

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

### **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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## Newspaper Association of America (NAA) welcomes reintroduction of Free Flow of Information Act

*Marina Hendricks, NAA Director of Communications, May 15, 2013*

Caroline H. Little, president and CEO of the Newspaper Association of America, issued the following statement concerning the Free Flow of Information Act:

"The Newspaper Association of America looks forward to the reintroduction by Sen. Chuck Schumer, D-N.Y., of the Free Flow of Information Act, which was passed by the Senate Judiciary Committee in 2009. As events that have come to light this week have demonstrated, the public's right to the free flow of information – including on all matters of government conduct – is essential in preserving our unique American democracy.

"This kind of federal shield law, which the newspaper industry has consistently and strongly supported along with many other news media organizations, would have, at a minimum, ensured a more fair and balanced process and the weighing of the issues in a court of law. We reject the notion that our nation's security and freedom of the press are somehow incompatible. They aren't. In fact, the Bill of Rights is central to America's security, not something to be ignored. The federal shield law accommodates both by allowing for third-party review. We are hopeful that federal shield legislation will receive support from Republicans and Democrats as it has in previous Congresses."

## New 21-year-old Elm Creek Beacon-Observer publisher prints first edition

The *Elm Creek Beacon-Observer's* 21-year-old new owner has published the first edition of the weekly newspaper he bought in March.

Michael Happ, published his first edition last week and then graduated days later from Creighton University with majors in political science and theology.

Happ says he'd always dreamed of owning a newspaper, and when his father first told him the central Nebraska newspaper was up for sale he decided to buy it from owners Bob and Penni Jensen of Central City.

Although Happ doesn't have journalism experience, he worked in Omaha Mayor Jim Suttle's communication office. Once he's more familiar with the paper, he plans to establish an online presence and redesign the Beacon-Observer.

## Prokop joins Beatrice Daily Sun staff

Samantha Prokop recently joined the *Beatrice Daily Sun* staff as an advertising consultant. A native of Hallam, NE, Prokop will serve the advertising needs of Beatrice and surrounding areas.

Janet Harms, Daily Sun advertising manager, said Prokop's people skills and personality made her stand out as an excellent addition to the Daily Sun's staff.

## NPA/NPAS Staff

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## Summer interns get hands-on newspaper experience

Jacob Bryant has returned for a second summer of interning at the *Tekamah Burt County Plaindealer*.

Bryant just completed his third year at the University of Nebraska-Lincoln, where he is majoring in journalism with concentrations in history and English.

His future plans are to eventually work as a journalist in the entertainment industry.

Shaun Friedrichsen, Fairbury, accepted a summer internship at the *Fairbury Journal-News* and has jumped right in to news writing and photography.

Friedrichsen will be a senior at the University of Nebraska-Kearney this fall, majoring in English writing, with a minor in political science.

## Free 32-page “Social Media in Disaster” guide available online

University of Missouri Extension’s publication “The Use of Social Media for Disaster Recovery” is available online for free just in time for tornado season.

The guide draws from experience with Joplin Tornado Info (47,000 followers) as well as the things learned when implemented with Branson Tornado Info (17,000 followers). Some of the guidelines and suggestions for doing similar pages have also been updated.

The 32-page guide “Using Social Media in a Disaster” is available at <http://extension.missouri.edu/greene>.

“ Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen. ”

*Winston Churchill*

## Good work!

Congratulations to the following newspapers who sold Network ads:

### Week of 5/20:

#### 2x2:

Blair Enterprise — Lynette Hansen  
Elkhorn Post-Gazette — Mike Overmann  
Hartington Cedar Co. News — Peggy Year  
Hickman Voice News — Linda Bryant (7 ads)  
Norfolk Daily News — Denise Webbert

#### NCAN:

Aurora News-Register — Dave Bradley  
Broken Bow Chief — Pat Jackson  
Hastings Tribune — Denise Kelley  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz  
Valentine Midland News — Dana Anderson

### Week of 5/27:

#### 2x2:

Blair Enterprise — Lynette Hansen  
Broken Bow Chief — Deb McCaslin  
Hickman Voice News — Linda Bryant (4 ads)  
Norfolk Daily News — Denise Webbert  
Seward Co. Independent — Patrick Checketts  
Sutherland Courier-Times — Trena Seifer (2 ads)  
Tecumseh Chieftain — Rachele Grof  
Wayne Herald — Jan Stark

#### NCAN:

Aurora News-Register — Dave Bradley  
Broken Bow Chief — Pat Jackson  
Columbus Telegram — Helen Neemeyer  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz

## **Postal: Service Standards changes last July cause additional delays for non-local mail copies**

By Max Heath, NNA postal chair, [maxheath@lcn.com](mailto:maxheath@lcn.com), April 30, 2013

### **Accelerated plant closures will create more disparity**

The U.S. Postal Service last month announced that it would move up 55 plant consolidations scheduled for 2014 into 2013, creating many more changes in service standards that have bedeviled newspapers. That will bring the total number of plant consolidations to 166 by year-end, a recipe for disaster with so much change in one year.

Closings further complicate life for newspaper publishers, who find that each plant closure subjects a larger share of subscribers within their region or state to additional delays under so-called "Modern Service Standards" placed into effect July 2012.

The consolidations, resulting in partial or full closure of some processing plants serving even larger SCFs (Sectional Center Facilities) than ever before, are drastic actions in response to worsening finances of USPS.

### **The problems with plant consolidations are twofold**

1. Newspapers are sent from a smaller, more efficient small-town plant with personnel who are familiar with the regular handling of the newspapers in its territory to a larger, less efficient urban plant, usually with less newspaper volume and no familiarity with your particular newspaper.

And that usually results in an overload of volume stacking up in an urban postal processing plant that can't handle it effectively or on time. Often multiple plants exist in an urban area, and your newspapers may well be directed to the wrong facility, sit awhile, and perhaps find their way to the right building eventually.

2. The service standard changes are quite harmful, and "lawfully" so, in effect since last summer.

Instead of providing one-day service for mail entered and delivered within an SCF, it now gives one-day service only for mail entered at the SCF. And because the former SCF that served your newspaper is moving many—perhaps hundreds—of miles away, that is your new SCF.

It gets worse. The service standard for Periodicals going from one SCF to an adjoining SCF was changed to three days, and for copies going further across the country extends from four to nine days. Some postal people have mistakenly told newspapers that the service standard was nine days—period—the maximum anywhere in the contiguous 48 states—even when the complaint is local or in the next county. That's plain wrong. But the reality is bad enough.

These changes were made because of the decline of First-Class letter mail to gain internal efficiencies by processing letters for a longer "window" of time at a distant plant rather than one closer to you. The problem is that it holds the rest of the mail classes "hostage" to changed standards because of First-Class problems. And as we are finding out, it is creating unhappy subscribers and loss of print subscribers. **(continued on page 4)**

## **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:**

- **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](http://www.onlinemediacampus.com)**

### (Postal: Service Standards cont. from page 3)

In the final rule on service standard changes in the Federal Register May 25 of last year, the Postal Service cited research to conclude: "... the estimated losses (of mail volume) are acceptable when compared to the initiative's likely benefits" (cost savings). Newspapers were likely not part of the calculus in the decision. For instance, USPS suggested that bill payments should be made "one to two days earlier than they do now." But we know that a community newspaper does not have the luxury of "mailing earlier" for distant copies.

To see an interactive service standard color-coded map, enter this link in your web browser: [https://ribbs.usps.gov/modernservicestandards/ssmaps/find\\_map.cfm](https://ribbs.usps.gov/modernservicestandards/ssmaps/find_map.cfm). Click "Periodicals" button upper left, the first three digits of your ZIP code right center, and "Display Map" at lower left.

### OVERNIGHT SERVICE KEPT FOR DELIVERY-UNIT ENTRY

The National Newspaper Association's primary fight throughout many months of service-standard proposals, meetings, and revisions, was to protect the bread-and-butter community newspaper mail, those copies entered at the post offices of delivery within the primary market area of that newspaper. We saw the train wreck coming, but for the most part let magazines and their publishers argue the distant service issues to save our powder for NNA members' key issue.

NNA won that fight. The final rule on service standards for the period from July 1, 2012 through Jan. 1, 2014, promises to "continue an overnight service standard for qualifying destination-entry Periodicals." We see no valid reason why that would change, even in 2014, but we shall keep a watchful eye.

### HOW CAN NEWSPAPERS BEST COPE WITH THESE CHANGES?

**Exceptional Dispatch drops to key delivery post offices**  
Newspapers should maximize the use of Exceptional Dispatch to drop at all post offices within reasonable driving distance, using their own transportation. "DDU" discounts are available for those drops thanks to a 2001 rules change that it took NNA 10 years to achieve. Request is by letter to your origin post office. E-mail me for a sample letter if needed. Neither pre-verification before dropping nor an 8125 Drop Shipment form is required under DMM 707.28.3.

Towns with copies in the range of 50-plus subscribers with carrier-route sortation are candidates. Papers may already have single-copy drops in those towns. If not, one could start single-copy sales to get more value for the trip. Some drops could be made by employees living in that town, some by truck coming back from a printing plant, others by paying small fees to commuter or bread truck driver, etc.

DDU drops don't require a container, so you can drop there as bundles only, up to 40 pounds. And next-day delivery is promised.

In some cases, Highway Contract Route drivers going from one post office to another can make drops more cost-effectively, but no DDU discount is available on those carrier-routed copies.

Newspapers can no longer depend on a close-in plant to supply timely delivery when dropping within the SCF, and delivering to other post offices via that SCF. It was never the best idea, because most plants can't turn papers around consistently in 24 hours.

### 5-digit/carrier route 'Direct' containers stay in old hub

For secondary coverage areas around your main area of interest to advertisers, such as adjoining counties, NNA has pushed hard to ensure that newspapers can have timely delivery of 5-digit and carrier-route containers through HCR Hubs, usually at the former SCF where sorting is being discontinued. USPS still needs a hub-and-spoke system to drop mail for HCR drivers delivering mail to post offices in the morning and returning with mail entered that day in the evening.

Speak with the plant managers of SCFs losing their processing to a "receiving" plant and ensure that these "direct" containers are "cross-docked," or handed off in the old SCF or newly designated HUB near you to get timely delivery of such containers. There is no value to USPS or you to haul direct containers hundreds of miles and back unopened.

The remaining problem is with 3-digit or SCF "working" mail containers. Those, unfortunately, will go directly to the distant receiving plant, and lose delivery quality. Newspapers should minimize the copies in these containers. Some copies are there because of coding problems in CASS-certified software. Correct records lacking 9-digit ZIP to shift copies.

Improving the addresses will kick them into 5-digit or carrier-route containers. Some presort software allows creating a container below 24 pieces to make it a direct container at 23 pieces and below. NNA is also working on rule change to combine 5-Digit and carrier-route mail in trays to help increase volume and reduce container costs.

### Move to mail tubs instead of sacks, or e-subs for distant delivery

For deliveries outside your primary and secondary markets, you are at the mercy of the new processing and network (truck trip) changes. NNA worked nearly five years to get USPS to allow newspapers to count electronic subscriptions on the annual Statement of Ownership. Everyone should be offering those to distant subscribers.

For those who still want print, like me, you need to use Flats Trays (tubs) as your only container. Get out of sacks if you want timely delivery. DMM 707.20.4 allows optional use of flats trays with green lids and pink tray tags. Don't let postal personnel tell you otherwise. Supplies are plentiful. Trays are First-Class containers and processing people strongly prefer them. And be sure you have a good postal presort software and are updating it for changes in plant routings that are required every 60-90 days. © Max Heath 2013



# Classified Advertising Exchange

May 27, 2013

**SALES MANAGER:** The Berkshire Hathaway Media Group – Midwest Division has a rare and exciting opportunity for a proven sales management professional. Our weekly newspaper group surrounding Omaha is looking for a Sales Manager, who would be responsible for advertising operations at all of our Central Weekly papers, including retail, classified, national and legal advertising. Person will be based in Wahoo, Nebraska, overseeing day-to-day advertising operations for Wahoo, Ashland and Waverly weekly newspapers in Nebraska. Position also will provide “big picture” sales thinking to twice weekly operations in Denison and Shenandoah, Iowa, and weekly operations in Logan, Woodbine and Clarinda, Iowa. Experience in the development and execution of sales and marketing strategies that maximizes the newspaper’s value to our customers and enables the company to maintain and increase our market share – both in print and digital. Competitive pay, incentive for achieving division’s budget marks, benefits and 401(k). Send resume, income expectations and cover letter to [shon.barenklau@papilliontimes.com](mailto:shon.barenklau@papilliontimes.com).

**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](mailto: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](mailto:journal@gpcom.net).

## 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. NPA Foundation Golf Outing flyer, Kidsville Newspaper Contest flyer.

## 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).