

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 11, 2013

UNL Digital Media Showcase  
9am-3pm, Student Union  
Lincoln

### April 11, 2013

NPA Foundation Fundraiser  
Walking Tour - Robert &  
Karen Duncan Sculpture Garden  
7-8:30pm, Lincoln

### 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:

### March 2, 2013

Entries - OWH Community Service  
& Service to Agriculture Awards

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## Sunshine Week, March 10-16, promotes need for open government

Sunshine Week 2013, the week of March 10-16, is a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants include news media, civic groups, libraries, nonprofits, schools and others interested in the public's right to know.

Launched in 2005 by the American Society of News Editors, this non-partisan, non-profit initiative is celebrated in mid-March to coincide with James Madison's birthday on March 16. In 2011, the Reporters Committee for Freedom of the Press joined ASNE as a national co-coordinator of Sunshine Week, enabling the organizations to join forces and resources to produce toolkit materials for participants and keep the website and social media sites engaged.

The Sunshine Week website has been revamped for 2013 to streamline access to the materials participants may need during the week long look at the importance of government transparency. The Toolkit is a free resource available to participants, and will be continually updated as Sunshine Week nears, to include a selection of opinion columns, cartoons, house and public-service ads, event logos and related news and information on open government topics.

**Go to [www.sunshineweek.org](http://www.sunshineweek.org) for information, inspiration and ideas. (Please note that permission to use these Toolkit materials covers Sunshine Week only, March 10-16, 2013, however special use permission may be granted in cases of student newspapers, weeklies and others who may not be able to publish that week).**

## Reserve your hotel rooms for annual NPA Convention, April 12-13, in Lincoln

Planning is in progress for the annual Nebraska Press Association Annual Convention, April 12-13, 2013, at the Holiday Inn-Downtown in Lincoln. Workshop topics/presenters, agenda and other convention details will be announced soon!

A block of Holiday Inn hotel rooms, at special convention rates, have been reserved for NPA convention attendees. **Instructions for reserving your hotel rooms, either online or by phone, are attached to this Bulletin. Be sure to mention "NPA" when making your reservations. Parking IS included with your room reservation (even though it is not indicated if you book).**



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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](mailto:gburge2@unl.edu), or 402-474-7077.

## Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 2/18:**

### 2x2

Blair Enterprise — Lynette Hansen (2 ads)  
Grant Tribune-Sentinel — Samantha Goff  
Hebron Journal-Register — Christy Farnstrom (2 ads)  
Hickman Voice News — Linda Bryant  
Hickman Voice News — Cole Keaton  
Hickman Voice News — Sandi Sapp (3 ads)  
Neligh News & Leader — Sandy Schroth  
North Platte Telegraph — Dixie Galaway  
Ponca Journal-Leader — Annie Martinson  
Wayne Herald — Jan Stark

### NCAN

Aurora News-Register — Dave Bradley  
Broken Bow Chief — Pat Jackson  
Hickman Voice News — Linda Bryant  
Nebraska City News-Press — Roxy Schutz

## February Ad Promotion: 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, he or she will be entered in a drawing for \$100. A name will be drawn and \$100 will be awarded to that person.

## **BUY ONE, GET ONE**



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](mailto:cb@nebpress.com).

## **Linscott joins David City Banner-Press**

Tim Linscott has joined the *David City Banner-Press* as their new sports editor and will also handle news assignments, according to Banner-Press Editor, Larry Peirce.

Linscott is a former publisher of the *Wilber Republican*, *DeWitt Times News*, *Friend Sentinel* and the Czech-language publication the *Czech Slavnosti*. He also previously worked for the *Fairbury Journal-News*, *Wymore Arbor State* and *Plainview News*.

A native of Norfolk, Linscott graduated from Northeast Community College with a degree in journalism.

## **Omaha World-Herald's David Sanders receives Omaha Ad Fed's Silver Medal**

David Sanders, Advertising Research Manager for the Omaha World-Herald, received the American Advertising Federation Omaha's top honor, the Silver Medal, during the 2013 Nebraska ADDY Awards Show on February 9, in Lincoln.

The Silver Medal is given to an AAF Omaha member who has achieved success in his or her career, has shown a consistently high degree of creative and original thinking in work endeavors, has strived to increase the stature and raise the standards of the advertising profession and been active in civic groups.

Sanders, a 40-year advertising veteran, has worked for the Omaha World-Herald for 30 years.

## **UNL Journalism students place in Hearst Competition**

Three University of Nebraska-Lincoln journalism students are the latest winners in the Hearst Journalism Awards Program, often called the Pulitzer Prizes of college journalism.

Anna Reed of Omaha placed fourth in the first of two photojournalism competitions; Lanny Holstein, who grew up in Sidney and attended high school in Omaha, finished fourth in the radio broadcast news competition and Faiz Siddiqui of Cincinnati, OH, placed third in the feature writing competition.

Siddiqui is completing a year-long reporting internship with the Lincoln Journal Star and expects to graduate in 2015. Reed, a junior photojournalism student, has worked as an Omaha World-Herald fellow, held internships with the Northeast Nebraska News Co., the Lincoln Journal Star and the Daily Nebraskan, and has worked on in-depth photojournalism projects in western Nebraska and Kyrgyzstan. Holstein is a junior broadcasting major, is an active member of the Daily Nebraskan student newspaper and the student radio station, KRNU.

Students from 106 universities with accredited undergraduate journalism programs are eligible to participate in the Hearst competitions, now in its 53rd year.

# **Thank You!**

A big "THANK YOU" to those that helped at the State Wrestling Tournaments in Omaha, February 14-16... especially Butch Furse and O.J. Nelson.

For organizing, hauling, setting up, hauling, taking down, hauling and everything in between, we appreciate all of your hard work!



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 webinar:**

#### **Fair Game for Republishing in the Digital Age - Thurs., Feb. 28, 1:00-2:00 pm (CDT)**

The growth of the Internet has opened a new world when it comes to obtaining information quickly and easily. The newspaper industry continues to adapt when it comes to copyright and fair use laws that govern the desire to spread this information to readers, and the desire of others to spread what the newspaper produces. This session updates us on the latest information, and reminds us of protections that have been in place over the years.

#### **Webinar will cover:**

- When fair use typically does - and doesn't - apply
- Considerations when getting permission to use other's work
- Other legal implications when using copyright-protected work

**Deadline to register for \$35 fee is Mon., Mar. 25.**  
A \$10 late fee will be added on Mar. 26.

**Register at**  
**[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**



## **Plan to attend: UNL Digital Media Showcase, April 11, in Lincoln**

As a lead-in to the NPA Convention, UNL Journalism Professors, Gary Kebbel and Matt Waite, are hosting a Digital Media Showcase, Thursday, April 11, from 9 a.m. -3 p.m. at the Student Union on the UNL downtown campus. The event is provided at no charge to our member newspapers, which includes lunch and refreshments.

The Showcase will feature demonstrations of student digital media projects and a discussion of what the Drone Journalism Lab at the College of Journalism and Mass Communications is learning about covering stories with inexpensive unmanned aerial vehicles.

Student media developers will present projects they have created. This will be a chance to meet and talk with UNL students who have the digital and technical skills every newspaper can use.

The event is organized by Gary Kebbel and Matt Waite, with support from the Ford Foundation and the Nebraska Press Association. Watch for online registration and more information on this event coming soon.

## **The Next Journalism will be a service that helps build community**

*By Tom Rosenstiel, Exec. Dir., American Press Institute*  
This column, launching today, will be about where news media culture is heading. We are calling it The Next Journalism.

The subject matter will range widely. The search for new revenue to subsidize the mission of journalism will be part of the focus. So will experiments in how to use new technologies and platforms to gather and report news. The ethics and values that make news useful and reliable will be another topic. And a central goal will always be to understand the changing nature of how the public consumes and shares news. The column will not shy away from debate, though argument will not be the prime purpose.

It will be a reported column, one grounded in facts and offering new information. But it will be a column with a point of view.

I believe that in some quarters too much of the conversation about the future of news leans toward the theological rather than the empirical. That may be understandable during a moment of change because it helps move people to think in new ways. Yet as the digital revolution matures, it can also become less helpful. It is important — and will become more important — to understand the world as it is, not only as we theorize it or wish it to be. In this space I will strive to approach topics with a cold eye and an open mind.

The ideas in this space will be grounded in history — not nostalgia. I've been a press critic, reporting on media, since the mid-1980s. The digital transformation is profound. It is also not unprecedented. One of those precedents is that many of the predictions about the future prove mistaken.

I also believe that having a point of view requires reporting and fidelity to facts. That means listening, looking at data, and letting people make their strongest case. Perhaps the best definition I've ever heard of objectivity came from the editor of an alternative newspaper who was denouncing it — or at least the shallower idea of neutrality. At her paper, she said, you cannot have an informed point of view until you have listened to all the other points of view.

Finally, I believe in the public and the power of community. The news has never belonged to journalists. It has always been the public's.

As a formal idea, journalism was forged from the enlightenment and technology — first the printing press and then lowering cost of production. Periodicals were the means by which information and argument were made transparent to more people so that they could self govern. The first newspapers emerged from the coffeehouses of Europe located near shipping ports and published the manifests of the goods on board the ships and retold the tales from foreign lands revealed by those who disembarked.

In other words, journalism has always been conversation made public. And its function has always been what today's technologists have come to call "social flow," that range of action and reaction in a community as people discover and share new information and ideas, argue and try to resolve problems.



As new technologies formed — paper costs dropped and commercial advertising propelled by the industrial revolution spread — there came new ways to subsidize that social flow. Since 2000, the commercial equation that subsidized newspapers in particular has substantially collapsed. Display and classified advertising revenue did not migrate to the Web along with the audience. One of the great questions now is whether a new commercial equation will form to replace it.

The future of news, and to a degree civic life, will be partly determined by how we answer the existential question about the purpose of journalism: What is its real function? What is its essential social value? Or put another way, what new form should the social flow take today? (Thinking about these questions is also part of the mission of the American Press Institute where I work).

Journalism was never simply printing articles or assembling newscasts and selling advertising around them, though some thought of it that way. Journalism has always been a service connecting people to one another, to government, to goods and services, to social institutions and more — in other words, the creation of communities. Looked at that way, technology is no threat to journalism's future. It is its opportunity. It is a new dazzling set of tools. It is, as it has always been, the next journalism.

# Classified Advertising Exchange

February 18, 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).

**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](mailto:jensenpub@hamilton.net). EOE

**Attached to this week's bulletin:** Classified Advertising Exchange; BOGO February Ad Network Flyer, NPA Convention Hotel Reservation Instruction Sheet.

## 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).