

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## 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.**

### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

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

## Howells Journal has new owners

The *Howells Journal* has new owners. Anacott Publishing, LLC, owned by Anna Hays and Scott Brester, purchased the newspaper effective June 1. Anna, a native of Ashland, NE, and Scott bought the Journal from Cheryl Sudbeck, who has owned the Journal since 1991.

Anna will be the new editor and publisher and Scott will provide administrative and behind-the-scenes assistance. Cheryl will remain at the Journal for a few weeks during the transition.

## Gothenburg Times hires new reporter

Austin Benson, of Brewster, WA, has joined the *Gothenburg Times* newsroom as sports and general assignment reporter after graduating from Doane College in May with a degree in journalism and media. Benson followed an older brother to Doane College where he was offered a scholarship to play baseball. Benson fills a position left by Deb Egenberger who now works for the North Platte Telegraph.

## Strickland is newest member of Lexington

### Clipper-Herald sales team

Heather Strickland has joined the *Lexington Clipper-Herald* as an advertising and sales representative. Strickland, a lifelong resident of Dawson County, grew up in the Lexington and Cozad area.

After working with seniors as a nurse in the healthcare profession and serving as interim marketing director for Park Avenue Estates in Lexington, Strickland will now use familiar skills in a new capacity at the Clipper-Herald.

## Summer interns abound at Nebraska newspapers

The *Wauneta Breeze* recently welcomed a new staff member, Christi Christner, of Wauneta, as an intern. Christner, who will be a high school junior this fall, will learn all aspects of newspaper production, including news and feature writing, photography, page layout and design and ad design and sales.

Shawna Newman of Tecumseh will get a "behind-the-scenes" look at publishing a newspaper as intern at the *Tecumseh Chieftain* this summer. Newman, a high school senior this fall, has won awards in the state journalism competition for a personal column and feature articles, and will attend a Journalism Camp in July.

Two students, Megan Lammers and Katelyn Dickes, join the *Hartington Cedar Co. News* as interns this summer. Lammers, who will graduate in December from Northeast Community College with a major in graphic design, will assist the Cedar Co. News with advertising and newspaper design. Katelyn Dickes has begun her internship for a second summer at the Cedar Co. News. In addition to writing, her duties will include editing, and helping with night production of the paper at the Northeast NE News Printing Center. Dickes will attend the University of Nebraska-Lincoln this fall in the medical field.

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## 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!



## Affordable Mail Alliance to again fight major Postal Service price increases

*June 13, 2013*

The Affordable Mail Alliance, a coalition of Postal Service customers, has been reestablished to defeat an expected Postal Service proposal to raise postage rates by as much as five times the rate permissible by law. The Postal Service Board of Governors, who must approve the Postal Service's request, is set to decide on the matter imminently.

The law permits the Postal Service to raise postage rates annually, consistent with the rate of inflation, a standard that should satisfy any well run organization in today's economy. But a combination of declining revenue and increasing costs has the Postal Service poised to inflict on its customers an "exigent" rate increase designed to subsidize an outdated infrastructure in need of change. Most private sector companies have already made major structural and operational changes in recent years in order to survive. The USPS needs to do the same.

A massive postage rate increase will hit consumers, charities, and large and small businesses at a time when the still fragile economy cannot afford it.

The result will be more jobs lost in the private sector in order to maintain an overbuilt postal system, and even less revenue to the Postal Service as mailers flee. There should be a unified call to reform the USPS, not saddle postal customers with higher prices – something that will only accelerate the decline of mail volume, and hasten the Postal Service's demise.

**(cont. on page 3)**

## Good work!

Congratulations to the following newspapers who sold Network ads for the **week of June 17:**

### **2x2**

Hickman Voice News — Linda Bryant  
Hickman Voice News — Stephanie Doeschot  
Stromsburg Polk Co. News — Patrice Clifton  
Tecumseh Chieftain — Rachelle Grof

### **NCAN**

Auburn Herald — Kendall Neiman  
Broken Bow Chief — Pat Jackson  
Kearney Hub — Becky Hilsabeck  
Nebraska City News-Press — Roxy Schutz  
North Platte Telegraph — Dixie Galaway

“Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.”

Steve Jobs

**(Postal - cont. from page 2)**

The Postal Service claims that it will soon run out of cash without major financial relief, a claim it has been making for a number of years. In 2010 the Postal Service proposed a massive postage rate increase to avert a pending financial catastrophe that never materialized. Fortunately for mailers and for the Postal Service, that proposed price increase was rejected through the efforts of the Affordable Mail Alliance.

While the Postal Service may believe it has no other options, a rate hike of this magnitude will hurt postal customers and cause more mail to leave the postal system; therefore, the Affordable Mail Alliance has united to once more say no to exorbitant rate hikes.

The National Newspaper Association (NNA) is a member of the Affordable Mail Alliance.

## **“Fair Use for Journalism” guide available free online**

(Center for Social Media) — “Set of Principles in Fair Use for Journalism” is a statement of principles to help journalists in the United States interpret the copyright doctrine of fair use.

The free guide is intended for anyone who engages in creating media of any kind that refers to real-life events of public interest, in service of public knowledge, whether that person is a full-time professional or an individual who takes it upon himself or herself to report about specific issues or events. In other words, the definition of “journalism” to which this document speaks is defined by acts, not titles, and is an inclusive one, reflecting (in part) the changing nature of the technologies that support and enable journalistic practice.

Fair use is the right to use copyrighted material without permission or payment under some circumstances — especially when the cultural or social benefits of the use are predominant. It is a general right that applies even in situations where the law does not provide an explicit authorization for the specific use in question.

As with more familiar rights of free expression, people use this right without any formal notification or registration.

This guide identifies seven situations that represent the current consensus within the community of working journalists about acceptable practices for the fair use of copyrighted materials. It identifies some common situations encountered by journalists, principles for the application of fair use in those situations, and the limitations that journalists recommend to define the zone of greatest comfort for employment of this right — all consistent with the development of the fair use doctrine in the courts.

**Download a copy of the free guide here: <http://www.centerforsocialmedia.org/journalism>.**

## **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.**



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

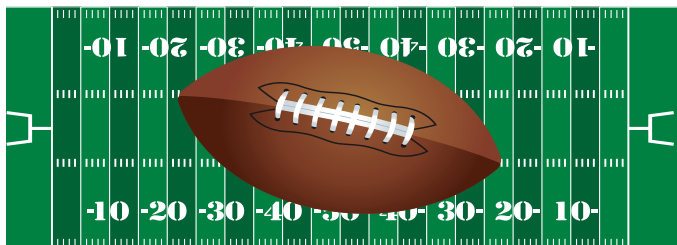
### **Upcoming webinars:**

- **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 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**

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



## 2013 Big Red Football NPA Season Parking Passes Now Available

The NPA/NPAS board of directors have decided to lease parking stalls for the entire 2013 Big Red football season at a cost of \$200.00 per pass. Because the NPA lot (845 "S" St.) is in the shadow of Memorial Stadium, it is a prime location. After-game departure is quick and easy. Our lot is lighted at night, so you can find your car after a night game.

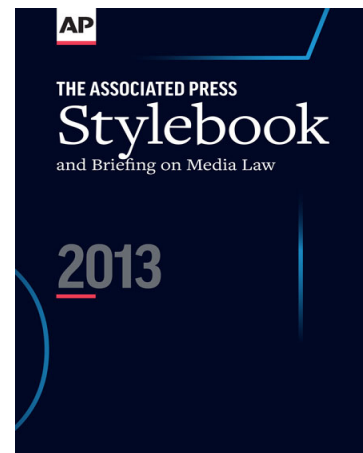
**The enrollment period for NPA members will end earlier this year, on July 12, 2013. (First home game is Aug. 31).** If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular monthly parkers by some type of lottery. Season parking pass for our members includes complimentary pre-game meal and restroom facilities in the NPA offices.

This is a one season lease and all parkers, including NPA members, must reapply each season. (Oh, and football tickets do not come with the parking stall!) The \$200 fee MUST accompany the application for parking stall. The lease letter and application form is attached to this weeks' Bulletin. **If you're interested in securing a season parking pass for \$200.00, please contact the NPA office no later than July 12. Availability is on a first-come, first-serve basis. Parking letter & lease attached to this Bulletin.**

## 2013 AP Stylebook marks 60th Anniversary

The AP Stylebook is marking its 60th anniversary with the 2013 print edition, which includes more than 90 new or updated entries and broadens the guidelines on social media.

The 2013 edition consolidates a number of changes made since the 2012 volume was published. **The new print edition and online subscriptions can be ordered online at <http://www.apstylebook.com>. Stylebook Mobile is sold via iTunes.**



The new spiral-bound Stylebook costs \$16.75 for member news organizations. Stylebook Online prices are \$26 for individual subscribers for one year and \$16 for news organizations that are AP members.

Updated regularly since its initial publication in 1953, the AP Stylebook is a reference for writers, editors, students and professionals. It provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style.

## Documentary video "Deadline in Disaster" about Joplin (MO) Globe wins Mirror Award

The Missouri Press Association's documentary video "Deadline in Disaster" received a Mirror Award from the Newhouse School of Public Communications at Syracuse University earlier this month.

Carol Stark, editor of The Joplin Globe, was in New York City on June 5 to accept the Mirror Award for the association. "Deadline" documents the response of The Globe to the deadly tornado of May 2011 that killed 161 people and destroyed nearly a third of the city.

Mirror Award winners are chosen by a group of journalists and journalism educators. The awards recognize excellence in media industry reporting.

The Newhouse School presented seven juried journalism awards at the seventh annual Mirror Awards ceremony, which was held at Ciprianai 42 in New York City.

Established by the Newhouse School in 2006, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit.

**For more information about the documentary, go to [www.deadlineindisaster.com](http://www.deadlineindisaster.com).**

# Classified Advertising Exchange

June 17, 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](mailto: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](mailto:shon.barenklau@papilliontimes.com).

**Attached to this week’s Bulletin:** Classified Advertising Exchange. Michigan Contest Judging flyer, Media & the Military Workshop flyer, 2013 NPA Season Football Parking Letter & Lease, Online Media Campus webinar flyers.

## **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](mailto:nebpress@nebpress.com).