

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

**The NPA/NPAS office  
will be CLOSED  
July 4 & 5 (Th & Fri)  
for the July 4th  
holiday.**

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## Cozad Tri-City Tribune publisher, avid sportsman,

### Dean Dorsey dies

Dean G. Dorsey, 75, of Cozad, founder of the *Cozad Tri-City Tribune* newspaper and radio station KAMI-FM (104.5), died May 30, 2013 at the Good Samaritan Hospital in Kearney, NE. Born and raised in the Lexington area, he moved to Cozad just a few days after receiving his high school diploma.

Initially, he was a door-to-door bakery salesman for Evans Bakery. He joined the *Cozad Local* newspaper staff as an advertising salesman in 1956, and later became a sportswriter. He founded the *Tri-City Tribune*, one of Central Nebraska's first offset-produced newspapers on November 16, 1965. Later he became publisher of the *Cozad Free Press*, a weekly publication serving communities on the Nebraska Hi-Line. Dean was named Master Editor-Publisher by the Nebraska Press Association in 2009, the highest attainable award given by the NPA. Dean and his wife, Nancy, purchased KAMI-AM radio in 1981, established operation of the 100,000 watt KAMI-FM station in 1983 and sold his broadcast interests in 1985.

Dean was an avid sportsman and officiated high school and collegiate football and basketball games for about 25 years. He served as chairman of the track and field championships which were held in Cozad for 20 years, was honored as 'Cozad Sports Fan Of-The-Year' and was named a 'Distinguished Service' award winner by the Nebraska School Activities Association in 1997. Dean and his son Corbey shared an interest and passion in thoroughbred race horses as owners at numerous thoroughbred race tracks across the U.S.

Survivors include his wife, Nancy of Cozad and son, Corbey and wife Amber of Kearney. Visitation will be held Monday, June 3, 2013, 1:00-8:00 p.m. and Tuesday, June 4th, 2013, 9:00 a.m. to 8:00 p.m. at Blase Memorial Chapel in Gothenburg, NE. A private family graveside service will be held at the Gothenburg Cemetery. Blase-Strauser Memorial Chapel is in charge of arrangements. A Memorial fund has been established in Dean's name.

## Omaha World-Herald wire editor, George Miller

### Jr., dies at 58

George Miller Jr. died May 23, 2013, at the Josie Harper Hospice House after a 16-month battle with esophageal cancer. He was 58.

As a wire editor for *The Omaha World-Herald*, he was responsible for preparing the morning paper's national and international report.

A Papillion native, Miller graduated from Papillion High School and then earned a degree in journalism from the University of Nebraska-Lincoln in 1978. Before arriving at *The World-Herald* in 1986, he worked at newspapers in Columbus, Grand Island and Lincoln.

Miller is part of a newspaper family with deep roots in Nebraska. His grandfather, father and two uncles ran the *Papillion Times*. The Miller family

**(cont. on page 2)**

## NPA/NPAS Staff

### **Allen Beermann**

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### **(Miller obit, cont. from page 1)**

published the paper from 1903 to 1980, when it was sold to Suburban Newspapers, Inc., the community newspaper division of the Omaha World-Herald Co.

Miller is survived by two sisters, Betsy Miller of Tampa, FL, and Meg Zarybnicky of the Elkhorn, NE, area. He was preceded in death by his mother, Rosemary, in 2004 and by his father, George Miller Sr., in 2012.

A private family burial was held on May 25, 2013. A memorial celebration is planned later.

## Creeger joins Central City Republican-Nonpareil as news reporter

Richard Creeger, a recent graduate of Doane College, is the new general assignment reporter for the *Central City Republican-Nonpareil*.

Creeger, a native of Phoenix, AZ, was sports editor of the Doane campus newspaper.

## Hebron Journal-Register adds news director

Regina Bird has joined the staff of the Hebron Journal-Register as news director, covering the news of Hebron and Thayer County.

Bird, who grew up on a farm near Belleville, KS, and graduated from Republic County (KS) High School, is a recent graduate from the University of Kansas with a major in meteorology focusing on news media.

## Gering Citizen welcomes new teen columnist

The *Gering Citizen* will feature a column this summer written by recent Gering graduate, Kaitlyn Krzyzanowski, in their continuing effort to provide young writers with the opportunity to showcase their talents.

Kaitlyn, who spent three years on the journalism and yearbook staff at Gering High School, begins her weekly newspaper column in the June 13 edition of the Citizen. She will be a freshman at the University of South Dakota this fall and wants to focus on journalism and graphic design.

## Scottsbluff Star-Herald assistant editor, Holsinger, moving to the classroom

After 20 years in journalism, 13 of those at the *Scottsbluff Star-Herald*, assistant editor, Roger Holsinger, is making a career change.

Holsinger will put down his notepad and pick up a grade book this fall to teach English, speech, writing and literature at both the Minatare (mornings) and Bayard (afternoons) High Schools, in addition to coaching speech for both schools. His last day at the newspaper is June 14.

## 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.**

## Good work!

Congratulations to the following newspapers who sold Network ads for the **week of 6/3:**

### 2x2

Blair Enterprise - Lynette Hansen  
Clarkson Colfax Co. Press - Tonya Evans (2 ads)  
Creighton News - Sandy Schroth  
Hickman Voice News - Linda Bryant (4 ads)  
Hickman Voice News - Stephanie Doeschot  
Norfolk Daily News - Brandi Lanman  
Seward Co. Independent - Patrick Checketts  
South Sioux City Star - Lynette Hansen  
Sutherland Courier-Times - Trena Seifer  
Tecumseh Chieftain - Rachelle Grof

### NCAN

Broken Bow Chief - Pat Jackson  
Fairbury Journal-News - Jennifer Lewis  
Nebraska City News-Press - Roxy Schutz  
North Platte Telegraph - Dixie Galaway  
Sidney Sun-Telegraph - Dawn Graves

## Reminders about 2x2 Network Ads sent to NPAS:

- A reminder that the deadline for the 2x2 Network is Tuesday at 4:00 p.m. CST and the deadline for the Statewide Classified Network (NCAN) is Wednesday at 10:00 a.m. CST. Newspapers are starting to send in ads past deadline, and this makes it hard for staff to get the ads processed & posted on the website on time.
- Also, newspapers are sending in 2x2 ads in their own column width size. Please remember that we send out the ads in a 1.83" (1 column) or 3.75" (2 columns) width. Please submit the proper size when sending your ads in. When printing the network ads in your newspaper, if you need to shrink the ads to fit your column width, please shrink the ads proportionately so that any photos/graphics are not distorted.
- One last thing: Please send your pdfs with all fonts embedded & in Black & White. Please do not send color ads. When sending your order, be sure to instruct us whether the ad should run Statewide, Central, Northeast, Southeast or Western Region. Be sure to include the name of the salesperson so they can be given credit in the weekly Bulletin.
- **Effective immediately, NPAS will be stricter with the deadlines. All future ads received past deadline will be subject to a late fee.**

## DNRs (Did Not Run) for April

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 APRIL was **\$1,936.19.**

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.

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.



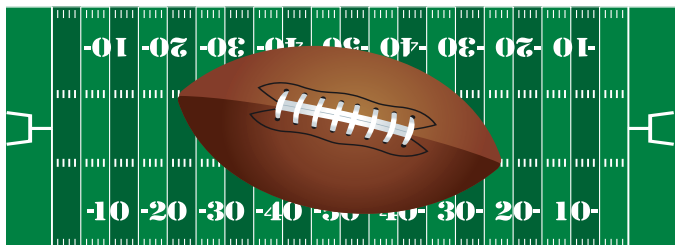
High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

### Upcoming webinars:

- **Top Strategies & Tactics for Sales Success!**  
**Thursday, June 27 - 1:00-2:00 p.m. (CDT)**  
Registration Deadline - Monday, June 24
- **Savings, Costs & the How-To You Need on Full-Service IMb**  
**Friday, July 12 - 1:00-2:00 p.m. (CDT)**  
Registration Deadline - Tuesday, July 9
- **Time-Saving Tips for In-Design Users**  
**Friday, July 19 - 1:00-2:00 p.m. (CDT)**  
Registration Deadline - Tuesday, July 16

**For details on webinars & certificate programs,  
or to register for a webinar, go to:**

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



## **2013 Nebraska home game football tickets available!**

NPA has a pair of football tickets available to each of the following home games for 2013.

Cost will be \$60.00 each/\$120.00 for the pair-per game. The tickets are in the North Stadium, Section 39, Row 82. We will require pre-payment by Visa or MasterCard only. No checks. No holding tickets for later payment. Also, the limit is one pair per newspaper/group.

### **The home games available are:**

**August 31 - Wyoming**  
**September 7 - Southern Mississippi**  
**September 14 - UCLA**  
**September 21 - South Dakota State**  
**October 5 - Illinois**  
**November 2 - Northwestern**  
**November 29 - Iowa**

Please contact Jenelle at the NPA office (800-369-2850), if you are interested in any of the above tickets.

## **Fall 2013 Media and the Military Workshop for Journalists**

The annual Media and the Military Workshop for Journalists will be held September 22-27, 2013, at the U.S. Army Combined Arms Center, Ft. Leavenworth, Kansas.

Coordinated by the University of Kansas School of Journalism and Mass Communications and the U.S. Army Combined Arms Center, this week-long workshop is designed to help reporters, editors, producers and bloggers who have little or no background covering the military and for journalists with no active-duty military experience.

The free workshop is funded by the McCormick Foundation. The McCormick Foundation pays all expenses including round-trip air fare, ground transportation, lodging and meals.

Members of your staff are invited to apply for this workshop. To apply, please contact Barbara Barnett at the University of Kansas William Allen White School of Journalism & Mass Communications, [barnettb@ku.edu](mailto:barnettb@ku.edu); 785-864-0604. **Application deadline for the workshop is July 1, 2013.**

## **Kid Scoop 'Tornadoes' activity page helps children understand the Oklahoma devastation, all proceeds donated to American Red Cross**

The tragic tornado devastation in the Oklahoma City area has sparked Kid Scoop to create a *Kid Scoop Special Edition* dedicated to helping kids better understand and cope with this natural disaster, and how to stay safe throughout the current tornado season.

Content That Works, a leading syndicated content provider, is offering Kid Scoop "Tornadoes" for a small fee for use in newspapers and classrooms. All proceeds will be donated to the American Red Cross efforts in the affected areas.

The page focuses on how and why tornadoes occur, how to stay safe in the event of a tornado and the basic facts about how tornadoes are measured and rated. This information is presented with engaging, standards-based educational activities to provide kids both knowledge and comfort during this sad, harrowing time.

The Kid Scoop "Tornadoes" page is available as a color, full-page broadsheet, provided as a high-resolution PDF.

Click the following link to purchase and download Kid Scoop Tornadoes: <http://bit.ly/14VlnDV> <<http://bit.ly/14VlnDV>> (You will be directed to a Paypal purchase page – credit, debit and PayPal accounts accepted at checkout). For help with checkout, email [Bettina@contentthatworks.com](mailto:Bettina@contentthatworks.com).

*About Kid Scoop (2013 Parents' Choice Award – Best In Children's Media):* For more than 20 years Kid Scoop has used the freshest textbook around – the local newspaper – as a means of reaching young readers with entertaining educational content written just for them. Invite the youths in your community on a journey of discovery with this award-winning, in-paper feature.

*About Content That Works:* Founded in 2001, Content That Works is the industry leader in high-quality editorial content for syndication. Content That Works is dedicated to helping local media and local businesses thrive by creating niche editorial products that attract readers and exceed advertisers' expectations. Today more than 1,000 newspapers, TV and radio stations rely on more than two dozen specialty-content products from Content That Works.

For more information, contact Bettina Chang, Editor, [bettina@contentthatworks.com](mailto:bettina@contentthatworks.com) or 773-250-5357.

# Classified Advertising Exchange

June 3, 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.

**FT ADVERTISING SALES CONSULTANT:**  
Skills required: outgoing, energetic, self-motivated, organized, self-confident person to call on existing customers and build new business, selling and designing ads with new and existing customers. Base pay + commission & benefits. Send resume to the Hickman Voice News: [voiceneews@inebraska.com](mailto:voiceneews@inebraska.com).

## 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, Online Media Campus webinar flyers, Military Workshop for Journalists 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).