

CONFIDENTIAL

# Bulletin

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

## 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 13, 2013**

Deadline for weekly papers  
to opt out of the political  
advertising packages

### **December 27, 2013**

Deadline for ad space  
reservation for 2014 NPA  
Directory

### **January 31, 2014**

Deadline to submit entries  
for 2014 NPA Better Newspaper  
Contest

### **February 17, 2014**

Deadline to submit nominations  
for NPA Awards

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

## NPAS Marketing Committee approves political advertising network package concept

The NPAS marketing committee is recommending that political advertising packages be offered to candidates running for the US Senate, US Congress and Nebraska Governor prior to the 2014 primary. Essentially, there would be three packages – two daily newspaper packages and a weekly newspaper package. The concept is based on a buy one, get one free print ad offer and a \$3 cost per thousand impression online offer.

Newspapers will receive information by email regarding these packages. **Because of the large number of weekly newspapers in the state, NPAS is going to assume weekly newspapers WILL participate unless they specifically opt out of the program.** Opting out can be done by responding to the email invitation, by calling the NPA office, or by emailing Rob James directly at [rj@nebpress.com](mailto:rj@nebpress.com). **Weekly newspapers will need to opt out by Friday, December 13.**

After the details of the group packages have been set, newspapers will receive a promotional flyer describing the packages. These can be given to candidates as they visit your newspaper. Candidates should be encouraged to contact the NPA office for more information.

**If your newspaper did not receive the emailed invitation sent to publishers on Tues., Dec. 3, please contact Susan Watson at the NPA office.**

## Advertise in the 2014 NPA Directory!

Advertising in the NPA Directory/Ratebook provides an inexpensive way to reach the 173 Nebraska newspapers, NPA Associate members, legislative offices, advertising agencies and other businesses across Nebraska.

To advertise in the 2014 Directory, complete the attached reservation form and email or fax it to: Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or (fax) 402-476-2942.

**Space deadline: Fri., Dec. 27, 2013; Material deadline: Fri., Jan. 10, 2014.**



## Save the Dates

**NPA annual convention - April 11-12, 2014**

**Holiday Inn-Midtown, Grand Island**

**DETAILS COMING SOON!**

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## 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 12/9:

#### 2x2

Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$300.00)

York News-Times — Megan Thomas (paper made \$150.00)

#### NCAN

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

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

Hebron Journal-Register — Christy Farnstrom (paper made \$112.50)

Hickman Voice News — Linda Bryant (2 ads) (paper made \$249.50)

Kearney Hub — Becky Hilsabeck (paper made \$112.50)

Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

Sutton Clay Co. News — Tory Duncan (NCAN Special Free Ad)

## Long-time Scottsbluff Star-Herald saleswoman, Quindt, dies

Dorothy Quindt, a sales representative in the advertising department at the *Scottsbluff Star-Herald* for 22 years, died December 1, 2013, at her home in Scottsbluff at the age of 70.

Quindt began her advertising career at the Star-Herald in 1982, and was the face of the sales department through many of its most successful campaigns and years, was instrumental in the creation and implementation of the newspaper's new products and helped bridge the company's evolution from print to electronic to Internet advertising.

Born in Minatare (NE), and a graduate of Bayard (NE) High School, Dorothy is survived by her husband, Fred, of 52 years, and sons "Fritz" and Jonathan and their families.

Funeral services were held December 6, 2013, at St. James Lutheran Church in Scottsbluff, with interment in Fairview Cemetery. Memorials in her name have been established to St. James Lutheran Church or Prairie View Hospice. Tributes of sympathy may be left at [www.dugankramer.com](http://www.dugankramer.com).

## Norfolk Daily News' agriculture and youth editor, Hoag, honored at annual conference

Mary Pat Hoag, the *Norfolk Daily News'* agricultural and youth editor, received the inaugural Award of Merit at the fifth annual AG-ceptional Women's Conference, November 22, 2013, in Norfolk.

Hoag, who recently marked her 40th anniversary with the Daily News, has been the agricultural editor since 1977, and has coordinated the newspaper's annual 4-H edition for 36 years.

A 1970 graduate of Laurel-Concord High School, she earned a bachelor of arts degree in education with majors in broadcasting and journalism from Wayne State College.

Hoag has been recognized numerous times for her reporting and photography, including the Nebraska Press Women's most prestigious honor, the Communicator of Achievement Award, in 2002.

- **Next issue of NPA Bulletin:**  
**DECEMBER 16**

- **ARCHIVED ISSUES OF THE BULLETIN** available at [www.nebpress.com](http://www.nebpress.com). Login to MEMBERS area, click MEMBER DOWNLOADS, on drop-down menu click BULLETIN ARCHIVES.

## 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.**

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](http://www.nebpress.com).

Thank you for helping to make the Foundation scholarship program a success!

## It's Better Newspaper Contest time again!

The Call for Entries and Contest Entry Guide for the Nebraska Press Association's 2014 Better Newspaper Contest was emailed to all member newspapers on November 12.

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.**

The BNC information is also available on the NPA website, [www.nebpress.com](http://www.nebpress.com). Login to the MEMBER AREA and look under MEMBER NEWS for a link to the contest guidelines.



If you have any questions, please contact Carolyn Bowman in the NPA office, [cb@nebpress.com](mailto:cb@nebpress.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](mailto:cb@nebpress.com)).



**Nebraska Press Association**

Nebraska Press Advertising Service

800-369-2850 Fax: 402-476-2942

[www.nebpress.com](http://www.nebpress.com)

## New postal Full-Service Intelligent Mail barcode requirement delayed

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.**

**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 also be found on the website.

# SECRETS TO SUCCESS

*What are the keys to a successful newspaper?*



**Kevin Slimp**  
*The News Guru*

kevin@kevinslimp.com

I thought the holidays were supposed to be the easy time of the year. Whoever came up with that idea surely wasn't a journalist. I remember looking at my calendar just a few months ago and thinking that November and December were going to be awfully quiet. It's funny how things work out differently than planned. That's certainly been true for me lately.

My, how things have changed. A year ago, I was spending most of my time writing and speaking about the situation in New Orleans and other Newhouse cities. At the time, it seemed like we might all be following their lead. Funny how things change in a year.

In the past few weeks, I've been all over the map. I would like to be the first to declare that "The end is near" period has ended and most newspapers are now figuring out how to improve their products again.

OK, in truth, plenty of others have realized that lately. It's becoming quite chic again to write about the future with optimism.

And what are newspapers asking of me these days? My recent trips can be broken

down into three categories:

• **Publishers Summits:** Groups of publishers gather now and then to discuss what's going on in the industry and how to better prepare for the future. I've been leading these and the change in perception has been quite striking since a year ago. While some publishers still arrive with serious worry about the future of their newspapers, most seem to come with stories of rising profits and optimism about the future. There's a lot less talk about digital - which seemed to be all we were talking about a couple of years ago - and a lot more talk about creating better products.

• **Getting Color Right:** I guess it's only natural that since we do, indeed, have a future, it only makes sense to prepare for it. Over the past two weeks, I've been in Tupelo, Mississippi and Newport, Rhode Island, working with daily newspapers to improve the quality of their printing. I suppose I shouldn't forget the *Selmer Independent Appeal*, a weekly newspaper in West Tennessee. And in the next few weeks, I'll be in Minnesota and back in Tennessee, doing the same thing.

My job in these situations is to run test after test to determine how to get color and black & white images to look as good as they can when printed. Tupelo had just installed a new \$10 million press. You can bet they want their photos to look as good as possible. So do my friends in Rhode Island, Minnesota and Tennessee.

Here's what I'm learning during these color tests: No two presses print alike. Sometimes the differences are startling. It gives me real optimism about the future to see newspapers investing in presses again. This wasn't my



Growing newspapers tend to keep an eye on quality. Here, pages of a color test are laid across a desk in Tupelo, Mississippi.

first client to purchase a new press in 2013.

• **Staff Training:** Newspapers are doing a lot of staff training again. Three or four years ago, I was starting to think that my days as a trainer were over. It's funny how a little optimism can change things. From 2008 or so through 2012, it seemed like training was a thing of the past. Association conventions were getting smaller, papers weren't hiring trainers and the whole idea of improving our products seemed to give way to divesting, instead of investing, as the primary method of increasing profit.

In many of the conventions where I spoke in 2013, I was told the attendance had increased significantly over previous years. I don't think that has to do with me as much as it has to do with a return to the idea of value in training. And conventions, obviously, offer a cost-effective method to share ideas and get training.

But newspapers aren't only going to conventions in larger numbers again, they're investing in on-site training for their staffs in greater numbers. Tomorrow, I leave for Los Angeles to work with the staff of

*El Clasificado*, then to Baton Rouge, the following day, to spend a few days with the staff of the Business Report.

One of the joys of working with newspapers around the holidays is to get invited to staff parties and holiday gatherings. At a company-wide luncheon in Tupelo, I was privileged to hear Clay Foster address his staff, who cheered as he approached the podium, about his appreciation for all they do. He mentioned that, while they didn't meet every goal for 2013, they ended the year profitably and had much to be thankful for. This is a daily newspaper with a circulation of 33,000 in a town of 35,000 people and a county of 84,000.

It's no wonder that publications like *El Clasificado* and *The Tupelo Daily Journal* are successful. They've moved past "the end is near" philosophy and moved on to "the future is bright." I wish every newspaper publisher could see what I see. Local content, quality products and investment in the future. Those are the keys.



visit  
**kevinslimp.com**

email Kevin at kevin@kevinslimp.com

## **Nominations for NPA awards now accepted through February 17, 2014**

The forms for the following awards are now available on the NPA/NPAS website: [www.nebpress.com](http://www.nebpress.com). To download the nomination forms, go to MEMBER LOGIN, once logged in look under MEMBER NEWS for 2014 AWARD NOMINATIONS.

### **NPA Hall of Fame**

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted 81 journalists.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession, to our state, and nation.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

### **Master Editor-Publisher Award**

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

### **Golden Pica Pole Award**

If you know someone who has worked in the newspaper business for more than 50 years, they are eligible to receive the Golden Pica Pole Award.

### **Outstanding Young Nebraska Journalist Award**

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that "money isn't the only thing a journalist is after, they're after recognition of their craft and work." Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

### **Leadership Nebraska Award**

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders."

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this "is consistent with Governor Heineman's leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders."

**The deadline to submit nominations for these awards is Monday, February 17, 2014.**

If you have any questions about these awards, please contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# Classified Advertising Exchange

Dec. 9, 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](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).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange; 2014 NPA Directory Advertising Reservation Letter & Form; 2x2 Rate Increase 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).

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

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

**Attention all 2x2/2x4  
Newspaper Participants:**



**TAKE NOTE!!**

**Rate Increase To Take Effect  
Starting the Week of January 6, 2014**

**Nebraska 2x2 Display Ad Network Prices:**

**\$975 statewide**

*(Selling Newspaper keeps \$487.50, send NPAS \$487.50)*

**Rates for Regions will remain the same.**

**\$325 CE & NE Regions, \$300 SE & WE Regions**

*(Selling Newspaper keeps half & sends half to NPAS)*

**ALSO AVAILABLE: 1x4 display ad  
(1.833" wide x 4" deep)  
at the same price as the 2x2!!**

**2x4 or 1x8 available also, at twice the price of a 2x2:**

**\$1,950 statewide, \$650 CE & NE Regions, \$600 SE & WE Regions**

*(Selling Newspaper keeps half & sends half to NPAS)*

*Revised brochures will be distributed soon and will be available all year on the NPA website.*

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**Thank you for your continued support of the ad networks!**

If you have any questions or would like to place an ad order,  
please contact Carolyn Bowman (cb@nebpress.com).



**Nebraska Press Advertising Service**

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**www.nebpress.com**