

CONFIDENTIAL

# Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service  
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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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## Doniphan Herald has new owners

As of December 27, 2012, Randy and Jodi Sadd of Doniphan are the new owners of the *Doniphan Herald*. They purchased the newspaper from Darren and Cassie Ivy.

The Sadds were born and raised in Doniphan and Minden, respectively. Randy is sign/design/shipping manager at Copycat Printing in Grand Island; Jodi is human resources manager for Flowserve Corporation in Hastings. Both plan to keep their full-time jobs in addition to publishing the Herald.

Herald reporter, Christine Hollister, will continue as a staff member.

The Sadds can be contacted at 402-845-2937, or [doniphan\\_herald@yahoo.com](mailto:doniphan_herald@yahoo.com).

## South Sioux City Dakota County Star hires reporter

The *South Sioux City Dakota County Star* recently hired Melissa Sohm as a staff reporter.

Sohm formerly worked for Stevenson, Inc., a Sioux City-based publishing company, where she was part of the editorial staff in charge of layout. Prior to working at Stevenson, she worked part-time for the *Norfolk Daily News*. A native of Mapleton, NE, she graduated from Wayne State College with a degree in journalism, and a minor in editing and publishing.

## New editor at Hayes Center Times-Republican

Lou Ann Broz has been hired as the new editor of the *Hayes Center Times-Republican*. A native of Hayes County, Broz returned to her roots a year and a half ago and has been getting reacquainted with old and new friends.

## Omaha World-Herald adds two metro columnists

Erin Grace and Matthew Hansen have joined *Omaha World-Herald* columnist, Michael Kelly, to form a new team of metro columnists. The team's work will appear in a variety of newspaper sections, including the front page, Midlands section and Living section.

In her 14 years at the World-Herald, Grace has covered topics such as City Hall and social services. An Omaha native, she graduated from Marquette University.

Hansen has covered the military and higher education since joining the World-Herald in 2006. He grew up in Red Cloud, NE, and graduated from the University of Nebraska-Lincoln.

Michael Kelly joined the World-Herald as a reporter in 1970, after graduating from the University of Cincinnati. He became sports editor and sports columnist in 1981, and became a metro columnist in 1991.

Help is needed again this year at the Credential Table for the NSAA Individual High School Wrestling Championships, February 14-16, at CenturyLinkCenter in Omaha. See details attached to this Bulletin.

## NPA/NPAS Staff

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## DNRs (Did Not Run) for the month of December

The Boards of Directors for NPA/NPAS have instructed us to list a monthly total for ads that did not run as scheduled by NPAS in newspapers for each month. In addition to the total being published in the Bulletin, an e-mail is sent to the publisher of each newspaper that has a DNR that month alerting them to the fact.

**The total cost for DNRs for the month of December was \$1,141.67.**

There are many reasons for the DNRs (did not runs), but most of them can be attributed to simple mistakes, such as newspapers not logging in ads on run sheets, running incorrect ads, PDF issues, reproduction issues, etc. To help prevent this from happening, NPAS requires that newspapers sign off on all orders. If NPAS does not receive confirmation of an order, we contact the newspaper to make sure the order was received by the newspaper.

Most of our advertising customers are very understanding. Often we are able to secure make good ads at full price. Unfortunately, some of our customers have come to expect errors, which is unfortunate. When an ad does not run as ordered, there is a cost to everyone involved including the advertiser, the advertising agency handling the account, the newspaper and NPAS.

Publishers and Advertising Managers need to stress the importance of getting ads in their newspapers as ordered. If there is ever a question about an order, newspaper representatives should call NPAS.

**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](mailto:cb@nebpress.com).

## ATTEND FRIDAY UNIVERSITY!

Save your February Fridays (and beyond...) for these one-day classes, hosted by the UNL College of Journalism and Mass Communications. Learn new skills or refresh those that feel rusty. Information and registration details can be found on the UNL website, using the links below:

**Feb. 1, 2013 - Business Writing:**

<http://go.unl.edu/businesswriting>

**Feb. 8, 2013: Grammar Tool Kit:**

<http://go.unl.edu/grammartoolkit>

**Feb. 22, 2013: Social and Mobile Media:**

<http://go.unl.edu/socialmedia>

**April 5, 2013: Grant Writing:**

<http://go.unl.edu/grantwriting>

**April 19, 2013: Digital Photography:**

<http://go.unl.edu/digitalphotography>

Contact Trudy Burge at UNL CoJMC with questions, [gburge2@unl.edu](mailto:gburge2@unl.edu), or 402-474-7077.

## 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.

## Take advantage of Nebraska News Service's technology consultant

One year remains for the grant funding that allows the Nebraska News Service to dispatch multimedia coach and technology consultant, Anthony Roberts, to assist newspapers with technology issues for free. Now is the time for Nebraska news organizations to take advantage of this free service, provided by the University of Nebraska College of Journalism and Mass Communications and funded by the Ethics and Excellence in Journalism Foundation.

Anthony is prepared to travel to your newspaper location and work with you and your staff to provide training and technical assistance on a wide variety of technology, with an emphasis on online, video, and multimedia.

Anthony can research and evaluate new software, new computers, and new equipment, to help you make better decisions about investing in new tools to make your work easier, faster, and better. He can also demonstrate how to best take advantage of the programs, equipment, and technology that you already have, demonstrate how to make use of a variety of tools and technology that is both online and free, and help you understand any limitations of your current tools, as well as providing some cost/benefit analysis for making upgrades.

Contact Anthony to set up a trip for him to visit your newspaper, or with questions regarding the Nebraska News Service. Call him at 402.570.2380, or email him at [nns.aroberts@gmail.com](mailto:nns.aroberts@gmail.com). He's available until the end of 2013.

## Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 1/21**:

### 2x2:

Elkhorn Post-Gazette — Mike Overmann  
Grand Island Independent — Pat Bell  
Hickman Voice News — Linda Bryant (3 ads)  
Lexington Clipper-Herald — Kathy Gundell  
Tecumseh Chieftain — Rachelle Groff

### NCAN:

Broken Bow Chief — Pat Jackson  
Imperial Republican — Vivian Berry  
Kearney Hub — Becky Hilsabeck (2 ads)  
Nebraska City News-Press — Roxy Schutz  
Verdigre Eagle — Lisa Wessendorf



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 (\$10 late fee after 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?

**Register for webinars 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.





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

The NFL controls all marketing and proprietary rights with respect to the Super Bowl. According to federal law, the NFL retains the exclusive right to control marketing of the Super Bowl and all of its associated trademarks. These trademarks include the phrases “Super Bowl,” “Super Sunday,” “National Football League,” “NFL,” and the NFL shield and all Super Bowl logos. The NFL also owns the trademarks for “National Football Conference” and “NFC” as well as “American Football Conference” and “AFC.” Without the express permission of the NFL, marketers and advertisers may not use these terms in their promotions. Running promotions or advertisements designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.

### **Ads CANNOT contain:**

“Super Bowl” or “Super Sunday”  
 “NFL,” “NFC” or “AFC”  
 Any specific team name or nickname  
 Any NFL logo or uniform

### **Ads CAN contain:**

“The Big Game in New Orleans”  
 “The Football Championship Game”  
 Date of the game and name of team’s home cities  
 A generic football picture or graphic

## **January 25 deadline for NE Women Journalists Hall of Fame nominations**

Nominations are being accepted through January 25, 2013, for the Marian Andersen Nebraska Women Journalists Hall of Fame.

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities. Nine members have been inducted so far.

The general public is invited to submit nominations for the award. The women nominated may be living or deceased and may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2012 will be considered again in 2013, and it is not necessary to resubmit the nomination. Nominations will be judged on:

- Contributions to the profession
- Achievements within the profession
- Service to her communities (local, state, regional or national)

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria. They are to be submitted by email to: Sherry Thompson, NE Press Women vice president, [sherrythompson@cox.net](mailto:sherrythompson@cox.net). A nomination form and guidelines are available on the NPW website, [www.nebraskapresswomen.org](http://www.nebraskapresswomen.org).

Final selection will be made by the NPW Board of Directors. Inductees will be honored at the Nebraska Press Women Spring Convention, April 20, 2013, at Creighton University in Omaha. For more information, contact Sherry Thompson at 402-891-5789.

## **Postmaster General to address publishers at March 14 “We Believe in Newspapers” Summit**

Patrick R. Donahoe, the 73rd U.S. postmaster general, will address the National Newspaper Association “We Believe in Newspapers” Summit March 14 in Arlington, VA. He is expected to discuss the effects upon newspapers from massive changes in mail processing as well as the Postal Service’s determination to continue offering Negotiated Service Agreements (NSAs) to large mailers.

NNA has joined the Newspaper Association of America in a federal court challenge to one NSA created for Valassis Direct Mail Inc, with the express purpose of pulling advertising out of newspapers. NNA has expressed its opposition to USPS about the agreement and has also advocated for better service for newspapers in the mail. NNA has invited representatives from every state to the summit, where publishers will be briefed. They will spend the afternoon of March 14 on Capitol Hill discussing postal concerns with Congress.

Donahoe was appointed postmaster general by the USPS Board of Governors in October 2010. He began his 37-year USPS career as a clerk in Pittsburgh, PA. Before his appointment as the organization’s top officer, he served as the deputy postmaster general and the organization’s chief operating officer.

He articulates his vision for USPS: to strengthen the business-to-consumer channel, improve the customer experience, compete for the package business and to become a leaner, faster and smarter organization.

**Registration and hotel information for the event is available at [www.nnaweb.org](http://www.nnaweb.org). Hotel space is filling up. Publishers interested in attending are encouraged to make their room reservations well before the Feb. 20 deadline.**

## **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 21, 2013

**SPORTS WRITER** - The Northeast Neb. News Company is looking for a sports writer who can write game stories, and sports features. The ideal candidate needs good photo skills and the ability to cover a few general assignment news stories each month. Please send resume, writing samples and cover letter to Rob Dump at [ccnews@mac.com](mailto:ccnews@mac.com).

**Attached to this week's bulletin:** The Weekly Bulletin, Classified Advertising Exchange, BOGO February Ad Network Flyer, Find Your Senator Flyer, 2013 Legislative Session Calendar, Call for Volunteers-NSAA High School Wrestling (Feb. 14-16) Championships Information.

## 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).