

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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The NPA/NPAS office will be closed Monday, May 27, in observance of Memorial Day.

Colburn joins Grand Island Independent as digital director

The *Grand Island Independent* has hired Carrie Colburn as its new digital director.

Her responsibilities will include growing digital readership and revenue through the Independent's website, email subscriptions to their e-newsletter, daily deals and other email marketing.

Colburn began her career with the *Omaha World-Herald* in 2006, moved to its Suburban Newspapers division as account executive in 2007, and joined the *York News-Times* as a print and digital account executive in 2009.

She joined the Omaha World-Herald/Midlands Newspapers corporate team in 2010 as the digital sales and training manager across the Nebraska, Iowa and Texas newspapers, developing and launching digital initiatives and implementing training and in-field digital sales efforts.

Colburn received a bachelor of journalism, majoring in advertising, from the University of Nebraska-Lincoln in 2006.

Pender Times adds staff reporter/copy editor

Clarkson, NE, native, Mark Vrbicky, has joined the *Pender Times* as a reporter and copy editor.

Vrbicky graduated earlier this month from Wayne State College with a bachelor's degree in broadcast communication and minors in journalism and online media.

During college, Vrbicky was active in campus media, as a sports commentator and reporter for the campus radio station, KWSC-FM, and as a writer for the college newspaper, *The Wayne Stater*, where, in addition to writing, he learned newspaper layout and design.

In addition to writing and editing duties, Vrbicky will also work on the newspaper's online media and website.

NPA/NPAS Staff

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Save June 20, NPA/NPAS summer board meeting and golf outing

NPA and NPAS board of directors, fellow newspaper professionals and friends of the Nebraska Press Association:

Mark Thursday, June 20, on your calendar for the NPA and NPAS summer board of directors meeting and golf outing in Gothenburg, NE.



For golfers there will be a Foundation golf outing with a 10:00 a.m. shotgun start at the beautiful Wild Horse Golf Course in Gothenburg.

The NPA and NPAS board meetings will follow golf at about 3:30 p.m. in the golf course clubhouse, followed by dinner.

You are encouraged to put together a 4-person golf team, but if you can't swing a full team, bring a friend or two and we'll match you up with other golfers to make a team. Start recruiting today!

More details will follow, but save the date! If you have questions about the golf event, contact Rob James, NPA office, rj@nebpress.com.

Masterson joins BH Media Group

Bill Masterson, Jr. has been named Vice President of BH Media Group's Southwest Group. Based in Tulsa, OK, he'll be responsible for operations of BH Media Group's newspaper and digital news operations in Bryan-College Station and Waco, TX, and Tulsa, OK.

Masterson has been a publisher and operating vice president for Lee Enterprises, and was most recently based in Munster, IN. In October, he was named "Publisher of the Year" by industry magazine, *Editor and Publisher*.

He served on the board of directors and is a past president for the South Dakota Newspaper Association, and is a current member of the board of directors for the Hoosier Press Association.

BH Media Group, headquartered in Omaha, is a wholly owned subsidiary of Berkshire Hathaway Co., and owns 28 daily newspapers, their digital products and related weekly newspapers in NE, IA, TX, OK, VA, NC, SC, AL and FL.

2013 Mobile Media Research Report highlights:

- Media tablets now used by at least one-third of U.S. adults
- Use of smartphones for news to be on the rise within all age groups
- More mobile news consumers prefer tablet apps
- Growth of large media tablets may be slower in 2013
- Women now outnumber men among tablet users

These are just a few of the key findings from the second annual mobile news consumption survey conducted by the Reynolds Journalism Institute in collaboration with members of the Digital Publishing Alliance.



View additional insights from the 2013 Mobile Media Research Project at <http://www.rjionline.org>.

Nebraska Legislative Resolution honors new NPA president, Rod Worrell

**ONE HUNDRED THIRD LEGISLATURE
FIRST SESSION
LEGISLATIVE RESOLUTION 169**

Introduced by Nebraska Senator, Al Davis, District 43

WHEREAS, Rod Worrell, publisher of the Ainsworth Star-Journal, was elected president of the Nebraska Press Association and inaugurated at the state press convention in Lincoln, Nebraska, on April 12, 2013; and

WHEREAS, President Worrell has been a Nebraska Press Association board member since 2008, and is also the owner of the Valentine Midland News which won a first place award for reader interaction at the 2013 convention of the Nebraska Press Association; and

WHEREAS, the Nebraska Press Association was founded in 1873 and includes 173 daily and weekly newspapers with over 541,000 paid subscribers.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE ONE HUNDRED THIRD LEGISLATURE OF NEBRASKA, FIRST SESSION:

1. That the Legislature congratulates Rod Worrell on his election as president of the Nebraska Press Association.
2. That a copy of this resolution be sent to Rod Worrell and to the Ainsworth Star-Journal and Valentine Midland News.

Federal Court Tears Down National Labor Relations Board Poster Requirement

NE Chamber of Commerce & Industry, May 8, 2013

A federal appeals court has ruled that employers should not be forced to display a poster informing employees of their right to form a union. The ruling is a victory for business groups that represent employers, including the Nebraska Chamber's national affiliates -- the National Association of Manufacturers (NAM) and the U.S. Chamber.

The poster requirement was put forth in 2010 by the National Labor Relations Board and scheduled for implementation on November 2011. However, it was delayed and postponed indefinitely pending the outcome of the legal challenge. Besides informing employees of their right to form a union, the poster would detail organizing rules under the federal National Labor Relations Act. However, it would not notify workers that they could vote to decertify a union or object to its union dues. NAM President and CEO Jay Timmons commented on the ruling by the U.S. Court of Appeals for the D.C. Circuit, saying that manufacturers could "claim an important victory in the fight against an activist NLRB and its aggressive agenda." Timmons added: "The poster rule is a prime example of a government agency that seeks to fundamentally change the way employers and employees communicate."

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.

Contact Carolyn Bowman or Jenelle Plachy at the NPAS office with any questions.



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

Upcoming webinars:

- **Collaborating & Competing, Newspaper Success Models**, Thursday, May 23 - 1:00-2:00 p.m. (CDT)
- **Print & Digital Direct-Response Certificate Program** - June 6 - July 11
- **Top Strategies & Tactics for Sales Success!** Thursday, June 27 - 1:00-2:00 p.m. (CDT)

also offered...

- **Certificate Programs**
These programs offer more in-depth trainings which go beyond the typical one-time webinar. Each program is individually designed to fit the subject matter and training requirements. Certificate Programs offered: **Web Press Certificate & Advertising Sales Certificate Programs**
- **Packaged Webinars**
Are you looking for a more in-depth training program or group of programs to purchase and have to use at your leisure? Packaged webinar programs are now available to download through Online Media Campus. Each grouping of webinars is designed to offer multiple trainings on a similar subject. Packaged webinars offered: **Advertising Sales; Online Sales**
- **Webinar Archives**
Live webinars are recorded and offered as archives to give you an opportunity to participate any time. Register for the archive as you would a live program and you will receive a web link to play the archive.

For details on webinars & certificate programs, or to register for a webinar, go to:
www.onlinemediacampus.com



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NEWSPAPER AND EDUCATION
contest

Categories for traditional &
non-traditional efforts:

- **Community Support for Education**
- **Student Education**
- **Civic Literacy**
- **Marketing**
- **Educational Support**
- **Partnerships**

Deadline: JULY 1

\$100 to 1st Place Winners!
Award Certificates presented during
NNA's 127th Annual Convention in
Phoenix, AZ, Sept. 12-15, 2013



Enter online in NNA's 2013 Newspaper And Education contest, sponsored by Kidsville News!

The National Newspaper Association believes successful newspaper education partnerships should be celebrated, so it has created an enhanced Newspaper In Education contest to highlight newspaper/school partnerships (levels K through community college) that focus on developing fully informed citizens. Both traditional Newspaper In Education programs and non-traditional programs are eligible for entry.

The contest is open to NNA member and non-member newspapers. It will recognize newspapers that have established internships, supported school programs, assisted student journalists and helped local education through activities that reach beyond news coverage. **Entries must have been published or carried out between July 1, 2012 and June 30, 2013.**

Kidsville News!, a literacy and educational initiative based in Fayetteville, NC, has stepped up to sponsor this new Newspaper And Education contest. Read more about it at <http://nnaweb.org/kidsville-news-sponsors-2013-nae>. We thank Kidsville News! for its generous support in helping us recognize the significant role newspapers play in supporting community educational programs. Each of the contest's 10 first place winners will receive a check for \$100 and an award certificate.

Here are all the links you need to get started:

ONLINE ENTRY HANDBOOK (2-page printable PDF) and **CONTEST RULES/INFO/ENTRY FORMS** (rules, definitions, links to "Division A" and "Division B" entry forms), **go to www.nnaweb.org** (click on Contests/Awards); **to ENTER ONLINE, go to <http://betternewspapercontest.com/>** (direct link to online entry platform: click "contestant login," select "NNA 2013 Newspaper And Education Contest", your newspaper, password "bnc").

Entries must be submitted by July 1, 2013. Contest winners will be notified in July if they have won, and will also be invited to accept their awards in person during the National Newspaper Association's (NNA) 127th Annual Convention & Trade Show, Sept. 12-15, 2013, in Phoenix, AZ. Questions? Contact Sara Walsh at: 573-777-4980, or email: sarawalsh@nna.org.

Encourage your congressperson to support Free Flow of Information Act

American Society of News Editors, May 20, 2013

Two versions of the Free Flow of Information Act have now been introduced in Congress, each with bipartisan support. HR 987 was introduced by Representatives Ted Poe (R-TX), John Conyers (D-MI) and Trey Radel (R-FL), and S 1962 was introduced by Senators Chuck Schumer (D-NY) and Lindsay Graham (R-SC). Although there are slight differences between the two, either bill would create a much-needed federal "shield" law that would offer, for the first time, a statutory reporter's privilege that could be invoked when federal authorities seek information, including the identity of a source, from a reporter engaged in newsgathering activities. ASNE would be more than happy to see either bill enacted into law.

As American Society of News Editors Executive Director, Arnie Robbins noted, "The recent events surrounding the Department of Justice's subpoena of telephone records belonging to the Associated Press and its reporters demonstrates that the attorney general's voluntary guidelines regarding the issuance of subpoenas to the media simply do not provide enough protection for the free flow of information between reporters and sources. Allowing this incident to pass without changing the current balance between the Department of Justice and reporters -- which is really no balance at all -- threatens the future of newsgathering on important issues, including many relating to our safety, security and rule of law. The past week has shown us just how absolutely necessary it is to have a reporter's privilege applicable in federal proceedings. The American Society of News Editors fully supports the passage of the Free Flow of Information Act to create that protection."

We hope that you will express your support for these bills to your members of Congress if they return home during the upcoming Memorial Day recess. **We have published some talking points drafted for use by the coalition of more than 40 media companies and organizations, including ASNE, that formally support these bills. Please feel free to use them if you are interested in editorializing in favor of the shield law or if you will be meeting with your representative or senator in the next few weeks.** Questions? Contact ASNE Legal Counsel Kevin M. Goldberg, (703) 812-0462 or goldberg@fhhlaw.com.

Classified Advertising Exchange

May 20, 2013

EQUIPMENT FOR SALE: NuArc Flip-Top Plate-maker, model FT40V6 Ultra-Plus. Also, Glunz & Jensen MultiLine Classic 55 film processor. Equipment located in Tekamah, NE. Call Joe Zink at 402-374-2225, or email: joe.zink@lee.net for more information.

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.

Newspaper Disaster Checklist

The devastating tornadoes in Oklahoma this week are a reminder of how quickly disasters can happen.

Attached to this week's Bulletin is a disaster checklist to help newspapers prepare for the worst.

FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.
Contact NPA for more information.

Attached to this week's Bulletin: Classified Advertising Exchange. Newspaper Disaster Checklist.

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.