

**CONFIDENTIAL**

# Bulletin

## 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

NPA/NPAS Board Meetings  
Lincoln, NE

### 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

## New NPA website debuts next week!

Effective Monday, May 6, 2013, NPA's new redesigned website goes "live" and the old site will be deactivated.

Once "live," the website address remains the same: [www.nebpress.com](http://www.nebpress.com).

The main focus on the redesign was to make it more content driven, easier to navigate and more interactive for our members. A few of the new website features include a more dynamic home page, a photo gallery where we will feature member newspapers and NPA events and online toolboxes with a range of resources for our members.

The new site will also allow NPA to expand our online offerings, including a new blog-style format for the weekly Bulletin, which will launch later in May.

NPA is pleased and excited about the new format and all that will come with it. It was redesigned by John Rood and his colleagues at Nebraska Digital in Lincoln. More options, features and content will be rolled out on the new site in the upcoming weeks.



## To PREVIEW the new website:

- Go to [new.nebpress.com](http://new.nebpress.com). (Once site is live use [nebpress.com](http://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.

**If you have any questions, please contact the NPA office: Violet Kirk, [sales@nebpress.com](mailto:sales@nebpress.com), or Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or call 402-476-2851.**

### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942,  
Legal Hotline: 402-474-6900  
E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)  
Web Site: <http://www.nebpress.com>

## NPA/NPAS Staff

**Allen Beermann,**  
**Executive Director**  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

**Jenelle Plachy,**  
**Office Manager/Bookkeeper**  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

**Rob James,**  
**Sales Manager**  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

**Carolyn Bowman,**  
**Advertising Manager**  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

**Susan Watson,**  
**Administrative Assistant**  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

**Violet Spader Kirk**  
**Sales Assistant**  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## Vernon appointed NNA Region 7 director

Dane Vernon, president of the Vernon Publishing, Inc., Eldon, MO, has been appointed National Newspaper Association (NNA) Region 7 director for Kansas, Nebraska, Iowa and Missouri. He was appointed by the NNA board to fill the unexpired term of John Edgecombe, Jr., who was elected NNA treasurer. Vernon will serve until Sept. 14, 2013, and then be eligible for election as Region 7 director.

Vernon Publishing, Inc. owns five weekly newspapers and one shopper in central Missouri. Dane graduated from the University of Missouri School of Journalism in 1979 with a degree in advertising. After graduating college, he returned to Eldon to work at the newspaper office for a little more than a year selling ads and writing stories. In 1981, he moved to Versailles to take over as publisher of *The Versailles Leader-Statesman*, the *Morgan County Press*, the *Tipton Times* and the *Highway Five Beacon*. Dane and his wife recently moved back to Eldon where he handles human resource and “cheerleading” duties for all the group’s newspapers.

## Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in May and October 2012 will be sent by NPAS when the Legislature approves the bill in May 2013.

We have submitted the necessary documents for payment. This timetable has not changed for 85 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2013. As soon as we receive payment, we will be paying the newspapers.

## **Good work!**

Congratulations to the following newspapers who sold Network ads for the **weeks of 4/22 & 4/29:**

### **Week of 4/22:** **2x2**

Blair Enterprise — Lynette Hansen (2 ads)  
Tecumseh Chieftain — Rachelle Grof

### **NCAN**

Broken Bow Chief — Pat Jackson  
Broken Bow Chief — Deb McCaslin  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz  
North Platte Telegraph — Dixie Galaway  
Ogallala Keith Co. News — Larry Strasburg

### **Week of 4/29:** **2x2**

Blair Enterprise — Lynette Hansen  
Norfolk Daily News — Suzie Wachter  
Tecumseh Chieftain — Rachelle Grof

### **NCAN**

Broken Bow Chief — Pat Jackson  
Broken Bow Chief — Deb McCaslin  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz  
North Platte Telegraph — Dixie Galaway

## **Taddicken joins Minden Courier staff**

The *Minden Courier* has announced the addition of Autumn Taddicken to the staff as a writer.

A ten-year resident of the Minden area, Taddicken has 21 years of experience in non-profit management and fundraising and most recently worked as a fundraising consultant for a firm in Omaha and with the National Audubon Society.

In the Minden community, she has been active in volunteering with the schools, church, Minden Opera House, youth sports and as a scout leader.

## **Bridgeport News-Blade receives Organization of the Year Award**

The *Bridgeport News-Blade* received the Organization of the Year Award at the Bridgeport Chamber of Commerce annual banquet, held on April 25, 2013.

The Chamber of Commerce award recognizes an organization whose philosophy of giving has made a significant impact on Bridgeport's health and well-being.

NPA Executive Director, Allen Beermann, was the keynote speaker at the banquet.

## **UNL grant creates mobile media lab**

UNL's College of Journalism and Mass Communications has received \$250,000 from the John S. and James L. Knight Foundation to create a Mobile Media Lab and continue its funding of the Drone Journalism Lab. The majority of the grant, \$200,000, will go to the Mobile Media Lab.

Gary Kebbel, professor at the CoJMC and the head of the Mobile Media Lab, said the focus will be on cross-campus participation.

The goals of the lab are to teach students to be multidisciplinary and use mobile media to solve problems and disseminate information. The Mobile Media Lab is not a physical lab, but rather just the name of the project that Kebbel is spearheading.

UNL also received \$50,000 from the Knight Foundation for the Drone Journalism Lab, which began in 2011 as a tool to teach future journalists how drones can be used responsibly for news gathering.

The Knight Foundation is the largest philanthropy for journalism, giving out close to \$100 million each year, and focuses on journalism that solves community information problems.

## **Pew Research releases 2013**

## **report on State of the News Media**

Pew Research has released their 2013 report "State of the News Media: The Challenges Intensify."

Here are some highlights:

- Local TV news audiences continue to decline (6.5% avg. loss in 2012) across all time slots.
- Cable news viewership appears to have peaked, with a 1% increase overall and a 3% increase in prime-time news.
- Daily newspaper circulation appears to have hit bottom, staying even for 2012. Digital pay plans are helping them survive, with 450 having established paywalls for content. And they're selling more digital ads - up 22% last year.
- The newspaper industry dipped below 40,000 full-time professionals in 2012, the lowest since 1978.
- 40% of local TV consists of sports, weather and traffic reports. News described as "accidents and bizarre" makes up 13%, compared to 5% in 2005.
- 31% of Americans, almost one-third, have stopped tuning to a news outlet because it doesn't provide what they're looking for.

For the complete report go to <http://stateofthemedia.org/2013/overview-infographic>.

## **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.*

# **Nebraska News Service's technology consultant available for onsite training, consultations through 2013**

Less than one year remains for the grant funding that allows the Nebraska News Service to dispatch multimedia coach and technology consultant, Anthony Roberts, to assist with technology issues for free. NPA wants to make sure that every member newspaper 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 newspaper(s) 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.

He 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.

Anthony has been very successful in meeting with publishers, promoting the Nebraska News Service as a value-added feature to their local news and also helping newspapers improve their ability to use new technology in the delivery of news.

The Nebraska Press Association has heard dozens of wonderful testimonials from publishers where Anthony has visited and helped with their operations. Perhaps the best way to describe his valuable service is to quote from a publisher where Anthony has visited. In 2012, Deb McCaslin, publisher of the Custer County Chief in Broken Bow sent NPA this note:

*"I wanted to drop a quick note to you, thanking you for introducing our paper to Anthony Roberts of Nebraska News Service. As he promised, he traveled to Broken Bow and spent a day with my editorial staff, and they learned so much. His hands-on knowledge is helping us enter the 21st century as a community news source. I can hardly wait for a return visit. He could have spent a week, and we would have barely dented his vast array of knowledge of the newspaper industry, from technology to software, to design. With thanks and appreciation, Deb McCaslin, publisher."*

**If you have any questions, or would like to schedule an onsite consultation with Anthony, please contact him at 402-570-2380, or email him at [nns.aroberts@gmail.com](mailto:nns.aroberts@gmail.com). He is available until the end of 2013.**

## **Editor inherits "Clyde" from long-time letter writer**

*Submitted by Les Mann, General Manager, Norfolk Daily News*

Roy Price had been one of the most prolific letter writers during *Norfolk Daily News* Editor Kent Warneke's career.

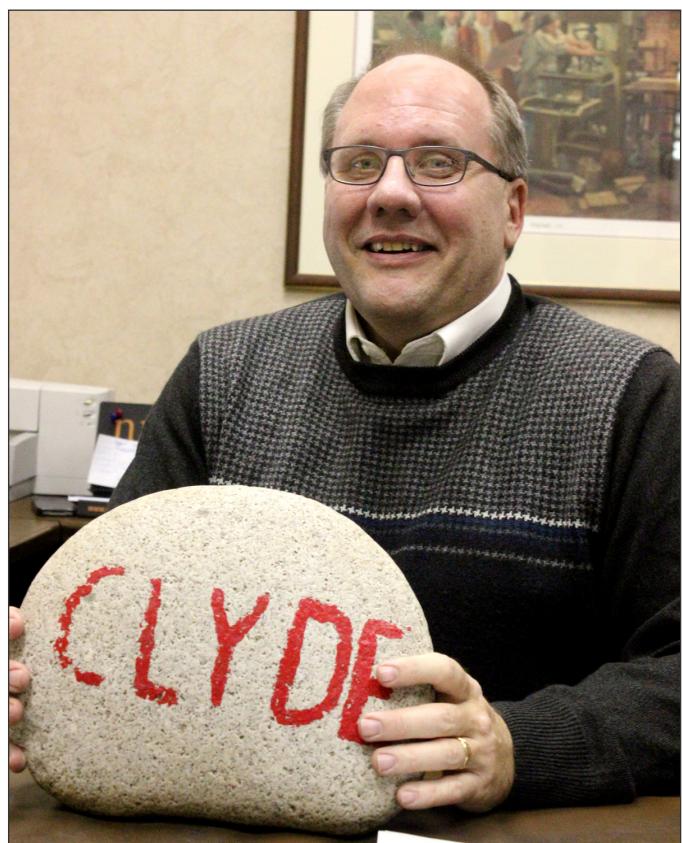
Unfortunately, the flow of lively commentary from Mr. Price's word processor ended with his death in February.

The retired YCMA director's quirky and, at times, cantankerous missives often included references to, and comments from, "my Pet Rock Clyde."

"I never knew Clyde really existed," laughed Warneke.

But exist it does -- now on Kent's desk.

Price bequeathed his weighty stone to Warneke, who was bemused by its delivery at the hands of Roy's family member.



Kent Warneke and "Clyde."

**"The central dilemma in journalism is that you don't know what you don't know."**

**Bob Woodward**

# Classified Advertising Exchange

April 29, 2013

## **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](mailto:howellsjournal@msn.com).

**Attached to this week's Bulletin:** Classified Advertising Exchange; Online Media Campus Webinar Flyers.

**NEWSPAPERS 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](mailto:journal@gpcom.net).

## **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).



# ONLINEMEDIA CAMPUS

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

# Overcome Objections and Close More Sales!

There's no reason for us to change.

**What makes you different?**

**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.

**Thursday, May 9**

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

**Registration fee: \$35**

Registration deadline:  
Monday, May 6

I don't have

#### **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



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**



# ONLINEMEDIA CAMPUS

*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



**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

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**



# ONLINEMEDIA CAMPUS

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

# 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

#### **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.



**Online Media  
Campus**



**OnlineMediaCamp**

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

MERCHANDISE

Estate Sales Estate Sales



ONLINE MEDIA CAMPUS

# CERTIFICATE PROGRAM

# PRINT & DIGITAL

## DIRECT RESPONSE ADVERTISING

Deepen your understanding with pre- and post-session assignments!

Session Dates: June 6, June 20, July 11

Registration Deadline: May 30

Course Price: \$79

Visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com) for full course description

Over the years, "Direct Response" PRINT and Digital Advertising has consistently shown its ability to generate significantly larger numbers of leads and sales than does traditional image or product and price advertising. In this three-session Advertising Certificate Program, webinar attendees will learn, step-by-step, how to create "direct response" ads from ad master, David Fowler. You'll be exposed to advertising strategies that will truly make a quick difference in the quality and lead-generating power of your ads. A certificate will be awarded to those who successfully apply both the print and digital ad strategies and can show measurably increased response rates from their ads.

### Session 1

- How to gain productivity by prioritizing advertisers.
- The REAL purpose of a print ad ... and no, it's not what you think!
- How to perform a "Print Ad Critique" to instantly improve ads.
- How to identify your advertisers REAL ad needs.

### Session 2

- How digital ads work to grow a business.
- What a digital ad REALLY is and its singular purpose.
- How to perform a "Digital Ad Critique" that will instantly improve your ads.
- How to make money sending emails for your advertisers.

### Session 3

- Why you need to use your own advertiser "database" if you're going to survive.
- How to increase revenues using emails every week.
- How to host a "Public Workshop" for your advertisers.
- Techniques for making public workshop presentations.

Registration Price: \$79 for the series. Deadline: Thursday, May 30

For more a complete discription of the course and to register, visit [onlinemediacampus.com](http://onlinemediacampus.com)  
Webinars not available individually.

Presented in partnership with:

### About the Program

The Advertising Certificate program is designed to increase the skill sets and knowledge of ad managers, sales reps and art & production staff through a short concentrated series of webinar trainings.

- Webinars are presented as a series and participation is expected in each webinar.
- Content is focused on advertising and sales training.
- Each course is recorded to allow for better flexibility of scheduling.
- Presenter David Fowler will be available for questions during webinars.
- Each participant will be awarded a certificate of completion following the successful conclusion of the training program.

#### Meet Your Instructor

David Fowler is considered one of the nation's top experts on newspaper and online advertising strategy, copy and design. He has spent more than 25 years "testing" ad strategies and variables to learn which "response triggers" make ads effective.

Fowler has won numerous ad awards and judged some of the nation's top ad award shows ... but will be the first to tell you winning awards has little to do with effective ad strategies that make businesses more money.

