

CONFIDENTIAL

Bulletin

Calendar of Events:

April 4, 2013

Omaha Press Club Dinner/Show
Holland Center, Omaha

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:

EXTENDED DEADLINE

April 3 - to submit Convention
registration form

EXTENDED DEADLINE

Bring your Silent Auction
donation item with you to
the registration desk
Friday, April 12 (by 8am)

April 5

Convention hotel reservation
deadline, Holiday Inn-Downtown

April 10

Registration deadline for NE Press
Women Conference, Creighton
University, Omaha

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Creighton University to Host Nebraska Press Women Conference, April 20

Creighton University in Omaha is the site for Nebraska Press Women's April 20 spring conference, which will focus on "Then, Now and Beyond." The all-day event includes workshops and a lunch honoring two new inductees into the Marian Andersen Nebraska Women Journalists Hall of Fame, winners of the Nebraska Press Women's High School Communications Contest and the recipient of the Nebraska Press Women's Memorial Scholarship. The event concludes with a dinner at which winners of the organization's Communications Contest will be recognized.

Conference sessions include:

Lessons from Our Remarkable Foremothers in Nebraska

Eileen Wirth, PhD., Chair of Creighton University's Department of Journalism, Media and Computing and author of the new book "From Society Page to Front Page: Nebraska Women in Journalism," will share her favorite stories from the amazing women she learned about for the book.

Managing Your Ever-Changing Career

Amy Gubser, executive career coach, certified resume writer and founder of CareerLaunchUSA, will share insights on what works and what doesn't in terms of positioning yourself for your next great career opportunity.

Reporters, Bloggers, Publicists and More

Loretta Carroll, owner of Carroll Communications, and Deena Winter, a reporter for Nebraska Watchdog, are speakers for the final session of the day. They will talk about how their past journalism jobs prepared them for their current positions. Carroll is a former TV anchorwoman, and Winter is a former newspaper reporter.

The conference begins at 8:30 a.m. and continues throughout the day, concluding with the 6 p.m. awards banquet. Full-day registration is \$50 and includes all workshops and meals; cost is \$25 for the day sessions and lunch. Lunch only is \$15 and dinner only is \$25. The event is open to non-members.

Registration deadline is April 10. Registration form is attached to this Bulletin. For conference details, go to www.nebraskapresswomen.org.

Nebraska Press Women is an organization of women and men from all areas of the communications industry. It provides professional development opportunities and offers a forum for discussion of issues common to members.

NPA CONVENTION
REGISTRATION DEADLINE
HAS BEEN EXTENDED
through Wednesday, April 3!

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Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 4/1:**

2x2:

Blair Enterprise — Lynette Hansen
Fremont Tribune — Julie Veskerna
Grand Island Independent — Sue Stinson
Hickman Voice News — Linda Bryant (5 ads)
Hickman Voice News — Cole Keaton
Kearney Hub — Becky Hilsabeck
Lexington Clipper-Herald — Kathy Gundell
Wayne Herald — Melissa Urbanec

NCAN:

Broken Bow Chief — Pat Jackson
Broken Bow Chief — Deb McCaslin (2 ads)
Fairbury Journal-News — Jennifer Lewis
Hastings Tribune — Denise Kelley
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz (2 ads)
Ord Quiz — Amanda Whited

Kasl joins Wayne Herald staff

Katie Kasl has joined the *Wayne Herald* editorial staff in dual roles as a graphic designer and reporter.

Kasl, a Dorchester native, graduated from Wayne State College with a degree in graphic design and a minor in journalism.

Oakland Independent announces new feature columnist

Hannah Hyslop, a 2009 graduate of Oakland-Craig High School, has been hired as a new feature columnist at the *Oakland Independent*.

Hyslop is currently a senior dietetics major at UNL, due to graduate in May. Her weekly column, entitled "The Knead to Know," will draw on her education in nutrition and will focus on food trends, nutrition facts, how-tos and recipes.

Plattsmouth Journal welcomes new advertising consultant

Andrew Cram joined the *Plattsmouth Journal* in February as their new advertising consultant.

Born in Pender, NE, and a graduate of Oakland-Craig High School, Cram earned a business management degree in 2004 from Western Kentucky University in Bowling Green, KY. He brings 14 years of business and financial experience with him to the Journal.

New digital products manager at Omaha World-Herald

Richard Brown has been hired as the new Digital Products Manager at the *Omaha World-Herald*.

Brown will manage new online product development and digital promotional campaigns and oversee the World-Herald's Daily Deal program. Prior to joining the World-Herald, Brown was Marketing Campaigns Manager for Digital Products at *Rockford Register Star* in Rockford, IL.

2013 Better Newspaper Contest

All entries have been processed, sorted, logged, bundled, boxed and judged.

Here is a breakdown by class:

Class A	16 newspapers, 507 entries
Class B	26 newspapers, 1,002 entries
Class C	21 newspapers, 890 entries
Class D	16 newspapers, 895 entries
Daily	12 newspapers, 789 entries
Total	entries for 2013: 4,083

Total newspapers entered: 91 — 52% of the membership entered the contest.

2009 we had: 3,657 entries from 93 newspapers.

2010 we had: 3,599 entries from 86 newspapers.

2011 we had: 4,108 entries from 92 newspapers.

2012 we had: 4,305 entries from 96 newspapers.

Thank you to all who entered. We cannot have a successful contest unless we have entries!

We love our print newspapers

This op-ed ran in the *Omaha World-Herald* on March 15, 2013, and is reprinted here with permission.

Call us old-fashioned, but you'd be saying the same about thousands of people who will constitute the future of our city and state. Last academic year, University of Nebraska-Lincoln students swiped their student IDs nearly half a million times to score copies of the *Journal Star*, the *New York Times*, *USA Today* and the *Omaha World-Herald* from newspaper stands across campus.

They did crossword puzzles. They read about yesterday's fire in their neighborhood. They caught the latest on Nebraska's heated U.S. Senate race. They saw faces of American troops fighting in Afghanistan. They gained valuable insight into the universe that surrounds their pocket of the world, tucked away in downtown Lincoln.

All for \$4.37 a semester per student in student fees, and no charge per swipe. That's the university's going rate under the Collegiate Readership Program, compared to the price of a Sunday-only subscription to the *New York Times*, which would run the average Lincolnite \$4.10 a week.

What UNL has is a sweet deal. And plenty of students have taken notice.

UNL's readership numbers continue to hover near the top of more than 500 campuses nationwide included in the readership program. The Lincoln campus ranked third in the 2011-12 academic year, behind only Penn State University and the University of Utah.

All this information is important as the University of Nebraska Board of Regents considers whether it will continue funding for the Collegiate Readership Program during its Friday meeting at Varner Hall in Lincoln.

We feel the readership numbers speak for themselves, unlike the results of a recent student election.

The students voted -- narrowly -- against keeping the readership program in an advisory vote this month. The margin was a whopping 36, or 0.8 percent, on a ballot question completed by fewer than 4,600 students, about a fifth of last year's total enrollment figure.

Eric Kamler, president of the university's student government, has vowed to fight for the program.

"You can't get that kind of quality at that kind of price anywhere else. It's silly to even consider axing the program," he told the *Daily Nebraskan*. "It won't be controversial."

It sure as heck shouldn't be.

While the campus newspaper serves its own important function, its pages are directed mostly inward at the halls and walkways of the UNL campus. It has neither the reach nor the resources to inform students about their city, their region and their world.

And while the popularity of online news continues to grow, the students have shown -- through actions, not words -- that they love their printed newspapers, too.

Elm Creek Beacon-Observer has new publisher

Effective in early May, the *Elm Creek Beacon-Observer* will be under new ownership. Current owners Bob and Penni Jensen have announced the sale of the business to Michael Happ, a native of Palmer, NE, who will graduate from Creighton University later this spring with a BA in Political Science and Theology.

The sale of the business will take effect May 10, and until that time, the Jensens will continue to publish the newspaper. The Jensens needed to sell the paper due to a staffing shortage, which opened the door for Happ to become its publisher.

"I am happy for the opportunity to become the new publisher of the *Beacon-Observer*, and I look forward to working with and becoming an integral part of all the communities that the paper serves," says Happ, who is 21 years old, making him likely the youngest publisher in the state of Nebraska. "Since I was young, I have been fascinated by the role that the weekly paper plays in the history and growth of a community, and I am dedicated to ensuring that the *Beacon-Observer* remains the official voice of the Fort Kearney Conference for years to come."

Bob Jensen is pleased to be helping Happ put out his publishing shingle.

Fairbury Journal-News launches new internet-based news station, FairburyTV.com

The *Fairbury Journal-News* has embarked on a new path in journalism.

Beginning March 29, FairburyTV.com debuted on the newspaper's website, www.fairburyjournalnews.com, as an on-demand television station, according to Managing Editor, Jim Headley.

FairburyTV.com will offer twice a week newscasts from their new studio in downtown Fairbury, and be led and operated by newly appointed Journal-News Social Media Director, Stacy Boyce, in cooperation with the management of the *Journal-News*.

"People want news, even news of their hometowns, when they want it, not when the post office chooses to deliver it," *Journal-News* Publisher, Fred Arnold, said. "Newspapers of all sizes have to get past the attitude that we disseminate our information only on a paper product. I think we need to be all things to all people and have varying options for them to choose from. Yes, our core product is still relevant and is the flagship of what we do, but a project like FairburyTV.com and other forms of social media allow us to be so much more."

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

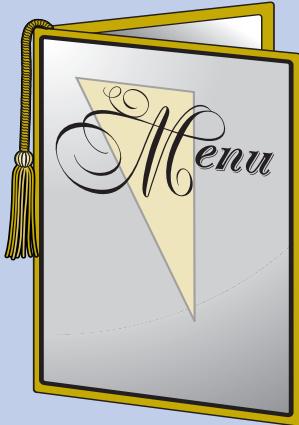
The Husker Buffet comprised of scrambled eggs, cinnamon French toast, bacon, link sausage, home-style breakfast potatoes, pastry assortment, apple and orange juice. Coffee and tea.

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.



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!

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!

**Attend workshops for a chance to win:
1-Apple iPad w/Retina display Wi-Fi 16GB-White**

Sign in and complete a workshop evaluation form at each workshop you attend. Your name will be entered for a chance to win an iPad!

**There's still time to
donate items for the
SILENT AUCTION!**

**Just bring your item to the
NPA registration desk on
Friday, April 12 by 8am.
See attached donation form for details.**

Preview the new Nebraska Press Association's website!

The Nebraska Press Association/Nebraska Press Advertising Service will be 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 (April 12-13), at which point the original website will be deactivated.

To preview the new website:

- Go to new.nebpress.com.
- Click on "Log In" in the top left corner of the site.
- Log in using your current 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.

Demonstrations of the new NPA website will be given during the convention in the registration area. If you have questions or problems, please contact Violet Kirk at 402-476-2851, or email sales@nebpress.com.

**Don't miss the
"Take Five" Networking Roundtables,
Saturday afternoon, from 3:15 to 4:45pm**

Here's a chance to mingle with peers from similar sized newspapers to share ideas and experiences.

"Take Five" ideas or solutions back to your newspaper, from topics like news/editorial, management, postal, ad scheduling/workflow and more!

**Sign up for an individual,
15-minute, one-on-one
consultation
with Ed Henninger.**

Bring 2-3 printed copies of your paper to ask questions & discuss your newspaper's design.

Ed will be available:

Friday (4/12): 1:00-4:00pm
Saturday (4/13): 9:00am-12:00 Noon

To sign up for a consultation,
**contact Susan Watson, nebpress@nebpress.com,
402-476-2851 or (NE) 800-369-2850.**

Ed will present two workshop sessions on news design:

*News Design 101: All Basics, No Bull - Friday, 10:15-11:45am
News Design: License to Print \$\$ - Saturday, 1:30-3:00pm*

Meet Mr. or Ms. X and you could win \$100!

Someone at convention will be Mr. or Ms. X, and they will be working the crowd and looking to shake your hand. If you are the lucky one, you may win \$100 at the Saturday night banquet.

Some of the Silent Auction items:

- Platinum & diamond filigree ring; 15 diamonds mounted in original 1930s platinum design
- Historical 1968 photo of Bobby Kennedy taken in Hastings
- Signed Husker mini helmet (Tommy Frazier & Eric Crouch)
- 2013 Crane Trust Deer Hunt; 9-day access to over 100-acre preserve along the Platte River

AND MORE!

2013 NPA Annual Convention



Classified Advertising Exchange

April 1, 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 Viergutz, 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.

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

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.