

CONFIDENTIAL

Bulletin

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Calendar of Events:

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

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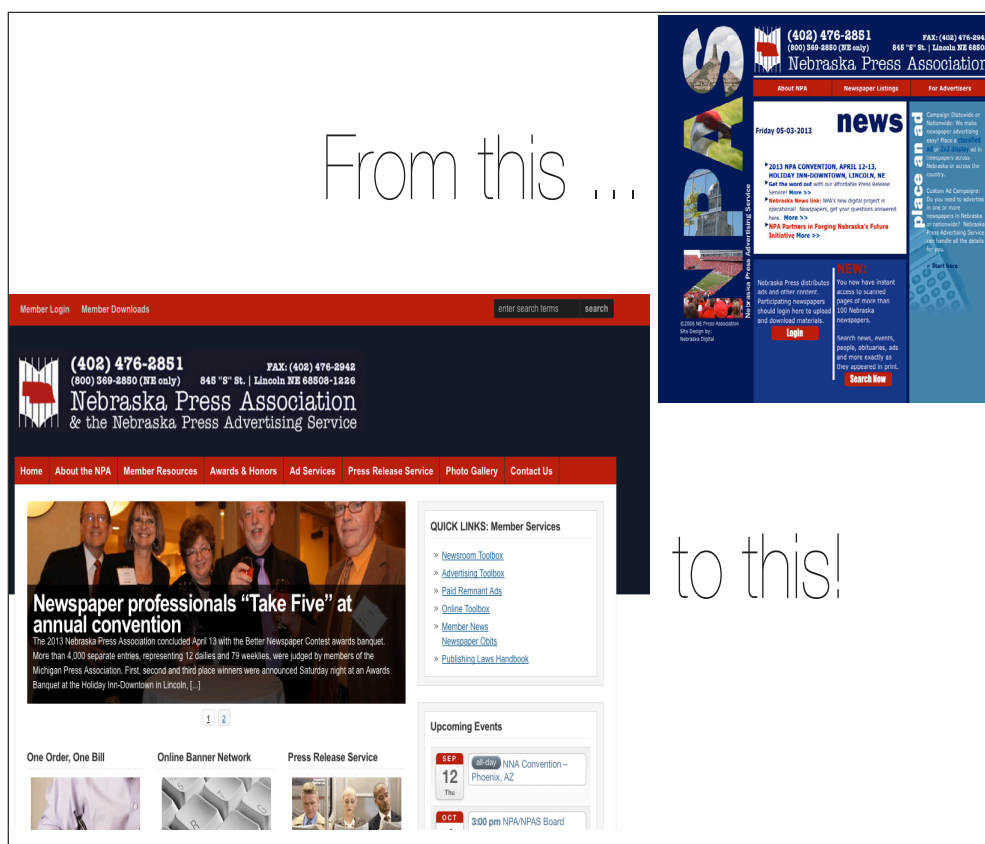
E-mail: nebpress@nebpress.com

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

New NPA website is "live"!

Effective Monday, May 6, the new site goes "live," with the same address, www.nebpress.com. 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 us at nebpress@nebpress.com.



To access the MEMBERS area of the new website:

• Click on "Log In" in the top left corner of the site.

• Log in using your current (member newspaper) user name and password.

To download 2x2s, statewide classifieds and other content:

• 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.

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DNRs (Did Not Run) for months of February and March

The Boards of Directors for NPA/NPAS have instructed us to list a monthly total for ads that did not run as scheduled by NPAS in newspapers for each month. In addition to the total being published in the Bulletin, an e-mail is sent to the publisher of each newspaper that has a DNR that month alerting them to the fact.

**Total cost for DNRs
for the month of
FEBRUARY was \$953.16.**

**Total cost for DNRs
for the month of
MARCH was \$1,470.04.**

There are many reasons for the DNRs (did not runs), but most of them can be attributed to simple mistakes, such as newspapers not logging in ads on run sheets, running incorrect ads, PDF issues, reproduction issues, etc. To help prevent this from happening, NPAS requires that newspapers sign off on all orders. If NPAS does not receive confirmation of an order, we contact the newspaper to make sure the order was received by the newspaper.

Most of our advertising customers are very understanding. Often we are able to secure make good ads at full price. Unfortunately, some of our customers have come to expect errors, which is unfortunate. When an ad does not run as ordered, there is a cost to everyone involved including the advertiser, the advertising agency handling the account, the newspaper and NPAS.

Publishers and Advertising Managers need to stress the importance of getting ads in their newspapers as ordered. If there is ever a question about an order, newspaper representatives should call NPAS.

Good work!

Congratulations to the following newspapers who sold Network ads for the **week of 5/6**:

2x2

Blair Enterprise — Lynette Hansen
Hickman Voice News — Linda Bryant (3 ads)
Hickman Voice News — Stephanie Doeschot
Kearney Hub — Melodee Hauserman
Nebraska City News-Press — Jennie Fletcher
Norfolk Daily News — Suzi Wachter
Scottsbluff Star-Herald — Peggi Carabajal

NCAN

Broken Bow Chief — Pat Jackson
Broken Bow Chief — Deb McCaslin
Fairbury Journal News — Jennifer Lewis (2 ads)
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz
North Platte Telegraph — Dixie Galaway
Sutton Clay Co. News — Tory Duncan
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.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

Fifth generation named publisher of Norfolk Daily News

Jerry Huse, publisher of the *Norfolk Daily News*, announced on April 17 that he will be stepping down as publisher and will be succeeded by his son, Bill.

Bill Huse will be the fifth generation of the Huse family to serve as publisher. His great-great grandfather, William Huse, began the family's ownership of the *Daily News* in 1888 in partnership with his son, W.N. Huse. W.N. Huse served as publisher of the *Daily News* until his death in 1913. His son, Gene Huse, then served as publisher until 1956 when Jerry Huse took over. At that time, the 29-year-old Jerry Huse was the youngest publisher of a daily newspaper in Nebraska and continued in that role for 56 years.

Jerry Huse, who is a member of the Nebraska Newspaper Hall of Fame and also the recipient of the Nebraska Press Association's Master Editor-Publisher award, will remain as president of the *Daily News*.

Bill Huse first joined the *Daily News* in 1988 as assistant publisher. A 1987 graduate of the University of Nebraska-Lincoln, he worked for one year after college in the advertising department of the *Bellevue Leader*. He was named business manager of the *Daily News* in 1990 and then became general manager in 1993. In 1999, Huse and his family moved from Norfolk to Atlanta, GA, to continue his ministry work with Operation Mobilization, which he joined in the late 1990s. He continued as vice president and remained on the board of the newspaper and, in recent years, has again been more extensively involved in the operations of the *Daily News*. As publisher, Bill and his family will continue to live in Atlanta, furthering their ministry.

NE Beef Council articles available on NPA website

The Nebraska Beef Council will not be sponsoring a 2013 beef tab, and they will not provide any newspaper ad, but the Beef Council has provided NPA with a few articles for editorial content for those newspapers wanting to publish a beef section, or pages, on their own.

Newspapers can access this editorial content on the NPA website, www.nebpress.com. In the "Members" area of the site click on "Member Downloads" at top of page, click on "Special Sections." If you have any questions, please contact Rob James in the NPAS office, rj@nebpress.com.

Free e-book available on news plagiarism, fabrication

The American Copy Editors Society, in conjunction with 10 other journalism organizations, has released its first e-book, "Telling the Truth and Nothing But."

The book is available now as a free download at www.rjionline.org. It is designed for media professionals who are responding to incidents of plagiarism and fabrication. The book offers tools to help identify and address those incidents.

Chadron State College student newspaper, The Eagle, takes top honors third consecutive year

For the third consecutive year, *The Eagle*, the Chadron State College student newspaper since 1920, won "Best in Overall Excellence" in the Newspaper Division of the Nebraska Collegiate Media Association's Golden Leaf Awards.

The win came April 21, 2013, at the association's annual conference, hosted this year by Doane College, Crete.

"Clearly, the long hours of hard work, week in and week out, for 28 weeks each academic year, has once again paid off for these dedicated student journalists," said Michael Kennedy, journalism instructor and adviser of *The Eagle*. "I could not be more proud of them, individually and collectively."

In addition to winning "Best in Overall Excellence," staff members captured 27 individual honors and first in the Overall Layout and Design (complete newspaper) category.

The NCMA is composed of eight, two-year and four-year colleges across Nebraska.

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

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

Postal Service focus should be on maintaining services, not costly marketing

By Jim Dickerson, Albion News. Reprinted here with permission.

I hate to see cuts in services by the U.S. Postal Service.

Each time cuts are made, they have the potential to further slow the delivery of our product to out of state subscribers. The more service reductions are made, the more intently we worry about whether the primary means of delivering our print product will still be there in a few years.

In short, rural newspapers like ours desperately need the USPS to stay in business.

We have complaints. We have delivery problems. Our problems are not with local or regional delivery in Nebraska, which is usually pretty good. Our biggest problem is getting timely delivery in other states. Some of our out-of-state subscribers in places like Arizona, California and Texas wait as long as two weeks to get a print copy of our newspaper.

And yet, we know we need the USPS. There is little alternative to the mail (at present) for people who want to hold their weekly newspaper in their hands.

Our National Newspaper Association keeps battling on several fronts, sometimes successfully and sometimes not.

Last year, there was a sometimes heated debate over a requirement by Congress that the USPS pre-fund postal retirees' health benefits some 75 years into the future, and do it in 10 years! No other federal agency has this requirement, and it costs the Postal Service billions of dollars each year, but so far we have seen no action to change it . . .

USPS backed off a few months ago on its initial plan to close rural post offices, but it appears to be continuing with its plan to dramatically reduce window hours at small offices and close some 140 regional mail processing centers, like the one in Norfolk, by May 15, 2013.

We have heard that window hours are scheduled to be reduced at Petersburg and several other smaller offices in our area. All of this, we expect, will have a negative impact on "next day delivery" within our area and region.

The Norfolk processing plant wouldn't exactly be shut down. It would become a "transfer station" for lack of a better description. Mail from Northeast Nebraska would

travel all the way to Omaha to be sorted and shipped back for delivery.

Will that hamper the ability of the USPS to accomplish next day delivery within the region? I don't see how it won't!

So, the type of service that has generally been a strength for this area -- will become a weakness. And that will drive even more business away from the U.S. Postal Service.

Meanwhile, the Postal Service has been doing some really strange -- and very costly -- things in the name of marketing.

First of all, it sponsors a lot of TV ads in prime time about mailing with its "flat rate" boxes. Those ads are very expensive, but probably a drop in the bucket compared to the \$5.5 billion the Postal Service lost last year.

Newspapers and magazines are big customers of USPS. Yet, in my 35 years of paying postal bills for newspaper delivery, the only paid USPS ads I've seen were classifieds placed by the postmaster for an open position. At the national level, USPS doesn't appear to utilize its best customers.

Recently, the Postal Service planned a high end reception with Postmaster General Patrick Donahoe in a San Francisco hotel. To promote this event, the USPS sent out fancy red boxes containing a variety of materials, including a small electronic device that plays a video invitation when opened.

I have no idea what the cost of all this was, but I'm guessing the business executives who received the invitations (knowing the financial woes of the USPS) would probably have been satisfied with a color postcard!

In short, I know there are many challenges facing the U.S. Postal Service, but I also believe there are several ways it could find more efficiencies on a national scale and work more directly with customers to improve its bottom line.

Reductions in service may indeed be necessary at some point, but the focus now should be on maintaining services, efficiencies of operation and correction of some impractical financial requirements.



Happy Birthday, World Wide Web!

Salvador Rodriguez, L.A. Times

It was 20 years ago on April 30, 1993, that the World Wide Web (WWW) was opened to all, setting off one of the biggest transformations in technology and altering the way we communicate.

The original site only included text and instructions on how to use the Internet network that was designed for universities to share research.

The organization behind the World Wide Web restored the original site to commemorate the anniversary. Check out the first website at <http://info.cern.ch/hypertext/WWW/TheProject.html>.

By the end of 1993, there were more than 500 websites. By 2013, an estimated 630 million websites exist on the World Wide Web.

Classified Advertising Exchange

May 6, 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.

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.

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.