

CONFIDENTIAL

Bulletin

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

Calendar of Events:

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:

February 15, 2013

Deadline to pay NPA dues
(must be paid for NPA
Newspaper Contest entries
to be judged)

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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Deadline is February 15 to pay NPA membership dues for newspaper contest entries

According to the rules of the 2013 NPA Better Newspaper Contest, only contest entries from dues-paying members can be judged. If you have not yet paid your 2013 dues, please do so. If your 2013 dues are set up for a deduction against advertising, they are considered paid.

If you would like to set up your 2013 dues as a deduct, call Jenelle at the NPA office. **Judging is set for February 22, so your payment must be received by Friday, February 15.** Thank you!

Nebraska School Activities Association requires professional attire for media attending February Wrestling Championships

The Nebraska School Activities Association (NSAA) has asked that media personnel and non-employee stringers attending the State Wrestling Tournaments in Omaha next week NOT wear team/school apparel of ANY form while covering matches and taking photos mat side. Several complaints were received last year, so they will be cracking down on this requirement this year.

The verbiage from the NSAA wrestling championships procedures states: "Professional Attire & Conduct – The NSAA insists that media personnel not wear school apparel of any form while covering matches and taking photos mat side. Realizing the need to use stringers or adults in the community to cover the event is necessary, we have noticed a rise in cheering and school attire being worn by media people at the championships. As a reminder, media personnel are to remain neutral at all times and their attire must reflect that at both NSAA wrestling championships."

Omaha-based BH Media Group acquires North Carolina newspaper

BH Media Group, headquartered in Omaha, and a wholly owned subsidiary of Berkshire Hathaway Company, has acquired the Greensboro (NC) *News & Record* newspaper from Landmark Media Enterprises.

The *News & Record* has a circulation of 58,000 daily and 86,000 Sunday. "We're delighted to have the Greensboro *News & Record* join our growing family of newspapers," said Terry Kroeger, CEO of BH Media Group.

BH Media Group now owns 26 daily newspapers and related weekly newspapers in IA, TX, VA, NC, SC, AL, FL and NE, including the Omaha World-Herald.

Reminder:

Deadline for NPA awards nominations is February 18.

See details on page four!

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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. 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 2/4:**

2x2:

Hickman Voice News — Linda Bryant
Neligh News & Leader — Sandy Schroth

NCAN:

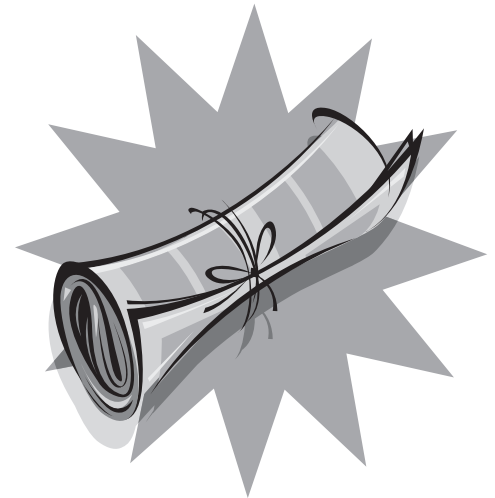
Albion News — Jim Dickerson
Bellevue Leader — Echo Bronk
Broken Bow Chief — Pat Jackson
Columbus Telegram — Tryci Greisen
Fairbury Journal-News — Jennifer Lewis
Imperial Republican — Vivian Berry
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz
North Platte Telegraph — Dixie Galaway

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. **Only one free ad allowed. After ad has run once, customer is no longer considered a new customer. Free ad must run in same region(s) as paid ad.**

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.



Social Media Toolbox: a resource for student journalism programs

Newspaper Association of America's (NAA) Marina Hendricks is the 2012 winner of the Innovative Outreach to Scholastic Journalism award. Hendricks was recognized for "Social Media Toolbox: A Resource for Student Journalism Programs," which she developed as the final project for Kent State University's online master's program in journalism education.

The "Social Media Toolbox" is a free resource for students and educators who are interested in incorporating the use of social media into student publications. The blog provides lesson plans and resources targeted toward high school journalism students and their advisers.

Access the "Social Media Toolbox: A Resource for Student Journalism Programs," at www.hendricksproject.wordpress.com.

The Innovative Outreach to Scholastic Journalism competition is hosted by the Association for Education in Journalism and Mass Communication, and recognizes college students and faculty for their contributions to scholastic media.

Free online, video and multimedia technology and training assistance for you and your newspaper staff

One year remains for the grant funding that allows the Nebraska News Service to dispatch multimedia coach and technology consultant, Anthony Roberts, to assist Nebraska newspapers with technology issues for free. We want to make sure that every Nebraska news organization has an opportunity 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 respective locations and work with you and/or 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. Anthony 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.

If you have any questions, do not hesitate to contact Anthony at 402-570-2380 or by email at nns.aroberts@gmail.com. He will be available until the end of 2013.

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. More than 40 press associations in the U.S. participate in the Online Media Campus program.

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

February 4, 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.

COMMUNITY NEWS REPORTER - Open immediately, position as community news reporter who could become managing editor of two weekly newspapers and website. News writing with some sports available. Computer skills mandatory, camera skills a bonus. Competitive wages, excellent working atmosphere. Mail resume to: Jensen Publishing, PO Box 26, Central City, NE 68826 or e-mail to jensenpub@hamilton.net. EOE

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

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.



Buy-One Get-One FREE*

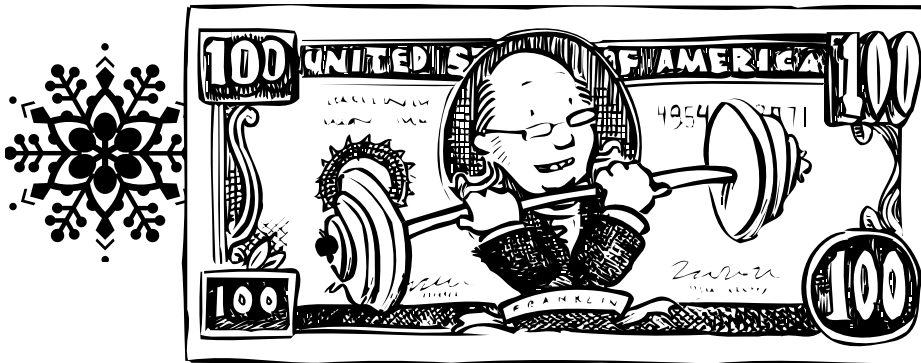
FEBRUARY

Hey Newspapers!

During the month of February, the Nebraska Press Advertising Service is offering a buy-one, get-one* free deal for any ads sold within the 2x2 and 2x4 Statewide 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 18 months.

It gets better...

The names of everyone who sells a NEW regional or statewide ad will have their name put in a hat. A name will be drawn and \$100 will be awarded to that person!



* Ads must be turned in to NPA by 4p.m. the Tuesday prior to the week the ad is scheduled to run. Name of Salesperson must be included to be eligible for drawing. ***Only one free ad allowed. After ad has run once, customer is no longer considered a new customer. Free ad must run in same region(s) as Paid ad.**

* 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 4 and March 11, 2013.

Nebraska Press Advertising Service

Contact: Carolyn Bowman - cb@nebpress.com
phone: 1.800.369.2850 - fax: 402-476-2942

