

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## Calendar of Events:

### Sept. 4-Nov. 26, 2013

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

### November 2, 2013

NPA Husker Pre-Game Starts at 12:30pm  
NPA office, 845 "S" St. Lincoln

### November 15, 2013

Niagara Foundation Media Awards Banquet (NPA will be an award recipient)  
Cornhusker Marriott, Lincoln, NE

### January 31, 2014

NPA/NPAS Joint Board Meeting  
Conference Call - 10:00AM (CDT)

### March 12-14, 2014

NNA Leadership Summit  
Washington, D.C.

### April 11-12, 2014

NPA Annual Convention  
Midtown Holiday Inn  
Grand Island, NE

## Deadlines:

### October 31, 2013

Deadline to submit photos for 2014 NPA Directory cover

#### CONTACT INFO:

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## Veterans Day, flag features available for newspapers

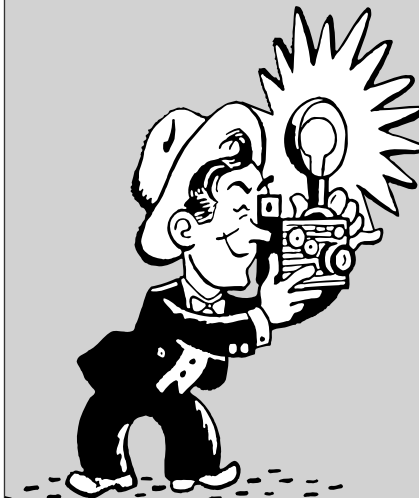
Veterans Day is Monday, November 11. Last year, Missouri Press Association created a feature on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.

They also produced a feature on flag etiquette and more than 250 newspapers nationwide downloaded the Flag Etiquette feature.

Both the Flag Etiquette feature and the new Veterans Day feature were created in partnership with The Missouri Bar Association.

**Attached are PDFs of these features that newspapers may download and use to commemorate this holiday.**

## There's still time! Submit photos for 2014 NPA Directory cover!



There's still time to submit photos for consideration for the NPA 2014 Directory/Ratebook front cover.

Photos that your paper may have entered in the 2013 NPA contest categories can be submitted for front cover consideration, as well as other photos taken within the last year.

**Submit a high resolution JPEG to [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Include a brief description of the photo and the location where the photo was taken.** The winning photo will receive mention in the 2014 Directory. **DON'T DELAY!**

## **NPA/NPAS Staff**

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## **Would you like to print the 2014 NPA/NPAS Newspaper Directory/Rate Book?**

It's that time of year again!  
Newspapers are invited to  
submit bids for the 2014  
Nebraska Rate Book/Directory.

**Deadline for bid submissions is  
Tues., Nov. 19, 2013.**

**See the attached flyer for details.**



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 webinar:**

### **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

## **Webinar Packages:**

### **The Core of Selling (advertising sales)**

This package takes you through four different course offerings, more focused on the basics of sales and advertising. The individual webinars have all been previously recorded and include:

- Return to Sales Basics**
- Selling Against Your Competition**
- Anatomy of a Sales Call**
- Extending Ad Campaigns...Looking Past "Now"**

Package price for The Core of Selling is \$99

### **Online Sales & Digital Monetization**

This webinar package focuses on the digital and online side of newspaper advertising and includes:

- Online Sales: We've Got the Butter!**
- Digital Monetization: The Five Faces of a Multi-Media Salesperson**

Package price for the Online Sales Package is \$49

Once registered for either of these webinar packages, you'll receive a confirmation page with links to download each program. Watch the programs whenever/wherever you like, there's no specific date or time that these packages will be aired.

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

# **Reporters Committee launches iFOIA (Freedom of Information Act) electronic information request filing and tracking system**

*Press Release, October 17, 2013*

At the Online News Association Conference in Atlanta on October 17, 2013, the Reporters Committee for Freedom of the Press announced the launch of iFOIA, a free online system for creating, sending, and tracking federal and state freedom of information requests.

The iFOIA resource, which is online at [www.ifoia.org](http://www.ifoia.org), is an extension of the Reporters Committee's popular FOIA Letter Generator, which has been a feature of the organization's website since 1996. iFOIA can be used on a desktop or mobile device, and allows users to choose whether to keep their correspondence chains with government agencies confidential or share them with designated colleagues, such as editors and lawyers. It also includes a FOIA Wiki for feedback and discussions. Because it automatically organizes all of a reporter's files, it is designed to help with lawsuits and agency appeals when government stonewalling presents no other option.

"In the coming months, we'll be visiting newsrooms around the country for training, and I hope more news leaders, including non-profit startups and freelance bloggers, who need help filing and pursuing FOIA requests, will reach out to us," said Reporters Committee Executive Director Bruce D. Brown. "Because iFOIA is created by the lawyers at RCFP, it is supported by people with legal expertise who can take you through every step of the FOIA process."

Funded by a generous grant from the Stanton Foundation, iFOIA joins a growing library of free digital resources available from the Reporters Committee, including the Reporters Committee FirstAid mobile application, which was also funded by the Stanton Foundation.

The Stanton Foundation was created by Frank Stanton, a pioneer of the television industry, who built CBS into a broadcasting powerhouse during his 25 years as its president. Among Frank Stanton's myriad contributions to CBS and broadcasting were ensuring that television was used as an instrument of civic education and committing the industry to defending free speech and the First Amendment.

## *About the Reporters Committee*

*Founded in 1970, the Reporters Committee for Freedom of the Press offers free legal support to thousands of working journalists and media lawyers each year. It is a leader in the fight against persistent efforts by government officials to impede the release of public information, whether by*

*withholding documents or threatening reporters with jail. In addition to its 24/7 Legal Defense Hotline, the Reporters Committee conducts cutting-edge legal research, publishes handbooks and guides on media law issues, files frequent friend-of-the-court legal briefs and offers challenging fellowships and internships for young lawyers and journalists.*

**For more media law information, resources and guides, go to [www.rcfp.org](http://www.rcfp.org).**

## **Reporters Committee's Digital Journalist's Legal Guide**

If you are gathering and disseminating news and information in any medium, this Reporters Committee's Digital Journalist's Legal Guide is for you. It will be as useful to bloggers as to a staff reporter at a national newspaper.

**Please note:** This Reporters Committee website is meant to help educate journalists about their rights, and is not meant to be taken as legal advice from an attorney or a substitute for direct consultation with an attorney. The Reporters Committee can usually help journalists, traditional or digital, find an attorney in their jurisdiction when they are sued or arrested. In such cases, contact the Reporters Committee hotline (800-336-4243) for help. This guide is arranged by the legal topics below:

### **Gathering news and getting information: Open records & meetings (FOIA)**

Are you having trouble getting access to information from federal, state or local governments? Do you need to follow the latest on how privacy and national security issues are affecting access?

### **Access to courts**

Are you being kept out of a judicial proceeding, or denied access to court documents? Do you need to contest a sealing order that has placed newsworthy information off-limits?

### **Newsgathering (Access to places)**

Have you been stopped by police while covering a news story? Have you been kept out of a news scene because you've been denied credentials? Do you have other issues and concerns related to official interference with your right to gather news and information?

### **Protecting and defending your work: Sources and Subpoenas (Reporter's Privilege)**

Have you been served with a subpoena? Is someone demanding that you reveal a source, or provide what you feel is protected newsgathering information? Do you have a question about the reporter's privilege -- the right not to be compelled to testify or reveal sources in court?

***continued on page 5***



## **Kruse retires from Blair Publishing newspapers after 25 years**

Lois Kruse reached her goal of 25 years with the Blair Enterprise Publishing Co. in September and officially retired on October 18.

Many people had become familiar with Kruse's voice as she answered the phone at the *Blair Enterprise* and *Blair Pilot-Tribune* Washington County newspapers and publishing office.

The Blair newspaper job was her second newspaper career. She worked 15 years at the *Albion News*, first as a proofreader and bookkeeper, but gradually got into "everything," according to Kruse.

## **Kearney Hub among winners of 2013 Nebraska Travel Industry awards**

The *Kearney Hub* was awarded The Friend of Tourism Award by the Nebraska Travel Industry at their awards banquet, October 24, 2013, at the Divots Conference Center in Norfolk, NE.

More than 170 tourism professionals were on hand to honor the eleven travel industry winners. The event capped the annual NE Travel Conference, organized by the NE Tourism Commission and hosted by the Norfolk Area Visitors Bureau.

In their nominations, the organizations praised the *Kearney Hub* newspaper for promoting local tourism attractions and events through feature articles, travel books, online promotions and other special publications.

**For information on the other Nebraska Travel Industry award winners, go to [www.visitnebraska.com](http://www.visitnebraska.com).**

## **Contest Judges Still Needed!**

Judges are still needed for the annual Iowa Newspaper Contest, coming up November 1-25. The entire contest will be online (with the exception of a few categories).

**Contact Carolyn Bowman in the NPA office THIS WEEK if you can help.**

**See the attached flyer for details!**

## **Palmer Journal will continue to publish through 2013**

According to a recent newspaper update from owner Dale Kirkpatrick, the *Palmer Journal* will continue to publish through the end of the year.

The newspaper has been for sale for several months and Kirkpatrick had planned to retire and discontinue publication the end of October if a buyer wasn't found.

While Kirkpatrick has had some interest in the purchase of the newspaper, nothing is set.

## **BBB warns publishers to comply with privacy rules**

By Wendy Davis, MediaPost, Oct. 14, 2013, [www.media-post.com](http://www.media-post.com)

A "significant minority" of publishers don't follow self-regulatory rule requiring enhanced notice about data collection, according to an enforcement unit of the Better Business Bureau.

The BBB's Accountability Program made the statement as part of a compliance warning. The warning is meant to inform publishers that the industry's self-regulatory program requires them to provide "enhanced" notice -- in the form of a separate link -- on every page where ad networks or other third parties collect information for online behavioral advertising purposes. That link must be underneath text like "Interest-based ads," "About our ads," "AdChoices," or "Why did I get this ad," and also must lead to a site where people can opt out of online behavioral advertising.

Genie Barton, vice president and director of the BBB's Online Interest-Based Advertising Accountability Program, told MediaPost that some publishers mistakenly believed that they were in compliance as long as they displayed privacy policies.

Privacy policies often notify people about behavioral targeting and contains opt-out links, but users often have to scroll through the entire document to find information about interest-based ads. By contrast, the "enhanced notice" links take people to sites devoted to information about online targeting.

Barton says that her unit recently reviewed 75 publishers' sites, and found that seven lacked the "enhanced" links, but otherwise complied with the self-regulatory programs. Barton's office closed those cases and is not naming the publishers. The BBB intends to start enforcing the enhanced-notice requirement for publishers next year.

Read more: <http://www.mediapost.com/publications/article/211260/bbb-warns-publishers-to-comply-with-privacy-rules.html#ixzz2ikIGzHqE>.

**“In the future days which we seek to make secure, we look forward to a world founded upon four essential human freedoms.**

**The first is freedom of speech and expression — everywhere in the world....”**

In troubled times more than half a century ago, President Franklin Delano Roosevelt uttered the visionary principles that would inspire a nation and guide America through World War II and into the 21st century. He called them the “Four Freedoms” – Freedom of Speech and Expression, Freedom of Religion, Freedom From Want, and Freedom From Fear.

Over the past 60 years, these ideals have survived, and triumphed. Today, free speech defines our American way of life. It is indeed a triumph of our democracy – a freedom to be celebrated.

Free Speech Week was *officially* celebrated last week, October 21-27, but it can be celebrated any time, to ensure that free speech remains “The Language of America.”

**For more information go to [www.freespeechweek.org](http://www.freespeechweek.org).**

### **Legal Guide - cont. from page 3**

#### **Libel**

Is someone threatening to sue you over what you’ve written, or claiming that what you printed is not true? Do you have a question about libel cases or related issues, like anti-SLAPP laws and the fair report privilege?

#### **Invasion of Privacy**

Are you worried about how to present what may be personal yet newsworthy details in a news story? Do you have a question about other privacy claims, like intrusion upon seclusion and publication of private facts?

#### **Knowing the legal restrictions:**

##### **Government Censorship (Prior restraints)**

Has a court ordered you not to print information that you lawfully obtained, or not to report what you heard in open court?

##### **Content Regulation**

Are you being threatened with revocation of a domain name? Do you need to know what the FCC and FTC are doing to regulate the Internet? Need to know how the “fair use” exception to copyright law works? Have you been told to take down something from your site for copyright reasons? Or, has someone else taken your work without permission?

**For more media law information, resources and guides, go to [www.rcfp.org](http://www.rcfp.org).**

#### **Next issue of NPA Bulletin:**

**NOVEMBER 11**

- **Access archived issues of the Bulletin at [www.nebpress.com](http://www.nebpress.com). Login to MEMBERS area, click MEMBER DOWNLOADS, on drop-down menu, click BULLETIN ARCHIVES.**

### **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 10/21:**

##### **2x2**

Broken Bow Chief — Deb McCaslin (paper made \$467.50)  
Hebron Journal Register — Christy Farnstrom (paper made \$150.00)  
Hickman Voice News — Linda Bryant (3 ads) (paper made \$462.50)  
Hickman Voice News — Nick Noren (paper made \$300.00)  
Scottsbluff Business Farmer — Craig Allen (paper made \$467.50)  
Wausa Gazette — Peggy Year (paper made \$162.50)

#### **NCAN**

Aurora News-Register — Dave Bradley (paper made \$137.00)  
Aurora News-Register — Dani Lemburg (paper made \$116.00)  
Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Broken Bow Chief — Deb McCaslin (paper made \$112.50)  
Hickman Voice News — Linda Bryant (3 ads) (paper made \$372.50)  
Kearney Hub — Becky Hisabeck (2 ads) (paper made \$225.00)  
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

#### **Week of 10/28:**

##### **2x2**

Blair Enterprise — Lynette Hansen (paper made \$162.50)  
Hickman Voice News — Linda Bryant (2 ads) (paper made \$300.00)  
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)  
Wayne Herald — Jan Stark (paper made \$467.50 plus \$180.00 out of state)

#### **NCAN**

Aurora News-Register — Dave Bradley (paper made \$137.00)  
Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Broken Bow Chief — Deb McCaslin (paper made \$112.50)  
Hickman Voice News — Linda Bryant (4 ads) (paper made \$372.50 plus 1 NCAN Special Free ad)  
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

# Classified Advertising Exchange

Oct. 28, 2013

**FULL-TIME REPORTING POSITION:** The Norfolk Daily News is looking to fill a full-time reporting position. Strong reporting and writing skills are a must. An interest in photography, videography and editing/pagination work would be a plus. If you're interested in being part of 20-person newsroom filled with talented, fun people to work with, consider this position. Competitive wages, excellent fringe benefits and the stability of working for a newspaper that's been owned by the same family for 125 years. Send cover letter, resume and writing samples to Kent Warneke, Editor, Norfolk Daily News, Box 977, Norfolk, NE 68702 or via email at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com).

**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](http://www.rapidcityjournal.com/workhere). Location: choose South Dakota; click on "search for job."

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

**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.

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Iowa Newspaper Contest Judging flyer, Honoring Our Veterans & Honoring Our Flag PDFs, Husker Pre-Game flyer.

**FOR SALE:**

|                  |        |
|------------------|--------|
| Luggage Tags:    | \$5.00 |
| Credit Card Case | \$7.00 |

Postage for mailing extra.  
Contact NPA for more information.

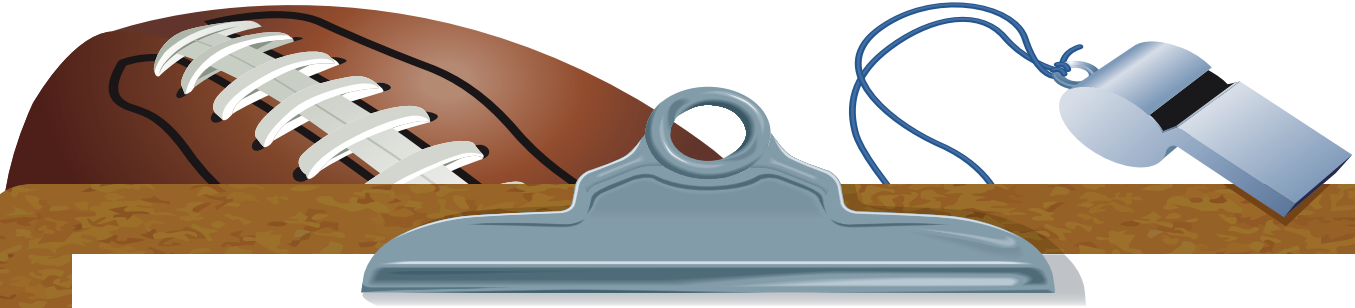
**Reporter's Handbooks For Sale**

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).



**To: Publishers and Staff**

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

**Join us Saturday, November 2**

**prior to the game, for food & conversation,**

**starts at 12:30 p.m.**

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

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

**Huskers**

**VS.**

**Northwestern**

*Sponsored by: Wells Fargo Bank*

***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!

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\_\_\_\_\_ 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



# Would you like to print the 2014 Nebraska Newspaper Directory and Rate Book??

*Submit your detailed bid before  
November 19, 2013*

## **Here's what is involved:**

- 1,000 copies
- Covers, 4-color/black, bleed (#80 gloss stock)
- 52 b/w inside pages (#70 gloss stock)
- The book is sent to you ready to print as a camera-ready PDF, created in Indesign CS5
- 8 1/2" x 11" finished - staple binding
- Please include shipping fees & sales tax with your bid

Please submit your bid to  
NPA  
845 "S" Street,  
Lincoln, NE 68508  
or by email to  
[nebpress@nebpress.com](mailto:nebpress@nebpress.com).

If you have any questions, please contact Susan at  
402-476-2851 or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

