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

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

Details on attached flyer!



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 12/2/13 - DL Tues., 11/26/13 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/2/13 - DL Mon., 11/25/13 at 4:00 p.m.

**Please pass this information along to all employees.
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

Pierce receives Nebraska Press Women's highest award

Mary Pierce, news editor of the *Ogallala Keith County News*, received the Nebraska Press Women's 2013 Communicator of Achievement Award on October 12, during their NPW fall convention in Lincoln.

The award is the highest bestowed by the NPW and goes to a member who has made outstanding achievements and contributions to the profession of journalism, to the community and to Nebraska Press Women and the National Federation of Press Women.

Pierce has worked for the *Ogallala Keith County News* since 2000. As news editor, she writes breaking news and features, covers city and county government, education, and reports on community issues. She previously worked for the *North Platte Telegraph* and earned a bachelor's degree in journalism from the University of Nebraska-Kearney.

As a 15-year member of Nebraska Press Women, Pierce has been active on the organization's board, served as both secretary and director of the professional communications and high school contests, and is helping organize the 2014 spring NPW convention in Ogallala.

Thompson named editor/publisher of Kimball Western Nebraska Observer

With the departure of editor and publisher Jacob Misener, reporter Daniel Thompson was named the new head of the *Kimball Western Nebraska Observer* effective mid-October.

Misener, who had been with the *Observer* since April 2013, accepted an opportunity to run a daily newspaper in Pontiac, IL, close to where he grew up.

Thompson, 24, graduated from the University of Wisconsin-Madison in May 2012 with a major in English, and has worked at the newspaper for the past year as a reporter, covering local and county events.

Ralston Recorder celebrates 75 years of publication

The *Ralston Recorder* was founded 75 years ago, on October 21, by five women who decided that if Ralston was going to be a first-class town, it was going to need a newspaper.

In 1938, the women, Mrs. Ivan Weaber and Idamae V. Hunter, the newspaper's chiefs of staff, and Mrs. Vincent Saitta, Isabel M. Haney and Ruth E. Kubik, associates, wrote a brief editorial headlined, "Support Your Paper," which started: "Every community needs some means of binding together the various interests of the town, and a newspaper can be an important factor in accomplishing this."

Sue Lucas, familiar face at Wahoo Newspaper for 40 years, dies at 64

Sue Lucas, classified manager and former office manager at the *Wahoo Newspaper* for nearly 40 years, died October 17 in Wahoo after a battle with cancer. Funeral services were held October 21.

Lucas began her career as office manager at the newspaper in 1974, and during her nearly four decades at the newspaper, she worked for four different publishers, including current Publisher Shon Barenklau.

Barenklau said Lucas was the foundation of the newspaper's operations in circulation, classified ads and public notices.

Former Publisher, Zean Carney, who published and owned the newspaper for 15 years, said she was the face and voice of the newspaper. "Most people knew her better than they knew the publishers," he said. Lucas also worked as office manager for former publishers Larry Fauss and Derrel Ludi.

Lucas is survived by her husband, Wayne, and her daughter and son-in-law, Sarah and Aaron Virchow of Lincoln.

UNL Journalism professor, Joe Starita, to receive Leader in Communication Award

The International Association of Business Communications-Lincoln (IABC) has selected UNL professor and bestselling author Joe Starita to receive their 2013 Leader in Communication Award. The award will be presented November 14 at a luncheon at Wilderness Ridge Lodge in Lincoln, NE.

Starita, a Lincoln native, is an award-winning author, former *Miami Herald* New York bureau chief and current UNL professor in the College of Journalism and Mass Communication.

His books include *I Am a Man: Chief Standing Bear's Journey for Justice*, chosen for One Book-One Lincoln in 2011 and *One Book-One Nebraska* in 2012, *The Dull Knives of Pine Ridge*, an account of four generations of a Lakota Sioux family and *A Day in the Life*, a panoramic view of Football Saturdays at Memorial Stadium.

The Leader in Communication Award, given annually since 1999, recognizes outstanding communication skills. Previous recipients include Dr. Steve Joel, Bob Kerrey, Chuck Hagel, Ted Kooser, Scott Young and Christy Hinrichs.

***The NPA/NPAS office will be CLOSED
Thurs. & Fri., November 28 & 29,
for the Thanksgiving Holiday.***

National Newspaper Association Continues Fight Against Unfair Postal Rate Increases

NNA, October 31, 2013

The National Newspaper Association, America's alliance of community weekly and daily newspapers, this week continues a multi-front attack against unfair postage rate increases with litigation at the Postal Regulatory Commission and strong grassroots work on Capitol Hill.

NNA has joined the Affordable Mail Alliance at the PRC to object to the planned "exigency" postage increase proposed for January. NNA and others are arguing that the U.S. Postal Service has overstated the amount of its financial losses created by the Great Recession.

On Capitol Hill, NNA opposes proposals by Sen. Tom Coburn, R-OK, to hand over authority to USPS—to set rates and to change service levels without—pre-review by the Postal Regulatory Commission. Coburn's proposals are included in the Postal Reform Act of 2013, jointly proposed by Coburn and Sen. Thomas Carper, D-DE, chairman of the Senate Committee on Homeland Security and Governmental Affairs. NNA believes handing unfettered authority over the government monopoly's services and rates to the USPS Board of Governors would result in higher rates for Periodicals and more attempts at promoting selected direct mail products over newspaper advertising.

"NNA has an obligation to the industry and our communities to help cure the ills of the Postal Service in ways that do not dilute service or drive more mailers out of the system. Both of those results would end up in a massive taxpayer bailout of the Postal Service in the future because mail volume will fall off even more sharply than it is today," said NNA President Robert M. Williams, Jr. "We understand that new legislation is needed and that we will not always get what we want. But we have our sights trained on solutions that do not further diminish service, particularly in rural America. And we need a fair playing field for newspapers.

"I have asked members of NNA's Congressional Action Team, operating under the expert leadership of our chair, Deb McCaslin, of Nebraska, to call their senators on the Homeland Security committee, which will be writing the legislation," he said. "We need to keep the PRC in a proper regulatory role and continue to work for laws that create meaningful cost controls for the Postal Service.

"Our board in September reaffirmed our partnership with the Affordable Mail Alliance as well. We are working in a very strong coalition to litigate at the PRC on the proposed rates."

Max Heath, NNA's Postal Committee chair, has produced estimates on the impact of the proposed postal rates for newspapers. As always, the average proposed rate hits some newspapers harder than others.

"We believe some rates will fall in the 8 percent to 9 percent range," Heath said. "I have cautioned our members that these rates are proposed and not final. The PRC still

has to speak. I believe we have a strong case to reduce this proposed increase and would hope we wind up with something closer to the legal increase within the rate of inflation."

McCaslin noted support for NNA's position from Sen. Susan Collins, R-ME, one of the authors of the 2006 Postal Accountability and Enhancement Act, where the inflation-based price cap was created. Collins has written the PRC that Congress never intended for the legal "exigency" or emergency rate authority to be used as USPS proposes.

Collins said she believed the exigency power was to be used "sparingly ... only if terrorist attacks, natural disasters and other events cause significant and substantial declines in mail volume." She said the PRC's approval of the higher rates could be inconsistent with the law.

The National Newspaper Association is a 2,200 member organization of community newspapers. Founded in 1885, it represents newspapers in every state and encompasses weeklies and small daily newspapers providing local news and information to their communities. More about NNA: www.nnaweb.org.



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

Covering Health Care Reform: How to inform your readers

Thursday,
December 5
2:00-3:00 p.m. EST
1:00-2:00 p.m. CST
Registration fee: \$35
Registration deadline:
Monday, December 2

*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

<p>In this webinar...</p> <p>This webinar will include information on how to make coverage of health care reform understandable and digestible for your readers. The presenter will be discussing specific effects the health care reform will have on different groups, such as small business owners, young adults, pre-retirement adults and health care providers. As the new initiative continues to roll out, we'll discuss how to keep on top of updates and resources available to you.</p>	<p>The presenter...</p> <p>Tony Leys</p>  <p>Tony Leys has worked at the Des Moines Register since 1988. He worked as a copy editor and assignment editor before returning to reporting in 2000. Since then, much of his focus has been on covering health care. He grew up in the Milwaukee, Wis., area and graduated from the University of Wisconsin-Madison.</p>
<p>Presented in partnership with:</p> <p>CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.</p>	<p> Online Media Campus  OnlineMediaCamp</p>
<p>REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM</p>	
<p><small>Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation</small></p>	



Working his fingers to the bone...NPAS sales manager, Rob James, spent October working his fingers to the bone, scaring up ad sales from current and prospective advertisers.



Saturday, November 30, 2013 is Small Business Saturday®

– a day to celebrate and support small businesses and all they do for their communities. Founded by American Express in 2010, this day is celebrated every year on the Saturday after Thanksgiving.

For information, resources and free graphics for Small Business Saturday, go to:

www.americanexpress.com/us/small-business/Shop-Small/
OR

www.sba.gov/about-sba/sba_initiatives/small_business_saturday_2013

• Next issue of NPA Bulletin:

NOVEMBER 18

- **ARCHIVED ISSUES OF THE BULLETIN** available at 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 11/4:

2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Hebron Journal Register — Christy Farnstrom (paper made \$150.00)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$650.00)
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)
West Point News — Paula Nesladek (paper made \$325.00)

NCAN

Aurora News-Register — Dave Bradley (NCAN special free ad)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Broken Bow Chief — Deb McCaslin (NCAN special free ad)
Fairbury Journal-News — Jennifer Lewis (paper made \$112.50)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$112.50 plus 2 NCAN special free ads)
Kearney Hub — Becky Hilsabeck (2 ads) (paper made \$112.50 plus 1 NCAN special free ad)
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)
Scottsbluff Star-Herald — Krista Holstein (paper made \$112.50)

Week of 11/11:

2x2

Broken Bow Chief — Deb McCaslin (paper made \$312.50)
Hickman Voice News — Linda Bryant (paper made \$150.00)
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)
Hickman Voice News — Nick Noren (paper made \$300.00)
Tecumseh Chieftain — Sarah Grof (2 ads) (paper made \$600.00)
Wayne Herald — Jan Stark (paper made \$467.50 plus \$180.00 out of state ads)

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)
Hickman Voice News — Linda Bryant (free NCAN special ad)
Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$390.00)
Ord Quiz — Lynn Griffith (paper made \$112.50)

Classified Advertising Exchange

Nov. 11, 2013

GRAPHIC DESIGNER: The Seward County Independent newspaper group is looking for a full-time graphic artist to produce print ads, commercial printing and online ads. This job would include preparing advertisements, some page layout and setup advertisements for our online products. The requirements include Indesign and Photoshop knowledge, attention to detail, the ability to work on deadlines and work well within a team. Prior newspaper experience helpful. Our newspapers also include The Milford Times, The Friend Sentinel and The Wilber Republican. Send a cover letter and resume to Kevin L. Zadina, Seward County Independent, P.O. Box 449, Seward, NE 68434 or email to kevinzadina@sewardindependent.com.

TAKING APPLICATIONS FOR SPORTS EDITOR POSITION at the Custer County Chief in Broken Bow, NE. Be part of an award winning newspaper. If you enjoy high school sports and are a team player, contact Deb McCaslin at publisher@custercountychief.com. Competitive wages and benefits provided.

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.

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.

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.

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, NPA 2014 Directory Printing Bid Request flyer, NPA Husker Pre-Game flyer.

FOR SALE:

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

Postage for mailing extra.
Contact NPA for more information.

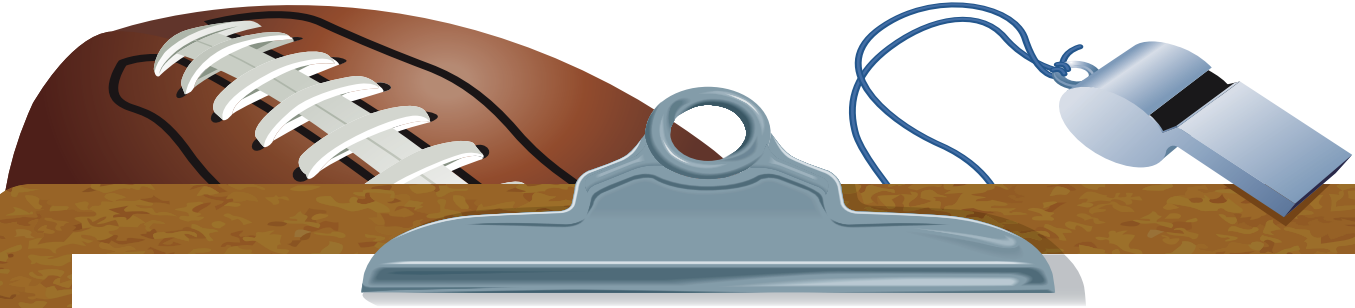
Reporter's Handbooks For Sale

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.



To: Publishers and Staff

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

Join us Saturday, November 16

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.
Michigan St.**

Sponsored by: Black Hills Energy

Go Big Red!

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.

If you have any questions, please contact Susan at
402-476-2851 or nebpress@nebpress.com.

