

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

### February 1, 2013

NPA/NPAS Board Meetings  
(Conference Call)

### March 13-15, 2013

"We Believe in Newspapers" Summit  
Crystal City Marriott  
Washington, D.C.

### April 4, 2013

Omaha Press Club Dinner/Show  
Holland Center, Omaha

### April 6, 2013

UNL Red/White Football Game

### April 12-13, 2013

NPA Annual Convention  
Holiday Inn/Downtown  
Lincoln, NE

### September 12-15, 2013

NNA Annual Convention  
Phoenix, AZ

### October 4, 2013

Hall of Fame Awards Banquet  
NE Club, Lincoln, NE

## Deadlines:

### January 31, 2013

Entries - NPA Newspaper Contest

### February 1, 2013

Entries - UNL CoJMC  
Thomas C. Sorenson Award

### February 18, 2013

Deadline to submit nominations  
for NPA Awards

### March 2, 2013

Entries - OWH Community Service  
& Service to Agriculture Awards

### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

# HAPPY NEW YEAR!

## Dean named Columbus Telegram editor/publisher

Jim Dean has been named editor and publisher of the *Columbus Telegram*, with additional responsibilities for the *David City Banner-Press* and *Schuyler Sun*.

The announcement was made last week by Julie Bechtel, regional publisher for Lee Enterprises, the parent company of the Telegram. "Jim did an excellent job in his role as interim editor and publisher. His team's accomplishments in the last four months earned this opportunity for him."

"The challenges of the digital age are many," Dean said, "but no other medium in our market is in a position to deliver news and advertising in as many ways or as well as we can."

A native of Wood River, NE, Dean joined the Telegram in April 2005 from a similar position at *The Hour* in Norwalk, CT. He previously worked at newspapers in Cincinnati, OH, Ft. Collins, CO and Boise, ID.

A graduate of the UNL School of Journalism, he attended graduate school at the S.I. Newhouse School of Public Communication at Syracuse University in Syracuse, NY.

## Lincoln Journal Star Photojournalist, William Lauer, dies at 51

William Lauer, 51, died December 21, 2012, at his home after a three-year battle with Lou Gehrig's disease.

As a photojournalist at the *Lincoln Journal Star* for 13 years, Lauer sought assignments that gave him a chance to make a difference. In 2005, he spent months documenting life on the Pine Ridge Indian Reservation, and was honored by The Associated Press for this work.

He left his job at the Journal Star in November 2010 and created a foundation and united a group of people to get the word out about Lou Gehrig's disease and raise money to fight it.

A memorial service was held January 5 in Lincoln. Memorials are suggested to the William G. Lauer Foundation, [www.lauerfoundation.org](http://www.lauerfoundation.org), or PO Box 80521, Lincoln, NE 68501-0521.

## NPA/NPAS Staff

**Allen Beermann,**  
Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

**Jenelle Plachy,**  
Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

**Rob James,**  
Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

**Carolyn Bowman,**  
Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

**Susan Watson,**  
Administrative Assistant  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

**Violet Spader Kirk**  
Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## Former North Platte Bulletin publisher, Frank Graham, dies

Newspaperman, Frank Graham, died December 11, 2012, in Round Rock, TX, at the age of 56.

Graham, who had more than 33 years of experience in the newspaper business as a reporter, editor, publisher, sales director, marketing director and general manager, launched the *North Platte Bulletin* in 2003, with the help of close friends, achieving the dream of many a newsman - starting their own newspaper.

He lived in North Platte for 14 years, first as a writer at the *North Platte Telegraph*, then launching the *Bulletin*, which became one of the 10 largest weeklies in Nebraska, where it remains today.

In mid-2011, Graham left for his native Texas, due to poor health, so he could be near his family. A memorial service was planned for late 2012 at the 4A Ranch at Oglesby, TX, near Waco.

## Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 1/7:**

### **2x2:**

Beatrice Daily Sun - Robin Gascon  
Hickman Voice News - Linda Bryant

### **NCAN:**

Broken Bow Chief - Pat Jackson  
Broken Bow Chief - Deb McCaslin  
Kearney Hub - Becky Hilsabeck  
Nebraska City News-Press - Roxy Schutz (2 ads)  
Verdigre Eagle - Lisa Wessendorf

## Vernon appointed National Newspaper Association Region 7 director

Dane Vernon, president of the Vernon Publishing, Inc., was recently appointed National Newspaper Association Region 7 director (Kansas, Nebraska, Iowa, Missouri).

He was appointed by the NNA board to fill the unexpired term of John Edgecombe, Jr., who was elected treasurer. Vernon will serve until Sept. 14, 2013, and then be eligible for election as Region 7 director.

Vernon Publishing owns five weekly newspapers and one shopper in central Missouri. Vernon was born and raised in Eldon, MO, home of the group's flagship newspaper, *The Eldon Advertiser*, a family-owned weekly since 1948.

## Publishers urged to attend March 2013 Summit

*NNA (National Newspaper Association), Nov. 28, 2012*

Community newspaper executives across America are being asked to join a leadership summit March 14, called specifically to address critical problems with the U.S. Postal Service.

National Newspaper Association President Merle Baranczyk said the purpose of the summit would be to oppose the Postal Service's recent decisions targeting newspaper advertising for diversion to direct mail and to discuss the future of newspaper delivery with senior postal officials.

"We urge newspaper executives in every state to delegate a minimum of two industry leaders to attend this summit. We intend to invite the postmaster general and other policymakers to meet with us. Then we will visit our congressional delegations to communicate our concerns."

The We Believe in Newspapers Leadership Summit on March 14, 2013, will be a critical time for newspapers to speak to Congress about the urgency for dealing with Postal Service problems. NNA President Merle Baranczyk has issued a call to state press associations to recruit at least two publishers from each state to join in that summit, where a direct dialogue with postal leaders and an afternoon of congressional visits are expected to shape the debate. **For more summit information go to [www.nnaweb.org](http://www.nnaweb.org), click on "Events," then "NNA Events."**

## National Newspaper Association markets “AP News Choice” to weekly newspapers

The National Newspaper Association rolled out a new marketing partnership, effective January 2, 2013, with The Associated Press to encourage weekly newspapers to take advantage of the AP’s new wire service for weeklies—AP News Choice.

News Choice, available only to papers publishing no more than twice weekly, provides real-time Associated Press news for print or digital publications at a cost designed to fit the smaller newspaper budget. Subscribers will be invited to choose from among several categories of news streams, one of which is state news. The Associated Press has a bureau in every state capital.

Weeklies may also choose to follow a specific topic, such as tourism, energy or agriculture. Another option is national/international news. Stories are delivered into the AP Exchange browser, which enables a user to create searches for people and topics with local ties.

NNA President Merle Baranczyk, publisher of the Mountain Mail in Salida, CO, said News Choice would provide a first-ever opportunity for local community weeklies to bring timely national news home, offered at a time when shrinking news budgets from larger papers may slow the flow of news to small towns and neighborhoods.

“This new partnership is a piece of NNA’s ‘We Believe in Newspapers’ campaign,” Baranczyk said. “We know that most of the large statewide newspapers have cut back, local broadcasting is almost non-existent and trying to follow the news purely on the Internet is a hit-and-miss proposition. It is in the local paper that people are accustomed to finding the news. We now can help weeklies provide that important state capital news and also pull down the feeds on national stories that they can localize as they see fit.”

(continued on page 4)



Online Media Campus provides high-quality, low-cost online training to media professionals. Each program runs approximately 60 minutes and is designed to be interactive. A post-webinar follow-up by presenters is included to ensure that all questions are answered. These cost-effective and time-efficient webinars are designed to offer fresh ideas to improve job skills, without the need for travel and time away from the office. Cost is \$35 per webinar.

### **Upcoming 2013 webinars:**

- **Wed., Jan. 16 - Classified Outbound Calling, Revenue That Sticks!** (Register by 1/11)
- **Thurs., Jan. 24 - In Cyberspace No One Can Hear You Scream: Trademarks, Copyrights and the Internet** (Register by 1/21)
- **Feb. 20 - Mar. 22 - Web Press Certificate Program-Plate Essentials** - (completion time 3-4 hrs; on-line format, lets you work at your own pace)
- **Fri., Feb. 22 - How to Improve Sales Performance by 30% in the Next 30 Days!**
- **Thurs., Mar. 28 - What’s Fair Game For Republishing in the Digital Age?**

### **This archived webinar is still available!**

**POSTAL: MAKING THE TRANSITION TO IMb**  
If you missed the November webinar on IMb barcodes, it’s still available as an archived webinar. **Cost for the 90-minute webinar is \$35.00 and you can view it on your schedule.** This webinar will provide an understanding of how you can continue to take advantage of automation pricing. It will cover migration to the Intelligent Mail barcode including creating the barcode, obtaining a Mailer ID, working with your software vendor and much more.

Register at [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

## NPA Better Newspaper Contest

Contest time is here again! Rules for the 2013 NPA’s Better Newspaper Contest are now available on our website, [www.nebpress.com](http://www.nebpress.com).

**Deadline for entries is January 31, 2013.**

Review all of your entries carefully to be sure all of the rules have been followed. **Things to look for:**

- Use yellow highlighter only.
- Only submit the number of entries according to the rules of that particular category.
- Make sure that your envelope label matches the entry label inside.
- In the space available for byline, do not use “Staff” unless directed to. Use the names of the newspaper employees.
- There have been some minor changes to the 2013 entry requirements for the Omaha World-Herald Community Service and Service to Agriculture Awards. **Deadline for OWH award entries is March 2, 2013.**

Contact Carolyn Bowman, [cb@nebpress.com](mailto:cb@nebpress.com), with any questions.

### (AP News Choice - continued from page 3)

“NNA’s message is that community newspapers continue to serve and thrive. This is one more way we can continue to provide our readers with the news and information they need.”

News Choice provides weekly newspapers with real-time coverage of state government, major college sports and other significant state issues, said Dorothy Abernathy, News Choice product manager for Associated Press. “These are stories that resonate with local readers because they pay state taxes. They attended state universities or know people who do,” she said.

The partnership was brought to NNA members in a soft launch in October during the NNA Annual Convention in Charleston, SC. Several NNA newspapers have elected to audition the new wire in a free two-week trial period as they consider how they want to package the product in their newspapers and on websites or other digital offerings.

The NNA manager for News Choice is Sara Walsh, located in NNA’s Columbia, MO, office. She can be reached at [sarawalsh@nna.org](mailto:sarawalsh@nna.org).

Abernathy said, The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the most trusted source of independent news and information. On any given day, more than half the world’s population sees news from AP. On the Web: [www.ap.org](http://www.ap.org).

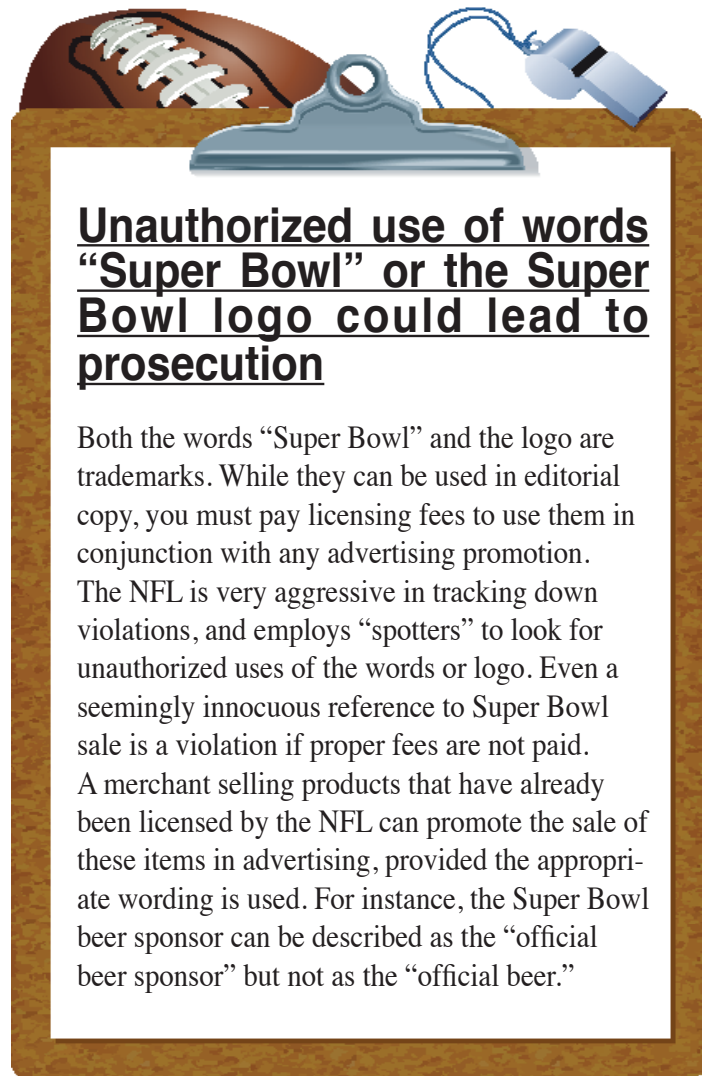
## Nominate your newspaper for Editor & Publisher’s “2013 - 10 Newspapers That Do It Right”

The March issue of Editor & Publisher, the national journal covering the newspaper industry, will again profile what they have labeled “10 Newspapers That Do It Right.”

This is not a “10 Best” list, instead it spotlights select newspapers that have earned a notable achievement in at least one particular area, carried out a successful innovation, implemented cost savings procedures or developed programs that have generated revenues or increased circulation. This year they will also be including ideas, strategies and tactics which individuals have knocking around — whether or not they have been implemented or tested.

The objective of the story is to bring ideas together and share the best and the brightest in one comprehensive feature. All ideas from daily and weekly newspapers are welcome.

**Deadline to submit entries for “10 Newspapers That Do It Right” is Friday, January 18. For more information, or to submit your entry, go to: [www.editorandpublisher.com](http://www.editorandpublisher.com).**



### Unauthorized use of words “Super Bowl” or the Super Bowl logo could lead to prosecution

Both the words “Super Bowl” and the logo are trademarks. While they can be used in editorial copy, you must pay licensing fees to use them in conjunction with any advertising promotion.

The NFL is very aggressive in tracking down violations, and employs “spotters” to look for unauthorized uses of the words or logo. Even a seemingly innocuous reference to Super Bowl sale is a violation if proper fees are not paid.

A merchant selling products that have already been licensed by the NFL can promote the sale of these items in advertising, provided the appropriate wording is used. For instance, the Super Bowl beer sponsor can be described as the “official beer sponsor” but not as the “official beer.”

## Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in May and October 2012 will be sent by NPAS when the Legislature approves the bill in May 2013.

We have submitted the necessary documents for payment. This timetable has not changed for 85 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2013.

As soon as we receive payment, we will be paying the newspapers. If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

“ If a cluttered desk is the sign of a cluttered mind, what is the significance of a clean desk? ”

Laurence J. Peter

## **Nominations for NPA awards now accepted through February 18, 2013**

The forms for the following awards are now available on the NPA/NPAS website: [www.nebpress.com](http://www.nebpress.com). You can download the forms from the Membership area of the website under "Convention/Awards."

### **NPA Hall of Fame**

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted 81 journalists.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession, to our state, and nation.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

### **Master Editor-Publisher Award**

**Eligibility:** This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member. **The selection procedure:** The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

### **Golden Pica Pole Award**

If you know someone who has worked in the newspaper business for more than 50 years, they are eligible to receive the Golden Pica Pole Award.

### **Outstanding Young Nebraska Journalist Award**

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that "money isn't the only thing a journalist is after, they're after recognition of their craft and work." Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

### **Leadership Nebraska Award**

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders."

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this "is consistent with Governor Heineman's leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders."

**The deadline to submit nominations for these awards is Monday, February 18, 2013.**

If you have any questions about these awards, please contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# Classified Advertising Exchange

January 7, 2013

**Attached to this week's bulletin:** The Weekly Bulletin, Classified Advertising Exchange, Webinar Flyers.

**Have a job opening,  
equipment to sell,  
or service to promote?**

Member newspapers can post  
listings here at no charge!

Email [nebpress@nebpress.com](mailto:nebpress@nebpress.com) for info.

## FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.  
Contact NPA for more information.

## Reporter's Handbooks For Sale

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.  
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

**Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).