

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

**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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## Five reasons to attend the NPA

### convention:

The theme for this year's  
convention is "Take  
Five."

"Take Five" ideas  
away from the work-  
shops, panel discus-  
sions 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.

### 2013 NPA Annual Convention



1. Get inspired. Hear how people inside the industry are redefining strategies and creating new best practices in this ever-changing digital world. Learn what works and what doesn't, and take away actionable ideas.
2. Opportunities to learn. Workshop presenters will exchange information and ideas designed to generate results and create new revenue streams.
3. Network with your peers. Share ideas and experiences with people from similar sized newspapers.
4. Topics you care about. Workshops cover pertinent topics in our business - from news design, reporting and photography, to ad sales, legal and communication, there's a variety to choose from.
5. Think digital. From digital technology to web solutions to social media, hear from those who are making it work.

**The keynote speaker for Friday's banquet** is Dan Worth, preservation architect with BVH Architects, Lincoln. Dan managed the 14-year renovation project of the Nebraska State Capitol and he'll take a before and after look at the renovation, in his presentation entitled "The Nebraska State Capitol: Restoring a Landmark."

## **NPA/NPAS Staff**

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## **Good Work!**

Congratulations to the following newspapers who sold Network ads for the **week of 3/25:**

### **2x2:**

Hickman Voice News — Linda Bryant (4 ads)  
Hickman Voice News — Sandi Sapp  
Holdrege Citizen — Barb Penrod  
Kearney Hub — Becky Hilsabeck  
Tecumseh Chieftain — Rachelle Grof (2 ads)  
Wayne Herald — Jan Stark  
York News-Times — Kathy Larson

### **NCAN:**

Broken Bow Chief — Pat Jackson  
Hastings Tribune — Denise Kelley  
Hebron Journal-Register — Christy Farnstrom  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz (2 ads)  
Ord Quiz — Amanda Whited

## **And the nominees are for 2013...**

### **NPA:**

The NPA nominating committee, chaired by Kurt Johnson, Publisher of the Aurora News-Register, has nominated Kevin Zadina, Publisher of the Seward Co. Independent, for a three-year term on the Board of Directors. Also nominated was Jim Dean, Publisher of the Columbus Telegram to serve the remaining two years left on the term of Amy Palser who resigned. Also re-nominated are Les Mann, General Manager of the Norfolk Daily News and Dennis Morgan, Publisher of the Elgin Review to three-year terms. The committee also nominated Rod Worrell, Publisher of the Ainsworth Star-Journal as President, Jim Holland, Publisher of the Scottsbluff Star-Herald as Vice-President and Les Mann, General Manager of the Norfolk Daily News as Treasurer. Mike Konz, Editor of the Kearney Hub, was re-nominated to a one-year term to serve as Immediate Past-President.

### **NPAS:**

The NPAS nominating committee, chaired by Greg Viergutz, Publisher of the Gothenburg Times, has nominated Tory Duncan, Editor of the Sutton Clay Co. News, for a three-year term on the Board of Directors. Re-nominated to three-year terms are Tom Kelly, Publisher of the West Point News and Greg Awtry, Publisher of the York News-Times. The committee also nominated Tom Kelly, Publisher of the West Point News as President and Mike Edgecombe, Publisher of the Hebron Journal-Register as Vice-President. Don Smith, Publisher of the Grand Island Independent, was re-nominated to a one-year term to serve as Immediate Past-President.

No additional nominations were received by the March 23 deadline. The nominations stand as nominated by the committees. The NPA Bulletin of February 25 was the first time the above nominations were listed.

## **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. **Showcase details attached to this Bulletin.**

## Such a deal!

**Compare NPA with other press association convention registration fees:**

### NPA Convention 2-Day Registration Fee

\$20.00 - p/person (for 2 days)

### So.Dakota/N.Dakota Press Convention Registration Fee

\$165.00 - p/person

\$145.00 - 3rd person/same newspaper

*Registration includes Thurs reception, Fri/Sat breakfast,*

*Fri lunch & Fri banquet*

### Missouri Press Convention 2-Day Registration Fee

\$175.00 - active member - 1 fee p/group

\$185.00 - assc. member - 1 fee p/group

\$200.00 - non-member - 1 fee p/group

\$ 50.00 - retired member

### Kansas Press Convention 2-Day Registration Fee

\$130.00 - p/person (for 2 days)

\$100.00 - 2nd person/same newspaper

\$95.00 - 3rd person/same newspaper

*2-Day registration fee includes Sat. breakfast & lunch*

### Iowa Press Convention 2-Day Registration Fee

\$70.00 p/person (for 2 days)

\$20.00 p/additional person/same newspaper

*Registration fee includes Thurs. lunch*

## 2013 NPA Annual Convention



## 2013 NPA Ratebook/Directory CORRECTION:

**There is a typo in the 2013 Directory.**

**On the inside front cover ad  
(Roger Galloway, Employee Benefits  
Consulting), the phone # area code  
should be "970."**

Please make this correction in your book.

*We apologize for the error!*



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**

## Annual Raffle for NPA Foundation Scholarship Fund - 3 Prizes/3 Chances To Win!

**2-Husker football tickets** to one Lincoln game,  
NU vs. Michigan State, Nov. 16

**2-NE Girls Volleyball tickets** to one game  
in the "New" Devaney Center

**1-Apple iPad with Retina display Wi-Fi 16GB-Black**

Date of drawing: Saturday, April 13, 2013. Need not be present to win. Tickets are:  
3 tickets for \$25 or 1 ticket for \$10.

Thanks for your support of the Nebraska Press Association Foundation.

## 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. Cheesecake assortment. Coffee and tea.

### Saturday, April 13: Breakfast

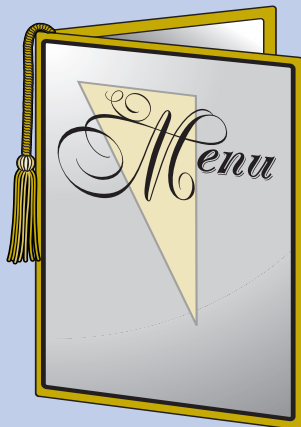
The Husker Buffet comprised of scrambled eggs, cinnamon French toast, bacon, link sausage, home-style breakfast potatoes, pastry assortment, apple and orange juice. Coffee and tea.

### 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.



## 2013 NPA Annual Convention



## Join us at Convention!

**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.

### **Great line-up of workshops includes:**

News design, news editorial, ad sales, monetizing your website, legal workshop, web solutions for community papers, increase readership w/social media, photography how-tos, effective communication in the workplace, healthcare panel, exit planning for selling your paper, and more!

### **"Take Five" Networking Roundtables:**

Share ideas & experiences with your peers from similar sized newspaper.

### **Attend workshops for a chance to win:**

1-Apple iPad w/Retina display Wi-Fi 16GB-White

## 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!

## Donations Needed for the NPA Foundation Silent Auction!

*Send your donation form to  
the NPA office*  
See attached donation form for details.

# Classified Advertising Exchange

March 25, 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](mailto:news@gothenburgtimes.com); or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

**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).

**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](mailto:BertrandHerald@gmail.com).

**Attached to this week's bulletin:** Classified Advertising Exchange; NPA Convention Agenda & Registration form, Hotel Reservation Info; UNL Media Showcase Registration Form; Silent Auction Donation form; Duncan Sculpture Garden Tour flyer.

## 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).