

CONFIDENTIAL

Bulletin

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Calendar of Events:

June 20, 2014
NPA/NPAS Board Meeting
(Conference Call)

October 2-5, 2014
National Newspaper Assn. (NNA)
128th Annual Convention &
Trade Show
Grand Hyatt, San Antonio, TX

October 24, 2014
NPA/NPAS Board Meeting
NPA Office, 845 "S" St.
Lincoln, NE

October 24, 2014
Nebraska Journalism Hall of Fame
Banquet
Nebraska Club, Lincoln, NE

April 17-18, 2015
Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

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Sutton Clay County News, slowly getting back to normal after last week's storm damage

Tory Duncan, Managing Editor of the Sutton Clay Co. News, reported to the NPA office that their newspaper, and town, was slowly getting back to normal after last week's storm on Sunday, May 11.



The town of Sutton was nearly back on full power as of last Thursday. Several businesses, however, were still not open. A great deal of damage was sustained in the Mother's Day storm, especially to trees, some structures and homes, and a great deal of rural damage, including two leveled homes and farmsteads as well as a great deal of outbuildings (farm buildings) on many rural farm places.

The above photo shows Clay County News staff members (from the left): Kris Moody, Karla Fehr and Pat Majors (in background) working out of the Sutton Community Home (retirement home), a place they called home on Monday and Tuesday of last week, in order to get their May 14 (Storm) Issue published.

Tory said, "Considering what it could have been, the common talk around Sutton is pretty simple...we are so lucky," and "it could have been so much worse."

Former co-editor of Oxford Standard, Helen Cooley, dies

Maria Cooley, 63, of Oxford died May 8, 2014, at Holdrege Memorial Homes. Born in Holdrege and raised near Bertrand, Maria graduated from Bertrand High School, and received a bachelors of science degree in medical technology from Kearney State College.

Maria and her husband, Jim, settled in Oxford in 1984 and owned and operated the Oxford Standard for 29 years. Maria was co-editor and wrote a weekly column, "The Adventures of Bugs and Critter," which were nicknames for her two sons.

Survivors include here husband, Jim, and sons Chris Cooley and family, Lincoln and Rob Cooley and family, Kearney. A Celebration of Life service was held May 12 at Oxford United Methodist Church, with burial at Immanuel Cemetery, north of Bertrand. Memorials are suggested to the United Methodist Church of Oxford. To send condolences to the family, go to www.nelsonbauerfh.com.

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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 5/19:

2x2

Grant Tribune-Sentinel-Brooke Pankonin (paper made \$150.00)

Hickman Voice News-Linda Bryant (3 ads) (paper made \$925.00)

Hickman Voice News-Austin Roper (paper made \$52.50 out of state)

Tecumseh Chieftain-Bev Puhalla (paper made \$150.00)

Wayne Herald-Jan Stark (paper made \$487.50 + \$180.00 out of state)

NCAN

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

Hebron Journal Register-Christy Farnstrom (paper made \$175.50)

Hickman Voice News-Linda Bryant (2 ads) (paper made \$288.00)

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

Sutton Clay Co. News-Tory Duncan (2 ads) (2 NCAN Special Free Ads)

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



24 Journalists and Travel Writers to Tour Nebraska's Sandhills

Western Nebraska will step into the national spotlight May 19-24, as the state plays host to a group of 24 journalists writing for national and regional media outlets. This will be the seventh media tour sponsored by the Nebraska Tourism Commission. The tours are designed to show selected national media outlets what Nebraska has to offer visitors in various regions of the state.

Nebraska

The visiting journalists write for a wide variety of publications including AAA Living, American Cowboy, USAToday.com, the Toronto Sun, National Public Radio, American Iron Motorcycle, In-Fisherman Magazine, Golfweek and many more. The May tour will include activities in North Platte, Parks, Trenton, McCook, Valentine, Ogallala, Gothenburg, Brule, Mullen, Broken Bow, Thedford, Cody, Nenzel and other stops in the Western part of the state.

Some 142 journalists have visited Nebraska on the six

previous media tours, resulting in 305 articles or broadcast segments, which have appeared in media outlets including Midwest Living, Smithsonian, Better Homes & Gardens, Parade, American Cowboy, Group Tour, Group Travel Leader, Canadian Geographic, Byways, TX Golfer, AAA Journeys, National Public Radio, Kansas City Star, Miami Herald, Nashville Tennessean, Minneapolis Star Tribune, Oklahoman, Ft. Worth Star Telegram, Toronto Sun, Albuquerque Journal and Coloradoan.

Some 181,165,527 potential visitors have been exposed to this coverage. If this editorial coverage had been purchased as paid advertising it would have cost \$7,230,057. National and in-state tourism sponsors have provided more than \$231,090 in goods and services including air transportation, lodging, meals and activities to support the Nebraska Tourism Commission's media tour program.

"We really enjoy hosting the media tours because it gives writers the opportunity to experience how nice Nebraska is, first hand. They also allow many segments of the tourism industry to expose their offerings to these journalists. Earned media has a high degree of credibility with consumers, and the coverage has been extremely positive about Nebraska as a destination," said Kathy McKillip, Director of the Nebraska Tourism Commission.

Good riddance to vicious campaign

Editor's Note: This column ran on election day, May 13, in the York News-Times and an edited version ran May 14 in the Omaha World-Herald. It is reprinted here with permission.

Tuesday we went to the polls and voted to end the madness. Yes, that's right. Instead of being excited about electing new leaders with a vision for our future, I went to the polls relieved that this vicious campaign cycle is over.

For the very few who waged a completely positive campaign, good for them. For the rest of the scallywags who gave up their morals to campaign staffs and marketing gurus who slip in and out of elections like cat burglars, well, they don't deserve our respect or our vote.

Nebraskans are fed up with the negative ads. Nebraskans are fed up with the millions of outside dollars pouring into our state trying to influence us to vote a particular way.

Who do these people think we are? We are onto their game, and as for the candidates most responsible for this mistreatment of their own potential constituents, I hope they lose.

If how they would govern is any reflection of how they campaign, then we need to recognize and stop these masqueraders in their tracks. We have more than enough hate in politics the way it is.

It is gotcha politics and stubborn ideology that is doing more harm to our nation than any other single thing. While Washington argues with itself over balance of power, the work of the American people goes unfinished.

So I hope Nebraska does not participate in sending more of these broken cogs to represent us, as they are destined to further gum-up the already sputtering Washington machine.

The American people are so far ahead of Washington on this partisanship thing. Why else would record numbers of voters be registering as independents?

We are sick of Republicans talking about reducing the size of government while sitting in their congressional offices watching government grow at unprecedented levels.

We are sick of Democrats who ignore the nation's growing debt by placing insurmountable burdens on our children and grandchildren who will be saddled with lifetimes of paying off our excess.

Campaign commercials, one after another, insult our intelligence and force us to vote for the least offensive candidate. We don't want that! We want to elect representatives with character and values similar to ours, not a bunch of



By
Greg Awtry,
Publisher,
York News-Times

schoolyard bullies who get their jollies by mischaracterizing their fellow competitors.

So thank goodness the madness is over, for now. November is just around the corner when once again Nebraskans will be devalued by candidates eager to accept outside money intended to tell us how to think.

Candidates, we know how to think, and we think we have had enough. We deserve much better than you gave us.



Content available for 70th anniversary of D-Day

Through the efforts of the Ernie Pyle Museum in Dana, Indiana, and Executive Director, Steve Key, of the Hoosier State Press Association, we're able to offer our member newspapers some news content as the 70th anniversary of the Normandy Invasion approaches, on June 6.

Help preserve the memory of one of the most famous American journalists – World War II correspondent Ernie Pyle.



Information on the Ernie Pyle WWII Museum, which is operated by the Friends of Ernie Pyle and is a private non-profit foundation, three columns written by Ernie Pyle and his photo are available on the [NPA website, www.npress.com](http://www.npress.com). Login to MEMBERS area, click MEMBER DOWNLOADS, click on SPECIAL SECTIONS.

NPA encourages member newspapers to use one or more of the articles, written by Ernie Pyle, at no charge, in celebration of D-Day. According to his New York Times obituary, Pyle's columns were being delivered to 14 million homes like personal letters from the front when he died.

The fine art of creating a puzzle

Editor's Note: This column ran May 8 in the Grant Tribune-Sentinel and is reprinted here with permission.

I speak at high schools and colleges now and again about journalism and the first question I ask is, "What is the number one function of a newspaper?"

Answers will vary. Usually it is, 'To inform,' 'To entertain,' or 'To cover the news.' Every once in a while I will get 'To uncover the injustice of the world,' or 'To be a mirror to society.'

While newspapers do all of those things and those are functions of a newspaper, those answers fall down the line on the list of importance when it comes to a newspaper business.

The answer is that the number one function of a newspaper is the same number one function of a bank, restaurant, auto parts store, any business on the planet, and that is to turn a profit.

Newspapers are a unique beast. It is somewhat publicly owned and driven, yet is a private business. We serve the public while still serving a bottom line.

When I started out as a publisher in Wilber, Nebraska, I took a business course, the Nebraska EDGE program, an intensive business course that is designed to enable a business owner to succeed now and in the future.



**By
Tim Linscott,
Managing Editor,
Grant Tribune-
Sentinel**

The director of the course looked at some of the aspects of the business and said, 'Wow, I've never had to deal with this before.'

This is true, most businesses are not like newspapers, which is why this business is so unique and wonderful.

There are things about the newspaper business that some people outside of the business, and even inside the business, do not know about how a newspaper functions.

I am here to shed some light on this subject.

A newspaper makes, in general, 90 percent of its profit from advertising dollars.

Subscriptions make up less than 10 percent of a paper's profit each year. Basically, your subscription pays for the postage to mail you the newspaper. Advertising determines the page count each week.

Jerry Seinfeld has the line, "It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper."

There are some people who believe that line, but, in reality, we have to edit, cut, omit and crunch stuff into the paper each week.

Once we add up the inches of advertisements, legals and classifieds each week, the page count is set for the issue. That can change dependent on ads that come in or are pulled out of the paper. When the page count is set, it is the job of the editor to work with the staff on determining what will fill those pages.

The amount of news is discussed and where each piece is going is determined based on size, relevance, importance, time dating and other factors.

I liken the layout of the paper each week to putting a puzzle together. The frame of the puzzle is determined by the advertising and what puzzle pieces will fit into the puzzle is determined by the editor and staff.

There are weeks we have 16 pages worth of news and photos, however, we have enough ads for 12 pages. The job of the editor and staff is to determine what of that 16 pages worth of stuff is going to fit into 12 pages. Sometimes things get held a week or two, sometimes stories, photos and other items are never run due to size or it being outdated.

I have written stories that just sit and eventually time themselves out, never to see print. Many stories that I write are much longer than what appears in the paper, again, the job of editors and copy editors is to trim that information down to the most efficient and streamlined it can be while still getting the pertinent information out and fit into the allotted space.

We try to do our best to be at every event and cover the news, however, situations arise where there is just not enough room to get it all in during a given week.

This is the balancing act every newspaper deals with week in and week out. Trying to cover things, be everywhere and maintain the level of quality of the publication can be a daunting task. Every newspaper has its shortfalls. However, to strive to be perfect, to have a never-ending drive to craft each issue like an opus symphony is the goal of every editor, reporter, publisher and support staff of every paper in the world.

It is this drive that makes the challenge of putting a paper together unique and keeps us going 52 weeks a year.

Without this balancing act and without maintaining a profitability with the publication, then there would be less of a Tribune-Sentinel, or no Tribune-Sentinel. Every business works toward the goal of longevity, and like any other business, we need to be prudent and mindful of that goal.

There are some exciting things coming to the Tribune-Sentinel in the coming months. The paper is currently being re-designed with a new look to better serve the readers. We will be trying out some new ideas, promotions and stories/features to help continue driving forward with making the best possible product.

Classified Advertising Exchange

May 19, 2014

NEWS/SPORTS REPORTER at Gothenburg Times. Sports, features, general assignment stories. Photo, layout skills a plus. Email cover letter, resume and writing samples: news@gothenburgtimes.com; mail: Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

EXPERIENCED PRESSMAN: to work with 4 unit Goss Press at a weekly newspaper in Northeast Nebraska. The work includes process color and black and white runs. This is a full time position. Call 1-800-672-3418. Melissa Urbanec, General Manager, Wayne Herald/ Morning Shopper.

FOR SALE: ECRM VRL 36 Script Setter. Handles 15" Film; Glunz & Jensen MultiLine 15 Film Processor; and G4 Mac Computer loaded with the Harlequin Rip. Also have 2 backup G4 Towers for the system. If interested call Kendall at 402-274-8386.

PLATE PROCESSOR WANTED: The Holdrege Citizen needs a new plate processor, or a good used one. We have an Iconics Model ICM-25 made by Iconics Control, Inc. of Troy, OH. If you know of one, or Iconics' address, call Bob King, Publisher, at 308-995-4441.

NORTH CENTRAL NEWSPAPER FOR SALE: The weekly Holt County Independent newspaper is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operations with equipment and software. For more information contact Tom or Terry Miles, 402-336-1220 or email news@holtindependent.com.

WEEKLY 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.

ATTACHED TO THIS WEEK'S BULLETIN: Classic Advertising Exchange. Online Media Campus flyers.

FOR SALE:

Luggage Tags:	\$1.00
Credit Card Case	\$1.00

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 accepted.

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.