

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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2014 Husker home game football tickets available

NPA has a pair of football tickets to each of the following home games for 2014. Cost is \$60.00 per ticket/\$120.00 for the pair-per game. The tickets are in the North Stadium, Section 39, Row 82, Seats 9-10.

Pre-payment is required by Visa or MasterCard only. No checks. No holding tickets for later payment. Also, the limit is one pair per newspaper/group.

Home games available are:

- August 30 - Florida Atlantic
- September 6 - McNeese State
- September 27 - Illinois
- October 25 - Rutgers
- November 1 - Purdue
- November 22 - Minnesota

Please contact Jenelle at the NPA office (800-369-2850), if you are interested in any of the above tickets.

Newseum relents, will display weeklies after protest by editors

Barbara Selvin, Poynter, April 18, 2014

A daylong protest by weekly newspaper editors from around the U.S. against the Newseum's snubbing of community journalism resulted in the Washington, D.C., museum changing its policy to include weeklies in its Today's Front Pages exhibit. For years, the Newseum has featured a daily roundup of front pages. The ground-floor exhibit, visible to passersby, includes a newspaper from each of the 50 states, the District of Columbia and a dozen other countries. The Newseum's written policy limited participation to daily newspapers, a restriction that has long irked weeklies' editors and publishers. The U.S. has approximately 1,380 daily and 6,000 weekly newspapers. So the International Society of Weekly Newspaper Editors organized a "front page blitz" urging its members to email their front pages to the Newseum, and at least 130 front pages were sent. The Newseum responded by removing the offending word "daily" from the FAQs on the exhibit site. Email frontpages@newseum.org for instructions on how to participate. Chad Stebbins, executive director of the weekly newspaper society, said the larger issue is respect for the passion and energy that community journalists bring to their work. "We have forced them to at least start considering weeklies as real, legitimate newspapers that should stand aside their daily counterparts," he said. California weekly editor, Patric Hedlund said, "Their curatorial overview had a real blind spot. To do a credible job, they can't have such a huge, gaping hole, the Newseum, as a reporter of the journalism in our country."

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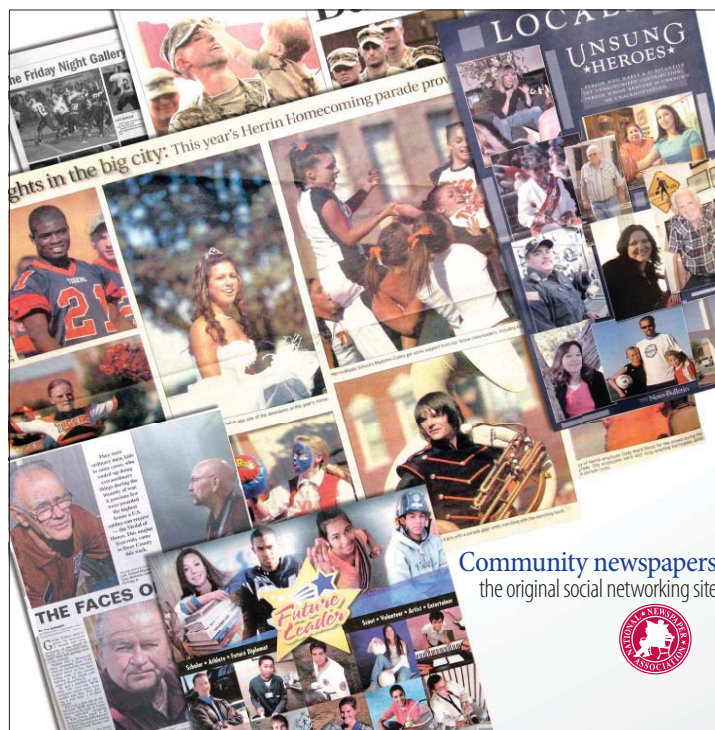
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Join NNA October 2-5, 2014 in San Antonio, TX, for annual convention

NNA's 128th Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities.

Your full registration includes four general sessions, four sets of concurrent sessions, exhibit hall with over 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment. **To register, go to <http://nnaweb.org/convention>.**

Sutton Clay Co. News Editor, Moody, receives "Friend of Journalism" Award

Kris Moody, News Editor for the Sutton Clay County News, was given the Friend of Journalism award for 2014 by the Nebraska High School Press Association.

The award, given to at least one person each year since 1994, recognizes an individual from the professional media, high school administration, local Nebraska community or Nebraska college who significantly supports scholastic journalism.

The award was presented on May 12, during the awards ceremony for the all-class State Journalism Competition, but Moody was unable to attend the ceremony, as he was in Sutton covering the breaking news story of the EF3 tornado that hit Sutton the night before.

Accepting the award on his behalf was Harvard High School journalism advisor, Deb Polacek, who nominated Moody for the award.

Moody has visited the Harvard class during the last few years to tell them about what he does and teach them about writing, photography and layout.

Upcoming Webinars

**InDesign 201:
Become a Type Superhero**
Thursday, July 10
Presenter Russell Viers,
Atomic News Tools

**Mobile Gadget Lab:
Creating Great Video**
Thursday, July 31
Presenter Chris Snider,
Drake University

**Register at
onlinemediacampus.com**

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

NPA members asked to help locate photos for “Faces Never Forgotten”

Vietnam veteran project

Newspapers across the country are being asked to help in a national project, “Faces Never Forgotten,” sponsored by the Vietnam Veterans Memorial Foundation. Their goal is to complete the quest to obtain the missing photos of every U.S. Vietnam soldier killed in action. **For details go to <http://www.vvmf.org/Wall-of-Faces/>**

The National Newspaper Association (NNA) is coordinating with state newspaper associations to participate by forwarding this information on to their member newspapers in an effort to locate the missing photos from their readership area.

The goal is to get the photos to the VVMF by November 11, 2014, or Veteran’s Day.



NNA President, Robert Williams, noted that community newspapers are uniquely qualified to reach the smaller towns all across the country to get the word out about the goals of this project. According to the VVMF website, there are 160 missing photos of Nebraska Vietnam veterans killed in action. Help complete a great tribute to our veterans. Thank you for your support of this project!

HOW YOU CAN HELP - “Faces Never Forgotten”

The Vietnam Veterans Memorial Foundation project “Faces Never Forgotten” needs help obtaining missing photos of Vietnam veterans from Nebraska. These photos will help complete an electronic “Wall of Faces” in the new education center at the Vietnam Memorial Wall. View the gallery in progress at <http://www.vvmf.org/Wall-of-Faces/>. These are effective and moving tributes to fallen soldiers from your area.

If there is a soldier missing from your area, perhaps they attended one of your schools and you have a photo in your newspaper archive? Or a simple short story in your newspaper is going to reach someone who knows someone who has a picture of the soldier. Some have submitted a high school graduation photo, a picture of the soldier as an athlete, even a page from the high school annual showing the soldier as a student.

Guide to Accessing the Most Current Information on Photos Needed

The following are instructions on how to get the most updated status of the photos:

1. Go to: <http://www.vvmf.org/Wall-of-Faces/>
2. Click Advanced Search, to the right of the search box
3. Input a city, county, or state name based on the desired search
4. Scroll to the last box and check: Does Not Have a Default Photo
5. Hit Submit

This will yield the most current results for the names that are missing.

Photos can be submitted to VVMF by mail or online.

For details on submitting photos, go to:

<http://www.vvmf.org/Wall-of-Faces/>. **VVMF does not want original photos and cannot be responsible for returning photos to donors. A high resolution scan of the photo is recommended.**

Sampling is an entitlement; use it to grow circulation, sell more

advertising

By Max Heath, Chairman, National Newspaper Association (NNA) Postal Committee

The value of sending sample copies to nonsubscribers/nonrequesters using your 10 percent in-county “sampling” entitlement is too-often overlooked as a growth tactic for both circulation and advertising. The nonsubscriber rules in the Domestic Mail Manual are there to allow you to promote your newspaper to nonsubscribers and increase your mail delivery.

There are two key principles to remember in the postal rules:

- 1) If you want to use the preferred within-county rate, you must observe the 10 percent sampling rule explained below; and,
- 2) if you are willing to pay the “outside-county” rate for sampling over your 10 percent allowance, you can send many more copies for free so long as you abide by the 50 percent plus 1 rule, also explained below.

If you do so much sampling that your newspaper is not mailed primarily to a paid (or requested for requester newspapers) list, you can lose your Periodicals permit.

Print subscriptions now compete with their own websites, paid or free, and other free news sites locally, regionally, and even nationally. Newspapers have to work harder to grow paid subscriptions.

Some papers have had success sampling a route or two at a time for two to four issues. Others choose to sample an entire ZIP code or the entire county at one time.

But either way, sampling addressed copies to 90 percent of the active residential addresses per route, or 75 percent of total addresses (includes businesses), on in-county routes earns you a relatively low 6.5-cent Saturation piece price (4 oz. paper entered at DU— Delivery Office). That compares to a 9.8-cent piece price for Basic (6-124 pieces per route) in-county, saving you one-third of the per-copy price.

Include a good offer to subscribe or renew in each sample copy. For those worried about offending current subscribers, make the offer two-tiered, with a higher discount level for new subscribers, and another lower one for renewals. A flyer with coupon works better than ROP ads. But use a coupon, regardless.

Requesters cannot offer an incentive, but can offer up to 3 years subscription for a request.

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(Postal-cont. from pg. 3)

For example, a weekly with 3,500 average in-county mail subscriber copies can send 18,200 copies to non-subscribers at in-county rates (3,500 x 52 = 182,000 x .10 = 18,200) in a year. Double that for a twice-weekly paper. A 5-day mailed daily earns 91,000 non-subscriber copies at in-county rates under that formula.

Some vendors provide CDS (Computerized Delivery Sequence) files giving all addresses in a ZIP, for use by those mailing to non-subscribers only with specific addresses. Alternatively, you may use the "simplified address" of "Residential Customer" (DMM 602.3.2.1.b) when sampling either rural or city routes. But you must mail to 100 percent of either active or residential addresses.

Newspapers are not required to duplicate subscriber copies when using simplified address saturation mail. Confusion may arise from a sentence in DMM 707.7.2 that states "If a subscriber or requester receives a simplified address copy in addition to the subscriber or requester copy, the additional copy is considered a nonsubscriber or nonrequester copy."

Also, when sampling infrequently, a single issue can mail more nonsubscriber/nonrequester copies than subscriber copies. "...the one time or occasional circulation of nonsubscriber copies in excess of the number of subscriber copies cannot be the sole basis for a determination of noncompliance with the standards" regarding compliance with the 50 percent paid rule. (See Customer Support Ruling PS-228, third graph, at Postal Explorer website.)

Simplified address copies do not technically count as subscriber copies, though it would be just for those copies that would actually be subscriber copies to do so. But remember that a newspaper cannot consistently mail more than 50 percent of its total distribution free.

Samples above 10% pay regular rates

Those needing to sample above the 10 percent in-county rate ceiling pay regular (outside-county) carrier-route prices of 14.6 cents for Saturation piece price on Line C35 of the 3541, plus 14.6 cents per advertising pound and 12.3 cents non-advertising pound at DDU lines B1 and B14 when entered at DUs (delivery offices). The copies should be co-mingled as part of the regular issue, and not a separate mailing.

USPS provides a Periodicals Nonsubscriber Percentage Calculator at Postal Explorer (<http://pe.usps.gov>). Click on Postal Links in the upper left of the blue vertical toolbar, then scroll to the last item in that section for the Excel spreadsheet. This can help a newspaper track its entitlement and compliance across a year's time.

Increase advertising when you sample

You can also increase ad revenue when sampling your entire market at once. Your market may be an entire county, or the primary ZIPs inside the county that you serve. With advertising slow in this weak economy, you need to provide your advertisers and potential advertisers a reason to spend their scarce dollars with you. What better way than to provide them total-market coverage in a paid news product?

Some papers have known this for years, and built both circulation and advertising with monthly sampling, often tied to the issue nearest the start of a new month when government paychecks are in the hands of residents on fixed incomes. Although sampling this often usually results in several issues mailed at outside-county carrier-route prices, it can still pay off if revenue growth is strong enough.

A newspaper group that has made sampling for revenue growth a primary goal has seen papers increase more than 100 percent in per issue ad dollars, with many papers up 50 percent- 70 percent. An average for one month of those sampling averaged over 30 percent increase. Variables include the depth of economic difficulty locally, the commitment and execution by sales reps, and the date picked, such as seasonal or local retail occasions.

Some newspapers bump ad rates higher, although others offer local merchants the opportunity to reach every household at existing rates, which grows revenue and loyalty. Some with shoppers allow the sample to replace an issue of the shopper, saving Standard Mail postage as well.

1/2-Price Subscription Offer to the NIE Institute!



Consider subscribing to the Newspapers In Education (NIE) Institute on their half-price offer of \$125 or 62.50 for small papers (under 20K circ.). *

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, e-mail your full contact information to: Doug Alexander, President, NIE Institute, 202-636-4847, dalexander@nieinstitute.org.

** Offer for new subscribers only.*

Classified Advertising Exchange

June 16, 2014

MANAGING EDITOR: GateHouse Media is recruiting for a Managing Editor for three weekly newspapers in the Nebraska City, Nebraska area (Syracuse Journal Democrat, Hamburg Reporter, Nebraska City New-Press). We're looking for a digital savvy, experienced editor/reporter to be a hands-on, visible leader.

- Overseeing planning, assigning and editing of news, features and sports sections, ensuring accuracy and quality while representing the communities the newspapers serve. Some reporting is associated with this job.

- Oversee newsroom training; conduct ongoing needs assessment.

- Coordinate community outreach activities, making sure we solicit reader suggestions via social media and other avenues to improve content and provide customer service. Amass and analyze market data and other information to identify reader needs and readership trends; communicate and cooperate with team leaders to formulate appropriate shifts in overall news coverage.

To be considered, please send your resume and cover letter via email: gfunkhouser@gatehousemedia.com.

ADVERTISING DIRECTOR: The Council Bluffs (IA) Daily Nonpareil is seeking an advertising director with a successful track record of driving revenue in a team environment. This position requires previous industry leadership and management experience and would be responsible for the overall supervision and direction of the advertising department, including the retail, classifieds, digital and creative operations.

The successful candidate will have demonstrated competencies in building budgets, developing and executing revenue strategies, and skill in developing creative solutions in both the print and digital environments.

Personal skills include the ability to work collaboratively with peers and associates, negotiate contractual agreements with key national clients, have a working knowledge of Microsoft Office - especially Excel, the ability to forecast and project revenues, think strategically and to identify revenue opportunities, be able to multi-task, follow directives from upper management in a timely fashion, be organized, and positively represent the newspaper in the community.

A bachelor's degree is preferred along with at least five years of proven management success in print and digital advertising sales. Compensation based upon candidate's skills and experience, includes a strong benefit package.

Position is open due to recent retirement. The Council Bluffs Daily Nonpareil is a member of the BH Media Group, a Berkshire Hathaway company. Submit resumes with cover letters to: Tom Schmitt at tom.schmitt@nonpareilonline.com.

FOR SALE: The Wausa Gazette in Knox Co. Nebraska. This purchase would be a great way for a young couple to get started in publishing or for a general assignment reporter to take the step into ownership. Current owner would consider helping with financing if necessary. If interested, please contact Rob Dump: Northeast Neb. News Co., PO Box 977, Hartington, NE 68739. Or email ccnews@mac.com.

FOR SALE: Central City Republican-Nonpareil. County seat weekly newspaper for sale in town of 2,900. Business is good, facility is sound and the equipment is outstanding. Veteran staff in place. Owner is wanting to try something else. For more information contact Bob Jensen, PO Box 26, Central City NE 68826 or call 308-940-2136.

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: Classified Advertising Exchange.

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.