

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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Nebraska newspapers among winners of NNA's 2013 Better Newspaper Contest

Winners of the National Newspaper Association's (NNA) 2013 Better Newspaper Contest and Better Newspaper Advertising Contest were announced July 19, 2013. Winners will be recognized at the award reception held Saturday, Sept. 14, during NNA's 127th Annual Convention & Trade Show at the Arizona Grand Resort in Phoenix, AZ, Sept. 12-15, 2013.

NNA Contests and Awards Committee Chair Jeff Farren, announced and congratulated the contest winners in an award notification e-mail. The "Winners reflect the high quality of publications represented by the association," Farren said. There were 1,777 entries in the Better Newspaper Contest and 375 entries in the Better Newspaper Advertising Contest for a total of 2,152 entries. A total of 544 awards were won by 140 member newspapers in 41 states. Lists of winners by division and newspaper, along with judge's comments, are available at www.nnaweb.org, click on Contests/Awards.

Judging was performed primarily by active community newspaper editors and publishers and included retired university journalism professors and retired or former newspaper men and women.

Nebraska newspaper winners are:

Hartington Cedar Co. News - 2nd Place, Best Feature Photo, Credit: Morgan Spiehs, non-daily division, circ. less than 3,000

Hartington Cedar Co. News - 3rd Place, Best Editorial Page(s), Credits: Rob Dump and Peggy Year, daily & non-daily division, circ. less than 6,000

Hartington Cedar Co. News - 3rd Place, Best Local News Coverage, Credits: Rob Dump, Peggy Year and Deanna Anderson, daily & non-daily division, circ. less than 3,000

Fairbury Journal-News - 1st Place, Best Special News, Sports or Feature Section or Edition, Credits: Jim Headley and staff, daily & non-daily division, circ. less than 3,000

Imperial Republican - Honorable Mention, Best Local News Coverage, Credits: Staff, daily & non-daily division, circ. less than 3,000

Imperial Republican - Honorable Mention, Best Sports Photography, Credit: Jan Schultz, non-daily division, circ. less than 3,000

West Point News - 1st Place, Best Editorial Page(s), Credit: Willis Mahannah, non-daily division, circ. less than 6,000

West Point News - General Excellence (winner of 1st, 2nd, 3rd or Honorable Mention; places won and judge's comments for General Excellence winners will be announced September 14, 2013, at the NNA awards ceremony in Phoenix).

CONGRATULATIONS!

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Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 8/5:**

2x2

Blair Enterprise — Loraine Ellis
Blair Enterprise — Lynette Hansen (2 ads)
Hickman Voice News — Linda Bryant
Hickman Voice News — Stephenie Doeschot
Holdrege Citizen — Barb Penrod
Tecumseh Chieftain — Rachelle Grof
Wayne Herald — Jan Stark
York News-Times — Megan Thomas

NCAN

Aurora News-Register — Kurt Johnson
Broken Bow Chief — Pat Jackson
Fairbury Journal-News — Jennifer Lewis
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Theresa Kavan (2 ads)
Nebraska City News-Press — Roxy Schutz
Valentine Midland News — Dana Anderson

Telemarketing scam targets Hamilton County Guide edition

Nebraska newspapers may want to take note...an article appeared in the July 24 issue of the Aurora News-Register warning their local advertisers that an out-of-state company has been making local sales calls fraudulently claiming to be representing the Hamilton County Visitor and Newcomer's Guide.

Kurt Johnson, co-publisher of the Aurora News-Register, reported that several local businesses have been contacted in what he said is a marketing scam. Johnson said the News-Register staff has published the Guide for many years, coordinating a project funded in part by the Hamilton County Visitor's Committee. The Guide is published every other year, with the most recent edition in May of this year.

A friendly voice using clever but unethical tactics is contacting local businesses that advertised in the 2011 Guide and asking if they wanted to rerun the same ad again. All their communication is handled via phone, FAX or email, which is an instant red flag. Johnson has alerted the Better Business Bureau, but so far the fraudulent calls have not completely stopped.

2013 NPA Foundation fundraisers net student scholarships

Fundraiser events held in April and June of this year, on behalf of the Nebraska Press Association Foundation, have raised money to fund three student scholarships:

April NPA Convention silent auction, raffle and Duncan Art Tour netted: \$5,211.14

June NPA Golf Tournament (31 golfers participated) netted: \$918.40

TOTAL: \$6,129.54 (three, \$2,000 scholarships)

NPA Foundation scholarships are awarded to qualified Nebraska high school or college students that plan to enroll in a Nebraska-based college or university leading to a career in print journalism.

New assistant director joins Nebraska School Activities Association

The Nebraska School Activities Association (NSAA) has hired Sarah Sasse-Kildow as an assistant director. A Lincoln native and former UNL Women's Golf stand-out, Sasse-Kildow began her duties at the NSAA on August 1, 2013. She will be responsible for media and marketing relations, publications, championship programs, and will be the primary administrator in charge of softball.

After a successful athletic career and earning a Bachelor's Degree in Marketing from the University of Nebraska-Lincoln in 2003, Sasse-Kildow has acquired experience in marketing, sales and client relations, along with extensive experience in coaching and event management.

The NSAA Board will take formal action to approve Sasse-Kildow's appointment as assistant director at its August 21 meeting. Contact Sarah at 402-489-0386.

Register now 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.

ONLINE EXTRAS

If you're working with video, check out www.reelseo.com

Reelseo calls itself "The Online Video Marketing Guide." If you are using video on your website or thinking about getting into it, consider becoming familiar with this website. It has lots of tips, tricks and ideas: <http://www.reelseo.com>.

Blog provides design instruction

Ed Henninger has a great blog on design filled with tips and techniques for improving the look of your paper. Give it a look every week or so: <http://henningerconsulting.com/helpful-hints/>.



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices. Cost is \$35.00 p/webinar.

Upcoming webinars:

- Reinvent Your News Media Brand**
Fri., Aug. 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.
Registration Deadline - Tues., Aug. 13
 - The Latest Apps for News Reporting**
Wed., Aug. 28 - 1:00-2:00 p.m. (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 - Fri., Aug. 23
 - Photoshop & Color: Laying a Good Foundation**
Thurs., Aug. 29 - 1:00-2:00 p.m. (CDT)
 The old adage is true: garbage in, garbage out. You may not be putting garbage in your Photoshop workflow but if your color settings and calibrations are off, you will definitely get garbage out. If you have ever wondered why your pictures appear "muddy" or just over saturated with color, then there are settings you can check for the answers. A few simple adjustments can help give you the quality print results you seek.
Registration Deadline - Mon., Aug. 26
 - Digital Subscriptions: Highlights, Trends & Potential**
Fri., Sept. 13 - 1:00-2:00 p.m. (CDT)
 Topics will include: how data plays a critical role in the evolution of your digital subscription strategy, is your meter stopping enough readers?, are you charging the right price?, how does activation affect overall retention?
Registration Deadline - Tues., Sept. 10
 - Collaborating for Success: Competitive Business Models**
Fri., Sept. 20 - 1:00-2:00 p.m. (CDT)
 Between the daily grind of a newsroom, where do you find the time to write that in-depth story? Learn how to organize your time so you CAN accomplish special projects without sacrificing the quality of your daily duties.
Registration Deadline - Tues., Sept. 17
- For details & to register, go to:**
www.onlinemediacampus.com

The top technology & design instructors in the world gather together once each year for three days of incredible training at the

INSTITUTE

OF NEWSPAPER TECHNOLOGY

October 17-19, 2013
 University of Tennessee • Knoxville, Tennessee

newspaperinstitute.com

INT version X.VI

Join us as we celebrate a SEC football weekend with a giant tailgate party and discount tickets to the UT South Carolina football game!

NPA honors Jim Angele for dedication to media and athletes of Nebraska

The Nebraska Press Association hosted a lunch on August 1, 2013, at the Nebraska Club in Lincoln to honor Jim Angele, out-going assistant director of the Nebraska School Activities Association (NSAA). Angele had been media and communications director, and then as assistant director, with NSAA for 16 years, until June, 2013. The lunch was attended by nine NPA members, and Jim Angele's wife, Julie. NPA President, Rod Worrell, presented Jim with an award from NPA for his hard work and dedication to the media and athletes of Nebraska. (Award inscription, right).

Jim Angele responded, "Julie and I were touched and honored by the Believer & Achiever award and kind words from you and the Nebraska Press Association. I truly treasure the friendships I have built with you and your membership. It was a pleasure to serve each and every one of the newspaper people during my tenure at the NSAA. I hope that I am able to serve you folks again in the near future."

JIM ANGELE

Genuine Believer and Achiever

In sincere appreciation and recognition of distinguished service, loyalty and devotion to the print media of Nebraska, for more than sixteen years,

The Nebraska Press Association acknowledges his wonderful cooperation and leadership in sports coverage and high standards in sporting event management.

Given this 4th day of July, 2013

Rod Worrell

Rod Worrell
President, NE Press Association



Allen J. Beermann

Allen J. Beermann
Executive Director



(Above) - Jim Angele is presented with an inscribed crystal bowl from NPA at the August 1 luncheon. (Left to right) - NPA Executive Director, Allen Beermann; NPAS President, Tom Kelly; NPA President, Rod Worrell; Jim and Julie Angele. (Below) - Those representing NPA/NPAS at the luncheon were, (left to right), Zeen Carney, former publisher; Tory Duncan, Sutton Clay Co. News; Linda & Don Russell, former publishers; Rod Worrell, NPA president and Ainsworth Star-Journal publisher; Jim and Julie Angele; Cheri & Ted Gill, publishers, Ravenna News; Tom Kelly, NPAS president and publisher, West Point News and Wisner News-Chronicle and Allen Beermann, NPA executive director. (Photos courtesy of Tory Duncan, Sutton Clay Co. News).



Classified Advertising Exchange

Aug. 5, 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.

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

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



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



The Latest Apps For News Reporting

Wednesday, August 28

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

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

Registration fee: \$35

Registration deadline:

Friday, August 23

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...

iPhones have become a staple in newsrooms across the country. This webinar will explore the iPhone as a mobile reporting tool. You'll learn about the latest tools for reporting, creating and publishing content using your mobile device.

You will hear about the latest mobile applications to help you take photos, record video and audio, take notes and get content to your readers via social media. You'll also learn about tools to easily move content between your phone, desktop computer and laptop computer so you can get content to your readers (and your editor) more efficiently.

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...

Chris Snider



Chris Snider joined Drake University full-time in 2010 as an instructor of practice in multimedia journalism. He moved to Des Moines in 2005 to work as editor of Juice magazine, a weekly publication for readers age 25-34. In 2007, he became assistant managing editor for digital at the Des Moines Register.

At the Register, Snider was a leader in how media companies use social media, live content and mobile. He was named the top digital editor in the Gannett company in 2008, and he was named to Presstime Magazine's 20 under 40 list the same year.

Prior to moving to Des Moines, Snider worked as a designer and news design director at the St. Louis Post-Dispatch for six years. He began his career as a designer at the Baltimore Sun.



Online Media
Campus



OnlineMediaCamp