

CONFIDENTIAL

Bulletin

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Calendar of Events:

Sept. 4-Nov. 26, 2013

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

October 4, 2013

NPA/NPAS Board Meetings
NPA office, Lincoln, NE

October 4, 2013

Hall of Fame Awards Banquet
Cocktails 6:00pm, Dinner 7:00pm
Nebraska Club, Lincoln, NE

October 5, 2013

NPA Husker Football Pre-Game Starts at 9:00, NPA office, 845 "S" St., Lincoln

October 6-12, 2013

National Newspaper Week

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 Leadership Summit
Washington, D.C.

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

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Promote National Newspaper Week,

October 6-12, 2013!

This marks the 73rd year of National Newspaper Week, which observes the importance of newspapers to communities large and small. This year's kit contains editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America.

Please promote National Newspaper Week by downloading these materials at www.nationalnewspaperweek.com and reinforcing the importance of newspapers to our local communities. Also, please editorialize locally about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.

Following National Newspaper Week, these materials will remain on the website and can be accessed by newspapers for use throughout the year, at no charge, since our message is timeless. *(No additional new materials will be added to the website).*

As you publish your local NNW columns, articles or promotions, please email them to Susan Watson, nebpress@nebpress.com, so they can be shared in the Bulletin or featured on the NPA website. Thank you!



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

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

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In addition to winning several awards, Potter closed out her two-year term as National Federation of Press Women president. She remains on the national board as past president and heads up the NFPW Education Fund.

Glennis Nagel, recently retired communications director from the University of NE-Kearney, earned second place in feature story, magazine; third in press release materials, magazines; and third in news or feature release-single release.



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:

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.

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

Developing a Competitive Sales Advantage

Thurs., Nov. 7 - 1:00-2:00pm (CDT)

Advertising options are great; competition is fierce. This session will cover how newspaper salespeople can effectively become the media consultant of choice in their market. Recommending the right combination of options and solutions to clients, at the right time, is key to producing the right results you want.

Registration Deadline - Tues., Nov. 5

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

Area journalists win awards at National Federation of Press Women

Four area members of the Nebraska Press Women, an affiliate of the National Federation of Press Women, won awards in the group's annual communications contest. Winners were announced at the annual conference, August 22-24, 2013, in Salt Lake City.

All entries in the national contest earned first-place awards at the state level in order to compete at the national level.

Terri Hahn, features editor at the *Grand Island Independent*, earned a first-place award in page design (newspaper) and third place in section or supplement editing.

Bette Pore, *Grand Island Independent* copy editor, placed second in single page, section or supplement editing (newspaper).

Lori Potter, *Kearney Hub* reporter, placed first in single photograph, sports; first in photographer-writer; second in special series; and third in specialty articles, history. She also earned an honorable mention in specialty articles, travel.

Publisher and editor, George Ledbetter, retiring from Chadron Record

George Ledbetter, who has served as the publisher and editor of the *Chadron Record* for nearly 13 years, will retire at the end of September.

Ledbetter was named editor of the *Chadron Record* in December 2000, and designated as publisher/editor a few months later.

A Pierre, SD, native, he started his newspaper career in 1989 as a reporter for the *Lawrence County Centennial* (Deadwood, SD), and eventually became publisher and editor of that newspaper before moving to Chadron.

“It’s been said that the newspaper is a mirror to the community,” Ledbetter said in a recent *Chadron Record* article. “The paper has the responsibility of showing both the good and the bad and of creating a sense of community.” While he’s enjoyed reporting on topics dealing with the environment in which people live, he also gets a sense of fulfillment from covering government meetings. “That’s one of the most important things community newspapers do,” he said. “Democracy can’t function if citizens aren’t aware of government actions, including at the local level.”

Now that his time at the Record is nearing an end, he’s most proud of turning out a good quality newspaper week after week with a small, but good staff.

Wieters retiring after 27 years with Beatrice Daily Sun

Longtime news clerk, reporter and columnist, Mary Wieters, will retire October 4, after 27 years at the *Beatrice Daily Sun*.

“It’s been an amazing journey,” Wieters said, in a recent *Daily Sun* article. During her career, she chronicled the lives of southeast Nebraskans through birth notices, obituaries, celebrations and other popular features.

Beginning as a news clerk in 1986, she soon grew into the *Daily Sun*’s society and cooking beat reporter and as the years passed, Wieters transitioned into more reporting duties, the “telling stories about other people’s lives,” which became her favorite part of her 27 years at the newspaper.

Rempp promoted to editor at Chadron Record

With George Ledbetter’s pending retirement from the *Chadron Record*, reporter Kerri Rempp has been promoted to editor of the newspaper. Rempp has worked as a staff writer at the Record since January 2008. Prior to that she served as managing editor of the *Broken Bow Custer County Chief* from 2003-07. Rempp has a degree in mass communications from the University of South Dakota.

Schrock promoted to Sports Editor

James Schrock accepted the position of Sports Editor earlier this month for both the *Oakland Independent* and the *Lyons Mirror-Sun* newspapers.

Schrock joined the *Oakland Independent* staff as a volunteer sports writer several years ago, and in July, 2012, accepted a full-time position as office manager, while also continuing to cover local sports.

Fischer joins York News-Times reporting team

Lisa Fischer joined the *York News-Times* newsroom on September 9 as regional editor.

A UNL graduate in news-editorial journalism, she wrote for newsnetnebraska.org and the *Daily Nebraskan* while attending UNL. Prior to joining the *York News-Times*, Fischer worked as editor of the *Waverly News*, took time off from journalism to write a historical fiction novel, and then worked for the *Wilber Republican* as a reporter.

Lexington Clipper-Herald adds Paine to creative services team

Casey Paine has joined the *Lexington Clipper-Herald*’s creative services staff. Originally from Kearney, he graduated from Elwood High School and attended the University of NE-Kearney, where he earned a degree in advertising and graphic design.



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 to submit photos EXTENDED until Oct. 31!

How to talk about your competitors

I was talking to Kyle, an advertiser who has been dealing with media representatives for many years. “I can tell a lot about a sales person by what they say about their competitors,” he said. “It is extremely unprofessional to try to make sales points by trashing the other guys. In fact, negative comments reveal more about the critic than they do about the object of their criticism.”

On the other hand, Kyle explained, it pays to be positive and diplomatic. “When a sales person shows sincere respect for the competition, that goes a long way toward winning my trust.”

Dale Carnegie said, “Any fool can criticize, condemn and complain – and most fools do.” Kyle – and a lot of other advertisers – would agree. Here are three points to keep in mind:

1. Do your homework. Average sales people learn everything they can about their products and services. Exceptional sales people go a step further and learn everything they can about their competitors’ products and services. That puts them in position to speak with authority when they’re making presentations.

“Product knowledge is crucial,” Kyle said. “But it’s hard to take a sales person seriously if all they know is their own product. I advertise in more than one place. So when I meet with an ad representative, I want to hear their perceptions on market trends and how their media outlet can help me accomplish my objectives.”

2. Compare, don’t criticize. No one sells in a vacuum. Whether you live in a large metropolitan area or a small rural market, there are competitors for your prospects’ advertising dollars. As a result, the person across the desk is hearing from – or at least thinking about – other advertising alternatives.

If you’ve done your research – on your prospect and on the media choices in your market – you’ll be able to make fair comparisons. “I like presentations that

make point-by-point comparisons,” Kyle said.

“For example, if your paper reaches a wider range of people in my target audience, show me. If you have different production capabilities, show me. If your web site has unique ways to measure response, show me.”



Ad-libs

By John Foust

3. Focus on facts, not opinion. This takes the emotion – much of which could be interpreted as negative – out of your comments. For example, a blatantly opinionated sales person might say something like this about ad rates: “You get what you pay for. Our competitor’s rates are lower than ours. To me, that’s an obvious sign that advertising in our paper is worth more than running ads in theirs.”

That kind of remark would be guaranteed to raise a red flag with an advertiser like Kyle. In fact, he might even be tempted to defend the competitor.

It’s much better to say something like: “Let’s compare their rates with ours. Although our rates are a little more, let me show you the extra value we offer for your investment.” This fact-based approach will lead you and your prospect to a lower risk, benefits-oriented discussion.

(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

Time's Running Out!

Only three months left for free onsite technology training and consultations through Nebraska News Service

Don't miss out on this opportunity! Through December 2013, NPA newspapers can take advantage of Nebraska News Service's multimedia coach and technology consultant, Anthony Roberts, to assist them with technology issues for free. NPA wants to make sure that every member newspaper has an opportunity to take advantage of this free service, provided by the University of Nebraska College of Journalism and Mass Communications and funded by the Ethics and Excellence in Journalism Foundation.

Anthony is prepared to travel to your respective newspaper(s) and work with you and/or your staff to provide training and technical assistance on a wide variety of technology, with an emphasis on online, video, and multimedia.

He can research and evaluate new software, new computers, and new equipment, to help you make better decisions about investing in new tools to make your work easier, faster, and better. Anthony can also demonstrate how to best take advantage of the programs, equipment, and technology that you already have, demonstrate how to make use of a variety of tools and technology that is both online and free, and help you understand any limitations of your current tools, as well as providing some cost/benefit analysis for making upgrades.

Anthony has been very successful in meeting with publishers, promoting the Nebraska News Service as a value-added feature to their local news and also helping newspapers improve their ability to use new technology in the delivery of news.

The Nebraska Press Association has heard dozens of wonderful testimonials from publishers where Anthony has visited and helped with their operations. Perhaps the best way to describe his valuable service is to quote from a publisher where Anthony has visited. Deb McCaslin, publisher of the Broken Bow Custer County Chief, sent this note to the Nebraska Press Association:

"I wanted to drop a quick note to you, thanking you for introducing our paper to Anthony Roberts of Nebraska News Service. As he promised, he traveled to Broken Bow and spent a day with my editorial staff, and they learned so much. His hands-on knowledge is helping us enter the 21st century as a community news source. I can hardly wait for a return visit. He could have spent a week, and we would have barely dented his vast array of knowledge of the newspaper industry, from technology to software, to design. With thanks and appreciation, Deb McCaslin, publisher."

To schedule a free onsite consultation with Anthony, please contact him at 402-570-2380, or email him at nns.aroberts@gmail.com. Anthony is available for onsite training and consultations until the end of 2013.

Good Work!

The following newspapers 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 9/23:

2x2

Aurora News-Register — Dave Bradley (paper made \$150.00)
Blair Enterprise — Lynette Hansen (paper made \$162.50)
Grand Island Independent — Pat Bell (paper made \$162.50)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$450.00)
Hickman Voice News — Stephenie Doeschot (paper made \$300.00)
Hickman Voice News — Nick Noren (paper made \$300.00)
Kearney Hub — Penny Parker (paper made \$162.50)
Norfolk Daily News — Suzie Wachter (paper made \$162.50)
Wayne Herald — Melissa Urbanec (paper made \$162.50)

NCAN

Aurora News-Register — Kurt Johnson (paper made \$329.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Broken Bow Chief — Deb McCaslin (2 ads) (paper made \$112.50 & one NCAN special free ad)
Columbus Telegram — Tryci Greisen (paper made \$112.50)
Cozad Tri-City Tribune — Teri Hanson (paper made \$112.50)
Hickman Voice News — Linda Bryant (paper made \$112.50)
Kearney Hub — Becky Hilsabeck (3 ads) (paper made \$225.00 & one NCAN special free ad)
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

Week of 9/30:

2x2

Aurora News-Register — Dave Bradley (paper made \$162.50)
Blair Enterprise — Lynette Hansen (3 ads) (paper made \$487.50)
Hickman Voice News — Linda Bryant (paper made \$300.00)
Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$300.00)
Kearney Hub — Penny Parker (paper made \$162.50)
Norfolk Daily News — Denise Webbert (paper made \$467.50)
Scottsbluff Business Farmer — Craig Allen (paper made \$467.50)
Tecumseh Chieftain — Sarah Grof (paper made \$150.00)
Wayne Herald — Jan Stark (paper made \$467.50 + \$52.50 out of state ads)
York News-Times — Megan Thomas (paper made \$150.00)

NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)
Broken Bow Chief — Deb McCaslin (paper made \$112.50)
Hebron Journal-Register — Christy Farnstrom (paper made \$112.50)
Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)
Palmer Journal — Dale Kirkpatrick (paper made \$126.50)

“Current Issues in Employment Law” seminar in Lincoln, Oct. 10 and Kearney, Oct. 17

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 Conf. Center
Kearney, NE

There is no charge to attend the seminars. For more information and a reservation form, contact Tara Stingley, Chair of Labor & Employment Section, tstingley@clinewilliams.com.

See the flyer attached to this Bulletin.

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.

NPA continues Rural Health News Service “Thinking About Health” columns for year two

The Nebraska Press Association has partnered with the South Dakota Newspaper Association and the Colorado Press Association for year two of the Rural Health News Service, “Thinking About Health” columns, written by Trudy Lieberman.

Columns for year two continue through 2013 and all of 2014. The WEEK ONE column (of year two) was emailed to newspapers on September 20. The WEEK TWO column will be sent out October 4.

We encourage our newspapers to publish these columns, provided to you free of charge, as a service to your readers.

Funded by a grant from The Commonwealth Fund and distributed through NPA, the Rural Health News Service will continue to provide Nebraskans with unbiased health-related information, designed to help better understand the health issues facing our communities, state and nation.

These columns are also available on the NPA website. Go to MEMBER LOGIN on top red bar, once logged in click MEMBER DOWNLOADS, then click RURAL HEALTH NEWS SERVICE folder.

If you have any questions about the Rural Health News Service, please contact the NPA office.

- *Next issue of NPA Bulletin: Oct. 14*
- *Hall of Fame Award Banquet highlights & photos: Oct. issue of Nebraska Newspaper*



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

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

Classified Advertising Exchange

Sept. 30, 2013

GENERAL ASSIGNMENT NEWSPAPER REPORTER:

The Chadron Record, a weekly newspaper in north-west Nebraska, seeks a full-time General Assignment Reporter with skills in writing, research and analysis; a willingness to work flexible hours; a basic knowledge of sports, agriculture and government; basic photography skills, and familiarity with QuarkXpress, Photoshop, InDesign, Microsoft Office products and social media a plus. Full-time position offers a competitive wage and excellent benefit packages including health, dental, vision, and 401(k). Applications are only accepted online at www.rapidcityjournal.com/workhere. Location: choose South Dakota; click on "search for job."

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. Priced 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, Employment Law Seminar flyer, Iowa 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.



To: Publishers and Staff

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

Join us Saturday, October 5
prior to the game, for conversation & good food
(while it lasts!),

starting at **9:00** A.M.
at the NPA office, 845 "S" St, Lincoln, NE
(Sorry, our lot parking is sold out)

Huskers vs. Illinois

Sponsored by:
NE Public Power District

Go Big Red!

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



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