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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 2/16:**

#### **2x2**

Ainsworth Star-Journal-Rod Worrell (paper made \$487.50)

Hickman Voice News-Linda Bryant (paper made \$162.50)

Hickman Voice News-Austin Roper (2 ads) (paper made \$475.00)

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

Norfolk Daily News-Denise Webbert (paper made \$487.50)

Tecumseh Chieftain-Elaine Karel (paper made \$150.00)

#### **NCAN**

Albion News-Jim Dickerson (paper made \$112.50)

Aurora News-Register-Dani Lemburg (paper made \$189.50)

Blair Enterprise-Lynette Hansen (paper made \$112.50)

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

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

Superior Express-Bill Blauvelt (NCAN Special Free Ad)

## **Rejecting ads and the law**

*By Rob James, NPAS Sales Director*

Your newspaper may encounter situations where you are unsure if you should accept an ad. We encountered a situation like this recently when a newspaper called to express concern over the content of an ad we had sent them. Many newspapers turn to NPAS for advice when this occurs.

The decision to accept or reject an ad rests with each newspaper publisher. As publisher, you can reject an ad for any reason based on your beliefs, policies, guidelines, etc. Of course, whatever policy or guideline you establish should be applied consistently. It is also important for you to understand you can still be sued by someone who thinks they have been treated unfairly.

If you have questions or concerns about the content of an ad placed by NPAS, we ask that you notify us immediately. We have an obligation to let the advertiser know their ad is being rejected. Likewise, if you accidentally leave out an ad, we ask that you notify us as well.

When I was the advertising manager at a Nebraska newspaper, we missed running a sweet corn classified ad that had been paid for in advance. It was purely an oversight on our part. The end result was we were taken to small claims court and the judge awarded damages to the advertiser, who claimed the error of omission resulted in damages to the advertiser. A key ingredient here was the advertiser paid us in advance, and we failed to fulfill the "contract."

Regarding rejecting an ad...it is usually best NOT to explain in detail to the advertiser why you're rejecting their ad. When refusing the ad, it's usually best to say something like this...."We refuse to run the ad in its current form. If you would like to submit a revised version of the ad, we will consider publishing it." They may push you for a reason, but keep in mind your words can be used against you in a court of law.

If you are clear as to why an ad is being rejected, for example if the ad clearly violates fair housing or employment discrimination advertising laws, a reason can and probably should be given. If a political ad is submitted with an improper paid for disclaimer, you can relay this information to the advertiser as well. But if you simply don't like the person or entity placing the ad or if you disagree with the content of the ad and you give them specific reasons for rejecting the ad, you are skating on thin ice.

My advice....be fair, be consistent, let common sense be your guide and be careful.

We encourage you to refer to the Nebraska Press Association's Publishing Laws Handbook for guidance. An updated copy is accessible on the NPA website. Another option is to contact the NPA Legal Hotline at 402-474-6900.

Let us know if you have any questions.



## **News media opposes LB282 that would broaden use of closed meetings**

A proposed bill that would broaden the use of closed meetings has drawn strong opposition from The Nebraska Press Association, Media of Nebraska and Common Cause because it would move more public business behind closed doors.

The measure - Legislative Bill 282 - was up for a public hearing on Wednesday, February 11, and representatives of Nebraska media organizations testified against the bill, saying the proposal would trade government transparency to provide comfort for people seeking powerful, high-paying public jobs.

The committee took no action on the bill Wednesday.

*February 11, 2015, Rm 1507*

*Chairman John Murante*

*Sen. Tommy Garrett*

*Sen. Dave Bloomfield*

*Sen. Joni Craighead*

*Sen. Mike Groene*

*Sen. Matt Hansen*

*Sen. Tyson Larson*

*Sen. Beau McCoy*

**Below is the hearing testimony from Dave Bundy, editor of the Lincoln Journal Star, and Mike Reilly, executive editor of the Omaha World-Herald:**

### **Dave Bundy testimony:**

Chairman Murante, committee members, I'm Dave Bundy, B-U-N-D-Y, editor of the Lincoln Journal Star and a member of the board of Media of Nebraska, testifying in opposition to LB282.

Each campaign season, our editorial board calendar fills up with candidate interviews. We hear candidates talk about tax reform, the death penalty, the economy, prison overcrowding, trade, over-regulation, under-regulation, gridlock and a host of other topics.

What we never hear from candidates is that they favor making government less accountable, less transparent or less responsive to citizens. And we don't hear that because citizens don't want that.

But that's precisely what LB282 does, amending the open meetings law to allow more of the public's business to be conducted behind closed doors, most notably

-- and for us problematically -- allowing a school board to narrow a field of superintendent candidates to four finalists behind closed doors. Right now, the narrowing of the field right down to the selection of a finalist is to be done in open session.

While I'm a newspaper editor, I'm also the parent of four kids in public schools, a taxpayer and a property owner. I care about the quality of my local schools on a lot of levels, and in that respect, I'm not that different from you and almost every other Nebraskan.

If you're going to shut me out of, arguably, one of the most important functions my duly elected school board performs and function that I've been granted a legal right to observe, I need a good reason.

The attorney general's office, in its 2013 opinion, decided that the two reasons given -- that secrecy will produce a stronger field of candidates and that it will protect the reputations of those candidates who are not ultimately hired -- are insufficient.

I can understand the motivation -- at least some of it -- for proponents of LB282. It's a lot easier to do your work without people watching you. Try hooking up a new TV or installing a new flapper in a toilet with 10-year-old twins looking on. I understand the temptation.

But long ago, we decided as a nation to sacrifice some of that convenience and efficiency for deliberation and transparency. We decided to go a little slower, make sure all voices were heard and ensure that if we got something wrong, we had a chance to get it right.

How else could one explain intentionally creating three branches of government, checks and balances and the U.S. Congress.

We want our government to act, but we as constituents are willing to trade some speed for the chance to listen or even participate. That's why I get to talk to you today. You're smart people. I'm not sure any testimony today here is particularly surprising. It's certainly not breaking news that a newspaper editor opposes weakening our open meetings law? But you've sacrificed some legislative speed to allow some of us to share our views.

So would LB282 and the anonymity it would allow all applicants initially really help districts attract stronger candidates? Search firms certainly have their own thoughts. But with our current process, have the state's school districts suffered? Are our schools led by second-rate administrators? I sure don't think so. I think they're led by people who've passed a rigorous interview process, one that includes the people who foot the bill for schools, we taxpayers.

***cont. pg. 4***

### **Testimony - LB282 - cont. from pg. 3**

Those same people are the ones who sent you here. You, too, are those people. You have kids. You pay taxes. Your time and effort here indicate a deep passion for your communities. Don't shut the public out of important discussions. Great communities and great school districts don't get built behind closed doors. They get built by enlightened elected officials confident enough in their work to do it under the scrutiny of an engaged community. Please reject LB282.

#### **Mike Reilly testimony:**

Chairman Murante, committee members. I am Mike Reilly, R-E-I-L-L-Y, executive editor of the Omaha World-Herald, at 1314 Douglas Street, Omaha, Neb. 68102. I also am president of Media of Nebraska, an organization that represents all of the state's newspapers and broadcast organizations in important matters of common interest.

LB282 is such an important matter. It is important because it is a step backward, a step away, from the very law it is intending to amend. The Open Meetings law's intent is clearly stated in 84-1408: It is the policy of this state to conduct the public's business in public.

I've reported on government agencies as a journalist for more than 30 years, mostly in Nebraska. I know the argument officials like to make in favor of secrecy when government boards are trying to hire a school superintendent or someone to run another public agency. The argument is that disclosure will scare away some of the best candidates.

Really? I ask you? How great are these candidates who are afraid of the public? Who wants a superintendent afraid to face public scrutiny? These are very public jobs. Dealing with public, dealing with scrutiny from the public, ought to be Trait One on the list of characteristics.

And what board wants to hire a superintendent who is afraid that his or her current employer will find other potential employers are interested. Someone fearful of his or her current employer doesn't sound like a particularly strong candidate for a leadership job to me.

Besides, the change in this bill doesn't really even fix that supposed, that alleged, problem. I mean who applies for a job and doesn't expect ....or at least hope... to be a finalist?

The other change in the bill is, again, a step away from the Open Meeting's law's stated intent. I know it makes it more convenient for governing boards if they can deliberate secretly, but the law is narrowly construed for good reason.

Democracy is not the most convenient way to conduct business, but the desire for convenience should not trump the vital role the public has in vetting candidates for important positions.

Etched on the stone of this beautiful Capitol building is the motto: 'The salvation of the state is watchfulness in the citizen.' Please don't make it harder for citizens to be watchful. Please reject LB282. Thank you for listening.

## **Celebrate 10 years of Sunshine Week for open government, March 15-21**

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 10th annual Sunshine Week initiative, March 15-21. Special projects and events are already planned around the nation to mark a decade of open-government awareness.

"Social media has allowed vastly more information to be exchanged than 10 years ago, but unfortunately, much less progress has been made in government transparency," said ASNE Terrorist, Secrecy and the Media Committee Co-chairs Lucy Dalglish, Anders Gyllenhaal and Mike Oreskes. "We are thrilled by how much Sunshine Week has grown and how it has been appreciated by the public. We think this year's celebration will be better and stronger than ever."

"What makes Sunshine Week work is the across-the-board participation from news media, lawmakers at all levels of government, civic groups, nonprofits, uni-

versities, libraries and so many more," said Reporters Committee Executive Director Bruce D. Brown. "This focus on how vital government transparency is to our nation has an impact that goes beyond Sunshine Week itself."

Hosted by ASNE and Reporters Committee, [www.sunshineweek.org](http://www.sunshineweek.org) provides participants with myriad resources in the Toolkit section, which showcases op-eds, editorial cartoons and Sunshine Week logos. There are also several sources for inspiration in FOI story ideas and Sunshine Week past work.



ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. For more information, visit [www.sunshineweek.org](http://www.sunshineweek.org). Follow Sunshine Week on Facebook and Twitter, and use the hashtag #SunshineWeek.

Entry deadline is March 2, 2015, for  
**Omaha World-Herald Community Service  
& Service to Agriculture Awards!**

**Newspapers Dropping at USPS  
Transportation Hubs Should See  
April Postage Decrease**

By Tonda Rush, CEO, National Newspaper Association (NNA),  
[trush@nna.org](mailto:trush@nna.org), February 11, 2015

The U.S. Postal Service has not made it official yet, but the implementation of 2015 postage rates on April 26 should ease the pain for newspapers surprised by a postage increase in January.

The increase hit publishers who had been entering Periodicals mail at the new USPS transportation hubs, where “direct” (5-digit, carrier-route, or mix of both) containers destined for local post offices within the territory of a recently-closed mail processing plant can be dropped for speedier delivery. NNA recommends flats trays (tubs), not sacks, for speediest handling.



The hubs were created by the Postal Service after the National Newspaper Association testified before the Postal Regulatory Commission that the hubs would be needed to avoid unnecessary complications when processing plants closed. The biggest value is moving those “direct” newspaper containers from one 5-digit office to another within the same territory of the former Sectional Center Facility, or SCF. But many members are located at a hub, or print and drop there.

USPS has committed to setting up a hub for this purpose wherever a plant is taken out of service. Closure of 82 more processing plants is expected this calendar year.

The surprise came in January when newspapers using those hubs saw an unannounced postage increase. That was because a grace period to use the previous SCF plant discounts expired and the new rate had not kicked in yet.

NNA Postal Committee Chair Max Heath appealed to USPS that Periodicals copies dropped at the hubs should still earn a Sectional Center Facility discount because they avoid using postal transportation to a more distant plant. The Postal Service has informally confirmed that the SCF discount will be recognized. Publication of the new rate will occur only through PostalOne!, the USPS Business Mail Acceptance software system, he said.

“This is an extremely important discount for us because the contraction of the mail processing network puts so much of our subscriber mail in jeopardy,” Heath said. “We must be able to use these hubs to maximum advantage by entering flats tubs with copies destined for a local post office within the hub area. Because entering at the hub is a classic form of drop-shipping, publishers should earn the discounted rate. I am glad to learn that a fix for this problem is now in the works.”

**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.

**October 2014 board meeting  
minutes available**

Minutes from the October 24, 2014, joint, NPA and NPAS board meetings are now available. Contact Susan Watson in the NPA office, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to request a copy of the minutes.

# By the Numbers

## *How are newspapers doing right now?*



Kevin Slimp  
The News Guru  
kevin@kevinslimp.com

There's no doubt that it is convention season. The crowds have been large and enthusiastic. In just a few weeks I've been from Nashville, Tennessee to Bloomington, Minnesota and Columbus, Ohio to Edmonton, Alberta.

There are more publishers waiting to catch me after keynotes lately. When the last workshop is done, there are bigger lines wanting to talk. And what's the question I get asked most often? "How can I get my hands on the results of your latest publisher survey?"

Your wait is up. Well, part of it is. You might remember that I conducted a survey of 614 publishers throughout the U.S. and Canada back in October. The results were quite interesting. Mostly, though, they led to more questions.

In late January, I sent out Survey II. So far, after two weeks, more than 300 newspaper executives have responded to the survey. Most are publishers. The results are fascinating to a guy who loves numbers.

In future columns, I'll share some of my thoughts on the meanings of these numbers. For now, let's take a look at some of the more interesting results.

Respondents are from papers of all types. They pretty much fit the industry profile in North America. Several publishers of metros completed the survey, as did publishers of mid and small dailies. The largest number of respondents, as you might guess, were from weekly newspapers. That makes sense, since the majority of newspapers are weekly.

A paid newspaper is the primary product of 80 percent of respondents, and 20 percent indicated their primary products were free papers. These were broken down into free newspapers and shoppers. About one-fourth of the free papers classified themselves as "shoppers."

In future columns, I plan to break the

results down in more detail, by size, type, etc. For this column, I will stick with the overall results.

In general, newspaper advertising revenue seems to have dropped a little, but not much. Advertising revenue has decreased for 44 percent of respondents, with most of those indicating it has decreased "a little, but not drastically."

Advertising revenue has remained "relatively steady" for 26 percent of respondents over the past three years, while 30 percent report their ad revenue has increased.

Over the past year, however, the number who say their ad revenue has decreased is much closer to those who indicate their revenue has increased. It's almost an even split between decreased, remained steady and increased.

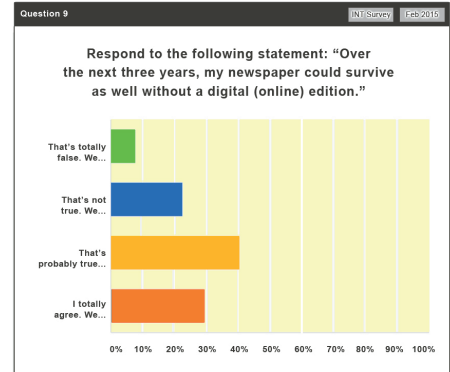
According to 99 percent of respondents, print revenue is the key to profitability, while 9 percent added that, while print is the greatest source of revenue, digital sources make up a significant part of their revenue. 90 percent responded that digital revenue was "negligible."

It gets a little confusing in the next question. When asked to respond to the statement: "Over the next three years, my newspaper could survive as well without a digital (online) edition," 70 percent said that was a true statement.

While, in the previous question, only 9 percent indicated they get a significant share of their revenue from digital, 30 percent answered they would lose "a lot of revenue," if they didn't have a digital edition. Confusing, but true. We'll look into that in more detail in a later column.

There's no doubt what the major source of revenue is at most newspapers. Without a print edition, 99 percent of respondents said they didn't believe they could make it. For further emphasis, 82 percent went so far as to answer, "That's crazy. We'd never make it without a print edition."

When asked where the most revenue is generated on the digital platform, 21 percent respondents answered "up-selling print ads to our digital side." Revenue from ads sold on



the digital platform only has been the most advantageous for 14 percent of respondents, while another 11 percent answered, "Bundling print and digital subscriptions." Alternately, 29 percent indicated that they have a digital presence, but do not generate any revenue from it, and 14 percent answered that they do not have a digital presence.

We asked questions related to profitability. Responses from 90 percent of executives indicated that their newspapers are profitable and 55 percent added that they foresee profitability well into the future. Four percent reported record profits over the "past year or two."

That gives you some indication of the pulse of newspaper executives at the moment. While I only discussed roughly one-fifth of the survey questions in this brief treatise, I plan to share more in future columns.

How can information like this affect your newspaper? While with a client in Virginia last week, I was asked for thoughts concerning future changes being discussed at their paper. I asked if they would like to look over the results of this survey, which they did.

Afterwards, the publisher told me, "That is so helpful. I think we'll hold off on some of the changes we were planning."

More information will come, but I've more than used my 800 words for this column.

Kevin is scheduled to speak at 12 conventions and to visit more than 20 newspapers in early 2015. To learn how you can bring Kevin to work with your staff, contact him at: [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com)



# Why the Brian Williams 'story'

## matters

By LAYNE BRUCE, executive director, Mississippi Press Association

YEARS AGO, I made an egregious, very painful error in reporting a breaking news story for a small daily paper. (We called it "spot news" back then.)

The Internet was just a nascent plaything at the time and this story, about a tragic automobile accident, ended up being committed to print on the front page of the paper the next morning.

In the story, I had transposed the names of the individual who had been killed in the wreck and that of the driver of the other car. To make an already remarkably sloppy error even more regrettable, the two drivers involved were both young men with, as they say, their lives ahead of them.

So the paper – in point of fact, I – had misreported the identity of the victim and the other involved party.

None the wiser to my error, I sauntered into the newsroom the next morning to begin what would ultimately become the worst day of my professional life.

I should have been fired.

Even though I started my career at my hometown paper working under the tutelage – and, yes, care and protection – of my father, I was now "out on my own."

And, this particular day on this particular story, I was way out on a very precarious, brittle limb.

Again, this was in the days prior to internet news and social media. So there were no mobs of angry and snarky posters on Facebook or Twitter either calling for my head on a pike or devising clever hashtags or Photoshopped parodies of my error.

Further, because this was still the days of only ink on paper reporting for newspapers, there was no instant edit. No immediate correction or retraction to be had. We had to wait a full 24 hours to make good on the screw up.

It seemed like an eternity, especially sitting at my desk wondering what was to become of my still infant career.

I like to think the publisher of the paper saw in me some potential that was worth saving. Maybe he did.

Or maybe he saved my sorry hide simply out of convenience.

Either way, he didn't have to grant me the pardon he did. Perhaps he knew what was to come for me: An excruciating period of justifiably angry phone calls and hate mail.

ULTIMATELY, I survived the ordeal and went on to "own the mistake." I think it made me a better newspaper guy for it.

I still screw things up grammatically left and write. Uh, right.

And I hit send way too often without spell checking first.



And my brain is always working a day or two or 10 ahead of my fingers as I type.

But the drama surrounding that factual error way back when gave me what I think is a special empathic kinship with journalists who don't get it right.

For those of us who truly take pride in what we do and see it as a function of serving the public, there is a terrible kind of nausea one feels in the pit of his or her stomach when we do mess up the facts.

I don't really feel that empathy for Brian Williams.

Yes, the circumstances are drastically different. And some even say the flub Williams made last week – and on a few other occasions through the years since the start of the Iraq War in 2003 – doesn't amount to much.

I DISAGREE. Truth and integrity are the currency of journalism, no matter the medium.

We, as news consumers, are besieged by endless choices of information in the modern era. We can select to get our headlines from a mobile device in our pocket or handbag, from the printed newspaper that comes to our driveway or mailbox, or from the nightly broadcast news – an institution in the United States for over 60 years.

In fact, nearly 30 million people still watch the evening news. Fully a third of those choose to watch Brian Williams every night and trust that he will deliver a concise and truthful report.

As recently as Jan. 30, Williams failed to do that.

He has claimed his retelling of a now-infamous "war story" from Iraq was inaccurate due to the march of time and fog of war.

But to reporters who have strived their whole careers to keep the facts straight, his explanation is lacking and, frankly, hard to fathom. It too much seems like a willing mistake. An exercise in self-aggrandizement?

I certainly hope not. I like Brian Williams. I truly respected him. But a politician's trade is policy. A doctor's is medicine. An electrician's is, well, electricity.

A journalist's is truth. Once that is compromised – knowingly at that, the damage is irreparable.

We read daily about the changes and threats to the news industry that we all know and the one folks like me grew up loving.

In the end, the demise of quality journalism may not be from public apathy or disruptive technologies like the internet or social media.

It may be death by a thousand cuts from irresponsible – even if unintentional – acts that further erode the public trust.

It pains me to say it, but Williams shouldn't be fired for this mistake.

He should resign.

*Layne Bruce is executive director of the Mississippi Press Association and a career newspaper professional. His email address is [lbruce@mspress.org](mailto:lbruce@mspress.org). This column was published February 11, 2015, and is reprinted here with permission.*

# Classified Advertising Exchange

Feb. 16, 2015

**IMMEDIATE OPENING ON NEWS DESK:** The Norfolk Daily News is looking to hire an assistant news editor who would be heavily involved the daily production of the newspaper. Pagination and copy editing skills are a must; a willingness to try one's hand at other aspects of the newspaper and online presence is essential, too. Be a part of a 19-person newsroom staff that has seen its circulation, both print and online, increase significantly in the past year. Send cover letter, resume and work samples to Kent Warneke, Editor of the News either by email at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com), or care of the Norfolk Daily News, Box 977, Norfolk, NE 68702.

**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, Omaha World-Herald Community Service and Service to Agriculture Awards Flyer, NNA Leadership Summit Flyer, NPA Convention-Holiday Inn-Downtown Registration Flyers.

## **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).





## *Omaha World-Herald Community Service Award*

### Deadline:

Must be postmarked by March 2, 2015

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

## *Omaha World-Herald Service to Agriculture Award*

### Deadline:

Must be postmarked by March 2, 2015

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

# Holiday Inn®

## Lincoln - Downtown

STAY  
CURRENT.



### Just the Place for You

The newly renovated Holiday Inn Lincoln - Downtown is conveniently located in the Historic Haymarket District. The hotel encompasses the iconic heritage of the Holiday Inn brand with a touch of modern design. The changes we have made continue to set new standards for business travelers and families. Join us on your next trip to Lincoln and let us take care of you!

- Newly Renovated Guest Rooms
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### Holiday Inn Lincoln - Downtown

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STAY YOU.™



## NE Press Association Annual Conference

1. Block Name: NE Press Assn Annual Conference
2. Group Code: NPA
3. Dates: 04/16/2015 through 04/19/2015
4. Rate: Standard: \$99.00 with parking included
5. Cutoff Date: March 28<sup>th</sup>, 2015

Decide whether you would like to make your reservation via phone, or via the internet.

- 1) To make a reservation via the phone please dial **(402)475-4011**, and then skip to A.
- 2) To make internet reservations copy and paste the link below to your internet browser.
- 3) [http://ihotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=NPA&hotelCode=LNKDT&\\_PMID=99801505](http://ihotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=NPA&hotelCode=LNKDT&_PMID=99801505)
- 4) Skip to B.
  - A.
    - 1) Call reservation number and ask for new reservations.
    - 2) Let attendant know you are making a group block reservation.
    - 3) Have check-in and check-out date's ready, as well as group code \_\_\_\_\_ or account name \_\_\_\_\_ ready. Also have form of payment accessible.
    - 4) Get reservation confirmation number, and any other pertinent information you would like.
  - B.
    - 1) Copy and paste the link above to internet browser.
    - 2) On the left hand side of the screen enter your check-in and check-out dates.
    - 3) Fill in the number of rooms you will need.
    - 4) Double check your group code NPA is pre-loaded and click view rates.
    - 5) Your group rate and group name should appear.
    - 6) Continue making reservation until confirmation number is assigned.

Holiday Inn® Downtown Lincoln  
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Fax: 402.475.4366



STAY YOU.



# 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)

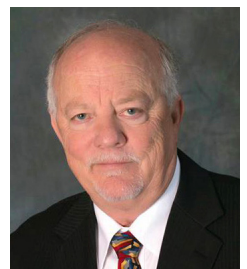
\$225 - Non-member rate (\$250 afterward)

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.**