

CONFIDENTIAL

# Bulletin

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

## 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.**

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## 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://stateofthemediacampus.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).

**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).

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

## **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).