

Bulletin

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

Calendar of Events:

August 31, 2013

NPA Husker Football Pre-Game
5:00-7:00 pm, NPA office,
845 "S" St., Lincoln

Sept. 4-Nov. 26, 2013

Nebraska (Tax Modernization)
Legislative Forums (dates &
locations throughout NE)

September 12-15, 2013

NNA Convention, Phoenix, AZ

October 4, 2013

NPA/NPAS Board Meetings
Lincoln, NE

October 4, 2013

Hall of Fame Awards Banquet
Nebraska Club, Lincoln, NE

Oct. 10 & Oct. 17, 2013

SEMINAR: Current Issues in
Employment Law; sponsored by
Cline Williams law firm
Oct. 10-Lincoln; Oct. 17-Kearney

November 15, 2013

Niagara Foundation Media
Awards Banquet (NPA will be
an award recipient)
Cornhusker Marriott, Lincoln, NE

March 12-14, 2014

NNA Summit, Washington, D.C.

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

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“Current Issues in Employment Law” seminar to be held in Lincoln and Kearney in October

A half-day seminar, “Current Issues in Employment Law,” will be offered in Lincoln and Kearney in October, sponsored by Lincoln law firm Cline Williams Wright Johnson & Oldfather. Cline Williams partners with Nebraska Press Association in providing “Legal Hotline” services to NPA member newspapers.

Seminar topics will include: Health Care Reform & Employee Benefits Update, Wage & Hour Issues & Enforcement, Risks Posed by Technology in the Workplace, Workplace Violence Policies & Searches, Background Checks, e-Verify, Social Media Exams & Other Hiring Concerns, Employee Discipline & Termination Issues and Worker’s Comp Issues.

Seminars will be held:

Thurs., Oct. 10, 2013

1:00 - 4:30 p.m.
Cornhusker Marriott Hotel
Lincoln, NE

Thurs., Oct. 17, 2013

1:00 - 4:30 p.m.
Younes Conference Center
Kearney, NE

There is no charge to attend the seminars. More information and a reservation form will be available in September. If you have questions, contact Tara Stingley, Chair of Labor & Employment Section, at tstingley@clinewilliams.com.

See the seminar flyer attached to this Bulletin.

Omaha Catholic Voice wins national and local media awards

A four-page pull-out section on the 50th anniversary of the beginning of the Second Vatican Council garnered two recent awards for the *Omaha Catholic Voice* in national and local media contests.

The coverage, including local stories, Catholic News Service graphics and background information, received second-place honors in a special Vatican II category of the Catholic Press Association’s (CPA) annual competition.

The *Catholic Voice* also earned top honors in the best special section category of the Omaha Press Club’s Excellence in Journalism competition.

Senior writer Lisa Maxson was the writer on the project, which was directed by Joe Ruff, news editor.

In addition to the award for the Vatican II coverage, Catholic Voice staff members were among the honorees in three other categories of the CPA contest, announced at the annual CPA convention in Denver last month.

Shannon Tarvin and Deacon Randy Grosse received a second-place award for the best promotional house ad - a full-page ad announcing the *Catholic Voice* in the Classroom program.

The five recent awards push the total to 12 for the 2012 publication year.

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

Upcoming webinars:

- **Reinvent Your News Media Brand**
Friday, August 16 - 1:00-2:00 p.m. (CDT)
How viable is your brand and the business model it is build upon? Does your audience recognize your website, Facebook page, Twitter account and blogs as part of your newspaper brand? This webinar will discuss how to connect the public to each of your news outlets so they are recognizable as arms of your newspaper brand. This session will supply you with simple brand strategies for connecting all employees to your vision and brand success.
Registration Deadline - Tuesday, August 13
Cost - \$35.00
- **The Latest Apps for News Reporting**
Wednesday, August 28 - 1:00-2:00 (CDT)
In this webinar, explore the iPhone as a mobile reporting tool. Learn about the latest tools for reporting, creating and publishing content using your mobile device.
Registration Deadline - Friday, August 23
Cost - \$35.00

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

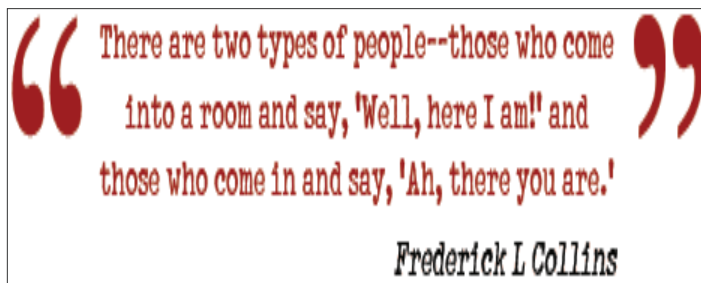
www.onlinemediacampus.com

BH Media Group to purchase New Jersey newspaper

BH Media Group announced last week that it will purchase *The Press of Atlantic City* (NJ) newspaper. The Press is a 67,000 daily and 77,000 Sunday circulation newspaper serving southern New Jersey.

The paper has been owned by the Bitzer/Taylor family since 1951 and now joins a growing group of BH Media newspapers. The sale is expected to close in August.

BH Media Group, headquartered in Omaha, is a subsidiary of Berkshire Hathaway Co. BH Media Group now owns 30 daily newspapers and related weekly newspapers in NE, IA, TX, OK, VA, NC, SC, AL, FL and NJ.



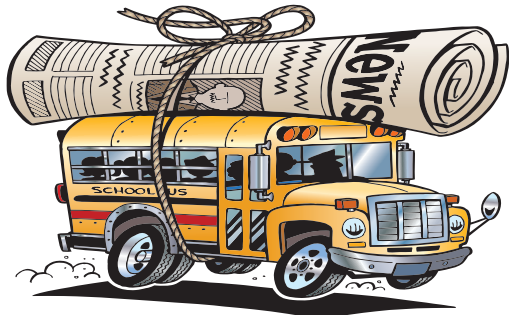
Nebraska cartoonist, Paul Fell, featured at Falls City gallery through August 17

Nebraska cartoonist, Paul Fell, has a solo exhibition of his cartoons at the Stalder Gallery of the Falls City Library and Arts Center, July 1 through August 17, 2013.

Fell worked as a cartoonist and newsroom artist at the former *Lincoln Journal* (NE) from 1984 to 1992, and then began his own freelance cartooning and humorous illustration studio, Paul Fell Cartoons. Subscriptions to his weekly editorial cartoons are available through NPA for publication in member newspapers.

Half-price subscription offer to the Newspaper In Education Institute!

The Newspaper In Education Institute (NIE) has a half-price subscription offer (new subscribers only) of \$125 or \$62.50 for small papers (under 20K circ.).



The NIE Institute provides you a FREE subscriber website with over 340 NIE and editorial resources. The site was recently redesigned and 40 new resources are now available. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page.

ALL RESOURCES ARE FREE WITH YOUR SUBSCRIPTION!

Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at: www.nieteacher.org/testnie.

Now, all materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at: www.nieinstitute.org.

To subscribe, or if you have questions, contact: Doug Alexander, President, NIE Institute, 202-636-4847, email: dalexander@nieinstitute.org.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 7/22**:

2x2

Alliance Times-Herald - Erica Chipperfield
Blair Enterprise - Lynette Hansen
Hickman Voice News - Linda Bryant
Hickman Voice News - Stephanie Doeschot
Tecumseh Chieftain - Rachele Grof

NCAN

Broken Bow Chief - Pat Jackson
Kearney Hub - Becky Hilsabeck
Nebraska City News-Press - Roxy Schutz (2 ads)

Athlon Media to acquire Publishing Group of America Media

Athlon Media, July 16, 2013

Athlon Media Group and Publishing Group of America (PGOA) Media announced July 16, 2013, an agreement for Athlon to acquire the rights to publish all PGOA print properties: *American Profile*, *Relish* and *Spry* magazines. PGOA Media will retain the digital properties of the three brands as well as its other web properties.

Combined, the PGOA Media print brands (circ. 34 million) and Athlon SportsMagazine (circ. 9 million) will make the new company, Athlon Media Group, the largest publisher of newspaper delivered content with a circulation reach of 43+ million via 1,600 newspapers. As the largest publisher of niche publications to men, Athlon complements American Profile's CD county reach as well as the audiences for Relish and Spry, the largest food and health/wellness advertising supported newspaper magazines in the nation.

"Our ability to aggregate these brands under one umbrella will enhance the value to our newspaper partners," said Jerry Lyles, Sr. VP for Publisher Relations. "We look forward to providing our partners with the most diverse offering of newspaper-distributed magazines as well as expanding content for their properties."

Did you make the news?

Do you have a new hire, or promoted a staff member? Had an anniversary or won an award? Maybe you've written an op-ed piece that you think your newspaper friends would enjoy reading? We'd like to know about it!

Please send any news that you would like to share with other member newspapers to Susan Watson, nebpress@nebpress.com.



**National Newspaper Association
127th Annual Convention & Trade Show
September 12 - 15, 2013
Arizona Grand Resort, Phoenix, AZ
For convention & registration info., go to:
www.nnaweb.org**

Software Q&A



Kevin Slimp

The News Guru

kevin@kevinslimp.com

People seem to have a lot of questions concerning layout software these days. I suppose it's only natural with all the changes at Adobe and Quark. Let's look in my in-box and see what's on people's minds this month:

From Beverly in Nebraska

Thanks for your input on the Adobe Creative Cloud issue. It causes me to wonder if there is any open source page layout software out there?

That's a good question, Beverly.

For those not familiar with the term, open source software is free. You may have used OpenOffice or some other free application that fits under the open source heading. There's one often-referred to application called Scribus that is used for page design. Unfortunately, as good as it is, it's not nearly good enough for professional designers. With the type of pressure newspapers work under, dealing with quirks in applications and tools that just "don't work right" aren't luxuries we can afford.



From John in New York

Kevin, I'm looking for your expert opinion. We publish six community papers and use Creator for ad design and InDesign for pagination. Every time we hire someone, we have to train them in Creator. We've noticed that most are already experienced in InDesign. Are most newspapers staying with Creator or using Adobe suite for everything? Curious your thoughts...also we use word for our reporters - would you recommend InCopy? Thanks for your thoughts.

That's an easy one, John.

The majority of newspapers, large and small, use Adobe products to do the bulk of their pre-press production. I love Creator. I always have. But it's too easy to design ads in InDesign, with the help of Illustrator and Photoshop. Many larger newspapers keep Creator on one machine to deal with legacy ads and I'm sure there are a few papers out there that still do the bulk of their ad design in Creator. If it were my paper, I'd move the creative folks to InDesign and leave Creator on one machine to deal with legacy ads.

From Mary in Iowa

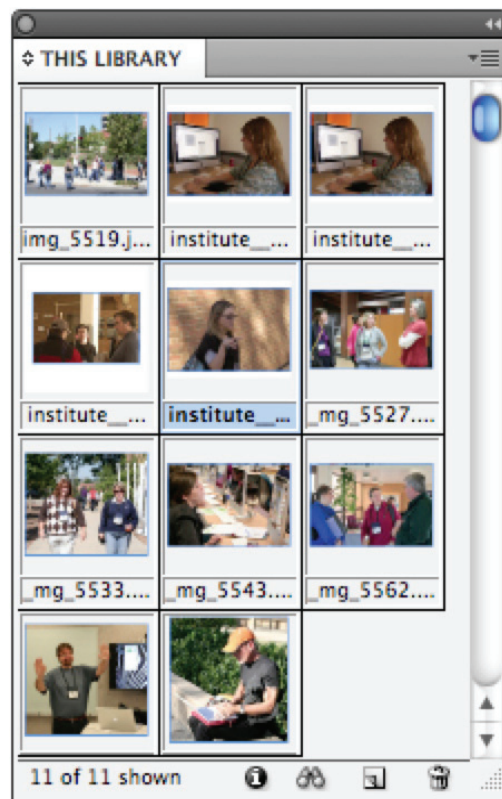
Hi Kevin. I am wondering if you might be able to help. We are in the process of converting files from QuarkXPress to InDesign. Our editorial department has created templates for QuarkXPress, which we were able to convert to InDesign. The style sheets converted as well. What about libraries? Is it possible to convert Quark libraries to InDesign?

That's a question for the ages, Mary.

Unless there's been a new plug-in created that I haven't heard of - and a Google search doesn't lead to one - there's never been an automatic way to convert QuarkXPress libraries to InDesign libraries. I've visited a lot of newspapers to help them convert from QuarkXPress to InDesign over the years. Here's the easiest solution I've found: Create a large document in Quark and drag each item from your library onto a page. Afterwards, save the QuarkXPress file and open it in InDesign. I would suggest you use Q2ID, a plug-in from Markzware, to make this happen.

From Clay in Arkansas

Hey Kevin, We have been saving our photos at 300 dpi. We use Kodak equipment, going straight from computer to



When making the conversion from QuarkXPress to InDesign, be ready to create new libraries.

plate on a chemical-free processor. We've been told that we should save everything at 1200 dpi. Isn't that a bit much?

Indeed it is, Clay.

I feel certain your sources were describing the resolution in dots per inch, which is different than the resolutions used to measure photos. Photos, monitors and cameras, as well as many other devices, are measured in pixels per inch. A newspaper photo should generally be saved at a resolution in the 170-220 range. 200 seems to be the most common setting I see when I visit papers. It may be tempting to save photos at a higher resolution, but that will actually decrease the quality of the printed photo. When resolution goes up, dot gain goes down. That causes darker, muddier pictures on newspaper.

And finally, a note to my readers using QuarkXPress. After a conversation I had with two Quark executives last month, I'm relatively certain Quark will be moving to a leasing model, much like Adobe, in the near future. **And for those of you subscribing to Adobe's Creative Cloud, I hope you remember to take advantage of their introductory pricing that ends July 31.**

Classified Advertising Exchange

July 22, 2013

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.

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.

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

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. "Current Issues in Employment Law" seminar flyer; NAA "Newspapers Deliver" sales sheet.

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.

SAVE THE DATE

Thursday, October 10, 2013 & Thursday, October 17, 2013

CURRENT ISSUES IN EMPLOYMENT LAW

Mark your calendar for our annual seminar on Current Issues in Employment Law to be presented in both Lincoln and Kearney. This half-day seminar will be approved for Nebraska CLE and HRCI credit.

WHERE & WHEN

Thursday, October 10, 2013

The Cornhusker Marriott Hotel
333 South 13th Street
Lincoln, Nebraska
1:00 - 4:30 p.m.

Thursday, October 17, 2013

Younes Conference Center
416 West Talmadge Road
Kearney, Nebraska
1:00 - 4:30 p.m.

TOPICS INCLUDE

- Health Care Reform and Employee Benefits Update, Including Issues relating to *U.S. v. Windsor*
- Wage and Hour Issues and Enforcement
- Risks Posed by Technology in the Workplace
- Workplace Violence Policies and Searches
- Background Checks, e-Verify, Social Media Examinations and Other Hiring Concerns
- Employee Discipline and Termination Issues
- The "Bermuda Triangle" of FMLA, ADA, and Workers' Compensation Issues

We invite you and others from your organization to attend as our guests. A formal invitation and reservation form will be sent to you in September. If you have any questions, please contact Tara Stingley, Chair of Labor and Employment Section, at tstingley@clinewilliams.com.

CLINE WILLIAMS
WRIGHT JOHNSON & OLDFATHER, L.L.P.
ATTORNEYS AT LAW
ESTABLISHED 1857

NEWSPAPERS DELIVER

Newspaper media content and advertising rate as the most trusted, most valuable and most engaging. The numbers tell our story.

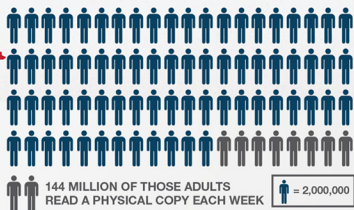
Newspaper media reach a **HUGE AUDIENCE**

59%
OF YOUNG ADULTS
READ NEWSPAPER
MEDIA WEEKLY
(AGE 18-24)



Mobile audience
158% in 2012
vs. 2011

Across platforms,
7 in 10 Americans read content from newspaper media each week.
THAT'S 158 MILLION U.S. ADULTS.



Not only do newspaper media reach a **HUGE** audience, they also reach an **ENGAGED AUDIENCE**

Newspaper-generated content is so valuable it's taken and repeated, condensed, broadcast, tweeted, discussed, posted, copied, edited and e-mailed countless times throughout the day by others.



Newspapers and their websites rated **12%** higher than other media on how engaged audiences were with advertising.

Newspaper print ads drive the **highest purchase intent**—a **35% higher score** than local television, cable television & local music radio.



Adults who name local newspapers as the **most effective** place to learn about Black Friday sale and store information.

This is a **37% higher score** than microblogs and a **58% higher score** than local TV.

AVERAGE ENGAGEMENT INDEX

PRINT NEWSPAPERS : 112

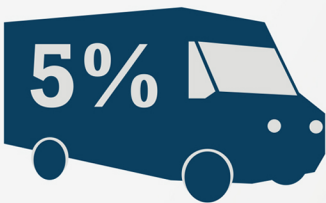
PRINT/WEB NEWSPAPERS : 108

RADIO : 102

INTERNET : 101

TELEVISION : 92

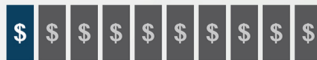
100 (avg)



5%
CIRCULATION
↑ REVENUE
GROWTH

40%
INDUSTRY REVENUE FROM NON-ADVERTISING SOURCES

A host of new revenue sources that did not exist a few years ago grew by **8%**, which now accounts for close to **1 in 10** dollars coming into newspaper media companies.



NEWSPAPERS ARE TRANSFORMING.

Fueled by creative, fresh ideas, very real, very positive changes are afoot in the industry.

Sources:

Across Platforms, 7 in 10 Adults Access Content from Newspaper Media Each Week / Scarborough Research (NAA.org, March 25, 2013)

The American Newspaper Media Industry Revenue Profile 2012 (NAA.org, April 8, 2013)

2013 Nielsen National Cross-Media Engagement Study (NAA.org, April 16, 2013)

Scan To View
NEWSPAPERS DELIVER
Video



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