

CONFIDENTIAL

Bulletin

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Calendar of Events:

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:

November 19, 2013

Deadline to submit bids to
print 2014 NPA
Directory/Ratebook

January 31, 2014

Deadline to submit entries
for 2014 NPA Better Newspaper
Contest

**THE NPA OFFICE WILL
BE CLOSED
THURSDAY & FRIDAY,
NOVEMBER 28 & 29
FOR THE
THANKSGIVING
HOLIDAY!**

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Is this the most important Black Friday ever?

By Sean O'Leary, Newspaper Association of America (NAA) Director of Communications, November 5, 2013

A quirk in the calendar has added an extra sense of urgency to the busiest shopping day of the year.

This year, Black Friday falls on November 29 – less than a month before Christmas, and a week later than last year – giving shoppers one week less to get all of their holiday shopping done between the two holidays.

For retailers, that means a full week less of the most profitable shopping days of the year.

If that weren't enough, The New York Times reported that the lasting effects of the government shutdown are estimated to trim customer spending by 2 percent for the holiday season. Shaken by that potentially gloomy forecast, advertisers are increasing efforts to woo reluctant shoppers.

The fears of a shutdown hangover combined with a shorter shopping window have retailers working overtime – quite literally – in an effort to make sure the 2 percent decrease doesn't hit their bottom line.

On Monday, K-Mart announced that its Black Friday sales would begin on Thanksgiving and last for 41 hours. No, that is not a misprint – K-Mart stores will open at 6 a.m. on Thanksgiving for Black Friday.

It seems relatively quaint in comparison that Sears is opening at 8 p.m. on Thanksgiving for its Black Friday sale and a mere 26-hour shopping extravaganza.

Yet it appears no store has been able to outdo Wal-Mart, which announced rock-bottom prices usually reserved for Black Friday on the day after Halloween as it set a new standard for holiday creep.

With so much at stake in such a short period of time, it is little surprise that many retailers will turn to newspapers to promote their sales to the masses. Newspapers have the audience and engagement that advertisers crave – our Nielsen research has found that newspaper print ads drive the highest purchase intent, with a 35 percent higher score than local TV, cable TV and local music radio.

Additionally, 63 percent of adults name local newspapers as the most effective place to learn about Black Friday sales and store information. This is a 37 percent higher score than microblogs and a 58 percent higher score than local TV.

For the second year, NAA is providing advertising and public relations resources to help our member newspapers create the Ultimate Black Friday Shopping Guide.

continued on page 3

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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 11/18:

2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Fremont Tribune — Julie Veskerna (paper made \$467.50)
Hebron Journal Register — Christy Farnstrom (paper made \$150.00)
Hickman Voice News — Linda Bryant (paper made \$625.00)
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)
Kearney Hub — Melodee Hauserman (paper made \$325.00)
Norfolk Daily News — Suzie Wachter (paper made \$162.50)
Tecumseh Chieftain — Sarah Grof (2 ads) (paper made \$600.00)

NCAN

Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$225.00)
Ord Quiz — Lynn Griffith (paper made \$112.50)



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

Black Friday - continued from page 1

With the buzz about this year's Black Friday reaching seemingly epic proportions, the question remains: Is this the most important Black Friday ever?

To answer the question, it seems only appropriate to check in with the retailer most associated with Thanksgiving – Macy's, sponsor of the beloved parade that marks the beginning of the holiday season with the arrival of Santa Claus and the shopping season. For the first time in its 155-year history, Macy's will open on Thanksgiving night.

Yes, Black Friday is so big in 2013 that it could not be contained in one day. For advertisers, that means more pressure to deliver more sales and more shoppers – and that means turning to newspapers for the engaged audience they crave.

NAA members can access NNA's Ultimate Holiday Shopping Guide and Black Friday materials, bolstered by new data from Nielsen that further emphasizes the importance and relevance of each paper to advertisers, local businesses and consumers.



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

Plan on it.

For your beloved...
Oil this we...
3% off...
Limited amount in stock!

81%
of consumers acted upon a newspaper ad.

Black Friday is the biggest shopping day of the year and Americans already know exactly where they will go first: straight to their local paper. According to a new study by Nielsen, 63% of U.S. adults list newspapers as the ultimate holiday shopping guide and the most effective way to learn about Black Friday deals.

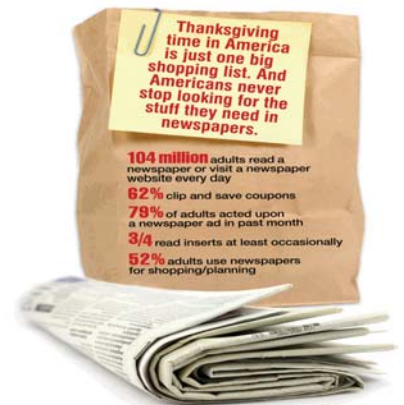
www.naa.org
Newspaper Association of America

Newspaper Association of America (NAA) newspaper ads available online

A collection of downloadable newspaper ads from the Newspaper Association of America can help you promote holiday shopping, as well as focus on the power of newspaper media and the value newspapers offer to advertisers. There are 14 different ads available for download.

Browse the ads (like the two images here), and click to download high-resolution, print-ready PDF files. **The ads from the Newspaper Association of America (NAA) are available on their website, at www.naa.org. No login required.**

At Thanksgiving, newspapers talk turkey.



When you've got products or services you'd like to promote this Thanksgiving season, call your newspaper representative first. And visit newspapermedia.com for more information on the power of newspaper advertising during holidays and events.

And let's all have a successful Thanksgiving.



HAPPY THANKSGIVING!



The NPA OFFICE WILL BE CLOSED Thurs. & Fri., Nov. 28 & 29 for the Thanksgiving Holiday.

Here's how some newspapers promoted National Newspaper Week!



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

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

On the next three pages are examples of how newspapers promoted National Newspaper Week. Many papers took advantage of the guest columns, cartoons and ads, provided free of charge, by the National Newspaper Association. Several papers wrote localized columns on the role their paper plays in their community. Some offered special subscription rates, thanked their carriers, announced new services (Auburn) or featured their staff (Ainsworth & Blair). The Grant Tribune-Sentinel ran a clever full-page ad showing people in their community reading newspapers.

YOUR LINK TO THE COMMUNITY
**NATIONAL
NEWSPAPER
WEEK**



October 6-12, 2013

Ainsworth Star-Journal Staff

(Front) Sue Spann and Charlie; (Back Row) Janelle Keller, Debbie Gillam, Matt Esterly, Kathy Worrell and Rod Worrell

**Takes This Opportunity To Thank
YOU - Our Loyal Readers and Advertisers;**

Photographers

Debb Gracey and Jennifer Osborne

Local News Correspondents

Becky Schelm, Ardis Giles and Mary Hoppolpeter

News Stand Businesses

Ainsworth Star-Journal ~ Rusty Petal ~ Pump and Pantry
J's Keggers ~ Alco ~ Red & White Market ~
Roadrunner ~ H & R Food Center ~ Scott's Place
Anderson Market ~ Turbine Market ~ Town and Country Market

Our Ainsworth Star-Journal Staff

Rod and Kathy Worrell - Co-Owners

Matt Esterly - Pressman • Debbie Gillam - Advertising Manager
Sue Spann - Part-Time • Janelle Keller - Office • Cheryl Esterly - Part-Time Office
Charlie - Official Greeter

Pioneer Advertiser • Ainsworth Carwash

402-387-2844 • 921 E. 4th Street • Ainsworth, NE

email: ainsworthnews@ainsworthnews.com

website: www.ainsworthnews.com

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National Newspaper Week

Nemaha County Herald



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

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

**Check it
out
TODAY!**

**IN CELEBRATION OF
NATIONAL NEWSPAPER WEEK
THE NEMAHA COUNTY HERALD**



The Nemaha County Herald visit us @ www.anewspaper.net

is pleased to announce two exciting upgrades to our service: our brand new website and e-Edition, a digital version of our print newspaper. e-Edition is a full color replica of the printed edition of The Nemaha County Herald in a popular flipbook format. It is the best way for out-of-town subscribers to access timely community news, and no matter where you live, e-Edition is easy and convenient; it is delivered right to your email inbox and there's nothing to download—just click the edition and begin reading.

We encourage you to visit www.anewspaper.net to check out the new e-Edition, read breaking community news stories, learn about local events and more—all from the convenience of your computer, phone, iPad or any other mobile device. For a limited time, we will offer e-Edition free of charge; later, it will be available by subscription only.

Our staff knows that reading The Nemaha County Herald on or near the publication date creates the most value for you. With e-Edition, the long wait times for the mail are a thing of the past, and with our new website at www.anewspaper.net, you don't have to miss out on the latest news and events happening in your community.

Thanks again for being a loyal reader and subscriber. We are always looking for ways to bring you better products, and we hope you enjoy e-Edition and the new website.

See your
HERALD
on **ANY DEVICE.**



Get your local news on any device at any time. Our new e-Edition will soon be a paid service for subscribers only and will be delivered to your email. e-Edition can be viewed on any mobile device, including iPad, iPhone and Android. See a free preview at www.anewspaper.net.

*Our website has
all the details*
www.anewspaper.net
NOW AVAILABLE

It's time for a 'Reader Appreciation' Month

As you probably know, the entire country takes time out from their daily lives in October to recognize newspapers during National Newspaper Month with parties, celebrations, parades and some quiet moments of silence.

OK, honestly, most people aren't even aware there is such a month, let alone do they do anything to honor or recognize it.

However, here at the Enterprise we do take look at this month as a time to reflect on the fact that without you, our readers, we obviously wouldn't exist. So, in reality, it should be a month designated as National Newspaper Reader Appreciation Month.

At this time, we want to send out thanks to all our readers for taking time out of your busy schedules to spend some time with us twice each week.

No matter how it's calculated, we know people are still reading the newspaper.

How many of you are there out there? A commonly used statistic is 2.5 readers for each paper printed, which in our case would mean approximately 10,000 people read us twice each week.

That number is arrived at by assuming that normally there are at least two people in each household who receive the paper and both take his or her turn reading it. Then, quite often the paper is passed on to a neighbor, who again passes it around his or her home.

I often observe customers at stores where our paper is sold pick up the paper, casually browse through the pages, then put it back on the rack. That's a good news, bad news situation, as obviously we'd like the person to actually buy the paper, but it makes me feel good to know that they're reading it.

The local coffee shop copy goes well beyond the 2.5 readers per copy and could easily have a dozen readers or more. By the end of the day, that edition will be tattered, torn and usually coffee-stained from being passed around by all who have stopped to have a little java and shoot the breeze with their friends.

No matter how it's calculated, we know people are still reading the newspaper.

Contrary to popular belief, our overall readership is actually on the rise. People are still reading the hard copy, but they're also reading us online. And, on Facebook and Twitter. It's a fact there is still no better way to know the pulse of your community than through your local newspaper.

So thank you again to all our loyal readers.

Feel free to keep passing us around. We'll do our best to push this idea for an official "Reader Appreciation Month." But in the meantime, keep up the good work!



ON THE MARK

Mark Rhoades

MARK RHOADES is the publisher of the Pilot-Tribune, Enterprise and Arlington Citizen. He may be reached at 402-426-2121 or mrhoades@enterprisepub.com



October is National Newspaper Month
GET TO KNOW...
our publishers & sales team

3 Generations of Publishers!



Chris Rhoades
Associate Publisher & Publisher of SMD, 7 Years
FUN FACT: Has a secret addiction to reality TV shows.

Ken Rhoades
Publisher Emeritus, 65 Years
FUN FACT: Got stuck in a tunnel on a tour of Vietnam. He eventually got out.

Mark Rhoades
Publisher, 35 Years
FUN FACT: When he was born, they accidentally brought him to the wrong set of parents.

Lynette Hansen
Sales Manager, 24 Years



FUN FACT: Plays clarinet and saxophone with local big bands.

Tom Jelinek
Sales Rep., 11 Years



FUN FACT: Is the scorekeeper for Creighton Basketball.

Loraine Ellis
Sales Rep., 3 Years



FUN FACT: Has created over 500 envelopes.

Ali Peterson
Digital Media Coordinator & Sales Rep., 3 Years



FUN FACT: Tried out for American Idol.

Jahde Osborn
SMD Sales Manager, 2 Years



FUN FACT: Husband has the same first and middle name and profession as her dad.

The Sales Department has 43 years of experience combined!

Please join us for FREE coffee, donuts and cookies on October 7-11 to help us celebrate National Newspaper Week!

Your Hometown Newspaper!



PUBLISHING COMPANY
Established 1869 • Newspapers • Printing • Marketing

Your #1 Source for Local News

138 N. 16th Street • Blair, NE 68008 • 402-426-2121 • www.enterprisepub.biz

Oct. 6-12, 2013



your community



newspaper



your life



Tribune Sentinel

Proudly serving the community for 116 years

National Newspaper Association disappointed with court's ruling on Valassis NSA

NNA, November 15, 2013

National Newspaper Association Robert M. Williams Jr, expressed his disappointment today with a decision by the Court of Appeals for the District of Columbia Circuit that affirmed the Postal Regulatory Commission's (PRC) handling of the Valassis postage discounts last year.

"The Court did not say it agreed with the Postal Service's decision to grant special discount rates to this large direct mailer. It simply said it would not disrupt the expertise of the PRC," Williams said. "That is the posture federal courts normally take in regulatory matters. But we believed, and still believe, that the Commission's analysis of the antitrust issues in this case was flawed."

NNA joined the Newspaper Association of America last year in appealing the PRC's grant of deeply discounted rates through a Negotiated Service Agreement (NSA) to Valassis for launching of a weekend direct mail program intended to pull advertising out of newspapers and into the direct mail stream. Vigorous industry protest against the decision resulted in heavy litigation at the PRC and the courts, and objections on Capitol Hill, where many members of Congress raised concerns about the deal.

The Postal Service has not yet provided a report to the PRC on the status of the Valassis NSA.

"We believe this unfair alliance will still not be successful," said Williams, noting that plans by Valassis have not materialized as planned. "Valassis has long been one of the newspaper industry's largest customers themselves and I believe they will find no better vehicle for retailers than newspapers."

In an earnings call with investors in October, Valassis CEO Robert Mason declined to comment on the success of the weekend program, branded as Spree. He said "we have packages in markets...we'll make a determination where it goes in terms of rollout by the end of this year."

Williams said the next step is up to Congress.

"Many members of Congress have told our member newspapers that they do not want the nation's postal system to play off one private industry against another in the advertising marketplace," he said. "NNA certainly believes USPS owes it to newspapers not to intentionally attack our businesses. We have maintained an effective partnership with the Postal Service for more than 100 years. This Valassis deal tarnished that relationship. We hope USPS now understands how deeply newspapers feel about fair play in the advertising markets."

• **Next issue of NPA Bulletin:**
DECEMBER 2

- **ARCHIVED ISSUES OF THE BULLETIN** available at www.nebpress.com. Login to MEMBERS area, click MEMBER DOWNLOADS, on drop-down menu, click BULLETIN ARCHIVES.

It's contest time again!

Now is the time to begin selecting the items you want to submit. The deadline for contest entries is Friday, January 31, 2014.

Be sure to read the contest rules carefully since some details have changed from previous years. If you have any questions, please contact Carolyn Bowman in the NPA office, cb@nebpress.com.

Have you seen this website?

Check out the website, <http://www.whoneedsnewspapers.org/index.php> to see how newspapers are doing across the U.S.

This website has been around for awhile, but it's very interesting! Two reporters traveled to 50 states, visiting one newspaper in each state, to report how these newspapers are recasting themselves in the digital age. The result is 50 snapshot State Reports on local newspapers, several Bonus Reports on key newspaper issues and more than 100 journalists' epiphanies (J-Epiphanies) about what newspapers do.

When you click on the state of Nebraska, you'll see the *Aurora News-Register*, co-publishers Kurt and Paula Johnson and their staff are the featured newspaper. There are video interviews and the story behind the News-Register.

"Who Needs Newspapers?" has three main goals:

1. Media Literacy: Clarify the unique value of local newspapers for the public;
2. Industry Intelligence: Provide the newspaper industry contemporary information about how change is being managed; and
3. Journalism Education: Collect fresh, useful insights for students considering journalism careers and scholars studying journalism.

Save the Dates!

**The 2014 NPA annual convention is
April 11-12, 2014 at the Holiday Inn-Midtown
in Grand Island.**

Classified Advertising Exchange

Nov. 18, 2013

SPORTS WRITER OPENING: The Norfolk Daily News is looking to hire a full-time sports writer to be part of a three-person sports staff covering more than 50 high schools in Northeast and North Central Nebraska. Reporting, writing and pagination skills are required. Photo and video skills are a plus. If interested, please contact Kent Warneke, Editor, editor@norfolkdailynews.com or by calling 1-877-371-1020.

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.

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, Online Media Campus webinar 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.



ONLINEMEDIACAMPUS

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.*

In this webinar...

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.

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...

Tony Leys



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.



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