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CONFIDENTIAL

Bulletin

Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association

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:

December 27, 2013

Ad space reservation deadline
for 2014 NPA Directory

January 31, 2014

Deadline to submit entries
for 2014 NPA Better Newspaper
Contest

2014-15 NPA Foundation scholarship applications now available

The NPA Foundation 2014-15 scholarship applications are now available for current college students and high school seniors.

We encourage member newspapers to publish this announcement in your paper(s) and have copies available at your front counter for students to pick up. If you have a college in your town that offers a Journalism degree, please take a few copies of the application over to the college.



For 2014-15, the NPA Foundation will offer up to four scholarships of \$2,000 each. **We can only give scholarships if we get applications. And we can only receive applications if our NPA newspapers promote this excellent scholarship opportunity to journalism students attending Nebraska universities and colleges.** The (PDF) applications are attached with this Bulletin, and will also be available on our website, www.nebpress.com.

If you have any questions, please contact the NPA office. Thank you for helping to make the Foundation scholarship program a success!

NPA Foundation Board elects new trustee

Julie Speirs, publisher of the Kearney Hub, has been elected to the NPA Foundation Board of Trustees. The term of trustee William (Bill) Nuckolls had expired and Foundation by-laws required the remaining trustees to elect a qualified candidate to fill the vacancy.

At the November 1, 2013, Foundation board meeting, the trustees decided to hold the election via electronic ballot. Chairman Russ Pankonin had contacted Julie Speirs prior to the election and she agreed to serve as a trustee, if elected. Speirs will serve a one-year term.

On behalf of the Foundation trustees and our NPA members, we thank Bill Nuckolls for his generous service and continued support to the Foundation.

Save the Dates!

**NPA annual convention - April 11-12, 2014
Holiday Inn-Midtown, Grand Island**

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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 12/2:

2x2

Arnold Sentinel — Marcia Hora (paper made \$935.00)
Aurora News-Register — Dani Lemburg (paper made \$312.50)

Hickman Voice News — Linda Bryant (paper made \$300.00)
Norfolk Daily News — Denise Webbert (paper made \$162.50)

York News-Times — Megan Thomas (paper made \$300.00)

NCAN

Aurora News-Register — Dani Lemburg (paper made \$112.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Broken Bow Chief — Deb McCaslin (paper made \$112.50)

Fairbury Journal News — Jennifer Lewis (paper made \$112.50)

Hickman Voice News — Linda Bryant (paper made \$130.00)

Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$225.00)

Sutton Clay Co. News — Tory Duncan (paper made \$207.00)

York News-Times — Cheri Knoell (paper made \$210.50)

The Palmer Journal has been sold!

According to an announcement in the November 21 issue of the *Palmer Journal*, the newspaper has been sold to Michael Happ, owner and publisher of the *Elm Creek Beacon-Observer*, effective December 1, 2013.

Happ will assemble the Journal in his Elm Creek office and then deliver the newspaper back to the Palmer post office each week. There will still be a Journal (office) presence in Palmer, but details are still being worked out.

Dale Kirkpatrick has been publisher of the *Palmer Journal* for the past 32 years and will continue to run a printing business in Palmer under the name "The Journal Print Shop."

LuAnn Schindler, formerly a regional correspondent for the *Norfolk Daily News* for seven years and a freelance newspaper and magazine writer for 10 years, will work as reporter, photographer and columnist for the *Neligh News and Leader* and *Clearwater Record/Ewing News*, and will also take over as the Clearwater-Ewing managing news editor.

DeManda McGowen also joins the newspapers as a reporter, photographer and designer. She has been named managing editor at the *Neligh News and Leader*.

McGowen graduated from Wayne State College with a bachelors degree in mass communications with an emphasis in journalism. She began her newspaper career as a reporter for the *Wayne Stater* and worked at the *Wahoo Newspaper* as a news and sports reporter.

New sports editor joins Blair, Arlington newspapers

Jason Brooks is the new sports editor of the *Blair Enterprise/Pilot-Tribune* and the *Arlington Citizen*. Brooks was sports editor at the *Lexington Clipper-Herald* and spent most of his newspaper career in New Mexico.

Schindler, McGowen join staff of Neligh, Clearwater, Creighton newspapers

Two journalists have recently joined the staff of JD Printing and Publishing Co., the company that publishes the *Neligh News and Leader*, *Clearwater Record/Ewing News* and the *Creighton News*, as well as three affiliated websites.

New postal Full-Service Intelligent Mail barcode requirement delayed

December 2, 2013

The Postal Regulatory Commission has ruled that the Full-Service Intelligent Mail barcode constitutes a rate increase. As a result, **the Postal Service is delaying the Jan. 26, 2014, implementation of the new requirement for automation price discounts. Mailers who are not enrolled in Full-Service by Jan. 26, 2014, will still be able to claim automation prices. The PRC ruling and resulting delay of Full Service was completely unexpected.**

Despite the setback, the Postal Service will continue moving aggressively to achieve 100 percent visibility in the mail through Full-Service. Mailers are encouraged to contact their Mail Service providers and Software vendors to help transition to Full-Service to get the automation discount prices and access the benefits. There is an online Intelligent Mail Small Business Tool that enables small mailers to take the first steps into Full-Service. This tool will remain in place and local bulk mail entry units will continue providing information on how customers can receive automation and Full-Service discount prices.

Full-Service provides customers with:

- An additional per piece discount on every Full-Service mailpiece.
- Address correction information at no additional cost for Full-Service mailpieces, providing Change of Address (or COA) information and Nixie (or undeliverable-as-addressed) information.
- The ability to track service performance through reports and scan information.
- Container, tray and mailpiece visibility.
- Annual permit fees waived when 90 percent or more of cumulative annual mailings consist of Full-Service mail.
- The opportunity to use the same permit at any location via our Mail Anywhere program.

To learn more about Full-Service, visit <http://ribbs.usps.gov> and click on Latest News under the Intelligent Mail Services tab.

A list of authorized software vendors that have tested their products with the Postal Service can be found on RIBBS/Certifications/eDoc & Full-Service <https://ribbs.usps.gov/index.cfm?page=electronicdoc>.

Save the Dates!

NPA annual convention - April 11-12, 2014
Holiday Inn-Midtown, Grand Island

Have a Legal Question??

**Questions about editorial policy,
journalism ethics or a legal notice?**

**Call the Nebraska Press Association
Legal Hotline.**

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



**EARLY
DEADLINES!**

NCAN(classified) Ads:

Ads running wk of 12/30/13
- DL Fri., 12/20/13 at 10 a.m.

Ads running wk of 01/06/14
- DL Mon., 12/30/13 at 10 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/30/13
- DL Thurs., 12/19/13 at 4 p.m.

Ads running wk of 01/06/14
- DL Fri., 12/27/13 at 4 p.m.

Please pass this information along to all employees.

There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 24 & Dec. 25, 2013

& CLOSED Dec. 31, 2013 & January 1, 2014.

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

- **Next issue of NPA Bulletin:**
DECEMBER 9
- **ARCHIVED ISSUES OF THE BULLETIN** available at www.nebpress.com. Login to MEMBERS area, click MEMBER DOWNLOADS, on drop-down menu, click BULLETIN ARCHIVES.

Newspaper Association of America fighting to save advertising deduction

NAA (*Newspaper Association of America*)

The business deduction for advertising expenses is currently at risk in the U.S. House of Representatives. Despite the collective efforts by advertising interests to dissuade Ways and Means Committee Chairman Dave Camp from modifying the current tax treatment of advertising, we have heard that he will release draft tax reform legislation that will propose a 10-year amortization of advertising costs.

Specifically, his proposal is expected to allow businesses to deduct 50 percent of their advertising costs in the year the advertising expense is incurred and require a business to spread the remaining cost over 10 years.

We can find no economic or policy reason for this proposed change.

NAA also believes this proposal would increase the cost of advertising and force advertisers to reduce overall ad spending.

We understand that this proposal is one of many that are in play in an effort to reduce the corporate tax rate to 25 percent.

While reducing the corporate tax rate is attractive, the economic damage from this proposal would outweigh the benefits of a reduced rate.

NAA is encouraging member newspapers to call or write their member of Congress in the House of Representatives today and urge them to oppose this proposal.

To locate your representative, go to www.house.gov/representatives/find/ and enter your zip code.

The representative's name will come up with a link to his/her website, allowing constituents to send e-mails. Phone calls into offices are also effective.

Key talking points

The House Committee on Ways and Means is expected to propose a tax on advertising by limiting the business

deduction for advertising to 50 percent in the year the expense is incurred and spreading the remaining amount over 10 years.

Advertising supports 20 million jobs or 15 percent of all jobs in the country.

This proposal would make advertising more expensive, cause a decline in ad spending and cost jobs, since every \$1 spent on advertising leads to \$20 in economic activity. The Tax Code for 100 years has permitted businesses to deduct the full cost of their advertising just as it permits the deduction of other ordinary business costs like salaries, rent, utilities and office supplies.

Some defenders of this proposal claim that advertisers would be "made whole" after 10 years, when the remaining amount of a company's advertising costs would be made fully deductible. However, this does not take into account the lost value of that deduction over time.

The proposal does not consider that companies buy new advertising each year and would feel the brunt of this tax annually. Not only would they have less money to spend on advertising year after year, but newspapers and other media companies that rely on advertising would be harmed as advertisers reduce ad buys.

Please Thank Your Senator for Their Shield Bill Vote

NAA (*Newspaper Association of America*), Nov. 13, 2013

On September 12, 2013, the Senate Judiciary Committee passed a shield bill to protect journalists from having to reveal their confidential sources in federal court. The bill passed by a 13-5 bipartisan vote.

NNA (*Newspaper Association of America*) sent thank you letters to the 13 senators who voted for the bill.

If you see your senators during the upcoming congressional recess or you have a few minutes to make a phone call or send an e-mail, please feel free to directly thank them for their vote and commitment to protecting confidential sources and the public's right to know.

Advertise in the 2014

NPA Directory!

**See details & ad reservation
form attached to this week's
Bulletin.**

Classified Advertising Exchange

Dec. 2, 2013

GENERAL ASSIGNMENT NEWSPAPER REPORTER:

The Chadron Record, a weekly newspaper in rural northwest Nebraska, has an excellent opportunity for a full-time General Assignment Reporter. The candidate should have a demonstrated ability at writing, research and analysis; a willingness to work flexible hours (may include nights and weekends), be a self-starter, motivated individual with a basic knowledge of sports, agriculture and government as a plus. Basic photography skills desired, along with a familiarity with QuarkXpress, Adobe Photoshop and InDesign, Microsoft Office products also a plus. Capabilities with social media, including Facebook and Twitter also desired.

This full-time position offers a competitive wage and one of the best benefit packages in the area 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."

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.

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.

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, 2014 NPA Directory ad reservation letter & form; 2014-15 NPA Foundation college & high school scholarship application forms.

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.

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2014 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 173 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
 - Many other businesses across Nebraska

If you'd like to advertise in the 2014 Directory, simply fill out the attached reservation form, and email or fax to Susan Watson, NPA, nebpress@nebpress.com, or (fax) 402-476-2942 by DECEMBER 27, 2013.

Please call Susan Watson at 402-476-2851 with any questions, or for additional information.

Nebraska Press Advertising Service

2014 Newspaper Directory & Rate Book

Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2014 Nebraska Newspaper Directory. Please reserve the following ad space:

- Full Page, 3 col. (8-1/2") x 11", Back Cover, Full-Color, Bleed \$495.00
- Full Page, 3 col. (7-1/2") x 10" Black & White \$370.00
- Half Page, 3 col. (7-1/2") x 4-7/8" \$195.00
- 1 col. (2-3/8") x 7-3/8" **OR** 3 col. (7-1/2") x 2-1/2" \$100.00
- 1 col. (2-3/8") x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

We will send NEW AD COPY **no later than January 10, 2014.**

We will REPEAT THE SAME COPY as our 2013 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2014 Nebraska Newspaper Directory & Rate Book.

Signature _____ Date _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

Please bill me.

Payment Enclosed.

2014 Advertising Deadlines:	
Space Reservation: <u>December 27, 2013</u>	
Camera Ready (PDF) Copy: <u>no later than January 10, 2014</u>	

This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").