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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 should 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 Olympics in your print and online news coverage is no

Save the Dates!

NPA Annual Convention

April 11-12, 2014

Holiday Inn-Midtown, Grand Island

Crofton Journal, Niobrara Tribune sold to Plainview News publishers

After serving the Crofton, Niobrara and surrounding community for several years, Kevin Henseler has sold the *Crofton Journal* and the *Niobrara Tribune* to Brook and April Curtiss of Plainview. Henseler's last day at the Journal was January 23, when final transfer of ownership documents were signed.

Brook and April Curtiss own and operate the *Plainview News*, which they purchased in 2004, and the *Atkinson Graphic*, purchased in January of 2013.

While no changes are planned for the print newspapers, there are plans to add a Facebook page and new website design for the News and Tribune, and hopefully down the road, make the *Niobrara Tribune* back into its own stand-alone newspaper.

A new face at the *Crofton Journal* is Andrew Smolek, a native of Battle Creek, NE, who accepted the position as editor effective January 20. Smolek, a graduate of Wayne State College's journalism program, has experience in layout, design, production and digital while working at the college newspaper, the *Wayne Stater*.

Valorie Zach, longtime Niobrara resident, has agreed to stay on as the editor of the *Niobrara Tribune*.

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.

Buy-One-Get-OneFREE*

FEBRUARY

Hey Newspapers!

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It gets better...

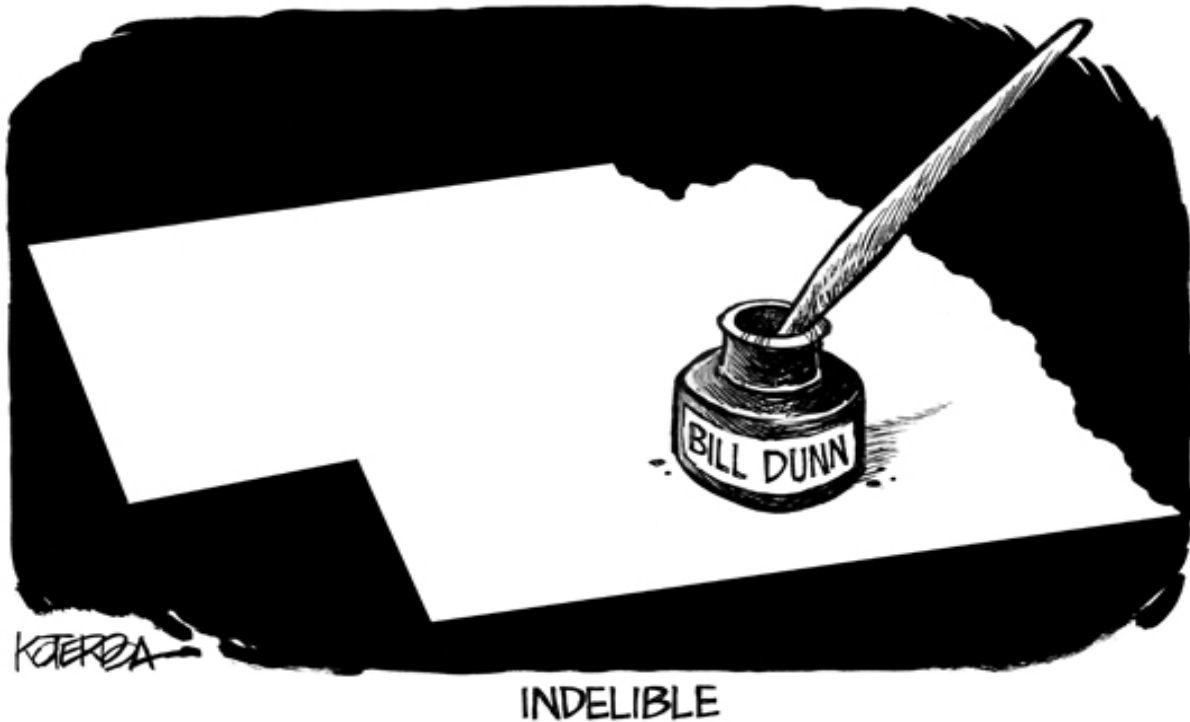
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Nebraska Press Advertising Service
Contact: Carolyn Bowman - cb@nebpress.com
phone: 1.800.369.2850 - fax: 402.476.2942

Editor's voice will be missed



Editor's Note: Bill Dunn, Grand Island Independent editor and cartoonist, died January 18, 2014, at the age of 62. This editorial by Publisher, Don Smith, and cartoon by Omaha World-Herald cartoonist, Jeff Koterba, appeared in the January 20 issue of the Grand Island Independent, and are reprinted here with permission.

For the past 13 years the Independent's page of opinion has carried the name of our Editor Bill Dunn. In March of 2001 after a circuitous route through some of the nation's most prestigious newsrooms, Bill returned to his hometown to be editor of the newspaper that always remained close to his heart, in the only community that really mattered to him.

The creative fire that burned in Bill since he was old enough to hold a crayon eventually led him to positions on the cutting edge of "visual" news presentation. Bill took pride in his important role at many of the newspapers celebrated as leaders of modern newspaper design: the Cedar Rapids Gazette, Minneapolis Star Tribune, Florida Today, the Los Angeles Times and the Orange County Register.

Under Bill's leadership, the Independent's news department gleaned many top honors for news coverage in the Nebraska Press Association's annual Better Newspaper Contest and other competitions.

In 2007 Bill took over responsibility for the editorial page with the charge to make it more vibrant and relevant. As with every challenge he faced in his career, he devoted his full attention to achieving excellence.

At the time, the newspaper industry was focused on expanding community conversation through digital media. The expanded accessibility for opinion sharing, polling, and exchange of information in real time served to engage

more people in public forums, with daily newspapers being the universally accepted, trusted conduit for such purposes. Trust, in fact, is the most important asset of any newspaper, and under Bill's watch trust grew. Engagement grew, too.

When Bill became the guardian of the editorial page he wrote, "A daily newspaper is, in many ways, the pulse of the community. In Grand Island, it is not only the pulse, but also the nerve system and probably the liver."

Bill was a master of the language and he could paint a clear, concise, thought-provoking picture with words. He sometimes laced his editorials with humor and a healthy dose of cynicism when needed to drive a point. To him, though, the editorial page was a canvas and his best work was rendered visually, with a pen and brush. Bill's imagination never rested. If he wasn't creating, he was thinking about ideas that would make people think, understand, laugh and sometimes get steamed. Bill could rarely go out in public without being approached by his growing legion of fans. You would be hard pressed to find a more genial or accessible editor than Bill.

The Independent was truly blessed to have had a world-class editorial cartoonist, newspaper leader, and genuinely great human being on staff for these past 13 years.

His voice is quiet now, but his vast body of creative work lives on. On the opinion page today you have already noted a cartoon created by Bill's kindred spirit, Omaha World-Herald editorial cartoonist Jeff Koterba. Bill would appreciate that his simple "visual" tribute says far more than all the words in this written tribute.

— Don Smith, Publisher, Grand Island Independent

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 2/3:

2x2

Broken Bow Chief — Deb McCaslin (paper made \$325.00)

Cozad Tri-City Tribune — Teri Hanson (paper made \$150.00)

Hickman Voice News — Linda Bryant (6 ads) (paper made \$1,075.00)

Neligh News & Leader — Sandy Schroth (paper made \$162.50)

Ponca Journal-Leader — Judy Volkman (2 ads) (paper made \$650.00)

Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)

NCAN

Aurora News-Register — Dave Bradley (2 ads) (paper made \$235.50)

Aurora News-Register — Kurt Johnson (NCAN Special Free Ad)

Aurora News-Register — Dani Lemburg (paper made \$126.50)

Bellevue Leader — Echo Bronk (paper made \$112.50 + \$45.00 out of state)

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

Broken Bow Chief — Deb McCaslin (2 ads) (paper made \$340.50)

Columbus Telegram — Tryci Greisen (paper made \$112.50)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$232.00 + NCAN Special Free Ad)

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

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

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!

- Next issue of NPA Bulletin:
FEBRUARY 10
- ARCHIVED ISSUES OF THE BULLETIN are available on the NPA website!



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.

Sunshine Week is March 16-22, 2014!

To learn more, to get involved, or for the Sunshine Week toolkit, go to www.sunshineweek.org.



The trends that will shape the newspaper industry in 2014

By Caroline Little, NNA President and CEO, Newspaper Association of America (NAA), January 2014

In 2014, I believe the news industry will be marked by creativity.

I've heard this over and over in my conversations with publishers, advertisers and journalists. We're already seeing big ideas being implemented, and the industry as a whole is eager to collaborate in developing better consumer experiences and more unique product offerings. These conversations and industry trends drove our program for NAA mediaXchange 2014. We're thrilled to welcome hundreds of industry leaders in March as we gather to discuss cutting-edge technology, innovative new ideas and best practices for growth in 2014. Our annual event has become the launching pad for many great ideas, as we expect from the startup companies involved in our inaugural Accelerator Pitch program that have the potential to transform our industry. It is an event that should be attended by anyone in the media industry, from journalists to advertising and circulation executives to publishers.

As we look ahead to 2014, there are three key topics that will drive our continued growth – mobile, native advertising and individualized content.

The use of mobile devices will continue to explode, and newspapers will continue to explore what mobile really means for the news industry. The purpose of a newspaper has always been to connect with the audience and share news with people where they are. Once upon a time, it was in the town square. Now, it's on wireless devices and social networks.

In 2014, we'll see more newspapers creating a mobile-first strategy, as opposed to a "How do we fit mobile into this?" strategy. It's worked, famously, for Twitter. We're already seeing papers updating their websites and apps, putting a lot of thought into the user experience. The Washington Post's Topicly, a mobile and visual news interface launched in September, was developed to rethink the news experience for mobile users' preferences. I believe we'll see many more creative ideas, strategies, and offerings over the next year that will truly optimize content and the experience for users on every platform.

In fact, we might lose the mobile buzzword entirely. We'll be thinking less in fragmented words – like mobile, social, print and website – and instead focus solely on the audience and how they connect to infuse everything we do and create. The San Francisco Chronicle has instituted a social bootcamp to ingrain this mindset into their journalists and it is that type of forward thinking that will drive newspapers forward.

Bonin Bough from Mondelez International, one of our keynote speakers at NAA mediaXchange, will address what it looks like to leverage mobile effectively today,

while a panel featuring executives from ESPN, The Wonderfactory, Digital First Media and the Dallas Morning News will discuss different perspectives on best practices and how to thrive in this environment.

Speaking of buzzwords, native advertising will continue to play a key role for both advertisers and publishers in our industry. It's stirred plenty of debate about measurement, engagement and transparency, but it really comes down to good storytelling that engages and communicates with the reader.

As our biggest questions get answered and the hype subsides, native advertising will remain an effective form of advertising and we'll get better at creating and defining the appropriate metrics to measure success. We expect that our native advertising panel at NAA mediaXchange, featuring leaders from Dell, NewsCred, the Chicago Tribune and The New York Times, to be one of our most popular as these experts share how to make native advertising work for all involved – audiences, advertisers and journalists.

Technology is obviously a key factor in any industry's growth in today's culture and there is a tremendous opportunity for newspapers to leverage Big Data to deliver personally relevant, targeted news. There is an ocean of information on the Internet for readers to wade through, and in 2014 I believe we'll see more and more newspapers augmenting their product offerings by listening to consumers, tailoring newspapers and reports, and growing in their role of information curator.

Start-ups and apps have been playing with the idea of customized news, but newspapers can further combine and leverage the trusted brand name, reliable news, and a wealth of data about consumer preferences. 2014 will be all about providing a custom news experience, which is why we're devoting a panel at mediaXchange to dissecting this very topic. Raju Narusetti from News Corporation, Scott Howe from Axiom and Frederic Filloux from Les Echos will discuss how journalists, publishers and advertisers can successfully leverage Big Data to create an even better product, customer experience and advertising results.

We invite you to attend NAA mediaXchange 2014 to network and collaborate with these speakers and fellow industry leaders. We are only a few weeks into 2014, but early returns suggest a very good year for the newspaper industry.



Classified Advertising Exchange

Feb. 3, 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*

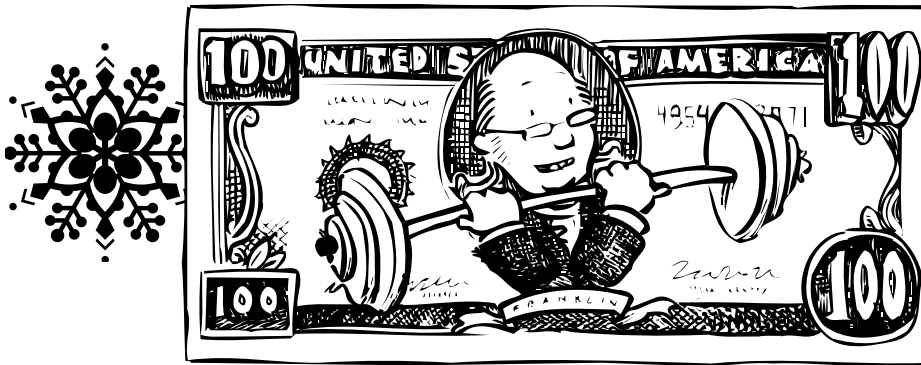
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Nebraska Press Advertising Service

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