

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 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

CONTACT INFO:

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402-476-2851

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E-mail: nebpress@nebpress.com

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

February buy-one-get-one sales event

During the month of February, the Nebraska Press Advertising Service is offering a buy-one, get-one free deal for any ads sold within the 2x2 and 2x4 Statewide Display Advertising Network to a new customer. This offer is available to anyone who has not advertised in the display ad network in the last 18 months.

The names of everyone who sells a NEW regional or statewide ad will have their name put in a hat. A name will be drawn and \$100 will be awarded to that person.

Ads must be turned into the NPA by 4 p.m. the Tuesday prior to the week the ad is scheduled to run. Only one free ad is allowed. After the ad has run once, the customer is no longer considered a new customer. Free ad must run in the same region(s) as paid ad.

The final deadline in order for ads to qualify for the discount will be February 25 at 4 p.m. and will print the weeks of March 3 and March 10, 2014.

If you have questions about selling statewide or regional ads, or the February BOGO special, please contact Carolyn Bowman, cb@nebpress.com, or Violet Kirk, sales@nebpress.com, at the Nebraska Press Association.

Grand Island Independent editor, cartoonist Bill

Dunn dies

Newspaper editor and cartoonist Bill Dunn died Saturday, January 18. He was 62.

He had been with the *Grand Island Independent* since March 2001, most recently as editor of the opinion page. He was known for his editorial cartoons, many of which were inspired from the Grand Island community.

Dunn had been away from work for several months, being treated for esophageal cancer. He had been undergoing chemotherapy in Grand Island. In the hours prior to his death, he had arrived in St. Croix, U.S. Virgin Islands, where he had gone to visit friends.

Dunn was raised in Grand Island, graduated from Grand Island Central Catholic High School and was very active in the community. Prior to returning to Grand Island to work at the Independent, Dunn worked at some of the most well-known newspapers in the country, including the Los Angeles Times, Orange Co. Register, Florida Today, Cedar Rapids Gazette and the Minneapolis Star Tribune.

He is survived by his wife, Barbara, and children Michael, Angie and Jamie. Funeral service information is pending. Curran Funeral Chapel, Grand Island, is in charge of funeral arrangements.

NPA/NPAS Staff

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Executive Director
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Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



Participating Nebraska News Link newspapers have over five years of searchable archives online!

If your newspaper has been a participant in the Nebraska News Link (digital) project since it began back in June 2008, you now have **over five (5) years of your newspapers available online as keyword-searchable archives!**



Over 100 member newspapers participate in Nebraska News Link, with over 45% of the papers now providing PDF (versus scanned) pages for their archives. If you're already providing PDF pages to your printer, or paginate your newspaper, it's easy to make the switch and improve the image quality of your archives.

Use Nebraska News Link: to send (billing) e-tearsheets to clients, offer a link to the archives on your website, or offer online e-subscription to your readers.

Why not start the new year with a refresher demonstration on how to access and use the Nebraska News Link site! Susan Watson is available to walk you (or a staff member) through the site and answer any questions you might have. Call the NPA office, or email Susan at nebpress@nebpress.com to schedule a refresher demonstration today!

Unauthorized use of the words “Super Bowl” could lead to prosecution

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.

The NFL controls all marketing and proprietary rights with respect to the Super Bowl.

Without the express permission of the NFL, **marketers and advertisers may not use these terms in their promotions:**

“Super Bowl”
“Super Sunday”
“National Football League”
“NFL”
NFL shield and all Super Bowl logos
“National Football Conference”
“NFC”
“American Football Conference”
“AFC”



Ads can contain:

“The Big Game in East Rutherford”
“The Football Championship Game”
The date of the game
The names of the team's home cities
A generic football picture or graphic

Olympic Games media restrictions

Olympic-related themes are no different from Super Bowl-related themes and similarly run the risk of infringing on federally registered trademarks.

Marketers and advertisers may not use these terms in their promotions:

“The Olympic Games”
“Go for the Gold”
“Team USA” and more than 100 other marks
Olympic rings graphic



Of course, referring to the Super Bowl or the Olympics in your print and online news coverage is no problem.

Contests and Awards

Congratulations, Verdigre Eagle! You were the first newspaper to submit BNC entries to the NPA office!

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. 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.

Omaha World-Herald 2014 Community Service & Service to Agriculture Awards

Contest rules and guidelines are included in the 2014 PA Better Newspaper Contest Guide. **Entry deadline (postmarked by) March 3, 2014.**



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. **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.

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. Winner will receive a cash prize and invitation to attend an event honoring award winners at the College of Journalism and Mass Communications.

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 1/20:

2x2

Fremont Tribune — Julie Veskerna (2 ads) (paper made \$787.50)

Grand Island Independent — Pat Bell (paper made \$162.50)

Hebron Journal-Register — Christy Farnstrom (paper made \$150.00)

Hickman Voice News — Linda Bryant (5 ads) (paper made \$1,412.50)

Lexington Clipper-Herald — Kathy Gundell (paper made \$312.50)

North Platte Telegraph — Judy Feeney (paper made \$312.50)

NCAN

Arapahoe Public Mirror — Tammie Middagh (paper made \$126.50)

Aurora News-Register — Kurt Johnson (paper made \$168.50)

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

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

Hickman Voice News — Linda Bryant (paper made \$133.50)

Kimball Observer — Penny Merryfield (paper made \$123.00)

Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$112.50 + NCAN Special Free Ad)

Erickson joins Lexington Clipper-Herald

Dean Erickson is the newest member of the *Lexington Clipper-Herald* staff. Erickson, who graduated from Bertrand High School in 2013, was raised in the Dwight and Brainard area.

He fell in love with the world of journalism after working at the *Bertrand Herald*. He joins the Clipper-Herald as a staff writer, covering the City of Lexington, Lexington Public School Board meetings and the Lexington Police Department.

Former NPA Foundation scholarship recipient joins Randolph Times as reporter, editor

Stephanie Smolek, a December 2013 graduate of the University of Nebraska-Lincoln with bachelors' degrees in agricultural journalism and animal science, has joined the Northeast Nebraska News Company as an agricultural reporter and editor for the *Randolph Times*.

She grew up and attended high school in Battle Creek, NE. In 2012, she was a summer reporting intern for the *Norfolk Daily News*' "20 and Below" team, which consisted of people age 20 or younger writing short column pieces for the newspaper.

Smolek was a recipient of one of four NPA Foundation scholarships awarded for 2013.

Reporters join Lincoln Journal Star staff

Two new reporters have joined the Lincoln Journal Star.

Chris Dunker, a graduate of Nebraska Wesleyan University, will cover education. Dunker was previously a reporter and news editor at the *Beatrice Daily Sun*, where he covered education, courts and county government. Dunker was named Outstanding Young Journalist by the Nebraska Press Association in 2013.

Riley Johnson joins the Journal Star full-time as night cops reporter after working as an intern during the fall semester. Johnson, a native of Ellsworth, WI, received a bachelor's degree in journalism from the University of Nebraska-Lincoln in December. While in college, he worked at the *Arkansas Democrat-Gazette*, *Omaha World-Herald* and Lincoln radio station KFOR-AM.

Kevin Abourezk will now cover county government as part of the Journal Star's city-county reporting team. He began working at the Journal Star in June 1999 and has since covered regional issues, Native issues, high education and county and city government, as well as serving as an assistant city editor.

Nicholas Bergin will join the regional reporting team with a focus on pipeline issues, surface water, agriculture and agribusiness news. He has worked as night cops reporter since joining the Journal Star in December 2011.

Omaha World-Herald's Chatelain wins sportswriting award

Omaha World-Herald reporter Dirk Chatelain has been named sportswriter of the year for Nebraska by the National Sportscasters and Sportswriters Association.

Chatelain, who has been with the World-Herald for nine years, writes sports features and analysis, and is part of the Husker football coverage team as well as writing the "Mad Chatter" blog on Omaha.com.

The state sportscasters and sportswriters of the year from around the country will be honored during the NSSA's 55th annual awards banquet, June 7-9, 2014, in Salisbury, NC.

Hickman Voice News staff win NNA Publisher's Auxiliary Photo Contest awards

Hickman Voice News reporter and photographer, April Refior, won first place in the features category of the National Newspaper Association's Publisher's Auxiliary Photo Contest for the first quarter of 2014. Cheri Wirthele, who assists staff with photos, won first place in the sports category.

This is why news matters

And what you can do to promote news literacy in your community

Editor's Note: This article appeared in the Dec 2013/Jan 2014 issue of Illinois PressLines and is reprinted here with permission.

By David Porter

A few weeks back, I asked a small group of college students whether any of them read the newspaper. Nobody raised a hand. I asked them if they watch the news on television. A couple of them raised a hand. I wondered if they were just trying to appease me.

So, I started asking questions about current events. I was pretty disappointed in their responses. While all of them knew the name of the president of the United States, none of them had heard of a place called Benghazi.

These were not grade school kids. These were students with voter registration cards. What's worse is that these were education students. These were people who, in just a few short years, would be teaching social studies to high school and junior high school students.

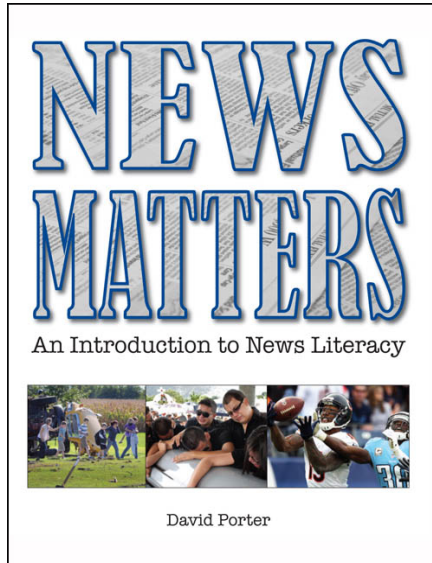
This is why news matters.

As we spoke, I was able to draw a little more information out of the audience. It became clear that they knew a little bit about a lot of things and that they do absorb news. But their news comes from places that we in the news business don't regard as news providers — think Jon Stewart and Facebook but even moreso through memes and osmosis.

Snippets. That's how young people get their news these days. They piece together snippets until they believe they have a clear understanding of an issue. They share snippets with each other, but they don't go looking for them. They rely on what information finds them. Their perception of the validity of the news that finds them is probably shaped more by the volume of the snippets.

By volume, I mean both aggregate and auditory. The louder the information and the more it's repeated, the more likely it is to penetrate. Accuracy is determined by frequency.

This is why news matters.



Those of us in the news business know how important accuracy is. We know how to size up a source, how to delve into documents and how to follow up as new facts emerge. But the best news stories in the world don't matter if they can't penetrate the muddlesphere.

I asked the students two more questions. 1) Who does your thinking for you? And, 2) Who is responsible for the news you consume?

No one wants to believe that he is being manipulated, yet, we often let casual and flawed information morph into unwavering opinions.

This is why news matters.

As news providers, it's not enough to put out the best, most accurate and thorough report each day and each week. We need to educate our audience and tomorrow's audience about why news matters. We need to instill a sense of obligation for news literacy.

You can help by talking to your local school administrators and teachers about introducing a news literacy course. The Illinois Press Foundation has a free booklet that can help you get started. Shoot me an email at dporter@illinoispress.org along with your name and address and I'll send one out to you. Or access an online version from our website at www.illinoispress.org.

News literacy is not a journalism program. It's a civics issue. It's as important to our democracy as our democracy is to our way of life. News matters.

David Porter is director of communications and marketing for the Illinois Press Association. He can be reached at dporter@illinoispress.org.

Save the Dates!
NPA Annual Convention
April 11-12, 2014
Holiday Inn-Midtown
Grand Island

- **Next issue of NPA Bulletin:**
JANUARY 27
- **ARCHIVED ISSUES OF THE BULLETIN are**
available on the NPA website!

1/2-Price Subscription Offer to Newspapers in Education (NIE) Institute!

Consider subscribing to the Newspapers In Education (NIE) Institute's half-price offer of \$125 or \$62.50 for small papers (under 20K circ.)* 40 new resources are now available.

The NIE Institute provides you a FREE subscriber website with over 340 NIE and editorial resources. The site was recently redesigned. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & 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

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

To subscribe, just e-mail your full contact information to:

Doug Alexander, President, NIE Institute
202-636-4847, dalexander@nieinstitute.org

* Offer for new subscribers only.



Upcoming Webinars

How to find, close and keep more customers!

Session 3: Preventing Competitors From Stealing Your Customers

Thursday, February 13

*Presenter Jim Lobaito,
The Performance Group*

**Story Organization:
Defining the pieces and assembling the product**

Friday, February 14

*Presenter Brenda Witherspoon,
Iowa State University*

**Register at
onlinemediacampus.com**

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

New UNL scholarship aims to combine media and technology

There's a new scholarship opportunity for UNL journalism students looking to combine media and technology.

According to a 12/5/13 article in the *Daily Nebraskan*, UNL alumna Cindy Coglianese McCaffrey has established the McCaffrey Emerging Media Scholarship Fund for students who are enrolled in the College of Journalism and Mass Communications and have a second major, minor or concentration in computer science, informatics or another tech-related field. The \$100,000 scholarship through the UNL Foundation will give students one or more annual scholarships and help them develop new skills.

McCaffrey, who lives in San Francisco, graduated from UNL-Lincoln in 1980 with a bachelor's degree in journalism and wanted to give back to her alma mater.

Associate Dean of Journalism Charlyne Berens said the McCaffrey scholarship will encourage more students to double major and develop the expertise needed in the world of growing mass media today.

Gary Keibel, journalism professor and director of the Mobile Media Lab, said journalism has reached the point where it can't be divorced from technology.

Matt Waite, a journalism professor of practice and founder of the drone journalism lab, hopes the scholarship will encourage students to see the importance of taking informatics, computer science or some other kind of technology-related course, because the journalism college only offers so much to students in terms of merging technology and storytelling.

Classified Advertising Exchange

Jan. 20, 2014

ADVERTISING - McCook Gazette is looking for an individual who would like to help our advertisers grow their business. Our ideal candidate is someone who:

- Is a high-energy person who likes to get things done.
- Is well organized and can set priorities.
- Enjoys people and will go the extra mile to keep a commitment.
- Likes to set goals and can work independently to reach those goals.
- Has a positive attitude and is a great communicator.

We offer a full-time position with: base pay, plus bonus opportunities, health insurance, dental insurance, disability insurance, 401K retirement plan, paid time off and holidays, mileage reimbursement plan.

Some sales experience would be helpful, but a positive attitude, energy and willingness to work will be equally important. If this is you, please send a cover letter and resume to: Shary Skiles, Publisher, McCook Gazette, P.O. Box 1268, McCook, NE 69001, or email: sskiles@ocsmccook.com

REPORTER/EDITOR: Full-time position opening at progressive weekly newspaper in ag-based Nebraska community. Job involves writing, editing, photography and page design. Contact Kurt Johnson, co-publisher, Aurora News-Register, P.O. Box 70, Aurora, NE 68818, or call 402-694-2131. Email: kjohnson@hamilton.net.

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.

FOR SALE - SOUTH CENTRAL NE NEWSPAPERS:

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.

FOR SALE - NORTH CENTRAL NE NEWSPAPER:

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange; NNA Leadership Summit flyer; NPAS Buy-One-Get-One flyer; Thomas C. Sorensen Award 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.



Buy-One-Get-OneFREE*

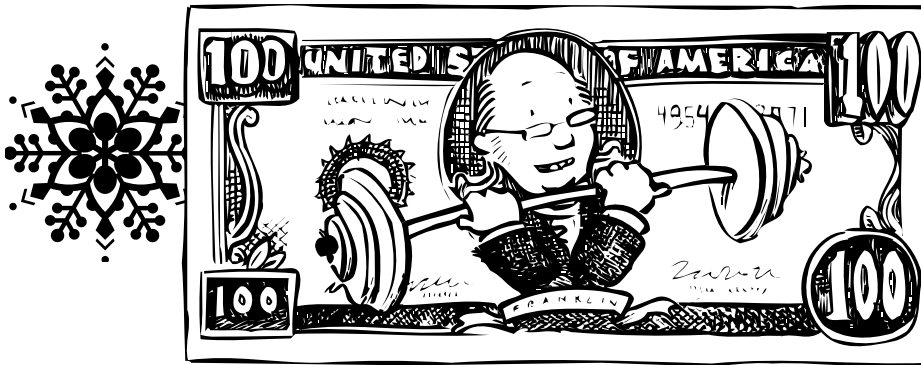
FEBRUARY

Hey Newspapers!

During the month of February, the Nebraska Press Advertising Service is offering a buy-one, get-one* free deal for any ads sold within the 2x2 and 2x4 Statewide Display Advertising Network to a new customer. This offer is available to anyone who has not advertised in the display ad network in the last 18 months.

It gets better...

The names of everyone who sells a NEW regional or statewide ad will have their name put in a hat. A name will be drawn and \$100 will be awarded to that person!



* Ads must be turned in to NPA by 4p.m. the Tuesday prior to the week the ad is scheduled to run. Name of Salesperson must be included to be eligible for drawing. ***Only one free ad allowed. After ad has run once, customer is no longer considered a new customer. Free ad must run in same region(s) as Paid ad.**

* Final deadline in order for ads to qualify for the discount will be February 25 at 4 p.m. and will print the weeks of March 3 and March 10, 2014.

Nebraska Press Advertising Service

Contact: Carolyn Bowman - cb@nebpress.com

phone: 1.800.369.2850 - fax: 402-476-2942



**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.

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:

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.

For additional information contact: Haley Bush, Special Projects Coordinator at hbush2@unl.edu or 402-472-3341.

Uncle Sam wants to compete for some of your advertising ... and tax the rest!

FIGHT BACK!

**JOIN us MARCH 13
in Washington and
protest:**

- **Taxes on the economic engine in your community—Advertising**
- **Unfair USPS competition for newspaper advertising! Now that the court has agreed to allow Negotiated Service Agreements, only CONGRESS can stop them.**



I want your advertising dollars!

It's time for action

2-3 delegates from each state are needed

- **Postal Summit**—8-10 a.m.
- **Voice in Washington Program**—Go to Capitol Hill. We will arm you with facts and figures: 11 a.m. to 5 p.m.
- **We Believe in Newspapers Dinner**—National Press Club 6-10 p.m. Featuring CBS Anchor Bob Schieffer.

For More Information go to naweb.org

