

CONFIDENTIAL

Bulletin

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Calendar of Events:

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

March 12-14, 2014

NNA Summit
Washington, D.C.

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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Omaha Press Club honors Excellence in Journalism Award winners

The Omaha Press Club recognized winners of their annual Excellence in Journalism Awards in a ceremony held Saturday, June 8, 2013, at the Omaha Press Club.

Winners in the Print and Photography categories were:

Best Editorial Cartoon - Bill Dunn, Grand Island Independent

Best Editorial - Rob Dump, Hartington Cedar Co. News

Best Sports Photo - Hartington Cedar Co. News

Inductees into the Journalists of Excellence Hall of Fame were also honored during the ceremony. Inductees were: David Haberman, Creighton University emeritus professor; Michael Kelly, Omaha World-Herald; Joe Patrick, KFAB/KMTV/KETV/WOW (posthumously); Ann Pedersen, WOWT/WCCO-TV and Carol Schrader, KETV/KFAB/NET.

Well done, college newspapers

In the recently judged Nebraska Press Association 2012 Collegiate Newspaper Contest, these papers took top honors:

- 1st Place - Best Overall Newspaper - Creightonian, Creighton University
- 2nd Place - Best Overall Newspaper - The Antelope, University of NE-Kearney
- 3rd Place - Best Overall Newspaper - The Gateway, University of NE-Omaha

Nebraska News Service offers free onsite training and consultations through 2013

Don't miss out on this opportunity! 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.

(cont. on page 3)

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Good work!

Congratulations to the following newspapers who sold Network ads for the **week of June 10:**

2x2

Blair Enterprise - Lynette Hansen (2 ads)
Broken Bow Chief - Pat Jackson
Hickman Voice News - Linda Bryant (2 ads)
South Sioux City Star - Lynette Hansen
Sutherland Courier-Times - Trena Seifer
Tecumseh Chieftain - Rachele Grof (2 ads)
Wayne Herald - Jan Stark

NCAN

Auburn Nemaha Co. Herald - Kendall Neiman
Broken Bow Chief - Pat Jackson
Kearney Hub - Becky Hilsabeck
Nebraska City News-Press - Roxy Schutz (2 ads)
North Platte Telegraph - Dixie Galaway



Help with Michigan contest judging, online

Back in February, newspaper personnel from the Michigan Press Association judged the Nebraska Better Newspaper Contest.



It's now time to return the favor. This year you can judge from the comfort of your own office and/or home. The Michigan contest is judged online.

They have numerous categories & classes (including College) that they need for us to judge, so **we need lots of judges to sign up.** You'll note that **you have a few weeks in which to complete your judging assignment.**

Please review the attached flyer, fill it out & return it to Carolyn right away. **Be sure & be specific in your preferences** as I will need to assign you a specific category when turning the info in to them. Thanks for your help on this!

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.**

(NE News Service - cont. from page 1)

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 this note to the Nebraska Press Association:

"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."

To schedule a free onsite consultation with Anthony, please contact him at 402-570-2380, or email him at nns.aroberts@gmail.com. He is available until the end of 2013.



Enter online by July 1: NNA's 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.



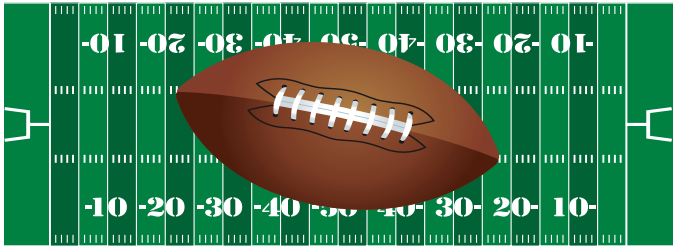
High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

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



2013 Nebraska home game football tickets still available!

There are still Husker football tickets (pairs) available for these 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.

Home games still available are:

September 7 - Southern Mississippi

September 21 - South Dakota State

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.

Small newspapers: a gift to the community

By Ed Henninger

IT'S AMAZING WHAT WE CAN LEARN over the course of a career. So many people have taught me so much. And then, there are the many things I've learned by observing newspaper people at work.

In more than 45 years in newspapering, one of the most important things I've learned: Small newspapers are a gift. But the real gift is the people who work at those newspapers.

Here's why:

The folks who work at small newspapers live in the town. Many of them grew up there. They go to church there. They shop there. Their kids go to school there. They know who's who and who would-like-to-be-but- isn't.

You'll not find harder workers than those who work at small newspapers. They put in long hours and rarely (if ever) complain, they'll visit an advertiser before sunrise and they'll report on those high school football games that run into double-overtime...at an opponent's stadium 28 miles away.

They are boosters. They will offer a balanced report on how things are going in town. They'll tell the bad along

with the good, but they look for the good and they focus on that because they firmly believe the town itself is a good place to live and work.

They try to improve with every issue. If they hear about a better way to do things, whether it's new software, digital photography, the web—whatever—most are willing to give the new technology a shot. Granted, some are old dogs. But even they are willing to learn new tricks. They have the best interests of the newspaper—and the town—at heart. They want to see both succeed and flourish and they are willing to go the extra mile to make that happen.

They are courageous. When that difficult story comes along, the one where they must hold up a mirror to the town and point out an ugly spot, they're not afraid to tell the unvarnished truth. And they do that because they know that the truth is what makes the town and its people stronger.

They lead. Perhaps the town needs a nudge in the right direction. There's a chance for growth—if the people are willing to take it. The publisher and editor will take up the cause and help to generate the momentum needed for positive change.

They appreciate core values. They're too busy for office politics and they really don't care for the gossip and back-biting that goes on at larger newspapers. They have no desire to go write for The New York Times or The Washington Post because they realize they are making a positive difference right where they are.

They treat each other like family. From the publisher on down, everyone on the staff at a small newspaper is "family." They know each other's kids. They talk about the things that bring them together. They trust each other. And when one of them is hurting, they care for each other.

Small newspapers are part of the lifeblood of their town. Whether it's a report on a hotly-argued county tax increase or a few sentences about a party for a bride-to-be, the people at a small newspaper take the time to get all the facts and figures correct, and all the names of the partygoers right. And...they work hard to give advertisers the service and support they need to be successful.

A town without the bright, dedicated people who work at a small newspaper is a town that struggles.

*Ed Henninger is an independent newspaper consultant and the Director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. **Want a free evaluation of your newspaper's design?** Contact Ed at edh@henningerconsulting.com, or call 803-327-3322.*

Classified Advertising Exchange

June 10, 2013

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: voicenews@inebraska.com.

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.

Attached to this week’s Bulletin: Classified Advertising Exchange. NPA Foundation Golf Outing flyer, Michigan Contest Judging flyer, NIE/Kidsville Contest flyer.

Safety Vests FOR SALE through NNA

ANSI Class II-2004-007 safety vests; reflective markings, Velcro closure. PRESS in large letters on back of vest.

\$19.50 ea. (S-XL); \$21.50 ea. (2XL-4XL)

Plus shipping & handling.

To order call NNA - 573-777-4980

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.