

CONFIDENTIAL

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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

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

Entry deadline for NPA Better Newspaper Contest Thursday, January 31!

Review all of your entries carefully to be sure
all of the rules have been followed:

- 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.**

**Rules for 2013 NPA's Better Newspaper Contest are
available in the members area of our website,
www.nebpress.com.**

Contact Carolyn Bowman, cb@nebpress.com, with questions.

Week Five - "Thinking About Health" Rural Health News Service

WEEK FIVE of the Rural Health News Service "Thinking About Health" article and accompanying graphic were emailed to all newspaper publishers late last week.

The pilot project between NPA and Rural News Health Service is funded by a grant from The Commonwealth Fund and was designed to provide Nebraskans with unbiased health-related information, designed to help better understand the health issues facing our communities, state and nation.

Newspapers will receive bi-monthly health columns, graphics and ideas, distributed through the NPA office, free of charge, and we encourage our members to publish this information in your newspapers.

"Thinking About Health" articles kicked off in late November, 2012, and will continue through July, 2013.

If you have questions about the Rural Health News Service project, contact the NPA office, nebpress@nebpress.com.

NPA/NPAS Staff

Allen Beermann,
Executive Director
email: abeermann@nebpress.com

Jenelle Plachy,
Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James,
Sales Manager
email: rj@nebpress.com

Carolyn Bowman,
Advertising Manager
email: cb@nebpress.com

Susan Watson,
Administrative Assistant
email: nebpress@nebpress.com

Violet Spader Kirk
Sales Assistant
email: sales@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, or 402-474-7077.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 1/28:**

2x2:

Blair Enterprise - Lynette Hansen
Hickman Voice News - Linda Bryant (2 ads)
Hickman Voice News - Cole Keaton
Hickman Voice News - Sandi Sapp
Tecumseh Chieftain - Rachelle Groff
Wayne Herald - Jan Stark

NCAN:

Albion News - Jim Dickerson
Broken Bow Chief - Deb McCaslin
Broken Bow Chief - Pat Jackson
Columbus Telegram - Tryci Greisen
Hickman Voice News - Linda Bryant (2 ads)
Imperial Republican - Vivian Berry
Kearney Hub - Becky Hilsabeck
Nebraska City News-Press - Roxy Schutz
North Platte Telegraph - Dixie Galaway

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.



Former Lincoln Star reporter, “Gerry” Switzer, dies

Germaine “Gerry” Switzer, who spent 37 years as a reporter at the *Lincoln Star*, died January 10, 2013, at age 75.

Switzer was born in Lincoln and started working at the *Star* in 1959, after graduating with a journalism degree from the University of Nebraska.

While at the newspaper, she covered county government and courts, was a features writer and editor and then spent the last part of her career as a business reporter.

Among the stories Switzer covered was the 1983 collapse of Commonwealth Savings Co. of Lincoln. She later was called to testify at the perjury trial of Nebraska Attorney General, Paul Douglas. Switzer retired from the *Star* in 1995.

She is survived by her husband, Walter, a longtime *Lincoln Star* copy editor, and daughter and son-in-law, Germaine and Anthony Marks. Funeral services were held January 14, 2013, in Lincoln.

Third generation newspaperman, Kevin Ludi, dies

Kevin Ludi, age 60, of Lincoln, died January 23, 2013, at his home.

He is the son of former owners and publishers of the *Wahoo Newspaper*, the late Derrel Ludi, and his wife Adeline “Addie,” of Wahoo.

Ludi grew up in Wahoo and attended Wayne State College. He worked for his parents at the *Wahoo Newspaper* and later, as a pressman at the *Lincoln Journal Star*. He was proud to be a third generation newspaperman.

In addition to his mother, Kevin is survived by a brother and sister-in-law, Steve and Linda Ludi, of Wahoo. No memorial services are planned.

New survey shows 87% of publishers have iPad apps

Jan. 23, 2013, by Alliance for Audited Media’s Susan Kantor, Communications Manager

Results from the Alliance for Audited Media’s (new Audit Bureau of Circulations) fourth annual digital publishing survey show that in just one year, the number of publishers distributing apps on various platforms has increased significantly. According to the survey, 85 percent of publishers have iPhone apps, 87 percent have iPad apps, 67 percent have Kindle apps, 57 percent have Nook apps and 75 percent have Android apps.

There’s no doubting consumer demand for apps is high and publishers are responding. Judging by the growth in apps,

many may think the app offers the best reader experience. But as one respondent stated, “It is still the quality of the content that matters most, more than cool, high-tech enhancements.”

There are many more stats and publisher insights in the full survey, *How Media Companies are Innovating and Investing in Cross-Platform Opportunities* at www.auditedmedia.com.

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.



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.

Upcoming 2013 webinars:

- **Fri., Feb. 22 - How to Improve Sales Performance by 30% in the Next 30 Days!** Registration deadline is February 19. Cost \$35.

Certificate Programs:

- **Feb. 20 - Mar. 22 - Web Press Certificate Program-Plate Essentials** - (completion time 3-4 hrs; online format, you work at your own pace). Registration deadline is February 11. Cost \$79.
- **Mobile Sales - How to Find Success in This Key Digital Area** - download this archived 3-part series and work at your own pace. Cost \$99 for series.

Register for webinars at
www.onlinemediacampus.com

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 28, 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.

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

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.