



## NPA/NPAS Staff

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## Former editor and reporter, Glen Bowker, dies at 85

Glen Bowker, 85, died August 11, 2013, at Antelope Memorial Hospital in Neligh, NE. A memorial service and inurnment were held August 20, 2013, in Neligh. Beyer Snider Memorial Funeral Home handled arrangements.

Bowker was editor of the *Tilden Citizen* and the *Albion News*, and after “retiring” from the News, worked part-time as a feature reporter and correspondent for the *Norfolk Daily News*.

Although he retained a home in Neligh during his years with the *Albion News*, he considered Albion “a second hometown.”

Bowker graduated from Omaha Benson High School in 1945, served his country in the U.S. Army Signal Corps., and attended the University of Omaha, earning a Bachelor of Arts degree in 1952.

He was preceded in death by his wife, Elsie, and is survived by his sons, Russell of Norfolk, NE and Thomas (Lisa) of Mesa, AZ.

## Good Work!

Congratulations to the following newspapers who sold Network ads!

**To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

### **Week of 8/26:**

#### **2x2**

Blair Enterprise — Lynette Hansen (2 ads) (paper made \$325.00)

Elkhorn Post-Gazette — Mike Overmann (paper made \$467.50 + \$167.60 for Out-of-State ads)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$925.00)

Pender Times — Jason Sturek (paper made \$325.00)

Tecumseh Chieftain — Rachelle Grof (paper made \$150.00)

### **NCAN**

Aurora News-Register — Kurt Johnson (2 ads) (paper made \$442.00)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Holdrege Citizen — Barb Penrod (paper made \$210.50)

Kearney Hub — Becky Hilsabeck (3 ads) (paper made \$225.00, 1 ad was Free NCAN Special)

Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$112.50, 1 ad was Free NCAN Special)

### **Week of 9/2:**

#### **2x2**

Blair Enterprise — Lynette Hansen (paper made \$162.50)

Deshler Rustler — Paulette Hynek (paper made \$467.50)

Hickman Voice News — Linda Bryant (6 ads) (paper made \$2,610.00!)

Norfolk Daily News — Mari Ortmeier (2 ads) (paper made \$650.00)

Sutherland Courier Times — Trenda Seifer (paper made \$150.00)

Tecumseh Chieftain — Sarah Grof (paper made \$150.00)

Wayne Herald — Jan Stark (paper made \$467.50 + \$52.50 on out of state ad)

### **NCAN**

Aurora News-Register — Kurt Johnson (2 ads) (paper made \$329.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Broken Bow Chief — Deb McCaslin (paper made \$112.50)

Fairbury Journal News — Jennifer Lewis (paper made \$112.50)

Holdrege Citizen — Barb Penrod (NCAN 3rd Week Free Ad)

Kearney Hub — Becky Hilsabeck (3 ads) (paper made \$225.00 + NCAN 3rd Week Free Ad)

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$418.00)



## **Join us Saturday, September 7, for Husker pre-game at NPA office**

If you're planning to attend the Husker football game this Saturday, September 7, against So. Mississippi, why not stop by the NPA office for complimentary food (while it lasts!) and conversation with fellow newspaper people? Pre-game begins at 3:00 pm at the NPA office, 845 "S" Street.

Sorry, parking in the NPA lot is sold out for Husker games, but we're conveniently located near the Stadium, so stop by on your way to the game. Hope to see you Saturday. GO BIG RED!

## **Hall of Fame Banquet RSVP deadline is September 13!**

NPA members are invited to attend the Hall of Fame Banquet honoring inductees Dewaine Gahan (posthumously) and Bill Nuckolls. The event is Friday evening, October 4, at the Nebraska Club in Lincoln. Cocktails will be at 6:30pm, followed by dinner at 7:00pm.

**The Hall of Fame invitation/reservation form is attached to the Bulletin. Deadline for dinner reservations is September 13. Seating is limited and reservations are first-come, first-served.** Please contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), in the NPA office for

## **NPA Bulletin now published semimonthly (twice a month)!**

**Effective with the 8/19/13 issue, the NPA Bulletin will now be published semimonthly (twice a month).**

We've been unable to gauge how many members actually open/read the Bulletin. Recently it came to our attention that Bulletins were ending up in some people's email spam folders.

In our 8/19 email, we asked people to confirm back that they had received the Bulletin. **Of over 200 people on our Bulletin email list, only 35 responded back that they received it.** We'll continue to send out email blasts to our members on important/time-sensitive issues, and in the weeks leading up to the April NPA convention, we'll publish the Bulletin weekly.



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:**

#### **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

#### **The Five Most Important Questions in Sales**

**Thur., Oct. 3 - 1:00-2:00pm (CDT)**

You'll learn the five most important questions that can be applied to every sales situation.

Registration Deadline - Mon., Sept. 30

#### **How Search Engine Optimization Can Benefit Your Advertisers**

**Thur., Oct 10 - 1:00-2:00pm (CDT)**

This webinar will discuss how to incorporate search engine optimization (SEO) into your menu of advertising products and how it can increase your market share and improve overall customer satisfaction. You will learn how to sell, implement & manage SEO as a strategy which will improve your advertisers' online presence, reduce churn and increase their return on investment.

Registration Deadline - Mon., Oct. 7

**For details & to register, go to:  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**

**Archived issues of the Bulletin are available on the NPA website, [www.nebpress.com](http://www.nebpress.com). Click MEMBER LOGIN on red bar at very top of homepage, after logging in, click MEMBER DOWNLOADS (same red bar at very top of homepage), on drop-down menu select BULLETIN/GREEN SHEET archives.**

**THE NEXT BULLETIN WILL BE PUBLISHED THE WEEK OF 9/16.**



## Deadline to submit postal Statement of Ownership is October 1


The deadline is October 1 for giving your postmaster your Statement of Ownership, Management, and Circulation (PS Form 3526). The filing and publication of the information on this form are required if you have a Periodicals mailing permit. You can download the form from the Postal Service website.

**Weekly papers need to publish the information in Form 3526 in any issue in October. Publications issued more frequently than weekly should publish the information by October 10.**

A copy of your filled-out Form 3526 can be published, or the information contained on the form can be published as text. Keep a copy of Form 3526 with your postal records.

The form allows you to report electronic subscribers, but electronic subscriber numbers are not entered on Form 3526. It reports only printed copies. Line 16 of the form has a box to check if you want to report electronic subscribers. Do not add electronic subscriptions to printed subscriptions on Form 3526.

The actual numbers for electronic subscribers should be entered on PS Form 3526-X. Fill out Form 3526-X only if you want to report electronic subscribers, which is optional. If you do not include electronic subscribers, submit only Form 3526.



**Your photo could be on the NPA Directory cover!**

Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2014 NPA Directory/Ratebook.

Photos that your paper may have entered in the 2013 NPA contest categories can also be submitted for front cover consideration.

To submit a photo, send a high resolution JPEG to [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year.

The winning photo will receive mention in the 2014 Directory. (Photo will be selected by NPA/NPAS staff). **Deadline for photo submission is September 30, 2013.**

**YOUR  
COMMUNITY,  
YOUR  
NEWSPAPER,  
YOUR  
LIFE.**

**National Newspaper Week  
October 6-12, 2013**



# Classified Advertising Exchange

Sept. 2, 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](mailto:lisa.brichacek@wahoonepaper.com).

## **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](mailto:arapmir@atcjet.net).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, National Newspaper Week Promo Ads (pdfs), Employment Law Seminar Flyer, Online Media Campus Webinar Flyers, Hall of Fame Invitation/RSVP, Husker Pre-Game Flyer.

## **Safety Vests FOR SALE through NNA**

ANSI Class II-2004-007 safety vests; reflective markings, Velco 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](mailto:nebpress@nebpress.com).

*You're Invited....*

**Nebraska Journalism  
Hall of Fame Banquet**

Friday, October 4, 2013  
Cash Bar 6:00 p.m.  
Dinner at 7:00 p.m.

The Nebraska Club  
233 South 13th St., Ste 2000  
U.S. Bank Building  
Lincoln, NE

2013 Honorees are:  
**Dewaine Gahan**  
*(posthumously)*  
**Bill Nuckolls**

**This event is sponsored by the  
Nebraska Press Association and the  
University of Nebraska -  
College of Journalism and Mass  
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this exciting event. **Deadline for dinner reservations is September 13, 2013. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

**Nebraska Journalism  
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 4, 2013

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Pork loin w/rosemary mushroom cream sauce,  
roasted red potatoes & vegetable medley

OR

Boneless chicken breast w/herb & balsamic roasted  
tomatoes, wild rice & buttered broccoli  
(Meals include salad, dessert, coffee and tea.)

Name: \_\_\_\_\_

Chicken       Pork

Name: \_\_\_\_\_

Chicken       Pork

Name: \_\_\_\_\_

Chicken       Pork

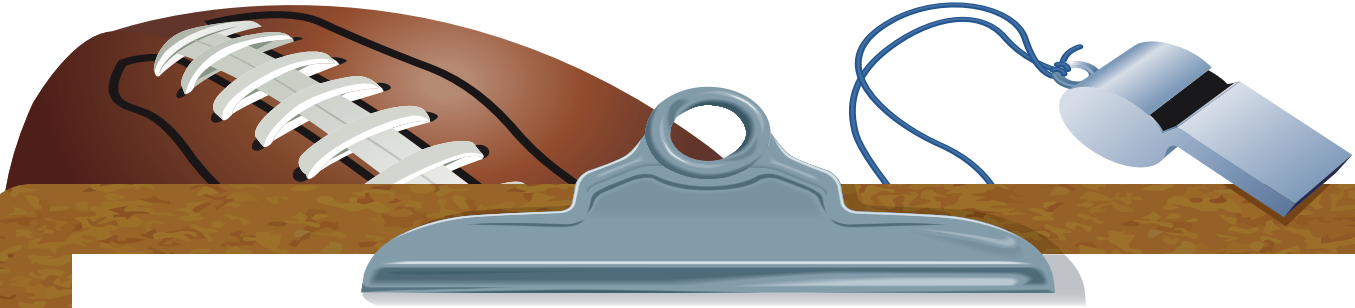
Name: \_\_\_\_\_

Chicken       Pork

Total Number of Meals \_\_\_\_\_ @ \$36.00 per meal = \$ \_\_\_\_\_

Please return this form, along with your check  
made payable to NPAS, to  
Susan Watson, Nebraska Press Association,  
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is  
September 13, 2013 (Seating is limited!)**



**To: Publishers and Staff**

***It's Husker football  
time again!***

**Join us Saturday, September 7**

**prior to the game, for good food (while it lasts!) &**

**conversation, starting at **3:00** p.m.**

**at the NPA office, 845 "S" St, Lincoln, NE**

*(Sorry, our lot parking is sold out)*

**Huskers**

**VS.**

**So. Mississippi**

***Sponsored by: Cornhusker Bank***

***Go Big Red!***



# ONLINEMEDIACAMPUS

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

## Digital Subscriptions:

## Highlights, Trends and Potential

Friday, September 13  
2:00-3:00 p.m. EDT  
1:00-2:00 p.m. CDT  
Registration fee: \$35  
Registration deadline:  
Tuesday, September 10

*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...***

In this webinar, Jeffrey Hartley will discuss what newspapers can do now to increase digital subscriptions using data collected from the Morris Publishing Group newspapers along with industry-wide research.

Topics Hartley will cover 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?

### ***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...***

#### **Jeffrey L. Hartley**



Jeffrey L. Hartley is vice president of consumer revenue for Morris Publishing Group (MPG). He recently assumed this position after 30 years in the newspaper industry, serving as corporate circulation director for Morris Publishing Group,

circulation director of The Augusta Chronicle, circulation manager of The Greenville News, sales and marketing manager of The Tallahassee Democrat, along with other sales and marketing/operations executive positions at The Jackson Sun, Gainesville Times and The Pensacola News Journal. He is also the founder of [www.digitalfirst-newspapers.com](http://www.digitalfirst-newspapers.com), a popular industry blog with a focus on digital, social and mobile developments happening at newspapers.



Online Media  
Campus



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**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*





# ONLINE MEDIA CAMPUS

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

## Collaborating For Success: Competitive Business Models



**Friday, September 20**

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

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

**Registration fee: \$35**

**Registration deadline:  
Tuesday, September 17**

*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...***

Between the daily grind of a newsroom, where do you find the time to write that in-depth story you've been longing to pursue? During this webinar, you will learn how to organize your time so you CAN accomplish special projects without sacrificing the quality of your daily duties. Get ready to dive into new business models being used in media companies that emphasize collaborating with competing newsrooms to help your organization get ahead.

Topics we will cover:

- Benefits to developing working relationships between newsrooms
- Maintaining originality while utilizing outside resources
- Examples from successful local and national news organizations using this model

***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...***



A Vision for a Public-Spirited Free Press

**IowaWatch.org**  
The Iowa Center for Public Affairs Journalism

**Lyle Muller**



Lyle Muller is the executive director-editor of the Iowa Center for Public Affairs Journalism. He is a former editor of The Gazette (Cedar Rapids, Iowa). He was a senior editor on the team that directed coverage of an Iowa

flooding disaster, which won The Gazette the Society of Professional Journalists' national Sigma Delta Chi award for deadline reporting in 2008. A 1992 Council for the Advancement of Science Writing national fellow, his focus as a reporter was on health, science and higher education.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*

# 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](mailto:tstingley@clinewilliams.com).

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