

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

**March 13-15, 2013**

"We Believe in Newspapers"  
Summit, 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

**April 11, 2013**

NPA Foundation Fundraiser  
Walking Tour - Robert &  
Karen Duncan Sculpture Garden  
6:30-8:30pm, Lincoln

**April 12-13, 2013**

NPA Annual Convention  
Holiday Inn/Downtown, Lincoln

**September 12-15, 2013**

NNA Annual Convention  
Phoenix, AZ

**October 4, 2013**

Hall of Fame Awards Banquet  
Nebraska Club, Lincoln

## Deadlines:

**April 1**

Deadline to submit Silent  
Auction donation form

**April 1**

NPA Convention Registration  
deadline

**April 5**

Convention hotel reservation  
deadline, Holiday Inn-Downtown

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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 for this year's convention is "Take Five."  
"Take Five" ideas away from the workshops, panel discussions  
and roundtables to help your newspaper become better, more  
profitable and more competitive.

And "Take Five" from your busy schedule to relax, be  
entertained and enjoy the company of fellow newspaper  
people. New at convention this year will be the

**"TAKE FIVE"**

**NETWORKING ROUNDTABLES SESSION**

on Saturday afternoon, where newspaper staffers can mix  
and mingle with peers from similar sized newspapers, to share  
ideas and experiences.

## We hope to see you at Convention!

**Thursday, April 11**

**6:30-8:30 pm**

**Karen & Robert Duncan  
35-acre Sculpture Garden  
Walking Tour**

**NPA Foundation fundraiser  
TICKET INFO ATTACHED**

**Donations Needed!**

for the

**NPA Foundation**

**Silent Auction**

See attached donation form for  
details.

## 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**  
To get the block reservation rate (Group code-PRE)
- **Reservation deadline: April 5, 2013**  
Book early to ensure availability!

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## 2013 Omaha Press Club Excellence in Journalism/PR Awards Competition open for submissions

Through the kindness of substantial sponsorships - ConAgra, Metro Credit Union and the Nebraska Press Association - the OPC will again be using BetterBNC, an online database, for entries this year.

Digital entry creation for print, photo, magazine, television and radio competitions means no more forms to mail or shipping fees to pay. So...

- Gather contest-worthy digital content for those categories you wish to enter
- Select a point of contact for your organization's contest entries, in case any communication is needed
- Plan on making your entries early during the contest, to avoid any last-minute rush

**Entry deadline is Friday, March 29**, with the awards announced at the OPC Hall of Fame/Awards banquet on Saturday, June 8. **For a list of categories, guidelines & instructions on how to enter, contact Nicole Lindquist at [nicolelindquist@yahoo.com](mailto:nicolelindquist@yahoo.com), 402-981-2289, or go to [www.omahapressclub.com](http://www.omahapressclub.com).**

## UNL's 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.

***See details & registration form attached to this Bulletin!***

## Menu - 2013 NPA Convention

### Friday, April 12: Lunch

Turkey Club Croissant with potato salad. Sliced turkey breast, smoked bacon, and Swiss cheese with lettuce & tomato. Brownie. Coffee and tea.

### Friday, April 12: Banquet

Pork Loin rubbed with spices then oven roasted with a roasted garlic and artichoke sauce. Scalloped potatoes, honey glazed carrots, classic Caesar salad (crisp romaine, garlic and herb croutons, fresh shredded Parmesan and house recipe Caesar dressing). Rolls and butter. Cheese-cake assortment. Coffee and tea.

### Saturday, April 13: Breakfast

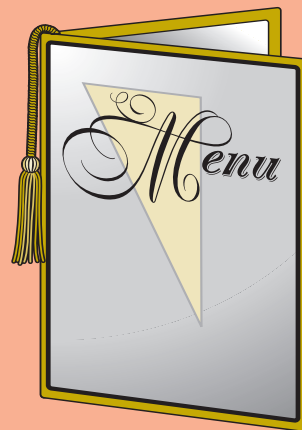
The Husker Buffet comprised of scrambled eggs, cinnamon French toast, bacon, link sausage, home-style breakfast potatoes, pastry assortment, apple and orange juice. Coffee and tea.

### Saturday, April 13: Lunch

Chicken and Broccoli. Chicken breast with broccoli in a homemade cheese sauce, red potato salad. Assorted bars and cookies. Coffee and tea.

### Saturday, April 13: Banquet

Three beef tenderloin medallions with an herbal butter. Duchess potatoes, vegetable medley, dinner salad with assorted dressings. Rolls and butter. Chocolate lava cake. Coffee and tea.



## Eckenrode joins Sidney Sun-Telegraph

Lisana Eckenrode is a new reporter at the Sidney Sun-Telegraph. Eckenrode came to Sidney from North Georgia where she worked as a reporter for newspapers and magazines, and in sales and promotions at several radio stations.

She was a staff writer for *Fetch Your News*, covering news, health issues, community events and public meetings, worked as a correspondent for the *Chattanooga Times Free Press*, and was a writer at *U.S. Rider News*, a motorcycle magazine.

Eckenrode graduated with a BA in Communications from Oglethorpe University in Atlanta, and went on to obtain an MS in Health Communications from Boston University.

## 2013 Tax Implications of Obamacare

Here's a snapshot of the Obamacare tax list for 2013:

1. The employee portion of the hospital insurance tax part of FICA, currently 1.45% of covered wages, is increased by .9% on wages that exceed a threshold amount. The additional tax is imposed on the combined wages of both the taxpayer and the taxpayer's spouse, in the case of a joint return. The threshold amount is \$250,000 in the case of a joint return or surviving spouse, \$125,000 in the case of a married individual filing a separate return, and \$200,000 in any other case.

For self-employed taxpayers, the same additional hospital insurance tax applies to the hospital insurance portion of SECA tax on self-employment income in excess of the threshold amount.

2. Beginning in 2013, a Medicare tax will for the first time, be applied to investment income. A new 3.8% tax will be imposed on net investment income—interest, dividends, royalties, rents, passive activities, and net gains from sales of property not held in a trade or business—of single taxpayers with AGI above \$200,000 and joint filers over \$250,000.

3. A new excise tax equal to 2.3% of the sale price will be imposed on the sale of any taxable medical device by the manufacturer, producer, or importer of the device.

4. The floor for itemized medical expense deductions will be raised from 7.5% to 10%, beginning in 2013. The AGI floor for individuals age 65 and older will remain unchanged at 7.5% through 2016.

5. Allowable contributions to health Flexible Spending Accounts will be limited to \$2,500 beginning in plan years after 2012.

6. Large employers must report on an employee's 2012 W-2, the cost of health insurance coverage under an employer-sponsored group health plan.

7. The 3.8% excise tax indicated in number 2 above, also will apply to the sale of a primary residence in the capital gain exceeds \$250,000 for an individual or \$500,000 for a couple filing jointly.

## Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 3/11:**

### 2x2

Blair Enterprise — Lynette Hansen  
Elkhorn Post-Gazette — Mike Overmann  
Grand Island Independent — Pat Bell  
Hickman Voice News — Linda Bryant (8 ads)  
Hickman Voice News — Sandi Sapp (2 ads)  
Tecumseh Chieftain -- Rachelle Grof

### NCAN

Arapahoe Public Mirror — Gayle Schutz  
Broken Bow Chief — Pat Jackson  
Columbus Telegram — Tryci Greisen  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz



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](http://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: Mar. 25. Fee: \$35**

### **How's Business? Help your team answer the hard questions about the media industry - Fri., Mar. 29, 1:00-2:00 p.m. (CDT)**

It's unavoidable. The question or comment that paints an unflattering picture of your newspaper gets lobbed your way. *How's business? Is circulation down? No one reads newspapers anymore.* In this interactive webinar you'll learn how to train your staff on how to answer the hard questions they hear each day. Great session for ad directors, or anyone concerned about how to manage your newspaper's brand in your community. **Deadline: Mar. 26. 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: April 8. Fee: \$35**

# Classified Advertising Exchange

March 11, 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.

**Attached to this week's bulletin:** Classified Advertising Exchange; NPA Convention Agenda, Hotel Reservation Instructions & Registration Form; UNL Media Showcase Registration Form; Duncan Sculpture Garden Tour Flyer.

**2013 NNA calendar strips are still available!**

**Quantities limited!**

**Call or email the NPA office.**

## 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.