

CONFIDENTIAL

Bulletin

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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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Palmer Journal publisher to sell newspaper

In a July 11, 2013, editorial in the *Palmer Journal*, editor and publisher, Dale Kirkpatrick, announced to his readers that he plans to sell the newspaper, or sell the subscriber list to an area newspaper, within the next two to three months.

Kirkpatrick cited a number of factors in his decision to sell the Journal: the need to switch to pagination, along with computer upgrades and learning a new system; challenges and investment in selecting and installing new computer software, and changes being implemented by the U.S. Postal Service, including new newspaper bar code requirements.

According to Kirkpatrick, details on the sale of the newspaper are still in the works, but he does plan to retain the Print Shop on a part-time basis.

National Newspaper Association welcomes next step in postal reform: introduction of House Bill 2748 by Chairman Darrell Issa

National Newspaper Association (NNA), July 23, 2013

The National Newspaper Association greeted a comprehensive bill to reform the US Postal Service as a welcome step toward new legislation.

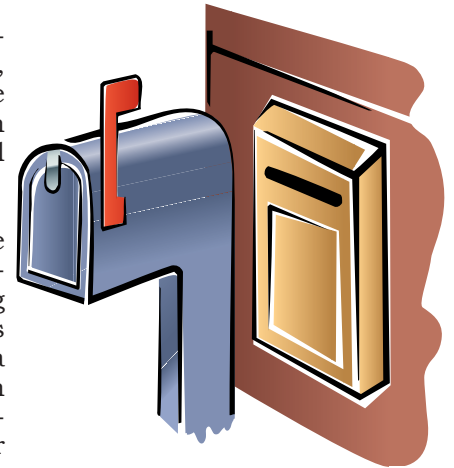
Merle Baranczyk, NNA president and publisher of the Salida (CO) Mountain-Mail, said NNA hoped Congress would complete work on a bill this year to avoid disruption in the mail and the threat of substantial postage rates increases.

"We appreciate the leadership of House Oversight and Government Reform Committee Chairman Darrell Issa in pulling together a legislative package that reaches out to all postal stakeholders. It is a daunting job to reform an organization with 490,000 employees and underpinning more than \$1 trillion in private sector economic activity. More importantly to community newspapers, it provides the network we count on to deliver the news," Baranczyk said.

The bill would prompt numerous changes in the way USPS operates, including:

- Gradually end "to the door" mail delivery and replace it with cluster or curbside boxes;
- End Saturday delivery of newspapers, First-Class mail and advertising but continue package delivery and would require opening rural mailboxes for publishers' use on Saturdays;

(continued on pg. 2)



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(Postal Reform: cont. from pg. 1)

- Prohibit no-layoff clauses in new workforce agreements and reform workers compensation rules;
- Ban Negotiated Service Agreements that would cause “unreasonable disruption of the marketplace”; and
- Mandate 2% annual increases above inflation for mail currently not covering at least 90 percent of costs, such as Periodicals, but only after adjustments have been made for costs created solely by excess postal capacity.

NNA Postal Committee Chairman Max Heath said the Issa bill is a welcome catalyst toward postal reform.

“This bill is a stronger piece of legislation than the one marked up in the House last Congress, and we welcome the progress. The enormity of what must be done to save universal service and keep the Postal Service running is not lost on any of us. Everyone is going to be affected. In fact, newspapers have already been deeply affected. We are looking for legislation that helps USPS management get costs under control without destroying service, and that is a very tall order.

We also recognize that Congress has to stop the federal government from spending postage money that may not have been rightly put into some of the workforce funds, and Chairman Issa is taking some steps in that direction.

There are still some major concerns that our Postal Committee will be raising after we examine the bill more closely,” he said.

NNA has long expressed concern about the effect upon weekend newspapers if Saturday delivery ends. In addition, it has objected to the Postal Service’s direct interference in the local advertising marketplace and is a party in a federal court proceeding challenging discounted rates offered by USPS to Valassis, Inc.

“We appreciate Congressman Issa’s recognition that the Negotiated Service Agreement can be a disruption to the marketplace,” Baranczyk said. “That is an important step in getting to fairness while also permitting the Postal Service to support new business lines. I think we will have more work ahead of us in this area before we arrive at rules we consider fair. We are gratified to have had a role in shaping this bill so far, including the new mailbox access.

Our board, composed of community newspaper publishers around the nation, is looking forward to productive conversations with Congressional leadership this year. This is the time to get a law passed.”

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 7/29**:

2x2

Blair Enterprise — Loraine Ellis
Blair Enterprise — Lynette Hansen (2 ads)
Elkhorn Post-Gazette — Mike Overmann
Hickman Voice News — Linda Bryant (2 ads)
Nebraska City News-Press — Jennie Fletcher
Tecumseh Chieftain — Rachelle Grof

NCAN

Aurora News-Register — Kurt Johnson
Broken Bow Chief — Pat Jackson
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz

Registration now open for National Newspaper Association Convention in Phoenix, September 12-15, 2013

The National Newspaper Association’s 127th Annual Convention and Trade Show, “Thriving in the Heat... Grand Challenges, Grand Responsibilities,” will be held September 12-15, 2013, at the Arizona Grand Resort in Phoenix, AZ.

The convention will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities. Go to www.nnaweb.org for convention details and registration.

How to fix a common ad design flaw

By John Foust, Raleigh, NC

The Flaw: An advertiser is concerned, because her ad seems to blend in with the others on the page. She says, "There's a lot of information in the ad, but it gets lost on the page."

The Fix: The problem starts with her statement that "a lot of information" is a good thing. Like many advertisers, she thinks an ad should be noticed because it is loaded with information, but the opposite is true. A preponderance of information is usually synonymous with clutter. Cluttered ads get lost on the page.

Let's look at five tools that can help an ad break through the clutter:

1. White space. An ad layout can be compared to a room in a house. Just because it's possible to put a coffee table on top of a sofa doesn't mean that's a good idea. And just because you can overlap illustrations and copy blocks in an ad doesn't mean that's a smart tactic. Just like a room should allow plenty of space to walk around the furniture, an ad should allow room for the reader's eyes to navigate the elements. White space equals drawing power. That usually means taking something out of the ad to make room for it.

2. Readable type. Here are some quick rules for print and online ads: Upper and lower case type is easier to read than all-caps. Sans serif headlines are generally bolder than serif headlines. In long copy, serif fonts are easier to read than sans serif fonts. Copy that is flush left (with an equal vertical margin on the left side) is easier to read than copy that is flush right.

3. Graphic hook. When everything in an ad has the same visual weight, it all blends together into one nondescript blur. To stand out, simply make one element – preferably an illustration or photo – substantially larger than the other elements in the ad. This technique is especially effective when you're working with smaller ads.

4. Color. Because most pages are black and white, it makes sense to use color to attract attention. However, it's important to use restraint. Too much color – like too many graphic elements in an ad – will result in clutter. And that defeats the purpose of using color in the first place. We've all seen ads that look like an explosion in a crayon factory. So when it comes to color, remember that a little bit is often all you need to stand out.

5. Break the rectangle. Think about shapes. The page is rectangular. Most photographs are rectangular. Comics are rectangular. Crossword puzzles have multi-rectangles. And the majority of ads are rectangular. One way to stand out is to break the rectangular pattern – in a unique, non-symmetrical way. Forget about rounding all four corners or putting everything inside a circle. Instead, let a top-to-bottom illustration with a curved left edge serve as the left side of the ad. Or move the top border down to let a design element "extend" above the border.

(c) Copyright 2013 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.



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 built 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

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!

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



Classified Advertising Exchange

July 29, 2013

REPORTER WANTED: Wahoo Newspaper is taking applications for a general assignment reporter/photographer with emphasis on sports and digital media. Experience a plus. Send cover letter and resume to Executive Editor, Lisa Brichacek, lisa.brichacek@wahoonepaper.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.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. 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.



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

HOW TO

Reinvent Your News Media Brand

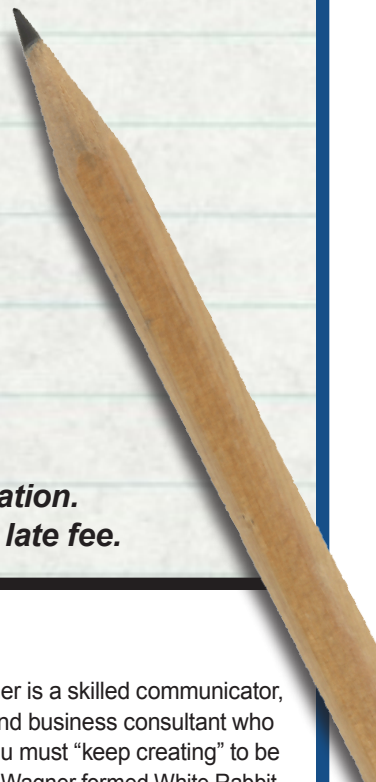
Friday, August 16

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

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

Registration fee: \$35

**Registration deadline:
Tuesday, August 13**



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...

How viable is your brand and the business model it is built upon? Does your audience recognize your website, Facebook page, Twitter account and blogs as part of your newspaper brand?

All industries require businesses to be able to reinvent their brand during times of dynamic change. Newspapers are no exception and we want to help guide you through the process of rebranding your company.

This webinar will show leaders, owners and managers how to elevate branding to organizational strategy. We 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, from CEO to front-line employee.

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...

Mike Wagner



Mike Wagner is a skilled communicator, facilitator and business consultant who believes you must "keep creating" to be successful. Wagner formed White Rabbit Group 10 years ago to inspire and assist organizational leaders in creating remarkable customer experiences that set them apart from their competition.

Wagner develops engaging presentations, trainings and facilitations for clients from his vast work experiences with small - and medium - size enterprises, Fortune 500 companies and leading non-profit organizations. He brings ideas to life through compelling stories to help clients see their path to success.

Wagner speaks and trains across the nation on leadership, creativity and personal development, while also working on-site with organizational leaders to facilitate the creation of remarkable customer experiences.



Online Media Campus



OnlineMediaCamp

