

CONFIDENTIAL

# Bulletin

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

## Calendar of Events:

**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

### CONTACT INFO:

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Web Site: <http://www.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!



## Petersburg Press pays it forward

*Petersburg Press* publishers, Jim and Julie Dickerson, recently donated a \$200 check they received for winning the Omaha World-Herald Community Service award at the April, 2013, Nebraska Press Association convention in Lincoln. The Dickersons presented their donation to the Petersburg Library to help purchase a new computer.

## Adobe adopts new pricing for its software

Have you read the news about Adobe's new subscription plans for its products? No longer will you buy a software license or CD. Instead, you will pay a monthly fee to access Adobe products such as InDesign and Photoshop online.

The new Adobe pricing model is drawing quite a bit of criticism from many in the newspaper industry and elsewhere. See Kevin Slimp's latest column (page 3 of this Bulletin) on this emerging issue that could prove very troublesome (and expensive) for community newspapers.

At the National Newspaper Association (NNA) meeting earlier this month in Colorado, this issue generated quite a bit of discussion among NNA board members. Needless to say, no one is happy about the direction that Adobe is taking with this new pricing.

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

## NPA/NPAS Staff

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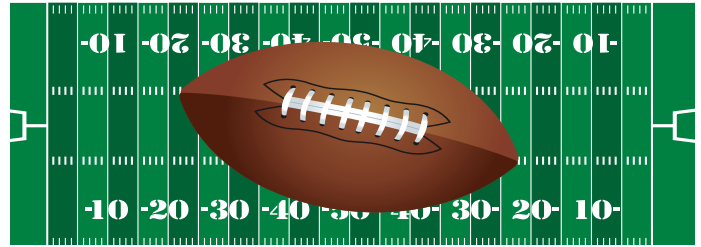
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## Tickets still available for these Husker football home games!

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**

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.**

## Good work!

Congratulations to the following newspapers who sold Network ads for the **week of June 24:**

### **2x2**

Blair Enterprise — Lynette Hansen  
Elkhorn Post-Gazette — Mike Overmann  
Hickman Voice News — Linda Bryant (3 ads)  
Hickman Voice News — Stephanie Doeschot (2 ads)  
Seward Independent — Pat Daehling  
Stromsburg Polk Co. News — Patrice Clifton  
Tecumseh Chieftain — Rachelle Grof  
Wayne Herald — Jan Stark

### **NCAN**

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

## Catch up on NPA news: Bulletin archives available on website

2013 back issues of the weekly Bulletin are now available on our website. Go to [www.nebpress.com](http://www.nebpress.com), log in, click on Member Downloads, then click on Bulletin/Green Sheet Archives.

# STORM CLOUD

## Adobe opens can of worms with Creative Cloud



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

When I was a college student living in Texas, I got used to hearing people say, "Boy, howdy."

This wasn't a greeting, as you might think. It was more along the lines of "You're not kidding!"

It's struck me as funny that, as I thought about the best way to explain the reaction to Adobe's Creative Cloud announcement, the first words that came to mind were, "Boy, howdy?"

Did Adobe open a huge can of worms by moving to the Creative Cloud model? Boy, howdy. Did they ever. Is the creative and publishing world up in arms about it? Boy, howdy. Are they ever.

Is there anything we can do about Creative Cloud? Probably not.

For those who have been hiking the Appalachian Trail for the past two months and aren't familiar with the changes at Adobe, here's the short version: You no longer buy Adobe software. You lease it. Think of your cable company. For a monthly fee, you have access to hundreds of channels, even though you probably don't watch more than three or four.

Cable seemed like a good idea when I moved into my place three years ago. I got 200 channels, HBO, high-speed Internet and a phone line for \$99 per month. It's hard to argue with that. What I haven't been able to figure out is how my cable bill went from \$99 per month to over \$200 without my noticing it. And I don't even get HBO anymore.

And that's the catch about Creative Cloud, isn't it? Sure, we get InDesign, Photoshop, Illustrator, Flash, Acrobat InCopy and a couple of dozen other apps. But let's face it, how many of our people use more than two or three Adobe applications?

And that price of \$30 per month per user? That sounds like an OK deal. \$360 per year for the latest version of Adobe software. But what about next year. That price is only guaranteed for the length of the one-year agreement. And, unless something changes, the \$30 per

month goes up to \$50 for folks who sign up after July 31, 2013. So beginning August 1, that \$360 moves up to \$600 annually.

Are people upset? Boy, howdy. There are blogs and online communities dedicated to complaining about the changes at Adobe. They've recently been compared to Quark, whose corporate attitude in the 1990s led to their quick descent from their lofty perch as king of the creative world.

In 1997, *Publish Magazine* asked me to write an editorial comparing Adobe to Quark. Not a software comparison, but a comparison of the companies. At the time, it seemed like just about all of Quark's customers were tired of their corporate "take it or leave it" attitude.



Umbrella illustration courtesy of Adbuilder.com

Quark customers left in droves after the release of Adobe InDesign. Over the next few years, the king of the creative world was sitting at the bottom of the heap, looking up at the new king.

I've received calls and emails from publishers from New York to California. I even received a call while I waited for a flight in Boston last week from a National Newspaper Association board member. He called, during their meeting, to learn what our alternatives are as an industry. Apparently it was the board's "hot" topic at that moment. My answer, "Not much."

At this moment, however, I'm letting my

mind play "What if?" The game is played something like this:

- What if Quark got together with Corel and packaged the latest version of QuarkXPress with Corel Paintshop Pro and sold the bundle for \$699?

- What if Quark bundled QuarkXPress with GIMP, a free Photoshop "clone" application and made some tweaks so the two applications could work seamlessly together, like InDesign and Photoshop?

The problem with playing "What if?" is that it's just a game. It looks like none of these scenarios are going to happen. I just got off the phone with Gavin Drake, VP of Marketing at Quark, and it sounds like they're not planning any bundles or making any plans to take on the Creative Cloud.

And let's face it. If Quark's not interested in competing with Adobe on the publishing front, who will?

And, for those of you who are wondering, I did talk to Liz Mitchell, PR Manager at Corel. She was very kind and happy to answer my questions concerning Adobe users looking for alternatives. However, in the end, Corel has products that serve as

alternatives for Adobe Illustrator and Photoshop, but their products are primarily Windows-based and there is nothing to compare to InDesign or QuarkXPress.

I'm not worried about the changes with Adobe software. We can always keep producing newspapers and other publications the way we always have. What does worry me is that companies like Adobe and Quark don't see the traditional publishing world as a market worth concern any longer.

And as logical as it seems, creating an alternative to InDesign just isn't feasible. I was involved in the K-2 project - what later became InDesign - and it seems like it took seven years or more to develop the original version of the application.

So what's my advice? There doesn't seem to be a viable option to Adobe Creative Cloud at the moment. Eventually you will be

forced to upgrade equipment and software and, when you do, you'll probably sign up for Creative Cloud.

In the meantime, read carefully. The price goes up significantly after July 31, 2013. If you are going to upgrade software, do it before then. Otherwise, you'll spend \$240 extra per user over the next year.

Am I a little frustrated that we don't seem to have other options? Boy, howdy, am I ever. But like everyone else, there doesn't seem to be much I can do about it at this point.

I'd love to hear your thoughts about the changes at Adobe. Email those to me at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

# Classified Advertising Exchange

June 24, 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).

## **CLASSIFIED ADVERTISING MANAGER:**

The Grand Island Independent has an opening for Classified Advertising Manager. This position has responsibility for managing a talented team of classified advertising sales representatives in a dynamic, fast paced, goal-driven media environment.

The Classified Advertising Manager will train and develop staff and create and execute advertising promotions for print and Internet publication. Ideal candidate will have a college degree or success in previous sales position with a minimum of two years managerial experience. Previous media experience and working knowledge of the Internet desirable. This is a full-time position with benefits. Compensation commensurate with experience.

Please send resume and references to: Molly Holcher, HR Coordinator, Grand Island Independent, 422 W. First Street, Grand Island, NE 68801, or email: [molly.holcher@theindependent.com](mailto:molly.holcher@theindependent.com).

## **REPORTER/WRITER:**

The Catholic Voice in Omaha is seeking an experienced journalist to join our award-winning news team. All types of news writing – features, straight news, breaking news, plus photography – involved in this position. Duties also include writing for special sections, the online issue and assisting with page design and production. Candidates should have a degree in journalism or mass communication, plus two years of publication experience and a solid understanding of the Catholic Church. Experience with Indesign a plus. Send cover letter and resume to Randy Grosse, Editor and General Manager, at the Catholic Voice, P.O. Box 4010, Omaha, NE 68104, or email to [ragrosse@archomaha.org](mailto:ragrosse@archomaha.org).

**Attached to this week's Bulletin:** Classified Advertising Exchange. Michigan Contest Judging flyer, 2013 NPA Season Football Parking Letter & Lease.

## **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).



## Calling All Judges!!!

The **Michigan** annual Newspaper contest is coming up in July/August, and they need judges.  
We need judges to judge dailies, weeklies & college entries.

**WHEN?** July 22 - August 23, 2013

**WHERE?** In front of your own computer or in your office/home

The entire contest will be online with the exception of a few categories (General Excellence & Design)  
that will be mailed out to select judges.

Instructions & rules will be sent to judges at the beginning of the  
judging to explain how the website works.

**Dailies & Weeklies:** General Excellence, Spot News Story, News Enterprise Reporting, Design, Feature Story, Editorial Writing, Editorial Pages, Local Columnist, Photos (News, Feature, Sports), Photo Story, Sports Writing, Sports Columnist, Sports Feature Writing, Sports Coverage, Most Innovative Story Telling, Special Section, Best Ad Idea, Best Color Ad, Best Promotion Ad, Best Ad Series, Best Classified Ad Promotion, Best Classified, Best Online Promotion, Public Service Award, Rookie Writer Award, Best Headline, Best Writing, Best Multimedia Presentation, Best Website, Best Overall Photo.

**College Categories:** Investigative Reporting, Feature Story, Sports News/Features, Multimedia Reporting, Column, Review or Blog, Editorial, News-Only Photo, Original Cartoon Editorial or Entertainment, Non-Front Page Design, General Excellence, Single Ad, News Story, Special Advertising Section, Online Newspaper, Front Page Design, Feature or Sports Photo. What a great way to gain new ideas for your newspaper!

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\_\_\_\_\_ YES, I can judge.

Name \_\_\_\_\_

Newspaper: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Judging Preferences: \_\_\_\_\_

Return immediately to:  
Carolyn Bowman  
Nebraska Press Association  
845 "S" St.  
Lincoln, NE 68508  
FAX: 402-476-2942  
cb@nebpress.com

**2013 FOOTBALL SEASON GAME DAY PARKING LEASE**

THIS PARKING AGREEMENT, executed at Lincoln, Nebraska, this \_\_\_\_ day of \_\_\_\_\_, 2013, by and between Nebraska Press Advertising Service hereinafter referred to as the "Lessor" and \_\_\_\_\_, hereinafter referred to as the "Lessee",

(Please Print)

WITNESSETH:

Lessor does lease unto Lessee a parking space or stall numbered \_\_\_\_\_ located in the parking lot at 9<sup>th</sup> and "S" Street, adjacent to the office building located at 845 "S" Street, Lincoln, Nebraska, commencing on the 31st day of August, 2013, until each scheduled home game has been played by UNL. **A consideration of \$200.00 per parking stall shall be paid by Lessee on or before July 12, 2013.** A service fee of \$20.00 will be due to Lessor for any check(s) of Lessee returned by a financial institution.

Lessee must at all times display in Lessee's vehicle the parking permit provided by the Lessor. If parking permit is not displayed, Lessee's vehicle is subject to towing at Lessee's expense. If parking permit is lost, a replacement fee of not to exceed \$10.00 will be charged to the Lessee.

All personal property, including all motor vehicles and items of personalty contained therein on Lessor's premises, shall be at the risk of the Lessee only. The Lessor shall not be or become liable for any damage to Lessee's personal property, or to Lessee or to any other persons or property arising from any act of neglect, including theft and vandalism of other tenants, occupants, employees of Nebraska Press Advertising Service or arising by reason of the use of, or any defect in, the said parking lot or any of the fixtures, equipment, or appurtenances thereon, or by the act or neglect including injury, theft and vandalism of any other person or caused in any other manner.

If rent or any part thereof shall not be paid when due, or if the Lessee shall at any time fail or neglect to perform or observe any of the covenants, conditions or agreements herein contained on the part of said Lessee to be performed and observed, then in any such case this lease shall thereupon terminate at once, without any formal notice or demand; notice and demand being hereby expressly waived, and the said Lessor shall be entitled to recover the amount herein named as rental during the time said property is withheld from the Lessor and is not wrongfully detained.

IN WITNESS WHEREOF, the said parties have executed these documents on the date first above written.

NEBRASKA PRESS ADVERTISING SERVICE, LESSOR

LESSEE

By: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Parking Permit # \_\_\_\_\_

Parking Stall # \_\_\_\_\_

Mailing Address \_\_\_\_\_

Cell Phone \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Email \_\_\_\_\_

Newspaper \_\_\_\_\_

Car License # \_\_\_\_\_

Car License # \_\_\_\_\_

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



## Nebraska Press Association

Nebraska Press Advertising Service

June 2013

Dear NPA Members,

One of the amenities of the 845 "S" property is a rather large hard-surfaced parking lot. The lot has 33 regular stalls which are all rented for daily use (month to month). For many years, the lot has been one of the most sought after places for Saturday parking during the Big Red Football Season. In fact, there is a long waiting list for those wishing to park. The lot takes on a slightly different configuration for football Saturdays and 33 cars can be parked there. The lot has always been rented for the entire season of games.

The NPA/NPAS boards of directors have decided to lease stalls for the entire season at a cost of \$200 per pass. The enrollment period for the 2013 football season will end on July 12, 2013. If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular parkers by some type of lottery. They, likewise, will have only a one season lease and must reapply the same as our members.

NPAS will contract with a person to manage the lot and stalls. Because our lot is in the shadow of Memorial Stadium, it is a prime location. After game departure is quick and easy. Our lot will be lighted at night, so that you can find the car after a night game.

**IF YOU KNOW IN ADVANCE THAT YOU WILL NOT BE USING YOUR STALL FOR A PARTICULAR GAME, PLEASE NOTIFY THE NPA/NPAS OFFICE. WE CAN EASILY SELL THE STALL FOR OUR FOUNDATION SCHOLARSHIP PROGRAM.**

We will adopt most of the same rules that have applied to the lot over the past years--these rules are tested and have worked. The rules are as follows:

1. The stalls are pre-assigned, and held for parkers as they arrive for the game. **IF YOU ARE NOT PARKED IN YOUR ASSIGNED STALL 15 MINUTES BEFORE KICKOFF AND HAVEN'T NOTIFIED US THAT YOU ARE RUNNING LATE, WE ANTICIPATE SELLING THE STALL FOR THAT GAME FOR THE SCHOLARSHIP PROGRAM.**
2. Each person who has leased the stalls for the season will be issued a special pass. It is good only for the season and is to be in the custody and control of the person who leased the stall. Any assignment of the pass for a given game is the decision of the person who leased the stall and the lessee assumes all responsibility for the pass.
3. Any loss of a pass must be reported in writing to the NPA/NPAS office with the details of how the pass was lost or stolen. A \$10.00 replacement fee is required.
4. Tailgate parties are permitted but must be kept within your leased parking space--the

use of hot charcoal grills is PROHIBITED.

5. The year-to-year lease price could vary, usually depending on the number of home games, and/or the cost of lot management.
6. Other details and rules will appear in the lot lease for the football season. The \$200 lease fee must accompany the application for the parking stall. If NPAS oversubscribes with its members, then a lottery will be conducted to determine who gets stalls for the season.

Prior to all games each season, we will be hosting a pre-game brunch (or breakfast) for all of our members.

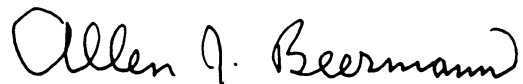
We will open our office door before and after the game so our member parkers can use the restroom facilities and meet guests. It might be difficult to sort out our members from other parkers or fans who walk by the lot but please note that this is not a public restroom – it is only available to our members!

Oh!! Be further advised that football tickets do not come with the lease for a parking stall. The football tickets are the responsibility of the person wishing to attend the game.

Enclosed is an application form for the lease of a stall for the 2013 football season. Questions and inquiries can be directed to the NPA/NPAS office. If you have comments, suggestions, or advice, please do not hesitate to direct them to the board(s), or the Executive Director.

Go Big Red!

Respectfully submitted



Allen J. Beermann  
Executive Director  
"Chief car parker"!

\*\*See enclosed football parking lease\*\*