

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



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:

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

More Detail, Less Clutter in Your Writing

Fri., Oct. 11 - 1:00-2:00pm (CDT)

Learn how your interviews and research set you up for success at the writing stage. Your readers will be left with stories that are as powerful as they are clear and concise.

Registration Deadline - Tues., Oct. 8

For details & to register, go to:
www.onlinemediacampus.com

Constitution Day is September 17

September 17-23 is the national celebration of Constitution Week. In 1955, the Daughters of the American Revolution petitioned Congress to set these dates annually to be dedicated for the observance of Constitution Week. It was signed into Public Law on August 2, 1956 by President Eisenhower. Constitution Week is the perfect opportunity for citizens to take time and reflect on our heritage of freedom. **For more information go to www.constitutionweekusa.com.**

Learn Something
NEWSPAPER
Every Day!

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. 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**.

On the value of community journalism



By **BART SCHANEMAN**
Assistant Editor

EDITOR'S NOTE: This column originally ran in the September 6, 2013 issue of the Scottsbluff Star-Herald and is reprinted here with permission.

It often takes a little explaining to my journalist colleagues why working for a small community newspaper can be so enjoyable.

It's in the nature of an ambitious journalist to cover more and more important topics as experience levels rise. My friends in the profession are not always clear on why I made the move from a national newspaper in the one of the biggest cities in the world to Scottsbluff. The answer is I've wanted to return to a job like this for a while.

In 2004, when I had just started in this business, I was given valuable advice from Rusty Harris, a veteran editor at the North County Times in San Diego County. I had applied to work in the Oceanside bureau while I was still working my first job out of college, reporting for a weekly paper in Del Mar.

I told Rusty I wanted to work for a larger market. He immediately spotted my blind ambition and called me out on it. He told me if I really wanted to be read, to have an impact, that working in places where people actually read the newspaper was the best way to do it.

I remember when I first worked here as a reporter and the amount of interaction I had with the readers in the region. It seemed to me that people in the Panhandle knew they could call me if they had something they wanted covered

or if they just needed to discuss an issue. That kind of direct line to the people you're trying to write for and about is rare in this business.

So I tell my colleagues now I live and work in a place where the penetration rate is strong, which is another way of saying that people here really do read the newspaper. Most of them agree that's a positive part of my job.

There are others out there who believe in community journalism. The owner of the Orange County Register in California has bucked the newspaper trend of downsizing and cost-cutting. Since he took over the paper, Aaron Kushner has added 75 new journalists and plans to add 25 more.

He's expanding coverage and putting a focus on investigative reporting. He's pledged to send a reporter and a photographer to every Friday night high school football game in the community. They're even adding thicker paper and more colors for sharper images.

Their focus is on print. Not iPads or iPhones or website traffic. It's the opposite of what everyone else is doing. Another foray into community journalism, AOL's Patch.com, is seeing their employment numbers go the other way. In August, the company announced it would lay off 350 employees, with another 150 by October.

Patch hires journalists from around the country to practice "local" journalism, putting people from around the country into markets with either failing community media outlets or those that have none at all.

Small town newspapers and their advertising employees probably don't find Patch's layoffs to be sad news. Patch's business model has caused more scorn for its founders than they could have ever predicted. For mostly good reason. Its invasive journalists and shallow journalism are insulting to the people who have been born and raised in small communities across the country. Patch's imported journalists aren't usually from the areas they cover. They don't really understand the people.

If a community's newspaper dies and they don't have any coverage, then they get Patch.com's shallow website journalism. We don't want that to happen.

I'm thankful I get to work in a place like Scottsbluff, where when I write a column about looking for a house I get phone calls the same day it runs. Where so many people get the paper and really read it. Where what we do here seems to matter to people.

If you put the 69361 zip code into Patch's search engine it says "We're not in your town quite yet, but we will be." I don't think so.

The Orange County Register model is inspiring and I'm not alone in hoping that it succeeds. Not only do I hope it works, I hope it grabs the attention of other newspaper owners. Including this one's. Every community needs a newspaper.

Your hometown paper striving to keep the “local” in “local news”



EDITOR'S NOTE: This column originally ran in the July 10, 2013 issue of the North Bend Eagle and is reprinted here with permission.

This past week we celebrated the 4th of July. Hopefully it was a safe, fun time for everyone.

The 4th of July is a day we celebrate our country, our freedoms, and all that we take for granted because we live in the United States of America. Most people swell with patriotic pride during this holiday. I know I do. We attended a church service in Omaha where they have a patriotic program the Sunday before the 4th of July. It is mostly in song, and I got choked up with many of the songs.

With three veteran organizations, and a Veteran's Memorial Park in our community, I think North Bend and Morse Bluff is a pretty patriotic area.

One of our basic freedoms is freedom of the press. I know you get most of your daily news from the radio, television or one of the daily papers, but I hope you see the North Bend Eagle, your hometown newspaper, as an important asset to our community.

Having a local newspaper gives our community a place to highlight local events, accomplishments of local residents, our school, our town government, give local organizations a place to share their news and find out the school or senior center menus, what's on sale and the social news. It is important to the community to have a newspaper that toots the community's horn.

Since Nathan took over the newspaper, the subscription rate has increased by 31 percent, and we really appreciate those who have show support for the Eagle. But lately that number has become stagnant. In fact it has dipped a little. Some of it is due to those who have changed over to receiving their Eagle in color over the internet. Even taking that into account does not make up the difference. We still have not grown lately.

I am not asking you to subscribe to the paper to have the convenience of it delivered to your home or mailbox. I'm asking you to subscribe to the paper to keep it alive and strong so that the community can remain alive and strong. A community newspaper is important to the viability of the community.

Mary Flamme, 85, started her subscription to the North Bend Eagle when she married Marvin Flamme and moved to North Bend in 1956. When asked why she reads the Eagle, Flamme said, "To find out the news. Always school activities when you have grandchildren. I enjoy reading it. It's always good."

Jan Merryweather has been reading the Eagle for 50-plus years. "I read it for local news," Merryweather said. "I enjoy seeing what's going on. I'd be lost without the Eagle."

Jeremy and Jeni Archer have lived in North Bend since 2008 and started their subscription to the Eagle in 2009. "Neither of us works in town and it's our way to keep up with what's going on in town," Jeni, 31, said.

In a letter written by Warren Buffett to the newspapers owned by Berkshire Hathaway, he wrote, "I believe newspapers that intensively cover their communities will have a good future. It's your job to make your paper indispensable to anyone who cares about what is going on in your city or town."

This is our goal at the Eagle. We are a local newspaper and try hard to stay that way. Your subscription, the advertisements of local businesses, and your support is vital to our existence, and for that we thank you.

Hey, what do you think about (fill in the blank)?

Every day about 15,000 of you read the York News-Times. Some of you are into the hard news accounts and local government. Others are interested in high school sports. Some of you concentrate on the vast variety of advertising, classified ads, autos, homes and job listing. And some of you enjoy the feature articles about unique characters and their stories.

The York News-Times loves being a community newspaper. No, you won't see a lot of national news or national sports or even national advertisements. Yes, you will see a lot of local news, some good and some bad, about our communities.

Each day decisions are made on what does and does not go into the York News-Times. We make sure we use verified information and known sources. If the stories can't be verified, they don't make it in. Almost daily we publish stories that we wish we didn't have to, and occasionally we miss a few that should have been published. All in all, if it is newsworthy and local it eventually finds its way into the York News-Times.

My unequivocal favorite part in all this is the Opinion Page. Here, almost always on page 4, we have a chance to share opinions and we encourage the community to have a public conversation about topics ranging from dog parks to pipelines.

So, how do we know when we get it just right? Are we too conserva-

tive, or too liberal? Are we right or wrong? Are we too light or too heavy? On this page all of the above is true, at times. And, we know we get it right when we hear from people and politicians on both sides of an issue.

For me, I have spent barrels of ink lately on this crazy Keystone XL pipeline. Many agree with me and many don't. Take Cleon Schwartz from McCool for example. He thinks I am way off base. So does Representative Adrian Smith. Wonderful! That is exactly what the opinion pages are for and I admire Cleon and Adrian for showing the courage to make their opinions public.



Greg Awtry
Publisher
York News-Times

I am just as grateful to those who agree with me and appreciate their willingness to make that known as well. But the important thing is that at the end of the day the York News-Times offers space on this page for practically anyone to opine on practically any topic.

Now, the most important part; I am inviting you to join in. I know you

have an opinion on our government; national state or local. Maybe it is the city parks, crime, health-care, immigration, or maybe that dang pipeline. Maybe you just want to acknowledge a job well done, or point out a person's good deeds.

We publish regular local columnists like Steve Moseley, Melanie Wilkinson, Ken Kush, Gene Fischer, and Brain Bresnahan, as well as weekly or monthly columns from the governor and statewide politicians.

Why don't you join us? You have an opinion, so jump in. Let us know what's on your mind by sending us a "letter to the editor." Don't expect to make friends and don't be afraid of making enemies. This is an opinion page for crying out loud. It is basic Bill of Rights First Amendment stuff we are talking about, free speech and a free press.

Hey, if something is on your mind, most likely it is on someone else's mind too. Start the conversation right here in your local newspaper, and let the liberty we have in being able to voice our opinions continue to shine brightly in the York News-Times.

EDITOR'S NOTE: This column originally ran August 13, 2013 in the York News-Times and is reprinted here with permission.

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.



SUBMIT YOUR PHOTOS FOR 2014 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.

Submit a high resolution JPEG to nebpress@nebpress.com. 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.

Deadline for photo submission is September 30, 2013.

Good Work!

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 9/9:

2x2

Blair Enterprise- Lynette Hansen (2 ads) (paper made \$475.00)
G.I. Independent-Pat Bell (paper made \$162.50)
Hickman Voice News-Linda Bryant (2 ads) (paper made \$935.00 plus \$150.00 on out of state ad)
Hickman Voice News-Stephenie Doeschot (paper made \$150.00)
Hickman Voice News-Nick Noren (2 ads) (paper made \$450.00)
Norfolk Daily News-Mari Ortmeier (paper made \$325.00)
Pender Times-Jason Sturek (paper made \$325.00)
Stromsburg Polk Co. News-Patrice Clifton (paper made \$467.50)
Sutherland Courier-Times-Trenda Siefer (paper made \$150.00)
Tecumseh Chieftain-Sarah Grof (paper made \$150.00)

NCAN

Aurora News-Register-Kurt Johnson (2 ads, both NCAN special free ads)
Broken Bow Chief-Pat Jackson (paper made \$149.50)
Broken Bow Chief-Deb McCaslin (paper made \$112.50)
Kearney Hub-Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press-Roxy Schutz (3 ads) (paper made \$411.00)

Week of 9/16:

2x2

Blair Enterprise-Lynette Hansen (2 ads) (paper made \$325.00)
Fairbury Journal News-Jennifer Lewis (paper made \$150.00)
Fremont Tribune-Julie Veskerna (paper made \$325.00)
Hickman Voice News-Linda Bryant (2 ads) (paper made \$300.00)
Hickman Voice News-Stephenie Doeschot (paper made \$150.00)
Norfolk Daily News-Suzie Wachter (paper made \$325.00)
Wayne Herald-Jan Stark (paper made \$467.50 & \$180.00 on out of state ads)
York News-Times-Megan Thomas (paper made \$150.00)

NCAN

Broken Bow Chief-Pat Jackson (2 ads) (paper made \$262.00)
Broken Bow Chief-Deb McCaslin (paper made \$112.50)
Hickman Voice News-Linda Bryant (paper made \$112.50)
Kearney Hub-Becky Hilsabeck (paper made \$112.50)
Nebraska City New-Press-Roxy Schutz (2 ads) (paper made \$112.50 & one NCAN special free ad)
Norfolk Daily News-Lisa McGill (paper made \$112.50)
Norfolk Daily News-Denise Webbert (paper made \$112.50)

Former Newman Grove Reporter publisher, Velma Price, featured in press women book

By Mary Hoag, Norfolk Daily News, 9/13/13

The late Velma Price, former publisher of the *Newman Grove Reporter*, is included in a newly released book on the presidents of the National Federation of Press Women (NFPW) organization. Price served as NFPW president from 1955 to 1957.

The book, "Leadership 1937-2013 The First Forty Presidents of the National Federation of Press Women," was unveiled during the organization's recent annual conference in Salt Lake City. Its author is Marianne Wolf-Astrauskas of Chicago.

Price first served as vice president of the Nebraska Press Women that was founded in 1946 and was an NFPW officer for 11 years. She worked to grow membership in both organizations because she believed, "We need clear thinking, courageous women to believe in the power that they hold in their hand. You and I are this day writing convictions into the minds of our readers."

Price was introduced to the newspaper world by her husband, F.H. Price, whom she married in 1943. He purchased the *Newman Grove Reporter* in 1918 and published it until his death in May 1955, when she took over the weekly newspaper. She died in 1991 at age 88.

In her book, Wolf-Astrauskas wrote: "A great believer in NFPW and his wife's abilities, her husband had attended the (1955) convention with her to see Velma win the election. He would suffer a heart attack less than one week later."

In 2011, Lori Potter, staff writer for the Kearney Hub, became the second Nebraskan to serve the NFPW as president.

Mailers brace for January postage rate increase

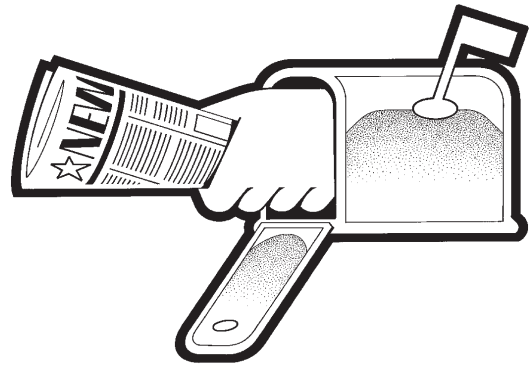
By Tonda Rush, National Newspaper Association (NNA), 9/11/13

The USPS Board of Governors has scheduled a meeting for Sept. 5. Although no public announcements of its plans have yet been aired, Postmaster General Patrick Donahoe has declined to rule out the possibility of steeply higher rates. Meeting with mailers groups around Washington in August, he reportedly has said that the governors' principal responsibility is to keep the lights on. A postage increase of some magnitude is expected to take effect in January. The governors September decision will determine how much it will be.

USPS expects to have fewer than five days of operating cash by the end of the fiscal year, Sept. 30. Even though its finances are gradually improving with the economy, the burden of a more than \$5 billion annual payment to pre-fund employee health care--which Congress began to re-

quire in 2007 and which USPS has booked but not paid for the past three years--is weighing down its balance sheet. The current law prohibits USPS from increasing postage rates above the annual average of the urban Consumer Price Index, which has fallen below a 2 percent monthly growth rate since January and was 1.7 percent in July. But the law also permits USPS to increase rates above the index under exigent circumstances if its regulator approves. The Postal Service has attempted to do so only once but failed to persuade the Postal Regulatory Commission that it was addressing exigent circumstances.

Now, however, the persistent losses on the bottom line, coupled with a \$15 billion debt and continued failure to pay its retiree health benefit requirement may cause the PRC to look at the matter differently. In addition, some mailing classes, including catalogs and Periodicals, have not contributed sufficient revenue to USPS to cover their costs for the past several years, which may provoke the PRC to look more favorably upon passing along larger increases to that mail.



The difficulty of forestalling rate increases through new legislation increased in August when the American Postal Workers Union, USPS' largest, trained its grassroots protests on the Postal Service's desire to move out of the federal workforce health benefit plan and create a USPS plan.

The Postal Service wants retirees to shift to Medicare upon retirement and have only a wraparound plan, as most citizens do. Both Medicare contributions and the federal workers plan are funded for USPS employees through postage revenue, but most workers prefer the more generous USPS benefits.

Though Donahoe claims all he seeks is the ability to have his workforce claim the Medicare benefits that USPS is already paying for, the union sees it differently.

A Government Accountability Office report stating that 63 percent of postal workers would save money under a new USPS plan, but that some might have to shift to different providers and might have somewhat different benefits. And Medicare would have to pay out benefits for which it has been collecting money but not remitting to claimants. But the postal workers union's spin was all negative: GAO: "USPS Healthcare Plan Would Hurt Medicare, Postal Workers" its website headline said.

(postal - cont. from pg. 7)

Donahoe, who continues to seek the end of Saturday mail delivery, has said that the savings from a new health plan would be far in excess of the five-day mail plan savings. But the major postal reform legislation in neither the House nor the Senate mandates that USPS adopt such a plan. Rather, congressional leaders seem to hope the unions and management can come to some agreement that would avoid political pain.

The National Newspaper Association has expressed concern that a large rate increase would not only cause USPS to lose more mail volume, but it would blunt the incentive for members of Congress to make hard choices about the organization's future. NNA has urged the USPS Board of Governors not to consider major rate hikes. In a joint letter with other organizations representing mailers, NNA told the governors: "An exigent rate increase is not a solution to the agency's financial issues or the profitability of certain classes of mail, and it could potentially alter the current level of focus on improving operations and infrastructure."

Coffman celebrates 30 years with Broken Bow Custer Co. Chief

Broken Bow Custer Co. Chief, 8/29/13

A great deal has changed in the newspaper industry, and at the *Broken Bow Custer Co. Chief* during the last three decades. However, one staple during those years has been Mary Coffman, who in August celebrated 30 years of service. "We are blessed to have Mary on our staff, she brings with her not only a wealth of knowledge of the industry, and a creative edge in design, but as our Advertising Manager she exemplifies a driving passion to always put our customers first," said Publisher, Deb McCaslin.

After 38 years, Laurie Pfeifer retiring from Aurora News-Register

A career that began with a summer job at the local newspaper is coming to a close. Laurie Pfeifer, longtime managing editor of the *Aurora News-Register*, will retire at the end of September after nearly four decades of being involved in the local news business.

Pfeifer graduated from Aurora High School, and worked summers for former publisher R.R. Furse while attending Kearney State College. After jobs with an Omaha typography company and the *Fremont Tribune*, she rejoined the

She started as a feature writer, eventually held the titles of feature editor and assistant editor before becoming managing editor in 1997.

Always one to embrace change, she began working in the days of hot lead and Linotypes, saw the conversion to huge photocomposition machines, and eventually helped the News-Register transition to desktop computers, digital photography and social media reporting.

In a recent News-Register article featuring Pfeifer's career, she said her two most rewarding assignments were covering Aurora Public Schools and all things agriculture. "Those two are so similar in some ways because one feeds the body and one feeds the mind," Pfeifer observed. "You can't have one without the other."

A retirement open house in Pfeifer's honor is scheduled for Sept. 20 at the Aurora News-Register office.

Behlen joins Seward County Independent

Hailey Behlen, a Seward native, joins the *Seward County Independent* as a graphic designer. A graduate of Concordia College with a bachelor's degree in graphic design, Behlen worked at the *Columbus Telegram* right out of college as a graphic artist.

Jurgens moves from sports clerk to ad consultant at Beatrice Daily Sun

Matt Jurgens began working part-time as a sports clerk at the *Beatrice Daily Sun* two years ago, interviewing coaches and covering local games. In August, Jurgens made the move to the advertising department as a full-time ad consultant. A Beatrice native, Jurgens graduated from Southeast Community College-Beatrice and studied at Peru State College.

New ad manager at Tecumseh Chieftain

Sarah Grof, a Tecumseh native, became the new ad sales manager for the *Tecumseh Chieftain* on August 6. Grof will be in charge of selling ads to promote area businesses and their services as well as upcoming events in Tecumseh and surrounding communities.



Calling All Judges!!

The annual Iowa Newspaper Contest is coming up and they need judges, November 1-25. The entire contest will be online (with the exception of a few categories). See the attached flyer for details. Contact Carolyn Bowman in the NPA office if you can help.

Classified Advertising Exchange

Sept. 16, 2013

CENTRAL NE NEWSPAPER FOR SALE:

The Palmer Journal, a weekly newspaper, is for sale. Located in Merrick County with a good school, great community support. The editor is wanting to retire. Price to sell, great opportunity for the right person. For more information, contact Dale Kirkpatrick, 303-894-3025.

NORTH CENTRAL NE NEWSPAPER FOR SALE:

The Holt County Independent, a weekly newspaper, is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operation with equipment and software. For more information, contact Tom or Terry Miles, 402-336-1220, or email news@holtindependent.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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus Webinar Flyer, IA Newspaper Contest Judging Flyer, Husker Pre-Game Flyer.

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.



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.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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



To: Publishers and Staff

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

Join us Saturday, September 21
prior to the game, for conversation & good food
(while it lasts!),

starting at **12:30 P.M.**
at the NPA office, 845 "S" St, Lincoln, NE
(Sorry, our lot parking is sold out)

Huskers vs. So. Dakota State

Sponsored by:
Nebraska Lottery

Go Big Red!



Calling All Judges!!!

The **Iowa** annual Newspaper contest is coming up in November, and they need judges.

WHEN? November 1 – November 25

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 (total newspaper design, special section, community leadership, headline writing, newspaper marketing, etc.) that will be mailed out to select judges.

Info will be sent to judges at the beginning of the judging to explain how the website works.

Judges Needed for Best Editorial Page, Best Front Page, Best Sports Section, Best Feature Page,

Coverage of Government & Politics, Coverage of Education,

Coverage of Agriculture, Coverage of Business, Best Special Section-Editorial, Total Newspaper Design,

Community Leadership, Best Headline Writing,

Best Use of Graphics, Best News Photo, Best Breaking News Photo, Best Sports Photo,

Best Feature Photo or Photo Story, Best News Story, Best Breaking News Story,

Best News Feature Story, Best Personality Feature Story, Best Sports Story, Best Series,

Excellence in Editorial Writing, Master Columnist, Best Sports Columnist, Best Newspaper Website, Best Video,

Best Slideshow, Best Blog, Best Newspaper Marketing, Advertising, Best Web Ad, Best Ad Designer,

Photography, Investigative Reporting, Innovation, Young Journalists

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