

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

Deadlines:

July 12, 2013
Deadline to submit Husker
football season parking lease
& payment to NPA office.

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The NPA/NPAS office will be CLOSED
July 4 and 5 for the July Fourth holiday.

Norfolk Daily News “reporting reconnaissance” visits 14 area communities

On June 25, 2013, 14 *Norfolk Daily News* reporters visited 14 different Northeast Nebraska communities as part of a “reporting reconnaissance.”

The reporters were told that day which community they were assigned to visit. With no advance preparation allowed, their mission was to travel to their assigned community, spend no more than two hours in the community and then return to Norfolk with something interesting to report on. Reports could be in the form of stories, photographs or video. A few of the visits were shared in the June 26 edition, but the majority of the community visits were included in a special presentation in the June 27 edition of the Daily News.

The 14 communities visited were: Madison, Battle Creek, Stanton, Pierce, Winside, Meadow Grove, Tilden, Wayne, Plainview, Neligh, Randolph, Humphrey, Newman Grove and Wisner.

Peters joins Grand Island Independent as reporting intern

The *Grand Island Independent* has hired Chris Peters as a summer intern general assignment reporter. Peters also freelances for the Omaha World-Herald and plans to intern at Huskers Illustrated this fall. He is a senior at UNL and plans to graduate in August with a degree in journalism. Last fall, Peters co-hosted a sports talk show on the university’s radio station and was assistant sports editor and head football writer for the campus newspaper.

NPA/NPAS Staff

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Office Manager/Bookkeeper
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Susan Watson

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Violet Spader Kirk

Advertising Sales Assistant
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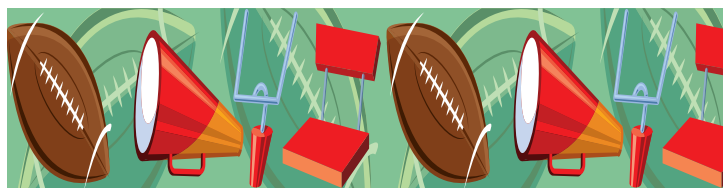
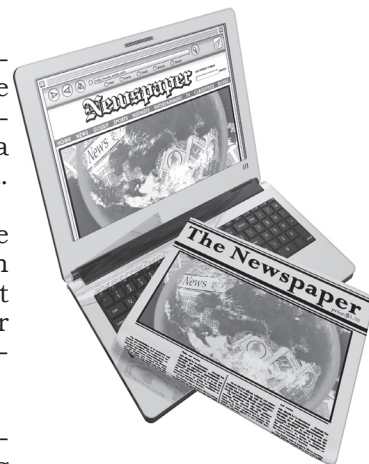
Please help with Michigan contest judging, online!

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. Your help with judging is greatly appreciated!



Good work!

Congratulations to the following newspapers who sold Network ads for the **week of July 1:**

2x2

Blair Enterprise - Lynette Hansen
Hickman Voice News - Linda Bryant (2 ads)
Hickman Voice News - Stephanie Doeschot
Tecumseh Chieftain - Rachelle Grof

NCAN

Aurora News-Register - Dave Bradley
Broken Bow Chief - Pat Jackson
Broken Bow Chief - Deb McCaslin
Fairbury Journal-News - Jennifer Lewis
Henderson News - Judy Ross
Kearney Hub - Becky Hilsabeck (3 ads)
Nebraska City News-Press - Roxy Schutz

Bulletin back issues are on the NPA website!

Go to www.nebpress.com, log in, click **MEMBER DOWNLOADS**, then click **BULLETIN/GREEN SHEET ARCHIVES**.

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. **If you're interested in securing a season parking pass for \$200.00, please submit your signed lease, along with payment, to the NPA office no later than July 12.**

New reporter, photo intern join Hartington Cedar County News staff

Jessica Wettig Miles has joined the *Hartington Cedar County News* staff as a full-time reporter and Stacie Hecker, a senior photo journalism major at UNL, is working as a photo intern for the News this summer.

This is the sixth straight year that the News has worked with the University of Nebraska-Lincoln to place a photo intern at the newspaper.

Miles, a southern Illinois native, is a graduate of Southern Illinois University with a degree in Journalism.

Hecker was born in Greeley, CO, but likes to think of Lincoln, NE, as her hometown. She is a senior studying journalism at UNL, and is a staff member at both the campus newspaper, *The Daily Nebraskan*, and the student-run advertising agency, Jacht. Hecker just returned from a UNL photojournalism trip to Ethiopia, sponsored by the Howard Buffett Foundation.



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

Upcoming webinars:

- **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
Cost - \$35.00
- **Time-Saving Tips for In-Design Users**
Friday, July 19 - 1:00-2:00 p.m. (CDT)
Registration Deadline - Tuesday, July 16
Cost - \$35.00

Certificate Programs: **Web Press Advertising Sales**

Webinar Packages: **Advertising Sales Online Sales**

For details on webinars, certificate programs and webinar packages go to:

www.onlinemediacampus.com

NPA Executive Director, Beermann, receives Lincoln Rotarian of the Year Award



Allen Beermann, Executive Director of the Nebraska Press Association, was presented with the 2012/13 Rotarian of the Year Award at the Lincoln Rotary Club's Service Above Self Awards Luncheon, held June 25, 2013, in Lincoln. With 330 members, the Lincoln Rotary Club is the largest in the Midwest.

Beermann, who has been a Rotarian for 20 years, received the award "in appreciation and recognition of distinguished service, loyalty and devotion to the ideals of Rotary." (Pictured above) presenting the award was Lincoln Rotary President, Mike Wortman (left), Linda Beermann and recipient, Allen Beermann.

DNRs (Did Not Run) for May

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 MAY was \$2,627.30.

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.

Classified Advertising Exchange

July 1, 2013

SOUTH CENTRAL NE NEWSPAPERS FOR SALE:

The Arapahoe Public Mirror and Elwood Bulletin, weekly newspapers, are for sale. Located in south central Nebraska, with good schools and business districts. Solid, turn-key operations with updated equipment and software.

For more information contact Gayle Schutz, 308-962-7261 or 308-962-6305 or email arapmir@atcjet.net.

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.

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 ragrosse@archomaha.org.

PAGINATOR/GRAPHIC ARTIST:

The Catholic Voice newspaper in Omaha is seeking a graphic artist combining technical expertise and creative flair. Duties include production of the newspaper pages, advertising, ongoing website support, and work on a directory publication and other printed materials. Must be a self-starter with the ability to multi-task and an openness to a creative, team environment. Degree (bachelor or associate) in graphic arts, plus one year of experience (newspaper work preferred).

Contact Randy Grosse, editor and general manager, at ragrosse@archomaha.org or P.O. Box 4010, Omaha, NE 68104.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. Michigan Contest Judging flyer, Online Media Campus Webinar flyers.

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.



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!

_____ 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



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



Savings, Costs and the How-to You Need on Full-Service IMb

**Friday, July 12th
2-3pm EDT / 1-2pm CDT**

**Registration
deadline:
Tuesday, July 9**

**Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.**

In this webinar...

Effective January 2014 newspapers must implement Full-Service Intelligent Mail barcodes (IMb) in order to be eligible for USPS automation rates. Unlike today's Basic IMb, Full-Service covers much more than just the address barcode. This webinar will provide an understanding of what Full-Service is, how to decide if it's right for you and how to make the transition from Basic IMb. Our speaker will cover:

- How Full-Service affects newspapers
- Differences between Basic and Full-Service IMb
- USPS requirements for Full-Service transition
- Full-Service Costs and Savings
- How to meet Full-Service requirements
- And much more!

The presenter...

Brad Hill, NNA Representative



Brad Hill is one of the National Newspaper Association's representatives on the USPS Mailer's Technical Advisory Committee. In that role he works with postal executives and implementers on issues such as electronic documentation address quality and the Intelligent Mail barcode, to name a few. Hill is also the general manager at Interlink, a Michigan-based company that provides circulation software certified under the Postal Service's PAVE program to more than 1,500 publications in the U.S. He has been with Interlink for 10 years.

Presented in partnership with:



CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

Time-Saving Tips for InDesign Users

Friday, July 19

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35

Registration deadline:

Tuesday, July 16

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.

In this webinar...

Do you find yourself digging through menus and panels to find the commands you need in InDesign? Are you spending time on repetitive setup tasks that could be spent more productively? InDesign has a variety of features that allow you to speed up your workflow without compromising the quality of your design. Learning to use these features effectively will help you on your way to becoming an InDesign expert. In this session, we'll look at:

- Using Master Pages effectively
- Placing images/image grids
- Customizing your InDesign workspace
- Using paragraph, character and object styles
- Table of contents
- Preflighting and packaging
- Keyboard shortcuts

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Sherry Berghefer



Sherry Berghefer is a lecturer in visual communication at the Greenlee School of Journalism and Communication at Iowa State University. Her educational background is in journalism and mass communication, at both the undergraduate and graduate levels. She is a seasoned communications professional, with experience in document design, graphic design and web design and development. In addition to teaching visual communication theory, she also teaches basic and intermediate techniques in InDesign, Photoshop and Illustrator, and has recently developed a course in publishing for mobile devices. Attendees will find the material to be informative and applicable to their everyday workload.



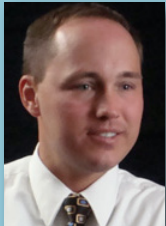


NEW TRAINING OPPORTUNITY!

Online Sales Webinar Package

Get access to two programs with one easy registration!

This webinar package takes you through two different course offerings that focus on digital and online newspaper advertising.



**Online Sales:
We've Got the Butter!**
Presenter Zach Ahrens
Grand Forks Herald

This digital media session focuses on how to go from successful print sales to successful online sales answering the questions:

- What do reps need to know to sell online?
- What do managers need to know to lead it?

Whether you're a rookie, veteran sales professional or manager, this session will provide tools that you can take back to your weekly or daily to get results.



**Digital Monetization:
The Five Faces of a Multi-Media Salesperson**
Presented by Kristin McKnight
WebFilings

We've been selling print for YEARS so why is this online thing so difficult?

This session will focus on building upon a foundation of successful audience-based sales by taking a look at roles within other industries that provide a framework for the salesperson of the future. Regardless of market size or digital opportunities, you are guaranteed to walk away with actionable insights and tools for increasing revenue.

Presented in partnership with:

\$49 registration fee

Gain **unlimited access** to archived links to view **at your leisure**.

To register for this package, please visit www.onlinemediacampus.com