

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

**October 1-3, 2015**

National Newspaper Association  
(NNA) Convention & Trade Show  
St. Charles, MO

**October 23, 2015**

Journalism Hall of Fame Banquet  
Nebraska Club, Lincoln, NE

### Meetings

**February 6, 2015**

NPA/NPAS Board Meeting  
(by conference call)

### Webinars

**February 12, 2015**

Working with eDocs: Save Time,  
Money & Problems with USPS  
(PubAux Live)

**February 12, 2015**

The Art of Prospecting: Your Guide  
to Getting in the Door  
(Online Media Campus)

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## Cairo Record to publish final issue on January 29...

Cairo Record Publisher, Jodi Schultz, announced earlier this month that the newspaper's last issue will publish on January 29, 2015.

Schultz said declining advertising income and a steady drop in subscriptions were the main reasons that the newspaper will cease publication.

Schultz, who has published the Record for the past 14 years, plans to work from home on her husband's crop consulting business and be a "human taxi cab" to their three children.

## ...Clipper Publishing Co. to take over Cairo Record coverage

Steve Glenn, owner of Clipper Publishing Company, plans to take over the Cairo Record and incorporate the Record's news into the Wood River Sunbeam. Glenn will work with Record publisher, Jodi Schultz, to make the transition as seamless as possible, and current Record advertisers will be contacted with future advertising options.

Beginning with the first issue of February, subscribers to the Record will receive the Wood River Sunbeam for the remainder of their paid subscription period, with the option of renewing to the Sunbeam.

Clipper Publishing Company owns and publishes the Shelton Clipper, Gibson Reporter and Wood River Sunbeam. The newspaper's offices are located in Shelton, NE.

## NPA Awards nominations now being accepted through February 16!

Nomination forms and details are attached for these awards:

**Journalism Hall of Fame  
Master-Editor Publisher  
Outstanding Young Nebraska Journalist  
Leadership Nebraska (Harpst)  
Golden Pica Pole**

Deadline to submit nominations is Monday, February 16, 2015!

## 6 days 'til contest deadline!

NPA Better Newspaper Contest entries must be postmarked  
no later than January 31, 2015.

Questions? Contact Carolyn Bowman, [cb@nebpress.com](mailto:cb@nebpress.com).

## NPA/NPAS Staff

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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 1/26:**

#### **2x2**

Blair Enterprise — Lynette Hansen (paper made \$162.50)  
Columbus Telegram — Tryci Greisen (paper made \$975.00)

Hickman Voice News — Austin Roper (2 ads) (paper made \$312.50)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$1,287.50)

Holdrege Citizen — Linda Boyll (paper made \$487.50)

Imperial Republican — Jana Pribbeno (paper made \$312.50)

Lexington Clipper-Herald — Kathy Gundell (paper made \$312.50)

Wayne Herald — Jan Stark (paper made \$487.50)

#### **NCAN**

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Hebron Journal Register — Christy Farnstrom (paper made \$112.50)

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

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

## **Reminder: Dues Payments**

- Please pay your NPA/NNA Dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.



Thank you in advance for your cooperation. Questions, contact Jenelle at 800-369-2850.

## **Payment for Constitutional Amendments**

Payment for Constitutional Amendments that ran in October 2014 will be sent by NPAS when the Legislature approves the bill in 2015.



We have submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2015.

As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

## **Circulation scam: Fake subscriptions hurting newspapers**

*By Sara DeForge Hough, American PressWorks, Government Relations/Manager, January 14, 2015*

Fraudulent bills, invoices and renewal notices are being issued by a third party to skim money from unsuspecting subscribers in parts of the nation. The scammers imply they are associated with the publication and purport to offer a discounted price, when in fact, most of the time the subscription prices are grossly inflated. Notices have also been sent for publications that simply do not exist.

Wisconsin Attorney General J.B. Van Hollen has brought a consumer protection suit against two publication subscription groups in Oregon for unfair, false, misleading and deceptive trade practices that reached into his state. The complaint alleges violations of the direct mail rule, fraudulent representations and violations against the elderly who have been directly targeted by this scam. The Wisconsin Department of Justice is working with the Wisconsin Department of Agriculture, Trade and Consumer Protection in this lawsuit.

The Federal Trade Commission, the U.S. Postal Service and the U.S. Department of Justice are also aware of the problem and looking into these groups.

***cont. page 4***

## Good work with NEHires.com!

The following newspapers have uploaded help wanted ads to NEHires.com during the past week.

This is a new jobs/career posting website being launched by NPA in an effort to help newspapers grow their employment advertising by offering more exposure, resulting in a better return on the customer's advertising investment with your newspaper.

**To get signed up with NEHires.com, contact Rob or Violet at NPA: 1-800-369-2850.**

- Ainsworth Star-Journal
- Albion News
- Alliance Times-Herald
- Alma Harlan Co. Journal
- Arapahoe Public Mirror
- Auburn Nemaha Co. Herald
- Aurora News-Register
- Blue Hill Leader
- Chadron Record
- Elkhorn Douglas Co. Post Gazette
- Fairbury Journal News
- Geneva Nebraska Signal
- Gordon Sheridan Co. Journal-Star
- Gretna Guide & News
- Hebron Journal Register
- Holdrege Citizen
- Howells Journal
- Humphrey Democrat
- Imperial Republican
- North Bend Eagle
- Omaha Catholic Voice
- Ord Quiz
- Red Cloud Chief
- Springview Herald
- Stromsburg Polk Co. News
- Superior Express

## Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



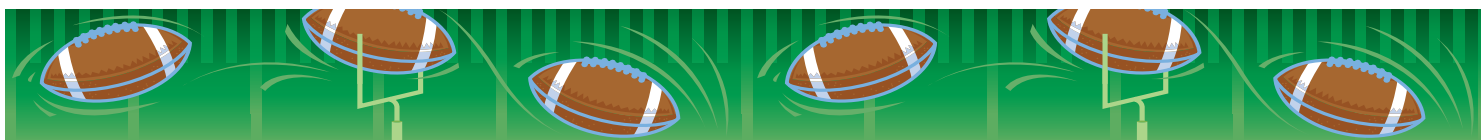
You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Here's what Valorie Zach, editor of the Niobrara Tribune, had to say about her free access to lynda.com:

*"I viewed a Facebook for Business video, a marketing video, advertising, and a 'Getting Things Done' video. They were excellent and the last two were very motivating, which was just what I needed at the start of the year, when I am making all of my plans for the year. Thank you to the Nebraska Press Association for providing this opportunity. It was greatly, and sincerely appreciated."*

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at [sales@nebpress.com](mailto:sales@nebpress.com) or call 1-800-369-2850.



### 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:**

#### **Ads cannot contain:**

- "Super Bowl"
- "Super Sunday"
- "National Football League" (NFL)
- "National Football Conference" (NFC)
- "American Football Conference" (AFC)
- Any NFL logo or uniform
- Any specific team name or nickname

#### **Ads can contain:**

- "The Big Game"
- "The Football Championship Game"
- The date of the game
- The names of the team's home cities
- A generic football picture or graphic

## Scam - cont. from pg. 2

Newspapers can protect their subscribers by urging customers to pay through the subscription department or by paying directly to the newspaper's website. Inform subscribers of these publishing services groups and alert readers to disregard any invoices that do not come directly from your newspaper.

Please report any fraudulent activity to your state attorney general's office ([www.naag.org](http://www.naag.org)), local consumer protection agency ([www.usa.gov/topics/consumer.shtml](http://www.usa.gov/topics/consumer.shtml)) and the Federal Trade Commission ([www.ftccomplaintassistant.gov](http://www.ftccomplaintassistant.gov)).

The publishing services groups have taken many aliases including, but not limited to: United Publishers Service, Publishers Billing Association, Associated Publishers Network, Publishers Payment, Circulation Billing Services, Publishers Billing Center, United Publishers Services, Publishers Distribution Services, Publishers Billing Emporium, Publishers Billing Exchange, Subscription Billing Services, Circulation Billing Center, Publishers Periodical Service, Readers Payment Services, Publishers Payment Services, United Publishers Network, and Publishers Billing Services.

## Rural service declines as USPS builds urban strategy

By Max Heath, *Postal Tips*, January 14, 2015

As postal processing plants close and are merged from smaller regional Sectional Center Facilities into much larger urban plants, newspapers and other small businesses trying to use the mail often find themselves caught up in problems associated with the changing mail infrastructure.

Topping the list is getting timely mail delivery, whether Periodicals, Standard or First Class Mail used by many businesses, including newspapers, to get their bills out on a timely basis and remittances back from subscribers and other customers.

A second major problem is the "brain drain" within the U.S. Postal Service, as veterans with knowledge of mail acceptance and rules, especially Periodicals, a complex class, retire and people move up with much less knowledge and experience.

Thirdly, there is a decline in customer service as postmasters and clerks with whom mailers, especially newspapers, have had a long-standing relationship, retire or move on. All too often, people are afraid to make a customer-friendly decision that they lack the experience to make, and their supervisors higher up are often equally untrained.



SOX, or Sarbanes-Oxley, a law used to enforce financial changes in the wake of Enron in the '90s, remains a big bugaboo for many mailers. USPS has gone overboard in applying it to everything possible, it seems.

Many are the injustices perpetrated upon mailers by people who are either scared of their supervisor or lack knowledge of the matter at hand, so "SOX" is cited as the reason not to do something that may well be perfectly proper under the rules.

Often, a militaristic management style is asserted within USPS. (They have a postmaster general, after all, as head.) The Postal Service is rife with stories of maltreatment of employees and contractors that are often reported at [www.postalnews.com](http://www.postalnews.com).

### Examples of recent postal problems

1. The customers of Webster County Water District at Dixon, KY, experienced more than \$3,300 in late charges because of delay of water bills after mail processing moved to Evansville, IN, reported the Journal-Enterprise in nearby Providence. Late/shutoff notices were generated after many of its 2,000 customers didn't get their first notice, sent First-Class, in time to pay it. Over time, customers trickled in with the original bills. "Many of them crumpled, dirty and damaged," reported Matt Hughes, news editor. "Others that were supposed to be delivered to customers here in the county had been postmarked in places as far away as Texas."

The problem was blamed on jams in a letter-sorting machine. "We were told by the post office in Evansville that the machines were new, the bags were too tight and that our bills were different from everybody else's," said Water District Superintendent Kevin Lashbrook. "They aren't different. They are just like everybody else sends out." The district wrote off the late fees, including \$2,600 to one customer, a coal mine.

2. Post offices around the country have reported via the National Newspaper Association members that their postmasters tell them that mail delivery is delayed to local carriers because trucks from the more distant SCF—after plant consolidations—often do not arrive on time. That indicates to NNA that the so-called "receiving plant," which has begun receiving mail from multiple smaller plants to process, often cannot handle the extra workload, despite "studies" supposedly done under Area Mail Processing consolidation guidelines indicating the urban plant could handle much greater volume efficiently.

When I talk to personnel at plants across the country that I deal with on behalf of NNA members and my former employer, Landmark Community Newspapers, I often hear that their work hours have been cut back and that their "casual" workers—those lacking full employee status—haven't been trained in how to handle mail properly. Many of the plants have helpful staff, but those people are often tied up many, many hours on multiple USPS telecons or training sessions. (We certainly can't criticize any time spent in training, although it is not clear if the training is getting pushed down to the workroom floor.)

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# Upcoming Webinars

**Pub Aux Live -  
Working with eDoc: Save time,  
money and problems with USPS**  
**Thursday, February 12**

*Presenters*

*Max Heath, NNA Postal Chair  
and Brad Hill, Interlink*

Register at [www.regonline.com/IMbPart2](http://www.regonline.com/IMbPart2)

**The Art of Prospecting:  
Your Guide to Getting in the Door**  
**Thursday, February 12**

*Presenter Steve Kloyda,  
The Prospecting Expert*

**Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)**

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

### **Rural service - cont. from pg. 4**

3. The Prairie Pioneer in Pollock, ND, encountered difficulty the second week of December on an important pre-Christmas issue. But Co-Publisher Allan Burkes tells his story so well I want to quote his e-mail, lightly edited: "Our two weeklies are printed in Garrison, ND. Our Linton, ND, paper is in the same 3-digit area, and, by default, our Pollock, SD, paper is now in the same area since the Mobridge plant was merged into Bismarck a couple of years ago. Postage is the same to mail an out-of-county container of newspapers in Linton, Garrison or Bismarck and, in some cases, Pollock.

"Our printer in Garrison (135 miles away) had problems printing our Pollock newspaper. So it was later than normal and missed the printer's delivery truck that usually brings both the Linton and Pollock trade area and in-county papers to Linton, where we stuff inserts, etc. So, later in the morning, I met a second driver in Bismarck, picked up the Pollock paper and brought it to Linton to be stuffed and mailed. We alerted the three postmasters affected, and everything worked out well to that point.

"One disaster led to another, and three containers with papers for Pollock and Linton that one of the printer's drivers normally drop off in Steele, ND, through Exceptional Dispatch, missed that truck and ended up coming to Linton with the papers I picked up in Bismarck.

"We attempted to mail the three containers in Linton. The Linton Postmaster, after consultation with the Sioux Falls office, refused to accept the containers. So, we had to pay \$28 First Class postage to ship to the Garrison Post Office (where we pay most of our postage and had already paid for both newspapers). Consequently, our subscribers got papers they normally get on Wednesday on Saturday or Monday. It was our Christmas edition, the largest edition of the year.

"Here is what mystifies me. The postage is the same whether they are mailed in Garrison, Linton or Steele. It's revenue neutral. Why couldn't the Linton Postmaster accept the containers (three) and put them in the mail stream from Linton?"

"Please realize that we are paying the printer's driver to deliver the papers to Steele every week only because the USPS cannot get the papers to subscribers in less than two or three days, thanks to the consolidations in the past two or three years.

"I'm so old that I can remember when the local postmaster had some authority to make decisions. All of them in our area, while wonderful, dedicated people, seem to live in fear of the bureaucracy. That was not the case in the not-so-distant past."

Footnote: Although he was apologized to later for the mishandling, Burkes still paid the \$28 postage.

*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 also for Landmark Community Newspapers LLC. Email [maxheath@lcn.com](mailto:maxheath@lcn.com).*

## **NPA Foundation Scholarship application deadline is February 20!**

The Nebraska Press Association Foundation will offer up to four total scholarships of \$2,000 each for 2015-16. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

### Scholarship OPPORTUNITIES

\$2,000 Nebraska Press Association Foundation Scholarships

**Selection based on:**

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by February 20, 2015  
For more information and application form, go to: [www.nebpress.com](http://www.nebpress.com) or call 402-476-2851/800-369-2850

**Newspapers can run promotional print and online house ads (optional) to promote the scholarships. Application forms (high school and college) and promotional ads, are available on the NPA website.**

If you have questions, please contact the NPA office. Thank you for helping to make the Foundation scholarships a success!

# Classified Advertising Exchange

Jan. 26, 2015

**RECENT UNK GRADUATE** with a bachelor's degree in Journalism and Mass Media and a minor in Marketing seeks a graphic/page/web design position. Experience with InDesign, Dreamweaver, Photoshop, Premiere, Microsoft Packages and Final Cut Pro. Designed advertisements for the Antelope (UNK newspaper) for local businesses and college organizations. Some experience with academic website design. Designed page layout for the Antelope. Brought up in a newspaper family so I know what is required with meeting deadlines and flexibility in job requirements. Contact at 402-239-7104 or [crawfordjoshua0@gmail.com](mailto:crawfordjoshua0@gmail.com).

**FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin**, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: [bgsfarms80@gmail.com](mailto:bgsfarms80@gmail.com).

**RICOH TONER FOR SALE:** NPAS recently changed copiers and fax machines and has the following for sale:

- Ricoh fax toner 5110 = \$35 plus postage
- Ricoh toner for fax/copier 1170D/515/LD015 = \$35 plus postage
- Ricoh toner for copier MP4500/8045E/LD345 = \$35 plus postage

If you are interested, contact Jenelle at the NPAS office, 1-800-369-2850.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, NNA Media Summit Flyer

### **ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

**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](mailto:nebpress@nebpress.com).



# The National Newspaper Association's 2015 Leadership Summit: We Believe In Newspapers

March 18-19, Arlington, VA \* Register: <http://bit.ly/1zYZyCD> \* Hotel: <http://bit.ly/1s55Qlb>

## Let your voice be heard, too!

- An inside look at the National Postal Museum and an invitation to share artifacts for this Smithsonian Museum's new industry exhibit
- A day on the Hill
- Dinner with NNA Foundation News Fellows and ABC News Senior Washington Correspondent Jeff Zeleny

Reception co-sponsored by



Smithsonian National Postal Museum

## Preliminary Schedule

Wed., March 18

5:30 p.m.

NNA Industry Reception and Insider's Tour of the National Postal Museum. Invited guests: New Postmaster General of the United States, Megan Brennan, and Museum Curator Allen Kane. NOTE: Please look in your archives for materials you might be willing to donate to the exhibit in D.C.



Jeff Zeleny

Thurs., March 19

8 a.m.

Welcome from NNA President John Edgecombe, Jr.

8:30-10 a.m.

Briefings on legislative issues

10:30 a.m. - 5 p.m.

Day on the Hill—make appointments with your Congressional delegation

6 p.m.

We Believe In Newspapers Dinner at the National Press Club with ABC News Correspondent Jeff Zeleny



Megan Brennan (invited)

## Registration by Feb. 23 (<http://bit.ly/1zYZyCD>)

\$180 - NNA members, past presidents, NAM members and spouse/guest (\$200 afterward)

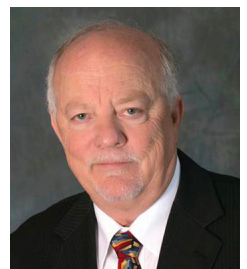
\$225 - Non-member rate (\$250 afterward)

Hotel—Crystal City Marriott (<http://bit.ly/1s55Qlb>)

Rooms booked by 2/23/2015 are \$184/night. Rate available 3/16-22/2015.



Allen Kane



John Edgecombe, Jr.

## How much of your advertising revenue can you afford to give up?

Your advertisers might soon be unable to deduct their full advertising expense. Uncle Sam wants to slash the long-standing deduction to **raise advertisers' taxes even higher!**

Cutting advertising expense deductibility is now on the table in both the House and Senate. Advertising is the economic engine that drives local economies. More government intervention will hurt **your** pocketbook. Thousands of communities across America could be harmed. Advertising should continue to be a fully deductible business expense!

Join the National Newspaper Association in the battle **against advertising taxes.**