

PRESS ASSOCIATION MINUTES

October 6, 2026

The Press Association meeting on Tuesday, Oct. 6, began at 1:35 pm. President Tom Butcher thanked everyone for coming and contributing to the October newspaper. Vice President Kathi Finley attended the meeting via cell phone from New Zealand. Secretary Patti Branch also was in attendance.

Editor Doug Kates has offered to read the minutes from previous meetings at each meeting, but he forgot to bring the minutes from the August meeting. They are, however, posted on the Press Association web page, which is accessible through the Box Office. Just click the Press Association button.

Doug opened the meeting by telling everyone the cost of newsprint paper has gone up about \$600 per ton over the past two years. This cost increase is carried over to us when getting our newspapers printed. We have raised advertising costs, cut down on pages and starting in October we decreased the number of newspapers printed from 5,300 to 4,500. This means some buildings will see less newspapers in their bins each month. Doug said no building is being punished. This is just a way to save money. With help from Good Neighbors Association and the New York-New Jersey Club, it was determined that nearly 850 (out of 5,300) newspapers go unread each month. Cutting 700 newspapers is a practical move at this time. Not a punishment.

Doug reported only six building stories in the October newspaper. Staffers at the meeting recommended putting a notice on each building's bulletin board that there was an opening for a storyteller. Jimmy LeBlanc volunteered to help post the notices. Doug said he would put something together.

Jimmy also wanted to know why there were no car dealership ads in our newspaper. Doug said, "Good question." He followed up by saying dealerships have taken out ads in the past, but get little business from residents in our community. Jimmy asked about giving advertisers discounts on ads. Doug said that is not allowed. Advertising is the only income to pay for newspaper printing and discounts would decrease the money available.

The next meeting will be the Writers Workshop at 7 p.m. on Thursday, Nov. 12 in the Auditorium. This is the only time Doug teaches all year. While many staffers may feel they do not need to attend, Doug asked everyone to attend. The staff has many bad writing habits and once a year we need reminders on how to fix them. There will be no dinner served this year, but staffers can bring a snack to share.

A 50/50 was held. Jimmy was the winner and donated \$20 to the April pizza party.

The meeting was adjourned at 2:25 p.m.