

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:

### 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 7, 2014

Deadline to submit entries  
for 2013 Thomas C. Sorensen  
Award for Distinguished NE  
Journalism

### 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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## Newspapers invited to enter competition for 2013 Thomas C. Sorensen Award for Distinguished Nebraska Journalism

The University of Nebraska-Lincoln College of Journalism and Mass Communications invites entries for the 2013 Thomas C. Sorensen Award for Distinguished Nebraska Journalism. Any story distributed through Nebraska's mass media, including broadcast or cable television, newspaper, magazine or online, or radio, between Jan. 1, 2013, and Dec.31, 2013, is eligible for entry.

All entries should include a cover letter that provides background information and reasons for the story's assignment. Print entries should submit one copy of the story along with the cover letter. Video and audio stories should submit a flash drive, DVD or URL with the cover letter. Up to three entries may be submitted per journalist. Non-English entries must be accompanied by an English script or overview.

**Please submit entries by February 7, 2014**, to Haley Bush, College of Journalism and Mass Communications, 147 Andersen Hall, Lincoln, NE, 68588-0443 or [hbush2@unl.edu](mailto:hbush2@unl.edu). Winner will receive a cash prize and invitation to attend an event honoring award winners at the College of Journalism and Mass Communications. **See flyer attached to this week's Bulletin for more details.**

## 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).

Nebraska Press Association

2014  
Better  
Newspaper  
Contest

Deadline: January 31, 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 1/6:

#### 2x2

Hickman Voice News — Stephenie Doeschot (paper made \$312.50)

Kearney Hub — Lori Guthard (paper made \$325.00)

Norfolk Daily News — Denise Webbert (paper made \$162.50)

North Platte Telegraph — Heather White (paper made \$312.50)

#### NCAN

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

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

Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$302.00)

## 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).

## Corn Tab articles available on NPA website!

Planning your own Corn Section soon? Articles and graphics from the NE Corn Board are now available on the NPA website. **Login to the MEMBERS area, under MEMBER DOWNLOADS click on SPECIAL SECTIONS.**



## **Omaha World-Herald**

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

**CONTEST RULES & GUIDELINES** included in the 2014 NPA Better Newspaper Contest Guide

**Entry deadline (postmarked by) March 3, 2014**

## Save the Dates!

**NPA Annual Convention, April 11-12, 2014,  
Holiday Inn-Midtown, Grand Island**

# Postal reform is back on the table for 2014

By Tonda F. Rush, CEO, National Newspaper Association (NNA), tonda@nna.org, December 10, 2013

Progress toward legislative reform for the U.S. Postal Service stalled in November when the mailing industry and labor organizations united in opposition to the Postal Reform Act of 2013 being considered in the Senate Committee on Homeland Security and Governmental Affairs. The bill, S 1486, contains provisions proposed by Sen. Tom Coburn, R-OK, to dismiss the Postal Regulatory Commission from most of its role in regulating rates and service. Mailers groups, including National Newspaper Association, object to deregulating the government monopoly.

As committee chair, Sen. Thomas Carper, D-DE, prepared the bill for committee passage, a fellow Democrat, Sen. Tammy Baldwin of Wisconsin, readied amendments to restore the PRC oversight. A campaign to solicit supporters in 13 states represented by senators in the committee netted a long list of backers for Baldwin. NNA, with assists from state press associations, provided more than 300 signatures for Baldwin.

NNA's government relations chair, Deb McCaslin, publisher of the Custer County Chief in Broken Bow, NE, said the Coburn provisions threw the reform process into reverse. The bill also contains no protections against new Negotiated Service Agreements, like the deep discounts for Valassis Direct Mail that USPS offered in 2012.

"No postal reform legislation is without controversy because it touches on service, postage rates and labor costs. We ended last year with a pretty good compromise bill that we thought would be our starting point this year. Coburn's belief that the monopoly should be deregulated introduced a new element into the discussions. Although we respect his interest in getting the Postal Service healthy again, we cannot agree that giving unfettered power to set rates would be good for USPS, our newspapers or the nation. It would inevitably lead to much higher prices for mail USPS considers a burden on the system while leading to lower prices for mail it considers competitive—like saturation advertising mail," McCaslin said.

Further consideration of S. 1486 is now set for mid-December. The delay dooms chances of passage in 2013. McCaslin said publishers should expect to do battle on postal reform during the NNA "We Believe in Newspapers" Leadership Summit, March 13, 2014.

"I would like to say this legislation will be finished by March. Sadly, I think we have a long way to go to guarantee reasonable mail delivery and fair competition for community newspapers," she said.

## In other postal news:

- The U.S. Court of Appeals for the District of Columbia upheld the PRC's decision to allow the Valassis NSA discounts. Although the court decision found fault with

the PRC's reasoning, it ruled that its policy of deferring to expert agencies governed.

- The PRC heard USPS witnesses in November on why a 6.9 percent exigency rate increase is needed for January. The PRC questioned whether USPS losses were fully tied to the Great Recession, which it has deemed a sufficient exigency to justify extra rate increases, or were part of ongoing disruption from the Internet. A decision in the case is expected in late December.



- USPS is preparing a new policy statement on the processing of flat mail, including newspapers. NNA is involved through the Mailers Technical Advisory Committee in laying out the road map for mail processing hubs to keep direct carrier route and 5-digit mail containers from going unnecessarily into distant mail processing centers. That report is due Dec. 31.

- A serious programming error in USPS' operating system, PostalONE!, is kicking out too-high rates for mailing software providers when mail includes both in-county and outside county mail with Intelligent Mail Barcodes. NNA's MTAC representative Bradley Hill, president of Interlink Inc., registered a complaint with USPS management in November. He noted that publishers would be unlikely to convert to the barcode use if penalized by the wrong rates. USPS said it was working on a repair.

## New Postage Rate Increase Jan. 26 will be Three Times Inflation; NNA Calls USPS Decision Flawed

Tonda Rush, CEO, NNA, Dec. 27, 2013

The Postal Regulatory Commission handed everyone who uses the mail a lump of coal on Christmas Eve: approval of the U.S. Postal Service's proposal to raise postage rates by more than triple today's inflation.

The new rates will likely go into effect Jan. 26 if USPS elects to accept the PRC's decision.

The PRC did disagree, however, with the Postal Service's justification for a proposed "exigency" rate increase that it lost more than 53 billion pieces of mail because of the Great Recession. Rather the PRC continues to blame Internet diversion as the principal reason for Postal Service losses. The PRC only credits the recession with less than half the USPS financial loss — but granted the increase anyway — noting USPS needs the money. **(cont. pg. 4)**

### (Postal Increase - cont. from pg. 3)

National Newspaper Association President Robert M. Williams Jr., publisher of the Blackshear (GA) Times, said NNA respectfully disagrees with the Postal Service's request as well as the commission's decision. He insists a lack of action by Congress to enact postal reform is at the root of the problem.

"We are whistling in the dark," said Williams. "We cannot avoid the fact the Postal Service is operating in a new world. We all are. The longer the Postal Service and lawmakers avoid reducing core costs for the delivery network, the more pain will be inflicted upon all who use the mail. Fewer and fewer customers will be paying more and more. This approved postage increase solves nothing."

The Postal Rate Commission said it expects USPS to wean itself of the increase over time. Although USPS said it expects the effects of the recession to go on for an unforeseeable period, the commission declined to allow the additional \$1.8 billion it expects USPS to receive in contributions to overhead to go on forever. The ruling requires USPS to provide a plan by May for eliminating the extraordinary increase over a two-year time period.

Unless USPS can achieve serious reductions in operating costs without critically diminishing services, Williams is not optimistic this can happen.

"This latest action by the PRC only makes the Postal Service's survival challenge tougher and scarier. This decision opens the door to perpetual steep postage increases for American businesses, including ours, which strives to fill a deep desire by readers to receive a hard copy newspaper, even if they also read online."

NNA Postal Committee Chair Max Heath said he is also disappointed the exigency rate increase is granted. Heath notes that although USPS certainly has been impacted by the recession, so has its customers and raising postage rates now is ill-advised.

"We calculated increases up to 7 percent for some of our critical newspaper mail categories. To the extent that USPS suffered from the recession, so did our business," said Heath. "It is too bad the law doesn't allow for an "exigent decrease" in postage so we, who must respond to market realities, could be made whole as well."

Williams said NNA will renew its efforts to seek prudent postal reform legislation during the annual Newspapers Leadership Summit March 13, 2014, when publishers visit Capitol Hill to urge action.

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

## 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).

**NOTE: Newspapers, be sure to tell your customers that this new fee comes directly from the NE Secretary of State's office and is not a fee implemented by your newspaper!**

## 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!

- **Next issue of NPA Bulletin:**

**JANUARY 13**

- **ARCHIVED ISSUES OF BULLETIN** available on *our website!*

# Classified Advertising Exchange

Jan. 6, 2014

**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; Thomas C. Sorensen Award flyer; 2014 Public Notice Journalism Contest 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).

**You Are Invited To Enter Competition for the  
2013 Thomas C. Sorensen Award  
for  
Distinguished Nebraska Journalism**

**Thomas C. Sorensen** was a former Nebraska journalist who left the state to pursue a career in government service. Sorensen was graduated from the University of Nebraska-Lincoln with a degree in journalism and political science. He was assistant night editor at the Lincoln *State Journal* and later served as news director and commentator on KLMS radio in Lincoln. Sorensen served with the United States Information Agency. Later he was an investment adviser, first with The Advest Group, Inc., and then with The Capital Group Companies, Inc. Sorensen came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels.

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**Eligibility:** Any story distributed through Nebraska's mass media, whether cablecast, telecast, printed in a newspaper, a magazine or online or broadcast over the radio, from January 1, 2013, through December 31, 2013.

**To Apply:** **For print entries:** Submit one copy of the story with a letter of entry that provides background information and reasons for the story's assignment.

**For video and audio entries:** Submit a flash drive, DVD or URL for work published to YouTube, Vimeo or any other website with a letter of entry that provides background information and reasons for the story's assignment.

***YOU MAY SUBMIT UP TO THREE ENTRIES.*** Non-English entries must be accompanied by an English script or overview

**There is no entry fee and winners will receive cash awards.**

Entries should be mailed to the following address or emailed to [hbush2@unl.edu](mailto:hbush2@unl.edu):

College of Journalism and Mass Communications  
University of Nebraska-Lincoln  
Attn: Haley Bush  
147 Andersen Hall  
Lincoln, NE 68588-0443

**Deadline:** **Entries must be received by February 7, 2014.** The winner will be notified by March 15, 2014, and invited to attend an event to honor winners at the College of Journalism and Mass Communications.

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***For additional information contact: Haley Bush, Special Projects Coordinator at [hbush2@unl.edu](mailto:hbush2@unl.edu) or 402-472-3341.***

# **PUBLIC NOTICE** *RESOURCE CENTER* *JOURNALISM PRIZE*

## **2014 Public Notice Journalism Contest**

The purpose of the contest is to recognize excellence in journalism that draws reader attention to public notices.

**PRIZE:** National award \$700  
State awards \$200

PNRC will provide sponsorships in selected states represented by members of American Court and Commercial Newspapers. State press associations in states without PNRC sponsors are encouraged to add the award to their own Better Newspaper Contests with local funding.

### **CRITERIA:**

- *For purposes of these awards, the PNRC defines newspaper public notices as those announcements or disclosures the law requires a private party or governmental entity to publish in or through a statutorily qualified newspaper.*
- Stories must cite the public notice requirement and refer readers to the publication in which it appeared. Online references must include links. If the notice requirement was not met or was deficient, story must explain how and why notice was deficient.
- Stories may have been published in print or digitally or both. Clippings must be scanned and provided from print copies. Digital copies must be screen scanned and accompanied by a statement by the author providing dates of publication.

National award winners will be selected from state association submissions and one winner from an at-large category.

Presentations of state winners may be made at time and place of sponsoring association's choosing.

Presentation of national winner will be made at a recognized national association event. Judges will be recognized journalism scholars or professional leaders.

First full year of awards:

For publications in calendar year 2014 or year most recently judged in state contest  
Entries due at PNRC by January 15, 2015. Email links for entries will appear at [www.pnrc.net](http://www.pnrc.net).

ONE NATIONAL AWARD WILL BE PRESENTED IN MARCH 2014 FOR A STORY PUBLISHED IN CALENDAR YEAR 2013. NO STATE AWARDS WILL BE GIVEN IN 2014.