

CONFIDENTIAL

Bulletin

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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 February 15 for NPA membership dues payments 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. 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.**

Nebraska Press Association supports LB363 to lower public records costs

Legislative bill LB363, introduced by Lincoln Senator Bill Avery, and supported by the Nebraska Press Association, would make it less costly to access public records. Read the full testimony of *Grand Island Independent* reporter, Tracy Overstreet, at the February 6, 2013, meeting of the Legislature's Government, Military and Veterans Affairs Committee, which is attached to this issue of the Bulletin.

Editors: "Thinking About Health" Rural Health News Service articles available on NPA website

The "Thinking About Health" Rural Health News Service articles, weeks one through five, are available on the NPA website at www.nebpress.com. **Login to the members area, click on "New Items," and click on the "Rural Health News Service" folder.**

These bi-monthly health columns, graphics and ideas are distributed through the NPA office, free of charge, and papers are encouraged to publish the information to provide health-related information to help better understand the health issues facing our communities, state and nation. Articles began in late November, 2012, and will continue through July, 2013, as a grant-funded pilot project between NPA and Rural Health News Service.

Lincoln Journal Star become regional design center

The Lincoln Journal Star has been named one of three regional design centers for Lee Enterprises, parent company of the Journal Star.

Up to 30 new jobs will be added at the Journal Star over the next two years. Newspapers and niche publications will be added at the design center gradually, and staffing will go up with each set of new printed products. The Lincoln design center now has about 10 designers, located in the Journal Star newsroom, but it operates as a separate business. Design center staffers are already producing the Lincoln Journal Star, Beatrice Daily Sun, Fremont Tribune, Plattsmouth Journal and Neighborhood Extra. Soon, Lee newspapers from other states will move their design work to Lincoln.

"We're excited to bring additional jobs to the Journal Star," Publisher Julie Bechtel said. "Selection of Lincoln by Lee Enterprises says a lot about our staff here and a lot about the community as a place to live and work." Several other larger newspaper companies are adopting the design center model. "On the business side, there are efficiencies involved in designing multiple newspapers in one location," said Journal Star Editor, Dave Bundy.

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ATTEND FRIDAY UNIVERSITY!

Save these dates 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. 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 2/11**

2x2

Blair Enterprise — Lynette Hansen
Hickman Voice News — Linda Bryant
Hickman Voice News — Cole Keaton
Hickman Voice News — Sandi Sapp (2 ads)
Holdrege Citizen — Barb Penrod
Norfolk Daily News — Suzie Wachter
Norfolk Daily News — Denise Webbert
North Platte Telegraph — Dixie Galaway
Tecumseh Chieftain — Rachelle Grof

NCAN

Albion News — Jim Dickerson
Broken Bow Chief — Pat Jackson
Columbus Telegram — Tryci Greisen
Holdrege Citizen — Barb Penrod
Imperial Republican — Vivian Berry
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz (2 ads)
North Platte Telegraph — Dixie Galaway

Buy One, Get One Free!

The Nebraska Press Advertising Service is again offering a buy-one, get-one free deal in February 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,

BUY ONE, GET ONE



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 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, contact Carolyn Bowman at the Nebraska Press Advertising Service, or email her at cb@nebpress.com.

ONE WEEK

LEFT:
to submit
NPA awards
nominations.

DEADLINE:
Monday,
February 18!

Cedar Rapids Press loses legal newspaper status

Due to declining subscription numbers, the *Cedar Rapids Press* has lost its legal status as a newspaper, meaning it can no longer publish legal notices, or participate in the NPAS statewide or 2x2 advertising networks.

The Press is asking their Cedar Rapids community to help bring subscriber levels up or it's very likely they will have to

close their doors and combine with the *Spalding Enterprise*.

2013 Newspapers and Community-Building Symposium seeks proposals

NNA, February 1, 2013

MANHATTAN, KS—The Huck Boyd National Center for Community Media at Kansas State University and the National Newspaper Association (NNA) and the National Newspaper Association Foundation (NNAF) have issued a call for proposals for the 19th annual Newspapers and Community-Building Symposium, which will be hosted by NNA at its 127th annual convention and Trade Show Sept. 12-15, in Phoenix.

The purpose of the symposium is to bring journalism educators and newspaper owners and publishers together in a forum that encourages discussion about current research that is relevant to community newspapers with less than 50,000 circulation or that are considered niche publications.

NNA is particularly interested in the importance of community newspapers in relation to civic engagement, especially when it comes to citizens participating in local elections and holding local government accountable. Newspapers are fundamental to informing citizens and, therefore, fundamental to the future of our democracy.

Some possible topic areas: how well are citizen journalists doing over the long term; are online experiments like Patch.com paying overtime; what is being done to get the texting generation to be as well informed as the newspaper-reading generation; what do high readership numbers of college newspapers have to say about the myth that young people won't read papers; what are citizens willing to pay for good journalism; what happens when the blogs get it wrong; and others.

E-mail your one-page proposal with separate title page in MSWord document or PDF format to Gloria Freeland at

gfreela@ksu.edu. If you have questions, e-mail or call her at 785-532-0721.

Proposals are due March 11, 2013. Completed papers are due July 8, 2013.

E-mail a title page (with the title of your proposal, your name, e-mail address, mailing address, including university or professional affiliation, and phone) and accompanying one-page proposal with only the title and proposal. The text must be double-spaced on 8½- by 11-inch paper.

Please indicate that it is a proposal for the "Newspapers and Community-Building Symposium." Nine proposals and three alternates will be selected. The proposals will be evaluated in a blind review.



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

Omaha Press Club's 2013 Excellence in Journalism competition being held online

For the second straight year, the Omaha Press Club's Excellence in Journalism/PR awards competition is being hosted online, with the Nebraska Press Association as one of the sponsors.

The contest launched on January 28, and the deadline to submit entries is March 29. Check out the new categories being offered this year at www.betterbnc.com.

Entry guidelines, instructions and entry fees are posted on the Omaha Press Club's website, www.omahapressclub.com. If you have questions or need additional information, contact Nicole Lindquist at nicolelinquist@yahoo.com, or call 402-981-2289.

National Newspaper Association disagrees with USPS decision to eliminate Saturday delivery

NNA, February 6, 2013

"The U.S. Postal Service's announcement today that it intends to maintain Saturday delivery of packages but abandon delivery of newspapers is an indication USPS is moving further and further away from the universal service the American public expects," said NNA President Merle Baranczyk, Publisher of the Mountain Mail, Salida, Colo.

"This unfortunate decision sees packages as profitable but forgets the importance of money in the mail for small businesses and thousands of American communities who depend upon local newspaper delivery on Saturdays," Baranczyk added.

"The National Newspaper Association has a long record of supporting six-day delivery. It is regrettable the inaction of Congress to deal with the unfair requirements it imposed upon the Postal Service in 2006 has led USPS to make such a discriminatory choice. NNA disagrees with both the policy decision and the legal reasoning behind it. We hope to still work with the Postal Service on a plan to ensure timely delivery of newspapers."

Newspaper Association of America files brief challenging postal rate deal with direct-mail competitor

On behalf of its member newspapers, the Newspaper Association of America filed its initial brief today in its lawsuit against the Postal Regulatory Commission regarding that agency's August 2012 decision to approve a negotiated service agreement between the U.S. Postal Service and Valassis Direct Mail. The lawsuit is being heard in the U.S. Court of Appeals for the District of Columbia Circuit.

Under the NSA, USPS granted Valassis Direct Mail discounts of 20 percent to 34 percent on new mail pieces containing advertising from national retailers of durable and semi-durable goods. Through these discounts, the U.S. Postal Service – a governmental enterprise – has given one company a price incentive to move advertising inserts out of newspapers delivered to consumers' homes. Advertising inserts comprise a critical revenue stream that supports the original reporting done by local newspapers in service to their communities.

In its brief, NAA notes that the commission's decision is both contrary to law and arbitrary and capricious, because it does not consider the "impact of the agreement on competitors to the Postal Service, on competitors of its NSA partner, and mail users in general." When it enacted the Postal Accountability and Enhancement Act, Congress codified commission precedent establishing that assessing "unreasonable harm to the marketplace"

requires evaluating and weighing harm to competitors of the Postal Service's NSA partner.

NAA argues that the commission "interpreted 'unreasonable harm to the marketplace' to require only that the Postal Service is not pricing its products below cost." NAA states that "even though the Postal Ser-

vice has the burden of 'assuring an adequate record' on the issue of 'unreasonable harm to the marketplace,' the commission did not require the Postal Service and Valassis to identify relevant markets in which the NSA will be implemented so that it could provide a proper analysis.

NAA further argues that in assessing whether the NSA will improve the net financial position of the Postal Service, "the commission ignored comments showing that newspapers in major markets pay the Postal Service millions of dollars to distribute total market coverage products with advertisements from national retailers." NAA emphasizes that in order to cut costs in response to the NSA, the "diversion of these total market coverage products to private delivery could quickly outweigh any new revenue from Valassis."

"The Postal Regulatory Commission's Public Representative had it right when he said in comments to that agency that this NSA is a lose-lose proposition for both the newspaper industry and the Postal Service," NAA President and CEO Caroline Little said.



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 11, 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: Classified Advertising Exchange; LB363 Public Records Testimony; 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.