

CONFIDENTIAL

Bulletin

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

Calendar of Events:

June 8, 2013

Omaha Press Club Journalists of Excellence Hall of Fame
Omaha Press Club, Omaha, NE

September 12-15, 2013

NNA Annual Convention
Phoenix, AZ

October 4, 2013

Hall of Fame Awards Banquet
Nebraska Club, Lincoln, NE

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

Let us know: how'd we do?

If you didn't get a chance to fill out a convention evaluation form at the banquet, one is attached to this Bulletin.

Please take time to fill out the form and either email it to nebpress@nebpress.com, or fax it to the NPA office, at 402-476-2942.

Our convention would not be a success without you, our members.

We want your thoughts, comments and ideas so next year's convention can be even better!

2013 NPA Annual Convention



Convention press releases on NPA website

All convention press releases were emailed to all member newspapers this past weekend. You will not receive a hard copy in the mail.

These press releases are also available on the NPA website, in the member's area of the site. Click on "Awards & Convention Materials."

**The winner of
2 FREE
REGISTRATIONS
(\$20 value)
for the 2014
Convention
in Grand Island is
LISA BRICHACEK,
Wahoo Newspaper!**

CONVENTION RAFFLE WINNERS:

- Husker Football Tickets - Lynette Hansen, Blair Enterprise
- Husker Girls Volleyball Tickets - Jim Dean, Columbus Telegram
- iPad - Jim Holland, Scottsbluff Star-Herald

WORKSHOP DRAWING WINNER:

- iPad - Les Mann, Norfolk Daily News

CONGRATULATIONS!!

Watch for NPA Convention RECAP & PHOTOS in the APRIL ISSUE of the Nebraska Newspaper. Convention PHOTOS will also be posted on the new NPA website!

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Preview NPA's new website!

The Nebraska Press Association/Nebraska Press Advertising Service is launching a new website, and members are invited to preview the website prior to the official launch. NPA will keep both websites live until after the 2013 Convention, at which point the original website will be deactivated. Watch the Bulletin for more details!

To preview the new website:

• Go to new.nebpress.com. *(The website is not "live" yet, so copy & photos you see are for demo purposes only.)*

- Click on "Log In" in the top left corner of the site.
- Log in using your current (member newspaper) user name and password.
- You will be redirected to a profile page, where you can change your password, email address and other contact information, if necessary.
- To view the download area, click on "Nebraska Press Association" in the top left corner of the site and choose "Visit Site" in the drop-down menu.
- Go to "Member Downloads" in the top left corner of the site. A drop-down menu has options for downloading 2x2s, columns, cartoons, statewide classifieds and other content.
- To log out, go to the top right corner of the site, where it will say "Howdy, (newspaper name)" and choose "Log Out" from the drop-down menu.

The new website features a dynamic home page, with slides highlighting the latest news for NPA members. Online toolboxes, with a range of resources for journalists, are easily accessible from the home page. News items from the weekly NPA Bulletin will be available in a blog-style format. A photo gallery will make it easy to feature images from the 2013 NPA Convention. Contact Violet Kirk in the NPA office at 402-476-2851, or email sales@nebpress.com.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **weeks of 4/8 & 4/15:**

Week of 4/8:

2x2

Blair Enterprise — Loraine Ellis
Blair Enterprise — Lynette Hansen
Blair Enterprise — Ali Peterson
Elkhorn Post-Gazette — Mike Overmann
Grand Island Independent — Sue Stinson
Hickman Voice News — Linda Bryant (2 ads)
Norfolk Daily News — Denise Webbert
Tecumseh Chieftain — Rachelle Grof

NCAN

Albion News — Jim Dickerson
Broken Bow Chief — Pat Jackson
Broken Bow Chief — Deb McCaslin
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz (2 ads)
Ogallala Keith Co. News — Larry Strasburg
Ord Quiz — Amanda Whited

Week of 4/15:

2x2

Blair Enterprise — Lynette Hansen (2 ads)
Geneva Signal — John Edgecombe
Grand Island Independent — Sue Stinson
Hickman Voice News — Linda Bryant (5 ads)
Tecumseh Chieftain — Rachelle Grof

NCAN

Broken Bow Chief — Pat Jackson
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz
Ogallala Keith Co. News — Larry Strasburg
Sutton Clay Co. News — Tory Duncan

February 2x2 BOGO contest winner

Congratulations to Lynette Hanen of the *Blair Enterprise*. She was the winner of the \$100 prize in the 2x2 New Customer BOGO (Buy One, Get One) Contest.

Lynette won from all the sales people who sold a 2x2 Network ad to a new customer during the month of February.

Schumacher named Nebraska City News-Press general manager

Tammy Schumacher has been named general manager of the *Nebraska City News-Press*. She replaces Kathy Kaufman, who retired March 29.

Schumacher has worked for the company for 11 years and most recently was office manager and sales representative.

In addition to overseeing the News-Press, Schumacher will also oversee the *Penny Press 1*, *Penny Press 4*, *Syracuse Journal-Democrat* and *Hamburg (IA) Reporter*.

Omaha Press Club to induct five journalists into Hall of Fame

Five journalists, selected for their notable contributions to Omaha journalism, will be inducted into the Omaha Press Club Journalists of Excellence Hall of Fame on June 8, 2013.

The inductees are David Haberman, Creighton University emeritus professor; Michael Kelly, Omaha World-Herald columnist; Joe Patrick (1925-2009) sportscaster; Ann Pedersen, WOWT, WCCO-TV; and Carol Schrader, KETV, KFAB.

David Haberman, Creighton University emeritus professor, retired in 1995 after teaching journalism for 40 years in the Department of Journalism and Mass Communications (now Department of Journalism, Media and Computing). He chaired the department 1958-1995 and was a faculty member 1955-1995; he was faculty advisor for Creighton's weekly student newspaper. His primary teaching areas were mass communication law and news reporting.

He was employed at the *Omaha World-Herald* in general news reporting, rewrite and entertainment reporting, and was also a consultant and contributor for *The Catholic Voice*.

Haberman served as an Omaha Press Club president and is a founding trustee of the Omaha Press Club Foundation.

Michael Kelly arrived at the *Omaha World-Herald* in 1970 after graduating from the University of Cincinnati. Early assignments covering police, courts and city hall gave him the solid foundation that led to an ongoing 43-year career in journalism. In 1981, he was promoted to World-Herald sports editor and columnist. Ten years later, Kelly was selected to become the newspaper's metro columnist.

The OPC Hall of Fame event will be held at the Omaha Press Club. OPC members and nonmembers are invited to attend. For reservations or questions, call the Omaha Press Club, 402-345-8008, or email jeaniec@omhcoxmail.com.

Free book available on news plagiarism, fabrication

The American Copy Editors Society, in conjunction with 10 other journalism organizations, has released its first e-book, "Telling the Truth and Nothing But."

The book is available now as a free download at www.rjionline.org. It is designed for media professionals who are responding to incidents of plagiarism and fabrication. The book offers tools to help identify and address those incidents.

ATTEND FRIDAY UNIVERSITY!

Attend this one-day class, 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 link below:

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.

Upcoming Webinars

Overcome Objections and Close More Sales!

Thursday, May 9

*Carol Richer Gammell,
Sales Training Plus*

What You Could Be Missing in Photoshop

Friday, May 10

Lisa Griffin, Boone Newspapers

Collaborating & Competing, Newspaper Success Models

Thursday, May 23

Lyle Muller, Iowa Watch

Register at onlinemediacampus.com

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Classified Advertising Exchange

April 15, 2013

NEWS/SPORTS REPORTER: The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: news@gothenburgtimes.com; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

FOR SALE: Prepress PantherPro/4C imagesetter with Prepress 7220 DB processor and two flip-top plater burners. All in working condition when taken out of production. Call Russ, Imperial Republican, 308-882-4453.

HOWELLS JOURNAL NEWSPAPER FOR SALE: Opportunity to own your own newspaper in small, vibrant community. Business includes updated equipment and new building with extra storage on large lot in heart of downtown. Priced to sell! For more information, call Cheryl at 402-986-1777, 402-910-1603, 402-986-1014, or email howellsjournal@msn.com.

FOR SALE: Two northeast Nebraska weekly newspapers. Near scenic Lewis & Clark Lake. Outdoor recreation at its finest. Solid-earning papers under same ownership for 35 years. Contact Kevin Henseler, 402-388-4355 or 605-660-0440 or email journal@gpcom.net.

EDITOR: The Northeast Neb. News Company is looking for an editor to guide two of our weekly newspapers. We are looking for an individual with good writing, photography and communication skills. Send resume, clips and cover letter to: Rob Dump, Cedar County News, ccnews@mac.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 Evaluation Form; Online Media Campus Webinar Flyers; NNA Poster & Newspaper Survey Flyers.

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.



2013 Nebraska Press Association Annual Convention

Overall Evaluation Form

Please take a moment to complete this form to help us plan for future conventions.

Circle the option that best reflects your opinion of each item listed.

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Fair</u>	<u>Poor</u>
<u>Hotel</u>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<u>Food</u>					
Overall	5	4	3	2	1
Friday Luncheon	5	4	3	2	1
Friday Banquet	5	4	3	2	1
Saturday Breakfast	5	4	3	2	1
Saturday Luncheon	5	4	3	2	1
Saturday Banquet	5	4	3	2	1
<u>Other</u>					
Great Idea Exchange	5	4	3	2	1
Better Newspaper Contest (Video Show)	5	4	3	2	1
Met Expectations	5	4	3	2	1

Please feel free to voice any comments, questions, or suggestions that may help us in planning for next year's convention, April 11-12, 2014, at the Midtown Holiday Inn, Grand Island.

Complete Reverse Side

Comments:

Thank you for taking the time to fill out this form.

(optional)

Name:

Newspaper:

Please email or fax this evaluation form to the NPA office.

Email nebpress@nebpress.com, or fax to 402-476-2942.

Thank you!

According to a recent national survey

71%

**Read a
Community
Newspaper
Every Week**

83%

Said their families rely on newspapers for local news and information.

96%

Of readers pay for their newspaper.

75%

Read all or most of their newspaper.

78%

Said government should be required to publish public notices in newspapers.



National Newspaper Association

Protecting, Promoting, Enhancing Community Newspapers Since 1885

800-824-4NNA(4662) PO BOX 7540, Columbia, MO 65205

National survey: Community newspapers tops for local news

COLUMBIA, MO — A 2012 survey conducted in small U.S. towns and cities by the research arm of the University of Missouri School of Journalism for the National Newspaper Association found that 71 percent of respondents read a community newspaper at least once a week.

NNA President Merle Baranczyk, publisher of The Mountain Mail in Salida, CO, said the survey shows that without a doubt, people read their community newspapers. “The numbers are self-evident. They indicate the degree readers rely on and the connection people have with their community newspaper,” Baranczyk said.

The survey found:

- 92 percent said their local newspaper was informative
 - 83 percent agreed that they and their families relied on newspapers for local news and information
 - 96 percent of readers paid for their newspaper`
 - 75 percent read all or most of their newspaper
 - Every paper has 2.18 readers
 - 77.4 percent read the paper for local news and information
 - 84 percent of readers (and their families) look forward to reading newspapers
 - 69 percent believe newspapers provide valuable shopping and advertising information
 - 75 percent said local newspapers entertained them
 - 49 percent of those with internet access said they “never” read local news online
 - 51 percent said they often read public notices
 - 78 percent said governments should be required to publish public notices in newspapers
 - 85 percent said they never visited their local chamber of commerce website
 - 71 percent believe the accuracy of their local paper is either “good” or “excellent.”
 - 70 percent believe the coverage is either “good” or “excellent.”
 - 59 percent believe the fairness of their local paper is either “good” or “excellent.”
-
- By a 3-1 margin, respondents prefer their newspaper compared to tv for local news
 - 60 percent said they own a simple cell phone.
 - 24 percent said they own a smart phone.
 - 16 percent don’t own a cell phone.

The survey summary is available at www.nnaweb.org.


Did you know...
Community newspaper readers share papers with 2.3 other people?



We believe in newspapers

2011 NNA Community Newspaper Readership Survey

Did you know...
The local newspaper is the No. 1 source for community news, beating TV by 4 times and the Internet by 4 times the audience.



We believe in newspapers

2011 NNA Community Newspaper Readership Survey

Did you know...
Community newspapers connect with their readers? 84% believe that their local paper has stories for their particular interest.



We believe in newspapers

2011 NNA Community Newspaper Readership Survey

We believe in newspapers



Community papers are the glue of the community

www.nnaweb.org

Did you know...
81 percent of community newspaper readers read public notices?



We believe in newspapers

2011 NNA Community Newspaper Readership Survey

Did you know...
71% of community newspaper readers rated accuracy of local newspapers' coverage as either 'excellent' or 'good'?



We believe in newspapers

2011 NNA Community Newspaper Readership Survey

Did you know...
81 percent of community newspaper readers read grocery ads and inserts?



We believe in newspapers

2011 NNA Community Newspaper Readership Survey



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Overcome Objections and Close More Sales!

You're not large enough to

Why should I buy from you?

This isn't a priority

We don't have the time.

There's no reason for us to change.

Thursday, May 9

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

What makes you different?

Registration fee: \$35

Registration deadline:

Monday, May 6

**Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.**

In this webinar...

In order to overcome objections effectively, you need to understand the value proposition between the newspaper and the advertiser. Advertisers view advertising as a risk — there is no guarantee they will get the results they are looking for. Reps who understand this dynamic can reassure advertisers that advertising in the newspaper is well worth their investment.

Following the techniques introduced and discussed in this webinar will help you develop grace under pressure!

Topics we will cover...

- Viewing objections as buying signals
- Understanding the difference between a condition and a true objection
- Using negotiation skills to minimize the power of the most difficult objections
- Learning specific techniques for overcoming the most common objections

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Carol Richer Gammell



Carol Richer Gammell began her newspaper career by as associate editor with MacDonald Classified Services. During her 16-year tenure with the company, she advanced to associate publisher with responsibility for all aspects of the creation and production of the 10 trade publications offered by MacDonald.

Richer Gammell has been a featured speaker at more than 150 industry conventions and has conducted training workshops for call center professionals at more than 800 newspapers internationally.

In 2002, Richer Gammell launched her own training and consulting company, Sales Training Plus. For the past 11 years, she has offered newspaper specific sales training to classified inside and outside sales professionals, circulation call center professionals and retail sales consultants at newspapers throughout the U.S. and Canada.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

What You Could Be Missing in Photoshop



Friday, May 10

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35

**Registration deadline:
Tuesday, May 7**

**Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.**

In this webinar...

Camera Raw is a common function on most digital cameras, yet few have delved into this simple tool for producing some of the fastest and sharpest photos for print or online. The Adobe Camera Raw plug-in has been available as early as Photoshop 7 and we want to spend this session taking away the mystery and exploring the benefits of this feature. You will learn how to quickly and easily correct pictures plagued by:

- over/under exposure
- noise
- color casts
- incorrect white balance
- poor contrast
- and much more!

Hopefully, we had you at "quickly and easily!" Take a short break and join us to learn how a readily accessible tool can improve your photos.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Lisa Griffin



Lisa Griffin is a popular trainer at Macintosh training events around the United States and is recognized as a pioneer in the areas of computer pagination and remote printing methods for newspapers. She is the IT publishing specialist for Boone Newspapers and a staff member at the University of Tennessee/Tennessee Press

Association Institute for Newspaper Technology. Griffin has conducted group training for press associations and newspapers on topics such as Mac Troubleshooting, Adobe InDesign, Adobe PhotoShop, Adobe Illustrator, Quark Xpress, Pagination, and PDF file creation.

Since 1983, Griffin has provided consultation, training and support to newspapers as well as other markets. Advances in technology over the past 20 years for the newspaper industry have been both exciting and often challenging. Bringing this information through training sessions directly to people in the production process continues to be a priority.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM