

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

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Laboy named Fremont Tribune publisher

Vincent Laboy has been named the publisher of the *Fremont Tribune*.

The announcement was made last week by Julie Bechtel, publisher of the *Lincoln Journal Star*, who oversees all Lee Enterprises newspapers in Nebraska.

Laboy will continue to lead the Tribune's advertising team and also lead operations at the *Plattsmouth Journal*, a weekly newspaper also owned by Lee Enterprises. He had been interim publisher since August, replacing Bill Vobejda, who took a position at Fremont Area Medical Center.

A 1990 graduate of the University of Nebraska-Omaha with a bachelor's degree in marketing, Laboy joined the Tribune in 2005. Prior to that, he held a management position in the advertising department at the *Omaha World-Herald*, has past experience in retail sales management and currently serves on the Fremont Area Chamber of Commerce board.

Hemingford Ledger names new editor

Effective January 9, 2013, Amber Ningen is the new editor at the *Hemingford Ledger*. She replaces Aaron Wade, who had served as the Ledger editor since July 2007.

Ningen, a Hemingford native, spent the last five years working as general manager for both the *Platte County Record-Times* in Wheatland, WY, and the *Guernsey (WY) Gazette*. Prior to working in Wyoming, Ningen worked as a reporter for two years at the *Alliance Times-Herald*.

She graduated from the University of Nebraska-Kearney in 2004 with a bachelor's degree in journalism-news editorial.

Atkinson Graphic sold to Plainview News publisher, Brook Curtiss

After 22 years of serving Atkinson and the surrounding area, the owners of the *Atkinson Graphic* have sold the newspaper to *Plainview News* publisher, Brook Curtiss and his wife, April. Roxanne Hollingsworth and her husband, the late Jerry Hollingsworth, purchased the Graphic from Warren and Mary Kelly in 1990.

The sale was effective the end of December, and Roxanne plans to continue to work at the Graphic part-time and help the Curtisses with the transition.

The new owners have owned the *Plainview News* since 2006, when they purchased the newspaper from long-time owners, Lee and Janyce Warneke. Brook Curtiss is a Plainview native, and graduated from the University of Nebraska-Omaha with a degree in communication-news editorial. April Curtiss graduated from Plainview Public Schools and went on to study culinary arts at Metro Community College in Omaha.

(continued on page 2)

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(Atkinson Graphic - continued from page 1)

The Graphic newspaper name will remain unchanged, but other changes in the coming weeks include expanded office hours, the re-introduction of commercial printing and full-color printing. The Curtisses plan an open house at a later date, but will begin attending a number of local meetings to introduce themselves to the Atkinson community.

“The newspaper is an integral part of a community’s success, and we’ll do everything we can to foster growth and wave the Atkinson flag,” Curtiss said. He added, “Even though we won’t be living full-time in Atkinson, we look forward to having a constant presence, helping the town keep its individual identity and doing whatever we can to encourage its growth.”

Doniphan Herald has new owners

December 27, 2012 was the last issue of the *Doniphan Herald* published by owners, Darren and Cassie Ivy. The paper has been sold to Randy and Jodi Sadd of Doniphan. More information will follow as details become available.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 1/14:**

2x2:

Alliance Times-Herald — Sally Yeager
Blair Enterprise — Lynette Hansen
Hickman Voice News — Linda Bryant (2 ads)
Norfolk Daily News — Suzie Wachter
Tecumseh Chieftain — Rachele Grof (2 ads)

NCAN:

Broken Bow Chief — Pat Jackson
Broken Bow Chief — Deb McCaslin
Hickman Voice News — Linda Bryant (3 ads)
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz
Verdigre Eagle — Lisa Wessendorf

BUY 1 GET 1 FREE

Buy-One, Get-One Free February!

During the month of February, the Nebraska Press Advertising Service is again offering a buy-one, get-one free deal for any ads sold within the 2x2 and 2x4 Statewide and Regional Display Advertising Network to a **new** customer. This offer is available to anyone who has not advertised in the display ad network in the last eighteen months.

For each **new** customer ad that the newspaper representative sells, he or she will be entered in a drawing for \$100. A name will be drawn and \$100 will be awarded to that person.

Ads must be turned in to NPAS by 4 p.m. the Tuesday prior to the week the ad is scheduled to run. Name of the salesperson must be included to be eligible for the drawing.

The promotion begins with ads running the week of February 4. The final deadline in order for ads to qualify for the discount will be February 26 at 4 p.m. and will print the weeks of March 5 and March 12, 2012.

If you have any questions, please contact Carolyn Bowman at the Nebraska Press Advertising Service, or email her at cb@nebpress.com.

Stapleton Enterprise published continuously for 100 years

The Stapleton Enterprise has seen many changes in the past 100 years of continuous weekly publication - from writing style to the printing process - but commitment to local, community news remains unchanged.

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.

10 local digital media trends for 2013

NetNewsCheck, By Michael Depp and Eric J. Smith

For complete article go to www.netnewscheck.com

In the spirit of digital media's forward-looking nature, here are some important trends developing in local digital media for 2013. Ten things to watch from technology to revenue to journalism for the coming year.

- 1. Video will be critical.** Newspaper sites are taking the fight to their TV competitors in the growing digital video space.
- 2. Local media companies will further diversify their digital revenue streams,** increasingly turning to targeted digital marketing and advertising services
- 3. Tablets will accelerate digital media's evolution.** The 2012 holiday season has pushed tablet penetration closer to critical mass.
- 4. Responsive design will be the new normal.** This approach gives publishers an easier way to reach all platforms with consistent quality and streamlined reporting for advertisers.
- 5. More paywalls are coming.** The newspaper industry's internal arguments over paid content models are sliding rapidly toward paywall adoption.
- 6. Geolocation and geofencing will fundamentally change mobile advertising.** More and more ads will cater to individual users and their physical locations.
- 7. Hyperlocals and nonprofits will get revenue-smart or go away.** Smart niche sites — either by geography or reporting mission — have realized that everything hinges on a sustainable business model.
- 8. Data journalism will be cool and everywhere.** The DIY, open-sourced tools available to any journalist have made data impossible not to embrace. Good data is the cornerstone of good reporting.
- 9. New journalists will have multimedia skills or will not work.** Rising journalists who aren't getting digital bred

into their training are getting sold a bill of goods. Newsrooms need personnel who are as comfortable with being both behind or in front of a camera as they are with text. They need reporting and storytelling skills elastic enough to fit every form factor.

10. Newsrooms will take a project-based approach to work. This is where the future is being figured out.



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. 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:

- **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; online 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.

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.

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, with any questions.

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. 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.

Classified Advertising Exchange

January 14, 2013

Attached to this week's bulletin: The Weekly Bulletin, Classified Advertising Exchange, BOGO Ad Network Promo Flyer, Webinar Flyers.

Do you have a job opening to fill, equipment to sell, or service to promote?

Member newspapers can post listings here at no charge!

Email 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.