

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 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

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

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.

Calling all judges...your help is needed!

The South Dakota Newspaper Association is asking for our help in judging their Better Newspaper Contest this year. It is all done online except for a few exceptions that would be shipped to you. You can judge in your own office or home & not have to get out in the winter weather. What a fun way to pass the winter days and/or nights and get fresh ideas for your paper.

Please consider helping & return the flyer attached to this Bulletin to Carolyn Bowman, cb@nebpress.com, as soon as possible with your judging preferences. Thank you for your help!

NPA membership dues must be paid prior to contest judging

According to the rules of the 2014 Better Newspaper Contest, only contest entries from dues-paying members can be judged. If you have not yet paid your 2014 dues, please do so.

If your 2014 dues are set up for a deduction against advertising, they are considered paid. **Your dues payment must be received by Wednesday, February 12.** Thank you!

NPA/NPAS Staff

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Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



Download the ad (below) from Newspaper Association of America (NAA). Click on this link to access the ad:

<http://www.naa.org/Topics-and-Tools/Advertising/Sales-Collateral/2009/NAA-Newspaper-Ads.aspx>

Know the Score.

Did you know?

- **68 million** adult males in the U.S. watched the big game. **68 million** adult males also read a printed newspaper in the past week.
- **48 million** adult women in the U.S. watched the big game. **52 million** adult women read the average Sunday paper.
- **156 million** adults either read a printed newspaper or visited a newspaper website in the past week.

Source: Scarborough Research

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!

Better Newspaper Contest entry deadline is Friday!

There's less than a week left to submit entries for the NPA 2014 Better Newspaper Contest.

Entry deadline is Friday, January 31.

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 NPA Better Newspaper Contest Guide. **Entry deadline (post-marked by) March 3, 2014.**

Nebraska Press Association

2014
Better
Newspaper
Contest

Deadline: January 31, 2014

Nominations now open for 2014 NPA Awards

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

Click on this link to access award guidelines and nomination forms for these awards:

<http://www.nebpress.com/wp-content/uploads/2014/01/2014%20NPA%20Award%20Nominations.pdf>

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

If you have questions about these awards, please contact Susan Watson at nebpress@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 1/27:

2x2

Blair Enterprise — Lynette Hansen (paper made \$325.00)
Broken Bow Chief — Deb McCaslin (paper made \$325.00)
Cambridge Clarion — Joleen Miller (paper made \$162.50)
Grand Island Independent — Pat Bell (paper made \$162.50)
Hebron Journal-Register — Christy Farnstrom (paper made \$150.00)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$1,275.00 plus \$86.00 out of state)
Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$600.00)
Holdrege Citizen — Linda Boyll (paper made \$150.00)
Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)
Stromsburg Polk Co. News — Patrice Clifton (2 ads) (paper made \$150.00 & \$80 out of state)

NCAN

Arapahoe Public Mirror — Tammie Middagh (NCAN Special Free Ad)
Aurora News-Register — Dave Bradley (paper made \$123.00)
Aurora News-Register — Kurt Johnson (paper made \$168.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Broken Bow Chief — Shannon Murray (paper made \$193.00)
Columbus Telegram — Tryci Greisen (paper made \$112.50)
Hebron Journal-Register — Christy Farnstrom (NCAN Special Free Ad)
Hickman Voice News — Linda Bryant (4 ads) (paper made \$478.00)
Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Kimball Observer — Penny Merryfield (NCAN Special Free Ad)
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$277.50)

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

• **Next issue of NPA Bulletin:**
FEBRUARY 3

• **ARCHIVED ISSUES OF THE BULLETIN are**
available on the NPA website!

Shearer is new Ogallala Keith County News staff writer

Jordan Shearer has joined the *Ogallala Keith County News* as a staff writer, covering city and county government and other general assignment duties.

A Minnesota native, Shearer recently graduated from Bemidji State University (MN) with a degree in creative and professional writing. He previously worked as a reporter and managing editor for the Bemidji State University.

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.**



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 nnaweb.org



Newspapers have over five years of searchable archives online on Nebraska News Link site!

If you've been a participating newspaper 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, and over 45% of the papers now provide PDF (vs. 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.

Start the new year with a refresher demonstration of the Nebraska News Link site! Contact Susan Watson at nebpress@nebpress.com to schedule a demonstration for you or your staff.

National Newspaper Association joins broad mailing industry coalition to overturn postal service rate hike

Approval of rate increase was based on flawed and inaccurate studies of the causes of mail volume losses

January 23, 2014

National Newspaper Association today joined a broad coalition of postal customers and suppliers to ask the United States Court of Appeals in Washington, D.C., to overturn a December 24 decision of the Postal Regulatory Commission (“PRC”) approving a postage rate hike of six percent—more than triple the rate of inflation. The PRC justified the rate hike as an emergency measure to offset losses that the 2007-2009 recession supposedly inflicted on the United States Postal Service (“USPS”). The main cause of the Postal Service’s losses in recent years, however, is the public’s increased use of the Internet instead of mail. The law was designed to prevent the Postal Service from recovering this kind of loss through above-inflation rate increases.

The appeal is sponsored by a broad coalition of companies and mailer groups that represent every major class of mail, and the majority of mail volume, in the United States. The mail affected by the rate hike includes personal correspondence, bills and invoices, magazines and newspapers, catalogs and other advertising mail, and many kinds of parcel mail.

NNA President Robert M. Williams, Jr., publisher of the *Blackshear (GA) Times*, said NNA joined the appeal out of concern for the impact upon newspapers and other local businesses.

“The 2006 law gave us predictable and stable postal rates, and that was a very good thing through the Great Recession. Congress wrote in a clause to allow exigent—or emergency—increases when the Postal Service faced unforeseeable circumstances. Using that clause to hike postage rates so much beyond inflation now to deal with the inevitable adjustments needed because of digital diversion is the wrong way to go. This unfortunate increase harms our newspapers and other businesses that are critical to driving local economies. We think USPS and the PRC should take another look and we hope the court agrees,” he said.

The coalition joining the appeal includes: Alliance of Nonprofit Mailers, American Catalog Mailers Association, Association for Postal Commerce, Association of Marketing Service Providers, Direct Marketing Association, Inc., The Envelope Manufacturers Association, Greeting Card Association, Major Mailers Association, MPA—The Association of Magazine Media, National Association of Presort Mailers, National Newspaper Association, National Postal Policy Council, Newspaper Association of America, Printing Industries of America, Quad/Graphics, Inc., Saturation Mailers Coalition, and Software & Information Industry Association/American Business Media.

Alert! Unlimited postal rate increases proposed by Senate leaders

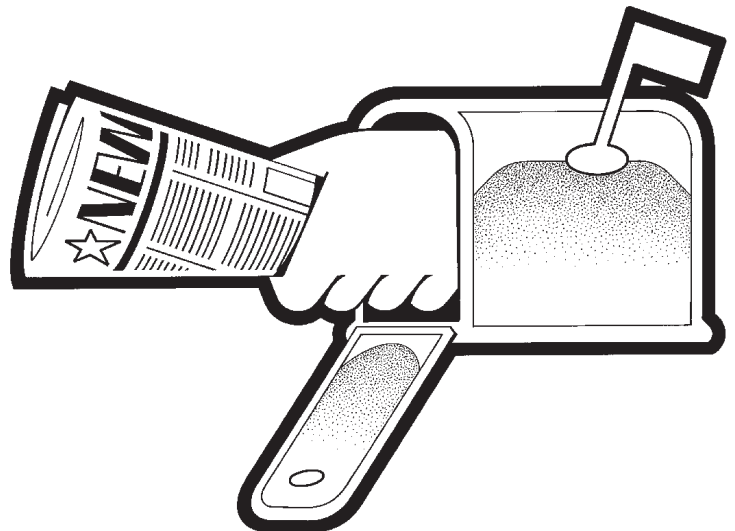
By National Newspaper Association (NNA), January 23, 2014

Senators Thomas Carper, D-DE, and Tom Coburn, R-OK, are proposing new legislation that would remove rate regulation from the Postal Regulatory Commission and give the U.S. Postal Service’s own Board of Governors unlimited authority to adjust postage rates for mail within its mail monopoly.

The Senate Homeland Security and Governmental Affairs Committee intends to review this bill for passage to the Senate floor on Jan. 29. NNA recommends that you urgently contact your senators to ask them to contact the committee and urge that this bill be suspended until proper rate regulation is included.

Background

Despite a postage rate increase that more than triple inflation rates for most Periodicals-mailed newspapers, the Postal Service continues to argue for more “flexibility” in setting rates. That flexibility could be manifested in higher Periodicals rates, lower saturation mail rates for newspaper competitors and other outcomes that affect mail distribution.



Now, the law limits postal increases to a common Consumer Price Index for each class of mail (e.g., First Class, Periodicals, Standard), to be exceeded only with prior review of the PRC.

But the new proposal would let the presidentially-appointed Board of Governors, which includes two seats for postal management, decide to raise rates by the CPI index plus one percent as a total revenue figure for all monopoly mail. That means major adjustments for Periodicals mail, Standard mail or other classes used by newspapers could occur so long as all mail together produced revenue under the cap.

This provision could mean a chain of triple- or quadruple inflation increases, without even PRC oversight, in the future.

(continued on pg. 6)

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.

(postal - cont. from pg. 5)

The bill also includes modest language to rein in Negotiated Service Agreements, such as the one extended to Valassis Direct Mail, Inc, last year. But this proposed language requiring the Postal Service to take into consideration the relative harms to mailers, would simply invite the PRC into regulating the advertising marketplace. It is not enough. Our industry needs tighter rules on NSAs.

ACTIONS:

Sen. Tammy Baldwin, D-WI, is prepared to introduce an amendment to strike the rates section, Section 310, and leave the current law as is. If you have senators on the Committee, please ask them to join her. But even if your senators are not on the committee, please contact them NOW and tell them:

- 1.** The Postal Service remains a powerful government monopoly that must not be deregulated to this degree.
- 2.** Setting a price cap at the total-mail level, rather than upon each mail class, invites price manipulation by USPS.

- 3.** The Postal Service badly needs some other provisions in this bill, such as recalculating crippling burdens from employee benefit programs imposed by Congress in 2006. But while Section 310 remains, many who otherwise support postal reform, cannot promote the Carper-Coburn bill.
- 4.** The Postal Service should not engage in NSAs for advertising. Its monopoly pricing powers distort the market and improperly put both the Board of Governors and PRC into a role of advertising regulators.

Also, please join NNA on March 13 in Washington when publishers take their case to Capitol Hill. NNA is the Voice in Washington for Community Newspapers. Postal Reform legislation is needed. Once completed, it will be in effect for years to come. Act now to protect your industry.

For more information contact NNA's Postal and Government Relations Committees: Max Heath, maxheath@cni.com; Deb McCaslin, dmccaslin@kdsi.net; OR Tonda Rush, NNA CEO, Tonda@nna.org.

Classified Advertising Exchange

Jan. 27, 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; NPAS Buy-One-Get-One flyer; South Dakota Contest Judging 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*

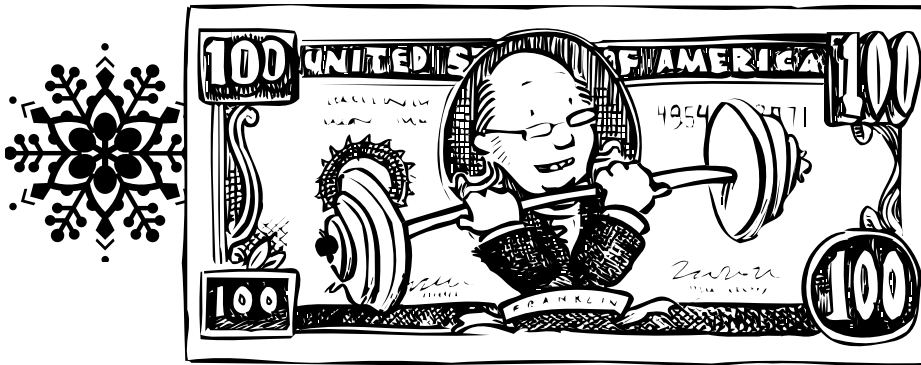
FEBRUARY

Hey Newspapers!

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Nebraska Press Advertising Service

Contact: Carolyn Bowman - cb@nebpress.com

phone: 1.800.369.2850 - fax: 402-476-2942





Calling All Judges!!!

The **South Dakota** annual Newspaper contest is coming up in a few weeks, and they need judges.

WHEN? February 10-28

WHERE? In front of your own computer or in your office/home

The entire contest will be online with the exception of a few categories (General Excellence, Typography, Newspaper Design) that will be mailed out to select judges.

Info will be sent to judges at the beginning of the judging to explain how the website works.

Judges Needed for News Story, News Series, Feature Story, Feature Series, Sports Reporting, Sports Series, Sports Column, Editorial Writing, Headline Writing, Local General Interest Column, Local Humorous Column, Original Editorial Cartoon, Newspaper Website, Spot News Photo, Feature Photo, Sports Photo, Photo Series, General Excellence, Typography & Design, Outstanding Young Journalist, Public Service, Special Issue, FOI Project, Single Ad Idea, Series Ad Idea, Advertising Special Section, Use of Color, Multiple Advertiser Section, Classified Section, Use of Art Service, Use of Local Photography in Advertising, Advertising Sales Tool, Most Original Creative Idea, Newspaper Promotion, Best 2x4 Ad.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Mailing/Shipping Address: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com