

CONFIDENTIAL

Bulletin

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

Calendar of Events:

Monday, May 27, 2013
Memorial Day observed
NPA/NPAS office will be **CLOSED**

June 8, 2013
Omaha Press Club Journalists of Excellence Hall of Fame
Omaha Press Club, Omaha, NE

June 20, 2013
NPA/NPAS Summer Board Meetings & Golf Outing
Wild Horse Golf Club
Gothenburg, 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

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

Save the date! June 20, NPA/NPAS summer board meeting and golf outing

NPA and NPAS board of directors, fellow newspaper professionals and friends of the Nebraska Press Association:

Mark Thursday, June 20, on your calendar for the NPA and NPAS summer board of directors meeting and golf outing in Gothenburg, NE.



For golfers there will be a Foundation golf outing with a 10:00 a.m. shotgun start at the beautiful Wild Horse Golf Course in Gothenburg.

The NPA and NPAS board meetings will follow golf at about 3:30 p.m. in the golf course clubhouse, followed by dinner.

You are encouraged to put together a 4-person golf team, but if you can't swing a full team, bring a friend or two and we'll match you up with other golfers to make a team. Start recruiting today!

More details will follow, but save the date! If you have questions about the golf, contact Rob James in the NPA office, rj@nebpress.com.

New NPA website is "live," check it out!

We hope you've had a chance to visit the new NPA website! Same web address, www.nebpress.com, but the new site is more content-driven, easier to navigate, more interactive, and we'll be able to expand our online offerings to our members. **Let us know what you think of the new website. If you have suggestions for content that you'd like to see on the website, please email your ideas to nebpress@nebpress.com.**

To access the MEMBERS area of the new website:

- Click on "Member Login" on red bar across very top of home page, left corner.
- Log in using your current (member newspaper) user name and password.

To download 2x2s, statewide classifieds, Paul Fell & CapView:

- 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 questions about the new website, please contact the NPA office: Violet Kirk, sales@nebpress.com, or Susan Watson, nebpress@nebpress.com, or call 402-476-2851/800-369-2850.

NPA/NPAS Staff

Allen Beermann,
Executive Director
email: abeermann@nebpress.com

Jenelle Plachy,
Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James,
Sales Manager
email: rj@nebpress.com

Carolyn Bowman,
Advertising Manager
email: cb@nebpress.com

Susan Watson,
Administrative Assistant
email: nebpress@nebpress.com

Violet Spader Kirk
Sales Assistant
email: sales@nebpress.com



NPA papers encouraged to publish article by Asha Anchan, Omaha student and NNA Fellow

The National Newspaper Association (NNA) Foundation board decided in late 2012 to create new programs that bring the importance of community newspapers into the foreground.

The Foundation created a news Fellows Program to coincide with the "We Believe in Newspapers" Leadership Conference, March 14-15, 2013, in Washington, D.C.

Grants from state newspaper associations funded college journalism students as fellows in the program and they were matched with a community journalism mentor to provide guidance on how to gather news stories while in D.C. for the conference.

The article below was written by Nebraska student and NNA Fellow, Asha Anchan, from Omaha.

NPA member newspapers are encouraged, and have permission, to publish her story in their newspapers.

Article by Asha Anchan, NNA Fellow, Omaha, NE:

At 9:33 a.m., I was giving a presentation in my Mass Media and Society class at the University of Nebraska-Lincoln. I was discussing the ethical implications of social media and journalism all the while trying to keep my classmates' eyes from drooping.

Twenty-four hours later, I was en route to Washington, D.C., to participate in the National Newspaper Association conference as a news fellow. The four other journalism students and I were met with the task of talking with state and national officials about the evolving gun legislation.

With the tragic Newtown shooting only four months removed from the headlines, many were saying this event was the final straw for gun legislation. But it's a conversation that is happening at the state and national level. It's a conversation that is shaped by opinions as well as facts, by political leanings and varying upbringings. It's an issue that can't be 'solved' with one law or completely addressed after one incident. It's complex and emotional.

One of the biggest hurdles I saw was the difference between state opinions and the source of legislation -- Capitol Hill.

Being nearly 1,200 miles from Lincoln, Neb., the disconnect between the national's capital and my state capital quickly became apparent.

At 1:04 p.m. on March 14 our group showed up at Vice President Joseph Biden's office to talk with a White House official about the pending gun control legislation.

I left the meeting with one word in my head: confidence. The official spoke on background and expressed that from the administration's point of view, the political landscape is primed for action. There's heightened awareness, there's the momentum to pass legislation and there's evidence of some bipartisan support, the official said. **(cont. on page 3)**

Good work!

Congratulations to the following newspapers who sold Network ads for the **week of 5/13:**

2x2

Hickman Voice News — Linda Bryant (7 ads)
Nebraska City News-Press — Jennie Fletcher
Oakland Independent — Ali Peterson
Wayne Herald — Jan Stark

NCAN

Broken Bow Chief — Pat Jackson
Fairbury Journal-News — Jennifer Lewis
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz
Valentine Midland News - Dana Anderson

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. **Contact Carolyn Bowman or Jenelle Plachy at the NPAS office with any questions.**

(cont. from page 2)

But at 3:58 p.m. in U.S. Sen. Mike Johanns' office, the Nebraska legislator's thoughts seemed quite different.

The proposed plan, signed days before President Obama's second inauguration, outlines 23 steps he intends to take immediately without congressional approval. These include improving the existing system for background checks, lifting the ban on federal research on gun violence, putting more counselors and "resource officers" in schools and better access to mental health services.

"Overwhelmingly, Nebraskans feel very strongly about protecting Second Amendment rights," Sen. Johanns said. "I think that's especially true in rural areas.

"At the end of the day, you still come back to the fact that the Constitution gives us the right to bear arms."

Johanns thinks taking a closer look at mental health and the impact of violence on children is a better method to deal with gun violence. He referred to himself as a strong believer in the Second Amendment, the same as many of his constituents. While he said he didn't want to minimize the Newtown shooting, he doesn't see the proposed gun legislation as the answer.

"Every time there's a tragedy, as tragic as it is, I can almost guarantee there will be a political response. Somebody will say, 'This is an easy solution to this...' but it is no solution to it," Johanns said.

Nebraska Rep. Adrian Smith, too, is wary of the swift actions "President Obama and others were quick to insist on new gun restrictions," he wrote in a position paper on gun violence.

He went on to explain that the gun violence legislation stems from a universal goal -- reducing violence -- but he doesn't see gun restrictions as the path for accomplishing this goal.

Smith and Johanns expressed confidence as well, just on the other end of the spectrum.

In Nebraska, four bills have been proposed in reference to the gun control debate. They range from authorizing citizens to carry and conceal a firearm in vehicles to prohibiting federal restrictions on firearms, magazines and accessories, among other topics.

There are obviously two sides to this issue and there's some common ground in between, namely, the desire to keep Americans safe. But why does there seem to be such a disconnect between conversations in Nebraska and the nation's capital about the same issue?

I mulled this over between power-walks around D.C. and for much of the plane ride back.

Why? And how is this fixed?

There's no definitive answer to this, but I think there are some thoughts to consider.

There's a cultural difference. Many people in Nebraska grew up around guns, if not in their homes, and many people have at least seen a gun, while on the East Coast that is less common. While this seems elementary, even this level of comfort with guns plays in to a person's beliefs about gun legislation.

There's media spin. When was the last time you read a story about the gun control debate and didn't feel like there was some sort of slant? Either a local shooting is played up to reinforce a call to action or elements of the debate are overlooked and not addressed.

So what do we do with this information? What do we do with this churning pot of ideals, hopes and political jargon? *What do I do with this?*

A week after my trip to Washington I was back in my Mass Media and Society class talking about ethics. It was then that the phrase, "Seek, speak truth and report it" came to mind. *Hmm.*

More than just reading what's out there, accepting what we think might be "correct," the challenge is to question what you know and what you're hearing. Question politicians and statistics until you find the truth that will make the difference in a polarizing debate.



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

Upcoming webinars:

- **Collaborating & Competing, Newspaper Success Models**, Thursday, May 23 - 1:00-2:00 p.m. (CDT)
- **Print & Digital Direct-Response Certificate Program** - June 6 - July 11
- **Top Strategies & Tactics for Sales Success!** Thursday, June 27 - 1:00-2:00 p.m. (CDT)

also offered...

- **Certificate Programs**
These programs offer more in-depth trainings which go beyond the typical one-time webinar. Each program is individually designed to fit the subject matter and training requirements. Certificate Programs offered: **Web Press Certificate & Advertising Sales Certificate Programs**
- **Packaged Webinars**
Are you looking for a more in-depth training program or group of programs to purchase and have to use at your leisure? Packaged webinar programs are now available to download through Online Media Campus. Each grouping of webinars is designed to offer multiple trainings on a similar subject. Packaged webinars offered: **Advertising Sales; Online Sales**
- **Webinar Archives**

Live webinars are recorded and offered as archives to give you an opportunity to participate any time. Register for the archive as you would a live program and you will receive a web link to play the archive.

For details on webinars & certificate programs, or to register for a webinar, go to:
www.onlinemediacampus.com

Newspaper Association of America (NAA) research reveals U.S. consumers rely on newspaper media when making purchase decisions

Marina Hendricks, NAA, May 7, 2013

More than 8 in 10 adults – 81 percent – took action in the past month as a result of seeing a newspaper ad, new research from the Newspaper Association of America shows. More than half made an actual purchase.

“How America Shops and Spends 2013,” conducted for NAA by Frank N. Magid Associates, measures patterns of behaviors in U.S. consumers, including advertising media usage for shopping and purchasing, the role of newspaper media in purchase decisions, the use of preprints and coupons, and online shopping actions.

“This research reaffirms the power of newspaper advertising to engage consumers, and what’s more, its ability to drive them to take action,” said NAA president and CEO Caroline Little. “Consumers live in an advertising-saturated world and advertisers want to reach consumers who actually see their ads and engage with them. As this research once again confirms, newspaper media do just that. Newspaper media help advertisers cut through the clutter and influence consumer shopping decisions.”

“How America Shops and Spends 2013” reveals several key trends in U.S. shopping patterns that are important for advertisers to consider, including:

- Newspapers ranked first or tied for first place in seven of 12 benefit statements related to advertising platforms, with the top three being “you check for your regular shopping,” “most valuable in planning shopping” and “most believable and trustworthy.”
- Print newspapers scored highest at 62 percent out of 19 advertising sources used by survey participants to plan shopping or make purchasing decisions in the last seven days. When combined with newspaper websites, the net number totaled 66 percent.
- Survey participants who self-identified as nonreaders of newspapers nevertheless reported using them. Three of the top five actions from a list of 13 related specifically to advertising: clipping a coupon (16 percent), checking sales in local stores (16 percent) and comparing prices for items they intended to purchase (12 percent).
- Nearly 9 out of 10 – 86 percent – of those who used online circulars also took some action as a result of a print newspaper insert in the past 30 days.

“How America Shops & Spends 2013” features data culled from 2,000 nationwide interviews with individuals 18 years or older. Learn more about this study at: <http://www.naa.org/About-NAA/Events/Archives/2013/NAAMediaXchange/4-How-America-Shops-and-Spends.aspx>.

A PDF of this NAA graphic (right) is attached to the Bulletin for papers that would like to publish it.

NEWSPAPERS DELIVER

Newspaper media content and advertising rate as the most trusted, most valuable and most engaging. The numbers tell our story.

Newspaper media reach a HUGE AUDIENCE

Mobile audience **↑158%** vs. 2012 (vs. 2011)

Across platforms, **7 in 10** Americans read content from newspaper media each week. **THAT'S 158 MILLION U.S. ADULTS.**

144 MILLION OF THOSE ADULTS READ A PHYSICAL COPY EACH WEEK (vs. 2,000,000)

59% OF YOUNG ADULTS READ NEWSPAPER MEDIA WEEKLY (AGE 18-24)

Not only do newspaper media reach a HUGE audience, they also reach an ENGAGED AUDIENCE

Newspaper-generated content is so valuable it's taken and repeated, condensed, broadcast, tweeted, discussed, posted, copied, edited and e-mailed countless times throughout the day by others.

AVERAGE ENGAGEMENT INDEX

PRINT NEWSPAPERS	: 112
PRINT/WEB NEWSPAPERS	: 108
RADIO	: 102
INTERNET	: 101
TELEVISION	: 92
100 (avg)	

Newspapers and their websites rated **12%** higher than other media on how engaged audiences were with advertising.

Newspaper print ads drive the **highest purchase intent—a 35% higher score** than local television, cable television & local music radio.

Adults who name local newspapers as the **most effective** place to learn about Black Friday sale and store information.

This is a **37% higher score** than microblogs and a **58% higher score** than local TV.

NEWSPAPER MEDIA ARE MOST TRUSTED

56% trust newspapers

37% trust social media

52% trust local television

NEWSPAPERS ARE TRANSFORMING.

Fueled by creative, fresh ideas, very real, very positive changes are afoot in the industry.

5% CIRCULATION REVENUE GROWTH

40% INDUSTRY REVENUE FROM NON-ADVERTISING SOURCES

A host of new revenue sources that did not exist a few years ago grow by 8%, which now accounts for close to 1 in 10 dollars coming into newspaper media companies.

Sources:
Across Platforms, 7 in 10 Adults Access Content from Newspaper Media Each Week (NAA.org, March 25, 2013)
The American Newspaper Media Industry Revenue Profile 2012 (NAA.org, April 8, 2013)
2013 Nielsen National Cross-Media Engagement Study (NAA.org, April 16, 2013)

NEWSPAPER ASSOCIATION OF AMERICA
@NAAupdates
@NewspapersLive
Facebook.com/NewspaperAssociationOfAmerica www.naa.org

Classified Advertising Exchange

May 13, 2013

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.

Attached to this week's Bulletin: Classified Advertising Exchange. NAA "Newspapers Deliver" PDF graphic, 2013/14 NPA/NPAS board members and officers list.

Do you have a job opening to fill, equipment to sell, or a service to promote?

Member newspapers can post listings here at no charge!

Email nebpress@nebpress.com for info.

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.

NEWSPAPERS DELIVER

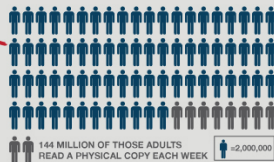
Newspaper media content and advertising rate as the most trusted, most valuable and most engaging. The numbers tell our story.

Newspaper media reach a **HUGE AUDIENCE**

59%
OF YOUNG ADULTS
READ NEWSPAPER
MEDIA WEEKLY.
(AGE 18-24)



Across platforms, **7 in 10** Americans read content from newspaper media each week. **THAT'S 158 MILLION U.S. ADULTS.**



Not only do newspaper media reach a **HUGE** audience, they also reach an **ENGAGED AUDIENCE**

Newspaper-generated content is so valuable it's taken and repeated, condensed, broadcast, tweeted, discussed, posted, copied, edited and e-mailed countless times throughout the day by others.



Newspapers and their websites rated **12%** higher than other media on how engaged audiences were with advertising.

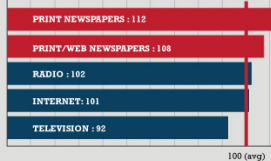
Newspaper print ads drive the **highest purchase intent**—a **35% higher score** than local television, cable television & local music radio.



Adults who name local newspapers as the **most effective** place to learn about Black Friday sale and store information.

This is a **37% higher score** than microblogs and a **58% higher score** than local TV.

AVERAGE ENGAGEMENT INDEX



NEWSPAPER MEDIA ARE MOST TRUSTED



NEWSPAPERS ARE TRANSFORMING.

Fueled by creative, fresh ideas, very real, very positive changes are afoot in the industry.

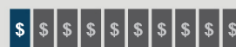


5%
CIRCULATION
REVENUE
GROWTH

40%

INDUSTRY REVENUE FROM NON-ADVERTISING SOURCES

A host of new revenue sources that did not exist a few years ago grew by **8%**, which now accounts for close to **1 in 10** dollars coming into newspaper media companies.



Sources:

Across Platforms, 7 in 10 Adults Access Content from Newspaper Media Each Week (NAA.org, March 25, 2013)

The American Newspaper Media Industry Revenue Profile 2012 (NAA.org, April 8, 2013)

2013 Nielsen National Cross-Media Engagement Study (NAA.org, April 16, 2013)

NEWSPAPER ASSOCIATION OF AMERICA

@NAAupdates
@NewspapersLive

Facebook.com/NewspaperAssociationOfAmerica www.naa.org



845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

NEBRASKA PRESS ASSOCIATION, INC. OFFICERS & BOARD MEMBERS — for 2013

(Elected April 2013 — Next Election to be April 2014)

OFFICERS

President — Rod Worrell, Ainsworth Star-Journal / Box 145, 69210-0145 / 402-387-2844(term expires 2014)
Vice President — Jim Holland, Scottsbluff Star-Herald / Box 1709, 69363-1709 / 308-632-9000(term expires 2014)
Treasurer — Les Mann, Norfolk Daily News / Box 977, 68702-0977 / 402-371-1020(term expires 2015)
Executive Director — Allen Beermann / 845 "S" St., Lincoln 68508-1226 / 402-476-2851

BOARD MEMBERS

Mike Wendorff, Callaway Courier / Box 69, 68825-0069 / 308-836-2200(term expires 2014)
Dennis Morgan, Elgin Review / Box 359, 68636-0359 / 402-843-5500(term expires 2015)
Jason Frederick, Trenton Hitchcock Co. News / Box 278, 69044-0278 / 308-334-5226(term expires 2015)
Peggy Year, Hartington Cedar Co. News / Box 977, 68739-0977 / 402-254-3997(term expires 2015)
Jim Dean, Columbus Telegram / Box 648, 68602-0648 / 402-564-2741(term expires 2015)
Kevin Zadina, Seward Co. Independent / Box 449, 68343-0449 / 402-643-3676(term expires 2016)
* Mike Konz, Kearney Hub / Box 1988, 68848-1988 / 308-237-2152(term expires 2014)

NEBRASKA PRESS ADVERTISING SERVICE, INC. OFFICERS & BOARD MEMBERS — for 2013

(Elected April 2013 — Next Election to be April 2014)

OFFICERS

President — Tom Kelly, West Point News / Box 40, 68788-0040 / 402-372-2461(term expires 2016)
Vice President — Mike Edgcombe, Hebron Journal-Register / Box 210, 68370-0210 / 402-768-7214(term expires 2014)
Executive Director — Allen Beermann / 845 "S" St., Lincoln 68508-1226 / 402-476-2851

BOARD MEMBERS

Shary Skiles, McCook Daily Gazette / Box 1268, 69001-1268 / 308-345-4500(term expires 2015)
Gerri Peterson, Mullen Hooker Co. Tribune / Box 125, 69152-0125 / 308-546-2242(term expires 2015)
Greg Awtry, York News-Times / Box 279, 68467-0279 / 402-362-6748(term expires 2016)
Tory Duncan, Sutton Clay Co. News / Box 405, 68979-0405 / 402-773-5576(term expires 2016)
* Don Smith, Grand Island Independent / Box 1208, 68802-1208 / 308-382-1000(term expires 2014)

* Immediate Past Presidents serve one year as IPP and then go off the board regardless of how much time remains on their board term.