. The media study course (1st in nation) was field-tested and will soon be ready for classroom use. Our group insurance plan was improved sizably. State and federal legislation helpful to newspapers was adopted, while nothing harmful was passed. ONA was asked and aided several other newspaper associations with ideas and experience. Consideration was given to future ONA-ONS headquarters location and needs. Fifteen varied meetings were planned and conducted for approximately 2,000 newspaper personnel in Ohio with emphasis on better sales, management, editorial skill, and general improvement. ONA's exec. dir. served in two major roles benefitting weekly and small daily newspapers, and in a number of capacities on the state level of benefit to all ONA members, large and small. While all regular ONA-ONS services will continue in 1975, there will be difficult state and federal legislative sessions to face. Labor demands will expand. Economics will become more important than ever. Short and long-range planning will require more careful publisher evaluation and judgment and sharing of ideas and experience. Government regulation, always a threat, could increase as not-always-well-informed legislators grapple with problems they often do not understand. Newspapers in 1975 will have an even greater burden of serving, guiding, and providing some leadership to confused readers trying to understand complex problems and issues. ONA meetings in 1975, some already in advanced planning stages, will highlight profit ideas, economies, management efficiency, advertising and circulation promotions, cost factors, and labor/personnel matters. It is expected that OSHA, consumer, environmental, energy, govt. spending, education, and other current problems will continue into 1975, but with growing confidence that the problems can be overcome with renewed public cooperation and understanding of the need for conserving key resources, less government, and more efficient use of needed materials for production.

Legislative Trends - While federal level action awaits President Ford's legislative program, Ohio legislative action is already moving with Democrats planning a week-long blitz (Jan. 6-13) the first week before Gov. Rhodes officially takes office. The blitz will include Congressional redistricting, election law revision for door-to-door registration, unemployment comp extension to 39 weeks, transfer of income tax collection to Treasurer of State, and transfer of consumer protection to Attorney General from Dept. of Commerce. Whether the blitz succeeds 100% depends on Democratic unity vs. Republican slow-down tactics, but some may get thru regardless. There may also be some compromise factors involved.

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