

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 an evaluation form and email or fax it to the NPA office. Email [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or fax the form to 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



A copy of the  
2012

### **Better Newspaper Contest TAB**

will be mailed out  
this week to every  
member paper.

### **2013 CONVENTION COLLEGIATE WINNERS:**

#### **Tom Allan Writing Contest**

1st Place - Emily Rust, UNL

Runner Up - Miranda Milovich, UNL

#### **Omaha World-Herald Photojournalism Competition**

1st Place - Kaylee Everly, UNL

Runner Up - Morgan Spiehs, UNL

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Web Site: <http://www.nebpress.com>

Watch for

**NPA CONVENTION RECAP  
& PHOTOS**

in the APRIL ISSUE of the Nebraska Newspaper!

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## Cawthra joins Gering Citizen staff

Veteran local media sales person, Mitzi Cawthra, has joined the *Gering Citizen* sales department.

A native of the Gering area, Cawthra graduated from Gering High School.

She started her career in print advertising before working in radio advertising sales for Tracy Broadcasting and later KNEB.

## Nebraska high school journalism students compete at 2013 Nebraska

### Press Women's convention

Nebraska high school journalism students showcased their talents in the 2013 Nebraska Press Women High School Communications Competition. First place winners were recognized April 20, 2013, at the Nebraska Press Women's Spring Convention at Creighton University in Omaha.

There were 20 contest categories, with yearbook copywriting, layout and photo added this year. There were 92 entries from seven schools, Grand Island, Hastings, Omaha Marian, Omaha Westside, Omaha Central, Bellevue West and Fremont. Schools with first-place winners were Omaha Westside, seven; Grand Island Senior High, three; Omaha Marian High, three; and Fremont Senior High, Bellevue West and Hastings High School, one each.

The first-place entries have advanced to the National Federation of Press Women High School Communications Contest. Those awards will be presented August 23, 2013, at the NFPW Conference in Salt Lake City, Utah.

## Preview NPA's new website!

**NOTE: The website is not "live" yet. Text and photos shown on site are for DEMO PURPOSES ONLY.**

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](http://new.nebpress.com).
- 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](mailto:sales@nebpress.com).

## **New members inducted into Nebraska Women Journalists Hall of Fame**

Clara Bewick Colby and Maxine Moul were inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame during the Nebraska Press Women's (NPW) Spring Conference at Creighton University in Omaha on April 20, 2013.

The Marian Andersen Nebraska Women Journalists Hall of Fame was established in 2011 to recognize working women journalists who, through talent, initiative, intelligence and stamina, made a difference for the profession, for the community and for those who followed in their footsteps.

With the induction of Colby and Moul, the Hall of Fame now includes 11 members. Nominations are open to the public, and honorees are selected by the NPW Board of Directors.

Clara Colby (1846–1916), Nebraska's most prominent suffragist, was a newspaper editor and lecturer whose personal commitment to equal rights resulted in a national career and an international reputation. Born in England, she immigrated to Wisconsin in 1854 and entered the University of Wisconsin in 1865.

In 1872, Clara and Leonard Colby moved to Beatrice, Nebraska, where Leonard opened a law practice and Clara started a public library and community theater. As editor and publisher of *The Woman's Tribune*, which originated in Beatrice in 1883, Colby provided isolated Midwestern readers with news of the national women's suffrage movement for 26 years.

"She holds the record for the longest running suffrage newspaper published by an individual," says Lauren Riedesel, director of the Beatrice Public Library. "While other contemporary suffrage newspapers were being published in places like Boston, San Francisco and New York City, Clara was publishing in Beatrice, Nebraska. Rather than bemoaning the remoteness of her location, she utilized it as an opportunity to write for and about the 'Western' woman. Clara Bewick Colby traveled to suffrage conferences on both coasts and wrote about the journeys to and from the events, as well as accounts of the conference activities." Colby was a lifelong friend of Elizabeth Cady Stanton and Susan B. Anthony.

Maxine Moul, who has a degree in journalism from the University of Nebraska-Lincoln, began her career at the *Sioux City Journal*. In 1971, she and her husband, Francis, founded the publishing company Maverick Media and purchased the *Syracuse Journal-Democrat*. During their ownership, Maverick Media grew from three employees to 120 in four states. Moul was a reporter, editor and publisher of the company's newspapers, and she was president and CEO from 1983 to 1990.

From 1991 to 1993, Moul served as Nebraska's lieutenant governor, and in 1993 she was appointed director of the Nebraska Department of Economic Development. She later served as president of the Nebraska Community Foundation and coordinator of EndowNebraska.

In 2009, President Barack Obama appointed Moul as Nebraska State Director of USDA-Rural Development, a position in which she continues to mentor communicators and write and edit op-ed pieces, columns, news releases and newsletters.

"A journalism education is a great preparation for any career," Moul says. "The ability to ask probing questions, to express yourself and communicate, and an abiding interest in people and issues are all excellent qualities to have, whether you are in the private sector, academia or government."

The Marian Andersen Nebraska Women Journalists Hall of Fame is located on the second floor of Andersen Hall at the University of Nebraska College of Journalism and Mass Communications in Lincoln.

### Marian Andersen Nebraska Women Journalists Hall of Fame Honorees:

2011 - Wilma Crumley, Bess Furman Armstrong, Lynne Grasz, Marjorie Marlette, Beverly Pollock, Deanna Sands

2012 - Mildred Brown, Harriet Dakin MacMurphy, Mary McGrath

2013 - Clara Bewick Colby, Maxine Moul



## **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](http://onlinemediacampus.com)**

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

# Classified Advertising Exchange

April 22, 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 Viegutz, 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.

## 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

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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>
<b><u>Hotel</u></b>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<b><u>Food</u></b>					
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
<b><u>Other</u></b>					
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

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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





*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.



Online Media Campus



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## 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.



Online Media Campus



OnlineMediaCamp

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## Collaborating & Competing Newspaper Success Models

**Thursday, May 23**

**2:00-3:00 p.m. EDT  
1:00-2:00 p.m. CDT**

**Registration fee: \$35**

**Registration deadline:  
Monday, May 20**

*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...***

You'd like to do that in-depth story but simply researching the background takes time, not to mention the interviewing and writing involved as well. Between the daily grind of a newsroom, how do you do it? This session will show how you CAN accomplish special projects without sacrificing quality of work. The idea of collaborating with other newsrooms may have sent up red flags in the past but it doesn't have to mean the loss of competitive edge for your organization. Several media companies are experiencing growing success with this new model of business.

This session will illustrate ways newspapers can collaborate while still maintaining originality. Examples will come from newspapers that have found success in this model and local and national news organizations, including the Investigative News Network.

***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...***



**IowaWatch.org**  
The Iowa Center for Public Affairs Journalism

A Vision for a Public-Spirited Free Press

### **Lyle Muller**



Lyle Muller is the executive director-editor of the Iowa Center for Public Affairs Journalism. He is a former editor of The Gazette (Cedar Rapids, Iowa). He was a senior editor on the team that directed coverage of an Iowa flooding disaster, which won The Gazette the Society of Professional Journalists' national Sigma Delta Chi award for deadline reporting in 2008. A 1992 Council for the Advancement of Science Writing national fellow, his focus as a reporter was on health, science and higher education.



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