

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:

### **January 10, 2014**

Ad copy/material (PDF) deadline  
for 2014 NPA Directory/Ratebook

### **January 31, 2014**

Deadline to submit entries  
for 2014 NPA Better Newspaper  
Contest

### **February 17, 2014**

Deadline to submit nominations  
for 2014 NPA Awards

### **March 3, 2014**

Deadline to submit entries for  
Omaha World-Herald 2014  
Community Service & Service  
to Agriculture Awards

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# “Here's to a wonderful new year!”

**The NPA/NPAS office will be CLOSED  
Tues., Dec. 31 & Wed., Jan. 1  
for the New Years holiday.**

## **Nominations now open for 2014 NPA Awards**

**Now through February 17, 2014**, nominations are being accepted for the 2014 Nebraska Press Association Awards:

- **Master Editor-Publisher Award**
  - **Hall of Fame**
  - **Harpst Leadership Award**
- **Outstanding Young NE Journalist Award**
  - **Golden Pica Pole**

Nomination forms are available on the NPA website, [www.nebpress.com](http://www.nebpress.com). **Login to the MEMBERS area of the site and scroll down to MEMBER NEWS (award nominations), click on READ MORE to link to each form.** If you have questions about these awards, please contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

## **Omaha World-Herald**

### **2014 Community Service & Service to Agriculture Awards**

**CONTEST RULES & GUIDELINES attached to this week's Bulletin**  
**Contest deadline (postmarked by) March 3, 2014**

## NPA/NPAS Staff

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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 12/23:

#### 2x2

Lexington Clipper-Herald — Kathy Gundell (paper made \$162.50)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Hickman Voice News — Linda Bryant (NCAN special free ad)

Kearney Hub — Becky Hilsabeck (NCAN special free ad)  
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

### Week of 12/30:

#### 2x2

Hickman Voice News — Linda Bryant (paper made \$300.00)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

## 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.

**Scholarship guidelines and application forms are available on our website, [www.nebpress.com](http://www.nebpress.com). Login to MEMBERS AREA, scroll down to MEMBER NEWS (scholarships) and click READ MORE to link to the application forms.** Thank you for helping to make the Foundation scholarship program a success!

## Notice regarding proof of publication filing fees

Starting January 1, 2014, the Secretary of State's office will begin assessing fees for filing proofs of publication. The fee structure is as follows:

- Nonprofit Corporation: \$10 fee plus \$5 p/addtl. page
- Limited Liability Company: \$15 fee plus \$5 p/addtl. page
- Business Corporation: \$30 fee plus \$5 p/addtl. page

Note this fee is separate from the proof of publication cost and should be paid directly to: Nebraska Secretary of State, Business Services Division, 1445 K Street, PO Box 94608, Lincoln, NE 68509. **Please include payment when filing the proof of publication.**

There is no fee for filing a proof of publication for a trade name.

The Secretary of State is authorized by law to charge the fee for filing proofs of publication as their volume has increased sufficiently where they need to cover costs with payment of the prescribed fee.

If you have any questions, or want to speak to a manager personally, please contact: Maggie Dolezal, Filing Officer, Corporate Division, Nebraska Secretary of State's Office, 402-471-4079, or [MaggieDolezal@nebraska.gov](mailto:MaggieDolezal@nebraska.gov).

## Save the Dates!

**NPA Annual Convention**

**April 11-12, 2014**

**Holiday Inn-Midtown, Grand Island  
DETAILS COMING SOON**

## NPA Better Newspaper Contest entries deadline is January 31

It's time to begin selecting the items you want to submit for the 2014 NPA Better Newspaper Contest!

**The deadline for contest entries is Friday, January 31, 2014.**

Better Newspaper Contest Call for Entries and Contest Entry Guide are 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.

**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](mailto:cb@nebpress.com).



## Pack joins Lexington Clipper-Herald staff

Paul Pack has joined the *Lexington Clipper-Herald* as a sports reporter.

Formerly from Lincoln, NE, Pack graduated from Wayne State University with a degree in psychology and went on to get a degree in youth and family ministry in Colorado. He moved to Lexington with his family in 2005 as a youth minister, and eventually became a freelance photographer for the *Clipper-Herald* while continuing to pursue photography professionally.

Pack accepted the offer to be a sports reporter after the sudden departure of Jason Brooks.

## Hartwell settles in as sports reporter at David City Banner-Press

Dallas Hartwell has joined the *David City Banner-Press* staff as sports reporter.

Hartwell previously worked as a sports clerk at the Lincoln Journal Star and spent two seasons as an intern with the Omaha Nighthawks (United Football League) organization, where these experiences helped him expand his knowledge of the sports industry.

A native of Holdrege, NE, he graduated from the University of Nebraska-Lincoln with a degree in political science and served eight years in the Army Reserve, deploying to Afghanistan in 2009.

## Half-price subscription offer to the Newspaper in Education (NIE) Institute!

The Newspaper in Education (NIE) Institute is offering a half-price subscription offer of \$125.00 per year (circ. over 20,000), or \$62.50 per year (for papers with a circulation under 20,000). This offer is for new subscribers only.

The NIE Institute provides you a free subscriber website with over 340 NIE and editorial resources. Your website also includes Election Central, a Serial Story and Reader's Theatre Page (run them in-paper over several weeks), Parent and Student Education Page and Video and Audio Teacher Training Page. All resources are free with your subscription.

Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at [www.nieteacher.org/testnie](http://www.nieteacher.org/testnie).

Now all materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at [www.nieinstitute.org](http://www.nieinstitute.org).

To subscribe, email your contact information to Doug Alexander, President, NIE Institute, [dalexander@nieinstitute.org](mailto:dalexander@nieinstitute.org), or call 202-636-4847.

## January 6-12: "National Thank Your Customers Week"

January 6-12 is National Thank Your Customers Week, positioned when one year is ending and another beginning. It's the perfect first-of-the-year promotion to get the first quarter sales ball rolling.

The simple act of thanking your customers can be a powerful and memorable marketing tool, yet often we are too busy to personally acknowledge our customers - the same people who make our growth and prosperity even possible.

There are some basic approaches for the promotion:

- Use it as a promotion to thank your own customers.
- Play host to the theme for your advertisers to say "thank you."
- Expand the week to make it a month-long promotion.

### • Next issue of NPA Bulletin:

**JANUARY 6**

- 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.

# How 2013 showcased the bright future of the newspaper industry

By Caroline Little, President and CEO, Newspaper Association of America (NAA), December, 2013

This has been an exciting year for the newspaper industry. I believe 2014 will be even better.



During a time when all media are transforming and experimenting with yet another wave of digital nuances and advanced technology, growth is something most businesses only hope to achieve. Despite the overstated newspaper cynics, our industry has seen growth in virtually all of our endeavors. Looking back at some of our biggest accomplishments throughout 2013, it is easy to look around and survey the tremendous successes in our industry.

As I told Fortune this summer: companies change with the times and newspapers are no different. Now, they are emerging in a strong position.

Our audience has grown with the shifting digital landscape, and we're seeing increased levels of audience engagement and new avenues of consumption. We made the first gain in circulation revenue since 2003, with revenue rising by 5 percent – from \$10 billion to \$10.5 billion – as digital subscriptions grew dramatically.

The number of unique visitors engaged with U.S. newspaper digital content hit a new high in September 2013, totaling 141 million adults – an impressive increase of 11 percent since just June. We've changed with the times to fit the needs of our audience, from print to website to tablet to mobile, adapting our content and strategies for delivery. And it's working. Across all digital platforms, 71 percent of adults in this country engage with newspaper content, and 55 percent of those visitors consume newspaper content on mobile devices.

Additionally, newspapers remain relevant to all ages. Despite the perception that millennials don't turn to traditional outlets for news, studies show in fact that 56 percent read newspaper content in a given week. We strongly believe this data illustrates why the demand and audience for newspaper-generated content will only continue to grow in 2014.

Another area of growth has come from investors. Newspapers are still seen as a worthwhile investment by renowned, innovative leaders with big ideas for expanding

into a more competitive business model. Smart business people like Jeff Bezos, John Henry, and Warren Buffett invest in assets poised for a rebound, and we can only begin to imagine the successes they alone will bring to the table in 2014.

Not only have we seen new business leaders enter the newspaper industry, but there are more opportunities for diversified revenue streams and successful business strategies. Our research has revealed that the industry's growth has sprouted from innovative practices, such as digital and print-digital bundled subscription rates.

At NAA, we have highlighted the achievements of member newspapers and the best practices for the industry through NAA.org, panels and conferences as well as through our foundation, the American Press Institute. Newspapers have become innovators in all facets of the industry, whether it's being the ultimate holiday shopping guide for advertisers or pushing the boundaries for long-form journalism in print and online.

At NAA mediaXchange 2013, we had notable publishers, CEOs, and media analysts, like Barry Diller, Terry Lundgren, Katharine Weymouth and Rick Edmonds, to name a few, present and drive home new thinking and transformation. The 2014 conference in March will feature a similarly impressive lineup, with committed leaders from Walmart, BuzzFeed, Google, ESPN and Dell discussing the important topics that will shape our future.

As further proof of the innovation that permeates through newspapers, NAA mediaXchange 2014 will feature winning start-ups from our Accelerator Pitch program to showcase their big ideas to help newspaper companies' print, digital, mobile, audience or advertising needs.

During this year of growth and innovation, we have also seen gains in the fight for our country's right to a free press.

When news broke this May about the Justice Department's unprecedented seizure of confidential telephone records, we spearheaded a coalition of more than 70 media companies and journalism organizations to enact a federal shield law that would protect journalists and their confidential sources while still allowing for effective law enforcement. The Senate Judiciary Committee passed the bill on September 12, and we are hopeful that the full Senate and House will take up the bill soon. We will continue working to that end, and are optimistic that the federal shield law will soon be passed and the critical free flow of information to the American people will continue.

I believe that our industry has the wind against its back. New ways of thinking, creative technology and the dedication of our industry's employees – from publishers to reporters to carriers – will provide the momentum for even more growth in 2014.

# Nebraska Press Association recipient of prestigious 2013 Niagara Peace and Dialogue Media Award

The Nebraska Press Association was one of three award recipients at the Niagara Foundation Awards Banquet, November 15, 2013, at the Cornhusker Marriott Hotel Ballroom, Lincoln, NE. Accepting the award on behalf of NPA was Rod Worrell, NPA President and publisher of the *Ainsworth Star-Journal*, and Deb McCaslin, National Newspaper Association Government Affairs Chair and publisher of the *Broken Bow Custer County Chief*. NPA Executive Director, Allen Beermann, served as Master of Ceremonies.



*The Niagara Peace and Dialogue Award recognizes outstanding achievements of those recipients who have distinguished themselves in their profession, by commitment, energy, expertise and service to humanity.*



*TOP PHOTO (left to right): NPA President, Rod Worrell; Niagara Foundation Nebraska Executive Director, Ismail Ozcan and NNA Government Affairs Chair, Deb McCaslin. CENTER PHOTO (left to right): 2013 Niagara Award recipients - Media Award, NPA President, Rod Worrell; Commitment Human Rights Award, NE Senator, Amanda McGill; Community Service Award - Executive Director, Humanities Nebraska, Chris Sommerich. BOTTOM PHOTO (left to right): NPA Executive Director, Allen Beermann; Kathy and Rod Worrell; Ismail and Derya Ozcan.*

# Classified Advertising Exchange

Dec. 30, 2013

**FT ADVERTISING SALES CONSULTANT** for Lincoln and several villages south of Lincoln. Skills required: outgoing, energetic, self-motivated, organized, self-confident person to call on existing customers and build new business, selling and designing ads with new and existing customers. Selling ads in Lincoln and small towns as well as selling statewide newspaper ad network to businesses small and large, across the state. Sales experience preferred. 75% phone calls in Hickman office, 25% in person sales calls.

Salary plus commission, benefits + 401K. Now the largest independent weekly newspaper in southeast Nebraska. EOE. Send resume to: [voicenews@inebraska.com](mailto:voicenews@inebraska.com).

**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."

**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).

**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).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange; 2x2 Ad Network Sales Increase flyer; Omaha World-Herald 2014 Contest Rules flyer; Ad Sales Webinar Series 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).

# 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**

845 "S" St., Lincoln, NE 68508

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

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



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

## How to find, close and keep more customers

### Three-part webinar series

#### Prospecting Digitally: How to Warm-up Leads and Quit Cold-Calling

Thursday, January 9 • 2-3 p.m. EST ~ 1-2 p.m. CST

People are harder to reach today through traditional approaches. Social selling and business-to-business selling are working today and you need those tools in your tool box. Social media selling is all about opening doors to people and opportunities. In this session, we'll introduce simple and easy ways to execute tactics you can put to use immediately, including how to warm up leads, how to get known for what you do and how to create credibility.

**Registration deadline January 6**

#### Qualifying Opportunities: Quit wasting time on deals that won't close

Thursday, January 23 • 2-3 p.m. EST ~ 1-2 p.m. CST

We've all been there. The prospect asks for a proposal, claims they want to do it, promises you're the one they'll buy from, and as soon as they get your proposal, they disappear. Qualifying is about asking questions. In this session, we'll identify the specific questions that must be asked in order to completely qualify your opportunities. You'll learn how to feel more confident about opportunities closing, understand the possible threats to an opportunity, be more consistent closing, move opportunities in your pipeline and better understand solutions.

**Registration deadline January 20**

#### Preventing Competitors From Stealing Your Customers

Thursday, February 13 • 2-3 p.m. EST ~ 1-2 p.m. CST

Your best customers are your competitor's best prospects. Today there is increased competition for your customer's budget and it is harder to protect your customers from being swayed by the "new latest thing." In this session we'll identify account management opportunities and requirements and develop strategies to accomplish both. You'll learn how to retain and grow more accounts, develop your relationships, generate referrals and introductions, cross-sell and up-sell and ultimately, generate more revenue.

**Registration deadline February 10**

**Pick the session(s) best suited for you or take them all for one low price!**

Registration fee:  
\$35 per session or  
\$99 for the entire series

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

.....  
**The presenter...**



**Jim Lobaito**

Jim Lobaito, founder and president of the Performance Group, started his sales career during the 1980 recession. In a market where the unemployment rate went to 17.8 percent and interest rates skyrocketed to 20 percent, he

became one of the top sellers in his industry. Since then he has set sales records and successfully grown companies during the recessions of 1991 and 2001. This track record of success during turbulent times makes him uniquely qualified to provide insight into how to grow a company regardless of the economic conditions. Lobaito is known for his ability to take what appears to be complex issues around sales, marketing, and personnel performance and give easily executable real world solutions.

.....  
**Presented in partnership with:**



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*





## *Omaha World-Herald Community Service Award*

### Deadline:

Must be postmarked by March 3, 2014

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

## *Omaha World-Herald Service to Agriculture Award*

### Deadline:

Must be postmarked by March 3, 2014

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.