

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

March 18-20, 2015

NNA Leadership Summit
Washington, D.C.

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

Meetings

February 6, 2015
NPA/NPAS Board Meeting
(by conference call)

Webinars

December 4, 2014

User-Generated Content:
More readers, more revenue
(Online Media Campus)

December 11, 2014

Pay Day: Top 5 sales strategies
to create more revenue

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Dream come true for new publisher of Cambridge Clarion and Oxford Standard

Cody Gerlach took over as the new owner and publisher of the *Cambridge Clarion* and the *Oxford Standard* on November 3. Gerlach has worked at the *Clarion* since August 2010 as sports editor and advertising manager, and will now be responsible for both weekly community papers.

According to the new publisher announcement, it's been Gerlach's longtime goal to own and operate a newspaper. A native of Southeast Nebraska, he has worked for four different weekly newspapers and an online publication.

Gerlach and his wife Ashley, who graduated from Cambridge, moved to the region because of the newspaper opportunity, but soon realized it was also a great place to raise their three kids. Ashley is the executive director of the Cambridge Economic Development Corporation.

Gerlach doesn't envision major changes to the newspapers, but plans to further engage readers and continue providing strong community coverage. Former owner/publisher, Jolene Miller, plans to continue working part-time for Gerlach at the *Clarion* and *Standard*.

Guzman is new owner, publisher of Mitchell Index

Effective November 1, Chabella Guzman is the new owner and publisher of the *Mitchell Index*. Former owners Chuck and Margy Karpf owned the newspaper for over 11 years. Margy, who served as editor of the *Index*, will continue working at the newspaper during the transition of ownership.

Guzman grew up outside of Mitchell and graduated from Scottsbluff Public Schools. She received her degree in broadcast journalism from the University of Nebraska-Lincoln, and after jobs in Lincoln, NE, California and Kansas City, MO, returned to the Nebraska panhandle. She worked at the *Scottsbluff Star-Herald* for about 10 years as news clerk and then as a reporter and she's excited to have purchased the *Index* from the Karpfs.

Holdrege Citizen has new sports editor

Axtell, NE, native Brad Roberts has joined the *Holdrege Citizen* as sports editor. Roberts, a freelance writer and photographer since 1992, has worked in broadcast and print publications since earning his marketing and management degree from Central Community College in Hastings.

Roberts background includes continuity director, writer and producer at KRVN radio in Lexington and outdoor writer for the *Lexington Clipper-Herald*. His freelance work included articles for the *Midlands Business Journal*, Omaha, and *DiscoverOmaha.com*, a tourist-oriented online publication.

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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 11/10:

2x2

Hickman Voice News — Linda Bryant (4 ads) (paper made \$1,087.50)

Hickman Voice News — Austin Roper (paper made \$150.00)

Norfolk Daily News — Suzie Wachter (paper made \$162.50)

NCAN

Aurora News-Register — Dave Bradley (paper made \$112.50)

Aurora News-Register — Dani Lemburg (paper made \$203.50)

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

Nebraska City News-Press — Erin Johnson (paper made \$112.50)

Superior Express — Bill & Ritz Blauvelt (paper made \$112.50)

June NPA/NPAS board meeting minutes now available

Minutes from the June 20, 2014, NPA and NPAS board meetings are now available. Contact Susan Watson, nebpress@nebpress.com, to request a copy of the meeting minutes.



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 12/1/14 - DL Tues., 11/25/14 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/1/14 - DL Mon., 11/24/14 at 4:00 p.m.

**Please pass this information along to all employees.
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service

800-369-2850 Fax: 402-476-2942

www.nebpress.com

Planned 2015 plant closings threaten further service cuts

Use NNA-won safeguards to maximize delivery

Max Heath, National Newspaper Association (NNA), Nov. 3, 2014

The U.S. Postal Service, frustrated with lack of congressional action to improve its financial position, announced this summer that it would implement the next round of 80-plus plant consolidations.



Unless the National Newspaper Association and its coalition partners are able to move a reform bill in the lame-duck session, USPS will proceed with closing more plants closer to members' mail and merging mail into bigger, less efficient plants from January thru October 2015.

That makes it timely to review the safeguards NNA has in place to maximize delivery service in the local office, the county/market area, the secondary market area, and distant areas.

1. Next-day delivery for DDU drops. When current service-standard "business rules" were being hammered out between USPS and mailers, NNA was at the table over months of discussion. First priority was to ensure that mail entered at the office of delivery kept one-day service. That means next day for mail dropped before CET, or Critical Entry Time.

Another NNA-won rules change allows copies of Periodicals dropped at the delivery office under items 1-3 of this column to be dropped in bundles only, no containers required. Avoiding containers also avoids the container charge for Periodicals outside-county. Bundles of Standard Mail shoppers can also be dropped, though there is no container charge, but not necessarily for next-day delivery.

2. Overnight Drop Policy at primary entry office. Since November 2009, USPS Business Mail Entry has operated under a policy obtained by NNA in negotiations with USPS headquarters to protect newspapers, which historically dropped their mail off in the middle of the night, or otherwise could not meet the CET referenced above. The current policy applies to community newspapers that mail no more than 500,000 copies per year and meet certain other conditions (more than 50 percent in-county, etc.)

The interpretation of the policy was clarified later to include not only mail dropped after CET, but also before operating hours in the morning. It is also interpreted to apply to situations where CETs were moved earlier or operating hours started later, reducing the window of time to drop the newspaper to as little as 1.5 hours in some offices. Such occurrences have been widespread as USPS sought to cut expenses according to size of office rather than close them.

The policy is undergoing rework as BME shifts from one large handbook to "Job Aids." NNA has also asked for two changes, one to expand the in-county definition to allow newspapers under 10,000 circulation to be eligible as well as those with 50 percent in-county mail, and the other to lift the annual mailing cap. The policy is alive and well, just in the shop for some tinkering between NNA and USPS. Future approval may come from District BME managers rather than headquarters. It is not in the DMM.

3. Exceptional Dispatch to other offices in-county or out. This policy in DMM 207.28.3 has long existed, but NNA worked to broaden it more than a decade ago to include SCFs. It consists of a simple letter request to your local postmaster, who must approve it. The newspaper can then take copies directly to other post offices in the area, even dropping after hours as needed, without taking them to the local office first. No verification is required on these copies. Some postmasters confuse this with Plant-Verified Drop Shipment copies and require PS Form 8125s. These do not apply to Periodicals dropped under Exceptional Dispatch. NNA suggests that newspapers resend their requests annually because there are so many changes at the postmaster level.

4. Hubs dispatch "Direct" containers within old SCF. This helps protect delivery to mail in areas just outside a newspaper's primary market covered by items 1-3. NNA worked long and hard to get the "Hub Policy" in effect earlier this year. As USPS closed smaller SCFs, it made sense for them to keep mail that didn't have to be opened and worked upstream to be cross-docked or distributed. USPS agreed to a formal policy designating that certain containers entered at the old SCF or at post offices served by it will be sent direct to their destinations in other towns within the territory served. Direct containers are defined as 5-digit, carrier-route, or a mix of the two (M5D for merger of both sortations to same ZIP). Only "working" containers sorted to either 3-digit or SCF must be sent to the new distant sorting plant.

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Postal-cont. from page 3

5. Use Flats Trays (tubs) to improve distant delivery.

NNA has worked with USPS headquarters since 2005 on this policy change, for Periodicals only, allowing newspapers to get out of costly, harder-to-spot generic sacks and into what is essentially a First-Class container so that Periodicals move on the same trucks. Although they currently require a green lid, identical to First-Class Mail, NNA is working with headquarters on removing lids for mail within the origin SCF. Some plants and post offices already encourage unlidged trays, which allows nesting in trucks for better space utilization, and instant recognition of newspapers in mail processing plants.

Sacks are costly to process, driving up Periodicals prices. NNA will seek lower prices for tray users when it can prove widespread use. A new sortation created in late 2005, Origin Mixed ADC removes pieces from Mixed ADC to create delivery via First-Class truck trips for destinations available from the origin processing plant, often 1,500 to 2,000 miles. It is a mandatory sort for PAVE-certified software vendors, which newspapers should use to be in compliance with continual changes in USPS labeling lists. DMM 207.20.1.1 shows flats trays as option.

6. Electronic subscriptions to distant locations.

NNA worked five years to gain approval of paid/requester subscriptions to count on the annual PS Form 3526, Statement of Ownership, Management and Circulation. This legitimizes non-postal subscribers to advertisers. Those subscribers willing to read the newspaper electronically should be encouraged to take this route for problem deliveries far outside the newspaper market.

7. Tips from publishers: Many newspaper publishers try creative solutions to solve their delivery problems, from putting notices on the front page about whom in USPS to contact with complaints to a reminder of day of mailing and “deliver by” dates.

Joe Moss of the *Carroll County Comet* in Flora, IN, recently had problems with tubs going through SCF 479 Lafayette, IN, back to his county. He slapped a note on the tray stating “DO NOT SEND TO INDY, SORT AT 479.” It worked. But that plant is set for 2015 closure and he may need to use Exceptional Dispatch on in-county copies going through 479.

The *Ellsworth American*, featured in the May Pub Aux, runs a boxed notice atop its front page stating the date entered, an 800 number to call if the paper does not arrive on time, and lists the expected delivery times by location.

Max Heath, NNA postal chair, is a postal consultant for Athlon Media Group, publisher of Athlon Sports magazine, Parade, American Profile, Relish, Dash, and Spry newspaper supplements, and Landmark Community Newspapers LLC. E-mail maxheath@lcn.com.

Willard new marketing consultant at Ashland Gazette

Clyde Willard joined the *Ashland Gazette* staff on September 29 as the newspaper’s new marketing consultant.

He has spent more than 25 years in the retail industry, most recently as manager of Hobby Lobby for six years, and prior to that he was with Home Depot for 16 years.

Late fees to increase for statewide and regional network ads

At the October 24 NPAS board of directors meeting, the board voted to increase late fees for submitting statewide and regional statewide classifieds after deadline.

Effective January 1, 2015, the late fees will be as follows: \$150 for a statewide 2X2 network ad or statewide classified ad and \$50 for a regional network ad. The deadline for display ad network is 4:00 PM Tuesday for ads to appear the following week. The deadline for statewide classified ads is 10:00 AM Wednesday the week prior to publication. We appreciate all your efforts to get ads submitted on deadline.

Saturday, November 29, 2014 is Small Business Saturday®

– a day to celebrate and support small businesses and all they do for their communities. Founded by American Express in 2010, this day is celebrated every year on the Saturday after Thanksgiving.



For information, resources and free graphics for Small Business Saturday, go to:

www.americanexpress.com/us/small-business/Shop-Small/

or

<http://www.sba.gov/smallbusinesssaturday>

Would you like to print the 2015 NPA/NPAS Directory/Rate Book?

Newspapers are invited to submit bids!

Deadline for bid submissions is Mon., Nov. 24, 2014.

[See the attached flyer for details](#)

Classified Advertising Exchange

Nov. 10, 2014

ADVERTISING SALES REPRESENTATIVE: Immediate opening at the York News-Times. Qualified candidates will possess a can-do attitude, be success-driven and customer service oriented. Must be organized with computer experience. Previous sales experience a plus, but will train the right candidate. Great earning potential. This is a full-time position with full benefits package, health, life, disability, dental and 401k. Must love sales! Send resume and references and salary history to: Kathy Larson, Sales Manager, kathy.larson@yorknewstimes.com.

REPORTER: The Grand Island Independent is seeking an energetic reporter to cover law enforcement in Central Nebraska. This reporter would cover crime news and court proceedings. General assignment reporting would also be part of the job. Please send resume and clips to Jim Faddis, Managing Editor jim.faddis@theindependent.com.

RETAIL ADVERTISING SALES: The Grand Island Independent is seeking an Advertising Retail Sales Professional. Position offers base plus commission. Please send resume to Molly Holcher, Human Resources, molly.holcher@theindependent.com.

ADVERTISING SALES REPRESENTATIVE: The Seward County Independent is looking for an energetic, self-motivated individual to help grow our business. The right person will work with local business owners to develop advertising plans to grow their business. Previous advertising sales experience is helpful, but not required. Reliable transportation, valid driver's license, current auto insurance and a good driving record are required. Responsibilities include, but are not limited to: selling and preparing ad copy for production, preparing advertising campaigns and internal advertising office duties. Candidate should enjoy working with people and be goal-oriented. Base salary plus commission opportunities. Please apply to: Seward County Independent, Attn: Kevin L. Zadina, Publisher, P.O. Box, 449, Seward, NE, 68434 or email: kevinzadina@sewardindependent.com.

FULL-TIME REPORTER-PHOTOGRAPHER with Page-maker and PhotoShop skills, photography and newspaper and legal notice page layout, attention to detail, customer service, and proofreading. Benefits: vacation and sick time, 401K match, plus pleasant, working environment. Challenging, fast-paced, ever-changing experience at independently owned, largest community weekly newspaper in southeast Nebraska, covering the news of 25 communities. Call 402-792-2255 or send resume and writing sample as soon as possible to voicenews@inebraska.com. Located in Hickman, Nebraska, 15 minutes south of Lincoln. www.voicenewsnebraska.com.

FULL-TIME REPORTER/AD SALES REP: The Sheridan Co. Journal-Star, a weekly newspaper based in Gordon, NE, is seeking a full-time reporter/ad sales rep to join our staff. Please send resumes to Jordan at 400 N. Main, Gordon, NE, 69343, email jordan.scjs@gmail.com, or call 308-282-0118 for more information.

REPORTER: This is a full time position for a reporter with education beat experience desired, but not required. Reporter responsibilities include covering the education beat - school board, school activities, community college, as well as various general assignment stories. Photography is a plus. Must be versatile and willing to develop stories. We are a 6-day a week daily located in west-central Nebraska. Send resumes and clips to: jvigil@nptelegraph.com.

LEADER WANTED: The Fairbury Journal-News is looking for an individual to lead all facets of the newspaper as we transition into the future of community journalism. This is more than just an editor's position. Successful candidate will lead news, circulation, advertising and business development department. Electronic applications only to Fred Arnold, publisher, fred@mcbattascompanies.com.

THE STANTON REGISTER, located 10 miles from Norfolk, is looking for a qualified, ambitious person to take over management or ownership of the newspaper. Please call Laura at 402-439-2173.

FOR SALE-ACROPRINT

TIMECLOCK: ES900 digital automatic; features atomic time that synchronizes time automatically from the US Atomic Clock. Works great, we just don't need it anymore. \$175 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, 402-476-2851 jp@nebpress.com.



ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, NPA/NPAS Directory Bid Request Flyer.

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.

Would you like to print the 2015 NPA/NPAS Newspaper Directory and Rate Book??

*Submit your detailed bid by
Monday, November 24, 2014*

Here's what is involved:

- 1,000 copies
- Covers, 4-color/black, bleed (#80 gloss stock)
- 52 b/w inside pages (#70 gloss stock)
- The book is sent to you ready to print as a camera-ready PDF, created in InDesign CS5
- 8 1/2" x 11" finished - staple binding
- Please include shipping fees & sales tax with your bid*

Please submit your bid to
NPA
845 "S" Street,
Lincoln, NE 68508
or by email to
nebpress@nebpress.com.

If you have any questions, please contact Susan at
402-476-2851/800-369-2850
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