

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
Lincoln, NE

April 11, 2013

UNL Digital Media Showcase
9am-3pm, Lied Commons
Lincoln, NE

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
Nebraska Club
Lincoln, NE

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Take Five!

Nebraska Press Association 2013 Annual Convention with sponsorship from Nebraska Press Advertising Service

April 12-13, 2013

The theme of this year's convention is "Take Five." Workshops, roundtables and sessions will offer at least five ideas that you can take back to your newspaper and start implementing right away!

Some of the convention highlights:

FRIDAY SESSIONS: digital technology & monetizing your website; Ed Henninger-News Design 101; news editorial/publishing news stories continuously; ad sales-selling while having fun; Legal Hotline Q&A; web solutions for community newspapers

SATURDAY SESSIONS: Ed Henninger-News Design-License to Print Money; health care panel Q&A/how Obamacare will affect businesses; ad sales-It's About the Customer Not You; photography forum/online photos, photo websites, privacy/copyright issues, tips & ideas; increase readership w/social media & social reporting; effective communication in the workplace; successful business exit planning for those thinking about selling their newspaper and the Great Idea Exchange

FRIDAY BANQUET: Hall of Fame & Master Editor-Publisher

SATURDAY BREAKFAST: New UNL Athletic Director, Shawn Eichorst

SATURDAY AWARDS BANQUET: Better Newspaper Contest Winners
"TAKE FIVE" NETWORKING ROUND TABLE - share ideas, tips, topics with other newspaper people - Saturday afternoon - free refreshments

Thursday, April 11

7:00-8:30 pm

Karen & Robert Duncan
35-acre Sculpture Garden
Walking Tour

"A hidden gem in Lincoln!"

Don't miss this NPA Foundation fundraiser

Agenda &
Registration
details in
next week's
Bulletin

Hotel Accommodations:

- **Holiday Inn-Downtown, 141 N. 9th St., Lincoln, NE**
- **Special Convention standard room rate: \$91.00**
hotel parking is included with your room reservation
- **Reserve your room by phone or online**
see instruction sheet attached to this Bulletin
- **Be sure to mention you are with Nebraska Press Association**
(group code PRE) to get the block reservation rate
- **Reservation deadline: April 5, 2013**
book early to ensure availability

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Brooks joins Lexington Clipper-Herald

Jason Brooks has joined the *Lexington Clipper-Herald* staff as the sports editor. A native of the Washington, D.C., area, Brooks has worked in the newspaper industry for 12 years in California and New Mexico, mostly covering high school and youth sports. He completed his journalism degree at the University of New Mexico, while working as a part-time reporter for the Albuquerque Journal.

Brooks has won National Newspaper Association awards for both photography and sports writing, and is also skilled in page layout, making him a valuable addition to the Clipper-Herald staff.

Wilber Republican adds new reporter

Lisa Fischer has joined the *Wilber Republican* staff as a reporter, and while new to the community, she is not new to journalism.

While attending the University of Nebraska-Lincoln, Fischer worked as a news reporter for the college newspaper, the *Daily Nebraskan*, and completed an internship for her hometown newspaper, the *Hartington Cedar County News*, where her publisher, Rob Dump, taught her the fundamentals of journalism. She applied her internship skills to writing for UNL's online news site, newsnetnebraska.org and graduated from UNL with a degree in news-editorial journalism.

After grad school, she worked as a part-time freelancer, submitting articles to her hometown paper as extra income while writing a historical fiction novel before joining the Republican staff full-time as a beat reporter.

Down joins Seward Independent

Charity Down has joined the advertising staff at the *Seward County Independent*. She joined the newspaper in December. Down is responsible for advertising layouts for the Independent, *Milford Times* and *Friend Sentinel*, and also works with advertisers on their ad development. She moved to Seward with her family four years ago from Indianapolis, IN.

Former Hyannis Grant County News publisher, Bob Howard, dies

Robert (Bob) Howard died February 11, 2013, in Scottsbluff, NE, at the age of 95. From 1946-49, Bob and his wife, Berniece, published the Hyannis Grant County News and filled the printing needs of the community, while Berniece also mastered the skill of the linotype.

The family moved to Alliance in 1949 when Howard accepted the job as editor of The Nebraska Cattleman, official monthly publication of the NE Stock Growers Assn. Berniece continued to follow the typesetting trade in Alliance. During his tenure with the Association, Howard interviewed pioneer cattle families, resulting in publication of 225 articles under the title, "Hello, There." He retired in 1988.

Howard was preceded in death by his wife, Berniece and is survived by four sons. A memorial service was held February 15, with burial in the Nebraska Veterans Cemetery at Alliance, NE.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 3/4:**

2x2

Blair Enterprise — Lynette Hansen
Hickman Voice News — Linda Bryant (8 ads)
Hickman Voice News — Sandi Sapp (3 ads)
Norfolk Daily News — Denise Webbert
Sutherland Courier-Times — Trendera Seifer
West Point News — Paula Nesladek

NCAN

Arapahoe Public Mirror — Gayle Schutz
Aurora News-Register — Dave Bradley
Broken Bow Chief — Pat Jackson
Columbus Telegram — Tryci Greisen
Crofton Journal — Kevin Henseler
Fairbury Journal-News — Jennifer Lewis
Kearney Hub — Becky Hilsabeck (2 ads)
Nebraska City News-Press - Roxy Schutz (2 ads)

Promote need for open government, during Sunshine Week, March 10-16

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.



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 includes 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 for information, inspiration and ideas.**

National Newspaper Association Challenges Valassis, Postal Deal in Federal Court

March 4, 2013

National Newspaper Association this week filed a brief in the US Court of Appeals for the District of Columbia Circuit arguing that the Postal Regulatory Commission (PRC) failed to follow federal law in approving a historic postage discount deal between the private direct mail company, Valassis, Inc. and the US Postal Service.

In a joint filing with ValPak Direct Marketing Systems, Inc. and Valpak Dealers Association, Inc., NNA told the court that the PRC did not exercise its responsibility to protect against unreasonable harm to the marketplace. It also overlooked the threat to small businesses expressed by more than 200 community newspapers across America.

NNA joined the Newspaper Association of America in a lawsuit against the PRC after postal regulators approved a Negotiated Service Agreement (NSA) for Valassis that provides deep postage discounts if the direct mail firm is successful in enticing certain advertisers away from newspapers and related products and into a new Valassis weekend direct mail piece. This NSA was a first-ever attempt by USPS to formally square off against newspapers in the advertising markets through discriminatory contract postage rates. Both NNA and

NAA protested the proposed deal at the PRC in the summer of 2012, but the PRC decided the deal is not anticompetitive because it is not offered at a below-cost postage rate and because it believes USPS should be encouraged to compete against newspapers for week-end advertising inserts.

Among NNA's claims are that the deal will have a heavy impact upon hundreds of newspapers across the country that qualify as small businesses and that the discounts will distort local advertising in hundreds of marketplaces, many of which are already economically distressed.

"Antitrust laws are designed to function in unregulated markets," Douse said. "But here the dominant firm (USPS) has a statutory monopoly with legally enforced barriers to entry....The Commission failed to realize that because of the postal and mailbox monopolies, one of the competitive responses that would normally be open to firms affected by the NSA—entry into the postal space by providing mailbox delivery—is foreclosed. It forces firms to compete

(continued on page 4)



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.

Register at www.onlinemediacampus.com

Fair Game for Republishing in the Digital Age - Thurs., Mar. 28, 1:00-2:00 p.m. (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. 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: Mon., Mar. 25. Fee: \$35**

Localizing International News - Thurs., Apr. 11, 1:00-2:00 p.m. (CDT)

Thanks to the Internet and 24-hour news channels, your readers are interested in national and international news. However, they want to understand better how that news impacts them. They know that events happening around the world can impact the local community. **Deadline to register: Mon., Apr. 8. Fee: \$35**

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 new event space expansion, the Lied Commons (on the north side of the Lied Center), downtown Lincoln. 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.

Details & registration form attached to this Bulletin!

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.

Contact Anthony at 402-570-2380 or by email at nns.aroberts@gmail.com. He will be available until the end of 2013.

Anthony will be at the NPA Convention in April to talk one-on-one about Nebraska News Service!

2013 NPA Directory hot off the press

A copy of the new Directory has been mailed to each member newspaper, so watch the mail for your copy!



(NNA postal deal - continued from page 3)

with the Postal Service and Valassis with one hand tied behind their backs.”

NNA President Merle Baranczyk, publisher of the Mountain Mail in Salida, CO, said NNA’s appeal of the PRC decision is part of a unified industry effort to achieve a fair competitive environment.

“The Postal Service has seriously diminished newspapers’ trust by initiating this special deal with one single company,” Baranczyk said. “This NSA demonstrates that USPS is willing to inflict intentional damage upon hundreds of its newspaper customers around the nation. We are disappointed the PRC does not realize the Postal Service’s role as a government-protected monopoly should forestall special deals like this. NNA believes USPS, in its desperation to solve financial problems, is grasping at straws to find new revenues. This particular straw should be strictly off limits. There should be no NSAs for advertising. The markets all over the country are already fully competitive and USPS can achieve nothing more than exploiting its monopoly to the detriment of tax-paying newspaper businesses and the communities they serve. We look forward to a full hearing of our concerns by the appeals court.”

Classified Advertising Exchange

March 4, 2013

Bertrand Herald Newspaper For Sale - great community in south central Nebraska. Serving the area since 1885. Call Publisher, Bonnie Weekley, at 308-472-3217 or 308-746-3266, or email: BertrandHerald@gmail.com.

Elm Creek Beacon-Observer Newspaper For Sale - immediate sale of the business includes newly remodeled office in main business district of Elm Creek and the equipment needed to publish this weekly newspaper. If suitable buyer is not found by March 15, the newspaper will close its doors. Contact Publisher, Bob Jensen, at jensenpub@hamilton.net, or call 308-940-2136 (cell).

Advertising Sales Rep - The McCook Daily Gazette is looking for an individual ready to succeed in a sales and marketing position. Our ideal candidate is someone who: considers themselves high energy who likes to get things done, is well organized and can set priorities, enjoys people and will go the extra mile to keep a commitment and likes to set goals and can work independently to reach those goals. You will be interacting with our advertisers in a consultative role that helps them identify the best way to promote their products and service. It's a big responsibility and if you're willing to commit, we will offer you a full-time position with one of the area's oldest companies that provides: base pay, plus commission; health, dental and disability insurance; 401K retirement plan; paid time off and holidays; mileage reimbursement plan. Some sales experience would be helpful, but a positive attitude, energy and willingness to work will be equally important. If this is you, please send cover letter and resume to: Bud Hunt, VP of Revenue, Rust Communications, PO Box 699, Cape Girardeau, MO 63702, or email: budhunt@semissourian.com.

FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.
Contact NPA for more information.

Attached to this week's bulletin: Classified Advertising Exchange; NPA Convention Hotel Reservation Instructions, UNL Media Showcase Registration Form, National Newspaper Association Flyer.

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.



NE Press Association Block Reservations

1. Group Name: NE Press Association
2. Group Code: PRE
3. Dates: 04/11/2013 to 04/14/2013
4. Rate: Standard: \$91 with parking included
5. Cutoff Date: April 5th, 2013

Decide whether you would like to make your reservation via phone, or via the internet.

- 1) To make a reservation via the phone please dial **(402)475-4011**, and then skip to A.
- 2) To make internet reservations copy and paste the link below to your internet browser.
- 3) http://ichotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=PRE&hotelCode=LNKDT&_PMID=99801505
- 4) Skip to B.
 - A.
 - 1) Call reservation number and ask for new reservations.
 - 2) Let attendant know you are making a group block reservation.
 - 3) Have check-in and check-out date's ready, as well as group code _____ or account name _____ ready. Also have form of payment accessible.
 - 4) Get reservation confirmation number, and any other pertinent information you would like.
 - B.
 - 1) Copy and paste the link above to internet browser.
 - 2) On the left hand side of the screen enter your check-in and check-out dates.
 - 3) Fill in the number of rooms you will need.
 - 4) Double check your group code PRE is pre-loaded and click view rates.
 - 5) Your group rate and group name should appear.
 - 6) Continue making reservation until confirmation number is assigned.

If you have any problems please call (402)475-4011 and ask for group sales.

Kyle A. Hatch

Director of Sales
Holiday Inn Downtown - Lincoln
141 North 9th Street
W 402-475-4011 + F 402-475-4366
khatch@vestahospitality.com

Digital Media Showcase

Sponsored by Journalism Professors Gary Kebbel and Matt Waite

9 a.m.-2:45 p.m., Thursday, April 11
Lied Commons (north side of Lied Center)
12th and R Street
Lincoln, NE

As part of your Nebraska Press Association convention, come to the free Digital Media Showcase at the Union building on the UNL campus. 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.

And, of course, lunch and refreshments will be provided.

The event is organized by Journalism Professors Gary Kebbel and Matt Waite, with support from the Ford Foundation and the Nebraska Press Association.

If you have any questions, call Gary Kebbel at 402-261-3403.

Bios of Presenters

Gary Kebbel

Professor, College of Journalism and Mass Communications
University of Nebraska-Lincoln

Gary Kebbel is working to create a multidisciplinary, multicampus Center for Mobile Media at the University of Nebraska-Lincoln, with funding from the Ford Foundation and the John S. and James L. Knight Foundation.

He was dean of the UNL College of Journalism and Mass Communications for two years. During that time, the college created the nation's first Drone Journalism Lab, started nearly a dozen new classes, increased enrollment, raised money from new sources and created exchange relationships with universities and institutes in China, India and Russia.

Before coming to Nebraska, Kebbel was the journalism program director at the John S. and James L. Knight Foundation in Miami, where he administered the Knight News Challenge, a \$25 million contest to fund digital news innovations and experiments.

He is a founding editor of USA TODAY.com and Newsweek.com. As News Director at AOL, he helped build one of the largest news and social sites on the Internet.

Kebbel is a Fulbright Senior Specialist who did his Fulbright work in South Africa. He is a member of the U.S.-Russia Bilateral Presidential Commission subgroup on media.

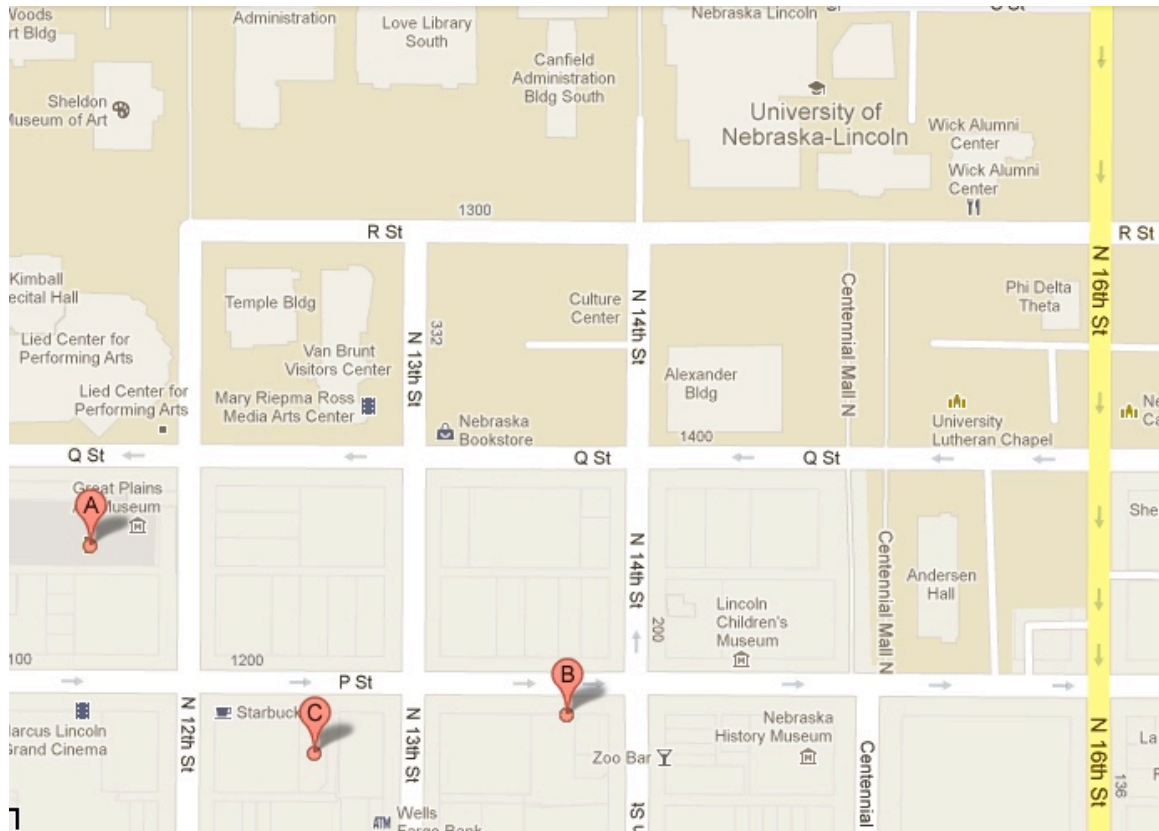
Matt Waite

Matt Waite is a professor of practice at the College of Journalism and Mass Communications, teaching reporting and digital product development. He is also a graduate of the college, earning a Bachelor of Journalism degree in 1997.

Prior to joining the faculty, he was the senior news technologist for the St. Petersburg Times of Florida and the principal developer of the Pulitzer Prize-winning PolitiFact. In 2007, he began working as a hybrid journalist/programmer, combining reporting experience and Web development to create new platforms for journalism. The first platform he developed was PolitiFact, a website that fact checks what politicians say. The site became the first website awarded the Pulitzer Prize in 2009. After PolitiFact, he and the New Products Development Team built journalistic products involving entertainment listings, high school sports, local crime and real estate. His projects tripled traffic to high school sports content, doubled local audience, won awards and accounted for more than 50 percent of all traffic to the St. Petersburg Times websites in less than a year.

Before becoming a Web developer, he was an award-winning investigative reporter. He began his journalism career at the Arkansas Democrat-Gazette in Little Rock, covering police and breaking news, including deadly tornadoes and the crash of American Airlines flight 1420 in 1999. In 2000, he moved to the St. Petersburg Times, covering crime and city government in a suburban county. In 2003 he moved to the metro staff of the Times and later the investigative staff. From 2005-2007, he co-authored a series of award-winning stories about Florida's vanishing wetlands. That work was later expanded into a book, "Paving Paradise: Florida's Vanishing Wetlands and the Failure of No Net Loss," published in 2009 by the University Press of Florida.

Parking in Downtown Lincoln



- A. **City of Lincoln Parking**, 1111 Q Street
- B. **University Square Parking**, 101 N. 14th St. (enter from P Street or 14th Street)
- C. **Rampart Parking**, 1225 P. St.

REGISTRATION

NAME:

NEWSPAPER:

EMAIL ADDRESS:

PHONE NUMBER:

Please return to:

Gary Kebbel

Email: garykebbel@unl.edu

U.S. mail:
Gary Kebbel
College of Journalism and Mass Communications
316 Andersen Hall
Lincoln, NE 68588

If you have any questions, call Gary Kebbel at 402-261-3403.

NOW IS THE TIME TO JOIN

A chain is only as strong as its links.

Your industry needs **YOU** now
to join the fight for:

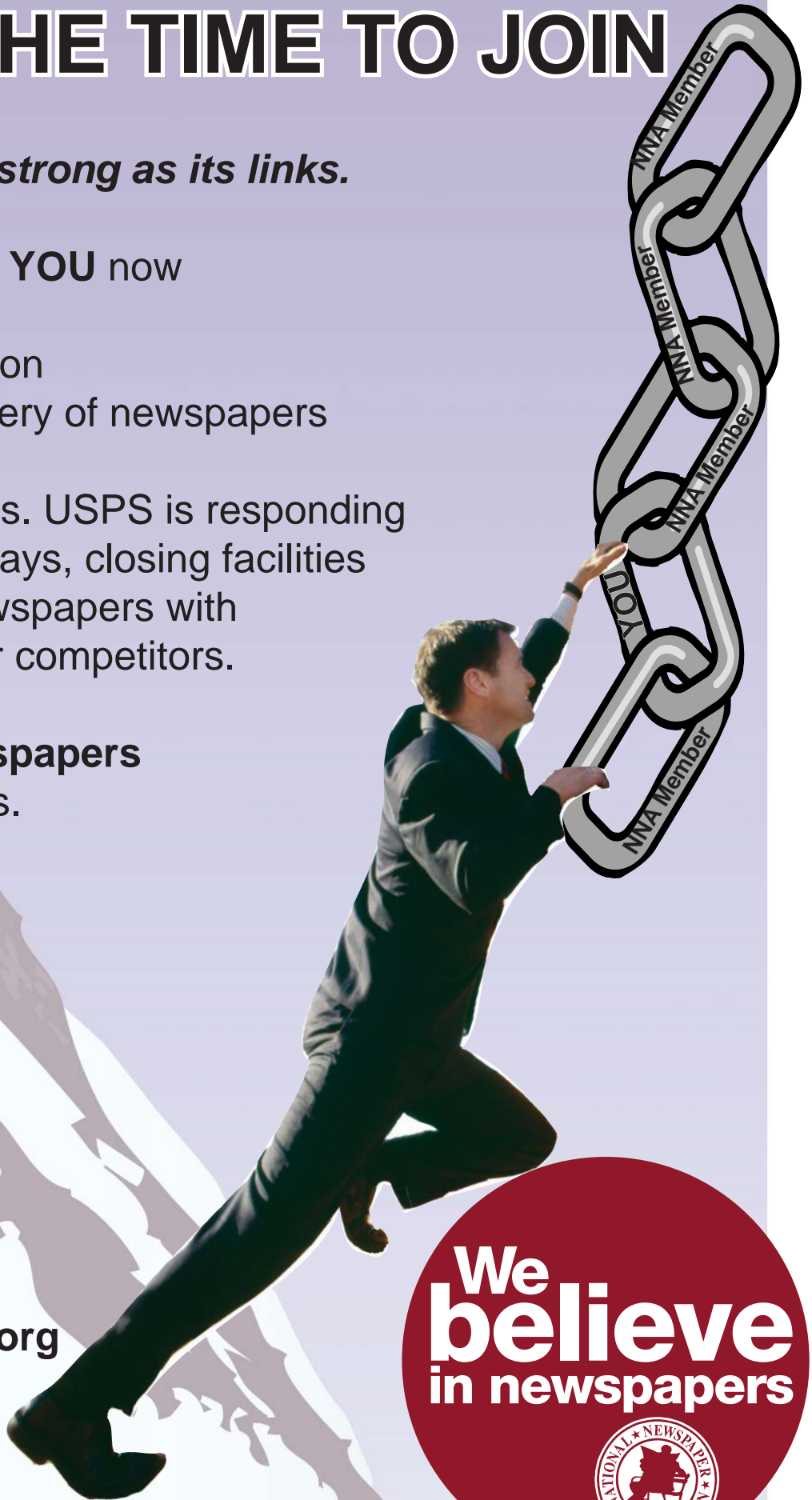
- Fair competition
- Reliable delivery of newspapers

The postal cliff looms. USPS is responding by cutting delivery days, closing facilities and challenging newspapers with special deals for our competitors.

NNA member newspapers are on the front lines. If you aren't there, someone else is standing in for you.

Your industry and your livelihood depend on **YOU** being a part of the fight.

Visit www.nnaweb.org and join us NOW.



We
believe
in newspapers

