

CONFIDENTIAL

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
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Calendar of Events:

September, 2013

NE Tax Modernization Hearings

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.

Don't delay! Season parking availability is on a first-come, first-serve basis.

CONTACT INFO:

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

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

Free onsite technology training and consultations offered to NPA newspapers through Nebraska News Service

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.

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. Anthony is available for onsite training and consultations until the end of 2013.

NPA/NPAS Staff

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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!



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 available:**
Web Press; Advertising Sales
- **Webinar Packages available:**
Advertising Sales; Online Sales

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

www.onlinemediacampus.com

Web technology specialist joins Grand Island Independent staff

Garrett Griess has joined the *Grand Island Independent* as a web technology specialist for the independent.com website.

Griess has an associate's degree in media arts and a diploma in graphic design from Central Community College-Hastings. He also received certificates of achievement in electronic illustration and advertising design. He has worked as an in-house designer for GBS Enterprises and as a self-employed web/graphic designer.

Good work!

Congratulations to the following newspapers who sold Network ads for the **week of July 8:**

2x2

Blair Enterprise - Lynette Hansen
Burwell Tribune - Steve Jeffries
Hickman Voice News - Linda Bryant (3 ads)
Sutherland Courier-Times - Trena Seifer
Tecumseh Chieftain - Rachelle Grof (2 ads)
Wayne Herald - Melissa Urbanec

NCAN

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

Postal News: Rule changes expand tub use: car-rt, non-auto

NNA sought both, one since 2006

By Max Heath, National Newspaper Association (NNA), July 3, 2013

The U.S. Postal Service issued two rule changes sought by the National Newspaper Association that expand the ability of newspapers to use flats trays (white tubs) for all presorted copies not dropped at the office of delivery. Both were in the Postal Bulletin of May 30, pages 5-7.

Both are effective July 28, 2013, and change language in Domestic Mail Manual sections 707 and 705. Flats trays are specifically allowed as an optional use by DMM 707.20.4 since 2006.

CARRIER-ROUTE BUNDLES ALLOWED

The first of the two changes, this one sought by NNA for several years, allows carrier-route bundles in flats trays. NNA had asked for it in 2006 when the tub rules were being expanded to all presort levels, and we provided information to support our case from certain postal processing plant personnel. Plants told NNA that carrier-route bundles of newspapers were usually sent from the plant directly to the 5-digit post office for handling.

To our disappointment, the final rule omitted carrier-route bundles. We were later told that the powers that be wanted rules to be identical across the board, and this “exception” wasn’t allowed.

In succeeding years, we learned that many, if not most, PAVE-certified software vendors didn’t allow it, keeping flats trays from being used in a mailing where small bundles of carrier-routed mail would have gone in containers destined to 5-digit, 3-digit, or SCF destinations in areas surrounding a newspaper’s primary market area.

NNA’s Postal Committee talked to staff in Operational Requirements & Integration repeatedly in recent years about the need to allow carrier-route bundles in flats trays, but to no avail. We were working on the issue in a newly formed Mail Prep & Entry work group under the Mailers Technical Advisory Committee. (NNA was once again the only representative of unbound newspapers speaking up for your interests.)

NONMACHINABLE COPIES ALLOWED

Then we got a break that elevated the issue to higher authority. A bulk mail clerk in Cleveland invoked an obscure rule two clicks deep into the DMM flats tray section that prohibited nonmachinable copies. The Attica Hub, an NNA member in Ohio, was the victim. NNA had never before seen this enforced. But there it was, in black and white.

NNA brought the problem to Bill Chatfield in Product Classification, and Chuck Tricamo, periodicals specialist and acting manager in the Pricing & Classification Center in New York City. Chatfield agreed to work on a fix if there was a “sponsor” for the issue in top management, and Tricamo told Cleveland to hold up enforcement while the matter was being considered.

This emergency problem in Cleveland led to NNA teaming the two issues together. Although not a widespread enforcement problem like the carrier-route bundles, it added urgency to fix both.

HEADQUARTERS PROCESSING MANAGER WANTS

NEWSPAPERS IN TUBS

Linda Marie Malone, manager of Processing in USPS HQ, met with NNA at the February MTAC meeting. She affirmed that for more efficient and timely processing, their plants needed all newspapers in trays, not sacks. She said she was happy to “sponsor” the rule change not only for nonmachinable newspapers but also to allow carrier-route bundles in trays.

It took three months to get the issue worked through USPS headquarters building, but Chatfield did a masterful job of wordsmithing that should leave no doubt for software vendors or postal clerks that read the language. The notice was entitled “Expansion of Optional Use of Flats Trays for Periodicals Flats.”

Mailers may use the options immediately, if possible, or when software vendors reprogram, worst case. NNA members should feel free to share this info with their preferred vendor to ensure it’s not overlooked.

I also want to share a few key DMM citations that NNA members should save to show postmasters if needed:

DMM 705.10.1, Advanced Preparation ... now says **“Throughout 10.1, trays may be used in lieu of sacks, even when the language specifies just ‘sacks.’ ”**

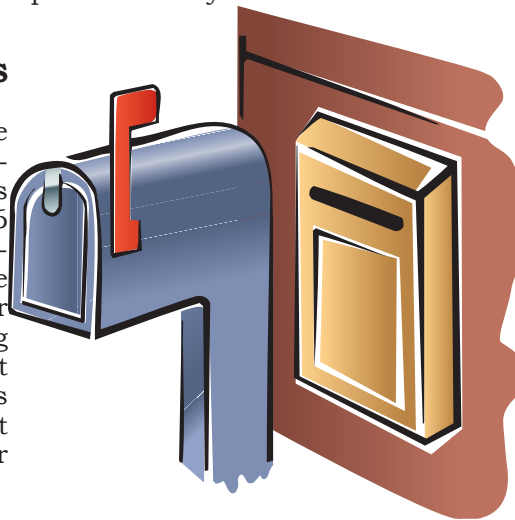
DMM 707.22.1.a is revised to say, among other things: **“Machinable barcoded and nonbarcoded pieces may be cobundled together under 705.11.0.”**

DMM 707.22.1.4 is revised to say, **“... nonbarcoded price 5-digit bundles ... may be cotrayed with carrier route bundles ...”**

DMM 707.22.7 is revised to say: **“Mailers also may prepare nonmachinable flats in flat trays.”**

(The optional tray prep is outlined in DMM 707.20.4, but nonbarcoded preparation rules are in 707.22.)

(continued on page 4)



(Postal - continued from page 3)
DROP UNSACKED BUNDLES TO DDU

Chatfield also did NNA members a big favor by adding at the end of the Postal Bulletin notice DMM 707.23.4.2, “**Exception to Sacking,**” which clarifies that “Sacking or traying is not required for carrier-route or 5-digit bundles entered at a DDU when the mailer unloads bundles ... (and) Mail presented under the latter exception is not subject to the container charge (but is subject to the bundle charge).

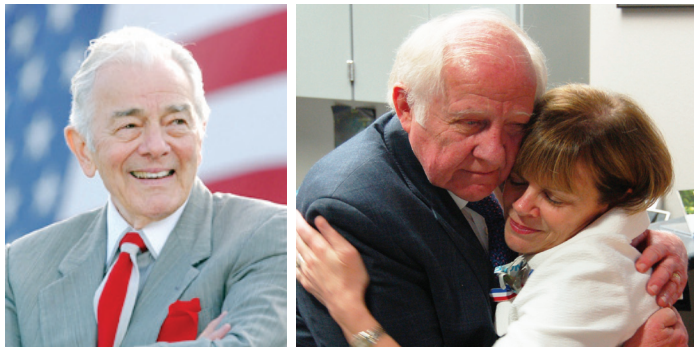
Flats Trays (tubs) should be used wisely, and only for presort mail not DDU-entered, as we said in the opening. It reserves trays for their highest and best use, and saves mailers cost of putting DDU-entered copies in containers, and USPS employees from taking them out.

MAX HEATH, NNA Postal chair, is a postal consultant for Publishing Group of America (American Profile, Relish, & Spry) and Landmark Community Newspapers, LLC. Email maxheath@lcn.com.

NPA Executive Director, Beermann, attends memorial for USA Today founder, Al Neuharth

NPA Executive Director, Allen Beermann, and his wife, Linda, attended an invitation-only celebration of life memorial for *USA Today* founder, Al Neuharth, May 17, 2013, on the University of South Dakota campus in Vermillion, SD.

Neuharth, businessman, author and newspaper columnist, died April 19, 2013 at his home in Cocoa Beach, FL, at the age of 89. A native of South Dakota, he attended college at the University of South Dakota.



(left) Al Neuharth; (above) Beermann & Neuharth's daughter, Jan Neuharth, at May memorial service in SD.

Neuharth's news career began in the 1960s, where he worked for the Knight (later part of Knight-Ridder) newspaper chain, before joining Gannett in 1963, where he helped build Gannett into the largest newspaper company in the U.S. He founded *USA Today* in 1982, retired from Gannett in 1989, at the age of 65, but continued to write a regular column in *USA Today* titled “Plain Talk,” until August, 2010.

ONLINE EXTRAS

Check out these online resources!

- **Free e-book on news plagiarism, fabrication**

The American Copy Editors Society, in conjunction with 10 other journalism organizations, has released its first e-book, “Telling the Truth and Nothing But.” **The book is available now as a free download at www.rjionline.org.** It is designed for media professionals who are responding to incidents of plagiarism and fabrication. The book offers tools to help identify and address those incidents.

- **Free online: “Fair Use for Journalism”**

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

- **2013 AP Stylebook - print or online editions**

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.** 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.

Paper beat website 7-1 in Public Notice test

Design elements improve readership, awareness

Public Notices are much more visible – and visited – in newspapers than on a government website. That was the conclusion reached following a 4-week test in South Carolina.

The newly elected sheriff in Darlington County, South Carolina, wanted to clear out a bunch of old warrants. They were mostly for bad checks and a variety of misde-

meanors. He asked the local newspaper, the News & Press, to help.

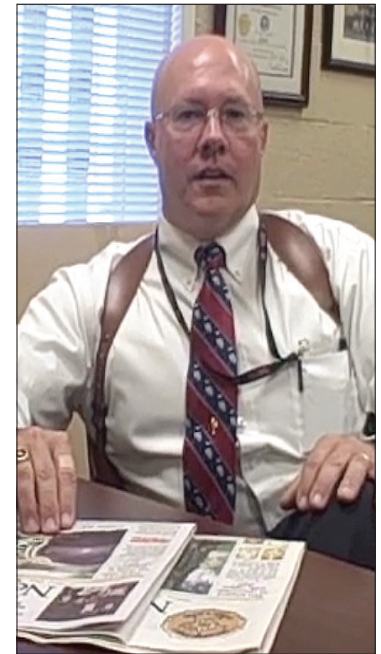
The two parties decided to test their respective reach. Each week, the newspaper would list 50 names in a quarter-page notice while the sheriff's office would list a different set of 50 names on its website.

Sheriff J.W. Byrd said the response from the newspaper was "over-

whelming, and it's really been better than we ever thought it would be." He said it was the most successful program his office has had. The newspaper response outpaced the website by 7 to 1.

Of the 200 names listed in the newspaper, 70 citizens came forward to resolve their warrants – a rate of 35 percent. Many more people came forward who had not been named because they wanted to avoid having their names in the newspaper. Byrd said his office fielded 800 to 1,000 calls about warrants within 1 month; he normally gets only a few calls a year on the same topic.

From the sheriff's website, only 10 people came forward – are response rate of 5 percent.



Sheriff Byrd

Noticing the notices

During the IPA's convention earlier this month, design expert Ed Henninger suggested ways to improve readership and awareness of Public Notices.

Henninger said newspapers should consider treating notices like news even though the text cannot be edited. He showed examples of notices that included larger text, compelling headlines and photos.

He noted that the newspaper cannot charge extra for the additional space used but that in most instances, there's nothing that says the extras can't be added. If the art and headlines get people to read the notices more, then they're using the newspaper more and that's good for everybody, he suggested.

"Nothing says you have to keep [notices] with the classifieds," he said. "Nothing says you can't do a story on them."

He showed other examples where

newspapers have put Public Notices on a page with contact information for state and local officials. Some included an index to the notices. Others had quick-response (QR) codes to take readers to relevant websites. For instance, if a notice is for a sheriff's sale of a house, the notice could include a photo of the house and a QR code to the website offering auction details. The notice could also include a map showing where the house is located.

Some of his examples included strong visual appeal unrelated to the notices. For instance, one newspaper puts an historic photo on the page with Public Notices. The photo and history help draw readers into the page.

Other suggestions included front-page teasers, creative headers and an explanation of why Public Notices are important.

Decorative header

Maps

QR codes

Photos with notices

INCREASING READERSHIP OF PUBLIC NOTICES

Glossary of legal terms used in notices

The screenshot shows a newspaper page titled "PUBLIC NOTICES" with the following content:

- Header: "22 THE BEDFORD FALLS SENTINEL WEDNESDAY, SEPTEMBER 13, 2012"
- Section 1: "Airport files to add runway" with a map and a QR code.
- Section 2: "Developers want to place strip mall" with a grid image.
- Section 3: "Sheriff to auction cruisers" with a photo of a police car and a QR code.
- Section 4: "Equipment sale at high school" with a QR code.
- Section 5: "Church planning extension" with a photo of a church.
- Section 6: "County accepting bids for new computer system" with a QR code.
- Section 7: "Bids sought on road widening project" with a QR code.
- Section 8: "Other York County notices" with a map of York County and several "SMALL HEADER HERE" placeholders.
- Footer: "Glossary of terms" and "Contact information".

Classified Advertising Exchange

July 8, 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.

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