

Bulletin

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Calendar of Events

Events

April 16, 2015

NPA/NPAS board meetings
Lincoln, NE

April 16, 2015

NPA Foundation Fundraiser
Behind-the-Scenes Tour of the
NE State Capitol

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

June 18, 2015

NPA/NPAS Summer Board Meetings,
location TBA

June 18, 2015

NPA Foundation Golf Tournament
fund-raiser, location TBA

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

Webinars

April 2, 2015

Sponsored Contests: Enhancing
Your Newspaper's Visibility
Online Media Campus & PUBAUX

April 9, 2015

Mobile Video Editing
Online Media Campus

April 23, 2015

Out-Servicing the Competition:
Adding Value for Your Customers
Online Media Campus

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Don't miss this chance to CONNECT!

The NPA convention is the largest annual gathering of newspaper people, with over 200 people in attendance. If you've attended past conventions, you know it's a great way to re-charge, re-connect and relax. If you've never attended, please plan to do so. You won't be sorry!

CONNECT and learn from the many industry experts presenting a wide variety of workshop sessions.

CONNECT with your peers for informal discussions at the Saturday morning Breakfast/Great Idea Exchange and then relax & enjoy the Saturday afternoon Networking Roundtable session.

CONNECT with new ideas and solutions that you can take back to your newspaper and implement right away to help you better **CONNECT** with your readers and your community.

Convention deadlines:

Wednesday, April 1

Convention registration/meals deadline
(after April 1, \$5 late fee added to registrations)

Saturday, April 4

Hotel room reservation DEADLINE EXTENDED!
(room availability & convention rate not guaranteed after this date)

- **Again this year, attend the convention workshops for a chance to win an Apple iPad Air2**
Sign in and complete the evaluation sheet for each workshop that you attend for a chance to win.
- **NPA Foundation fund-raiser events**
Raffle prize drawings
Silent Auction
Behind-the-Scenes tour of the Nebraska State Capitol (Thurs, Apr 16)

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And the nominees for 2015 are...

The NPA nominating committee, chaired by Rod Worrell, publisher of the Ainsworth Star-Journal, has nominated Deb McCaslin, editor of the Broken Bow Custer County Chief, for a three-year term on the Board of Directors. Also nominated to a three year term is Kevin Peterson, publisher of the Wayne Herald. Re-nominated to three-year terms are Dennis Morgan, publisher of the Elgin Review, Jason Frederick, publisher of the Trenton Hitchcock Co. News and Peggy Year, publisher of the Hartington Cedar Co. News. The committee also nominated Dennis Morgan, publisher of the Elgin Review as president; Jason Frederick, publisher of the Trenton Hitchcock Co. News as vice-president and Peggy Year, publisher of the Hartington Cedar Co. News as treasurer. Nominated to an additional one-year-term as Immediate Past President was Rod Worrell, publisher of the Ainsworth Star-Journal.

The NPAS nominating committee, chaired by Tom Kelly, publisher of the West Point News, has nominated Nathan Arneal, publisher of the North Bend Eagle, for a three-year term on the Board of Directors. Re-nominated to a three-year term are Shary Skiles, publisher of the McCook Daily Gazette and Gerri Peterson, publisher of the Mullen Hooker Co. Tribune. The committee also nominated Shary Skiles, publisher of the McCook Daily Gazette as president and Gerri Peterson, publisher of the Mullen Hooker Co. Tribune as vice-president. Nominated to a one-year-term as Immediate Past President was Mike Edgecombe, publisher of the Hebron Journal-Register.

No additional nominations were received by the March 27 deadline. The nominations stand as nominated by the committees. The NPA Bulletin of February 24 was the first time the above nominations were listed.

2015 Better Newspaper Contest

All entries have been processed, sorted, logged, bundled, boxed and judged.

Here is a breakdown by class:

Class A	16 newspapers,	500 entries
Class B	21 newspapers,	752 entries
Class C	19 newspapers,	847 entries
Class D	17 newspapers,	579 entries
Daily	10 newspapers,	760 entries
Total entries for 2015:		3,438

Total newspapers entered: 83 — 49% of the membership entered the contest.

2009 we had: 3,657 entries from 93 newspapers
2010 we had: 3,599 entries from 86 newspapers
2011 we had: 4,108 entries from 92 newspapers
2012 we had: 4,305 entries from 96 newspapers
2013 we had: 4,083 entries from 91 newspapers
2014 we had: 3,935 entries from 85 newspapers

Thank you to all who entered. We cannot have a successful contest unless we have entries!



Upcoming Webinars

**PubAux Live:
Sponsored Contests**
Thursday, April 2
Presenter
Max Heath, NNA Postal Chair
Register at www.regonline.com/NNAContests

Mobile Video Editing
Thursday, April 9
Presenter Val Hoepfner,
Val Hoepfner Media and Consulting

**Out-Servicing the
Competition**
Thursday, April 23
Presenter Tim Smith

Register at
onlinemediacampus.com

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

Learn more at Convention: Nebraska News Service begins fifth year of covering statehouse news as free service to Nebraska news outlets

The opening day of the 2015 Unicameral marked the beginning of the fifth year of operation for the UNL College of Journalism and Mass Communications' Nebraska News Service. NNS delivers stories, photos, and some multimedia content to 113 Nebraska news organizations. Most of those, 95, are community newspapers, but five television stations and 13 radio stations also subscribe to the free service, which is offered in keeping with UNL's mission as a land-grant institution serving the people of the State of Nebraska.

Altogether, 23 students, including this semester's five reporters, have had the chance to learn about covering the Legislature, the Nebraska Supreme Court, and a wide array of issues facing state policymakers while providing news coverage to publications and broadcast outlets without direct access to independently reported statehouse news. The Nebraska Press Association Foundation has helped make that happen by offering scholarship support for NNS reporters.

Mary Kay Quinlan, a UNL associate professor of journalism, serves as bureau chief and teacher for the class. "Our clients overwhelmingly represent the smaller, rural communities across the state, from Chadron to Nebraska City," Quinlan said. "So I've encouraged our reporters to focus on stories that otherwise might be ignored by the Lincoln and Omaha papers, which can afford their own statehouse bureaus."

In particular, NNS reporters focus on agriculture and education issues and also have documented campaign spending for legislative candidates and other state officeholders, a public service many news outlets tend to ignore, Quinlan said.

NPA members who are not already NNS subscribers are welcome to sign up at any time. They can do so by going to www.nebraskanewsservice.net and filling out a simple, online form or by emailing Quinlan at nns.mkquinlan@gmail.com.

Clients are encouraged to suggest or request stories or coverage of specific topics. NNS reporters are also full-time students, so it may not be possible to fulfill every request. But Quinlan said they'll do the best they can, and they appreciate NPA members' ongoing support.

CONNECT with the Nebraska News Service team at convention to learn more about their free service!



Frank Daley, executive director of the Nebraska Accountability and Disclosure Commission, answers questions from Nebraska News Service reporters Erika Stewart-Finkenstaedt and Kelli Rollin about how the commission provides access to political candidates' campaign financial reports. Photo: Marilyn Hahn, CoJMC

"We appreciate the stories sent to us by Mary Kay Quinlan and her reporters through the Nebraska News Service because we do not have the resources and are not close enough to Lincoln to cover what happens during a legislative session and in other aspects of Nebraska government. The stories provided are interesting, well written and timely and give student reporters real-life experience which is important to the newspapers who hire them. The service also develops stories from requests to be published in Nebraska newspapers. For example, a Nebraska News Service reporter recently wrote a very good story—at our request—about a Gothenburg graduate who is a page at the Nebraska Legislature."

Elizabeth Barrett, News Editor, Gothenburg Times

"Kearney Hub readers have benefited from the Nebraska News Service on a number of occasions during the 2015 Legislature. Among their efforts to supply legislative coverage you don't find in the mainstream, Nebraska News Service reporters produced a feature about Speaker Galen Hadley and his wife, Marilyn, of Kearney. NNS also produced a feature about legislators juggling multiple responsibilities. Among the featured senators was state Sen. John Kuehn of Heartwell, which is in the Hub's coverage area. These stories and others by NNS really broaden legislative coverage and make it more personal for readers. I really appreciate that, and I think Kearney Hub readers appreciate it as well."

Mike Konz, Managing Editor, Kearney Hub

Learn more at Convention: Ourchive - Mobile publishing made easy

Ourchive (pronounced our-kive) is a free mobile news publishing process that will be on display at April's Nebraska Press Association convention. Ourchive is designed to let each newspaper in Nebraska publish mobile news and advertisements.

Ourchive is the simplest, easiest way to publish your stories, photos and ads on a site designed for cellphones and tablets. Mobile usage is increasing at a rapid rate among young and old.

Ourchive helps you conveniently reach more of your current audience throughout the day. It also helps you develop your future audience, young people who almost exclusively use their mobile devices when searching for news updates. With Ourchive, you'll have the ability to control both what you publish and when you publish.

Ourchive is free for all Nebraska news organizations thanks to a grant from the John S. and James L. Knight Foundation.

Professor Gary Kebbel and students Cody Elmore and Mike Stark will be at the convention to talk with you more about this free way to have a mobile news site in minutes. For more information contact Gary Kebbel at 402-472-3075.



News and conversation from across Nebraska's communities

Ourchive (pronounced our-kive) is a simple way for any news organization to publish stories, photos and ads on a site designed for mobile devices.

2015 Convention Exhibitors



Buzz360 is a customizable, brandable marketing platform for companies that market to or through small businesses. The platform creates an online community that attracts new customers, automates email marketing to get repeat business, automatically posts to Facebook and creates and automatically updates a mobile sales tool and websites that the customer specifies.



eType Services, Austin, TX, was founded in 2010 by long-time publishing and technology professionals who are committed to helping community newspapers thrive in a digital age. Their easy-to-use digital solutions for small and mid-sized newspapers include e-editions, websites and mobile: e-editions provide a digital replica of your print product; websites that showcase your e-edition and your top news stories and mobile apps for tablets or phones.



Located in Lincoln, NE, Maly Marketing provides businesses assistance with marketing plans, online strategies, website design and hosting, social media development/management and more.

NPA/NPAS represented at National Newspaper Association's Leadership Summit meeting

Nebraska Co-Publishers Dennis and Lynelle Morgan, Elgin Review, Executive Editor, Deb McCaslin, Broken Bow Custer Co. Chief, and NPA Executive Director, Allen Beermann, were in Washington, D.C. earlier this month for the NNA Leadership Summit. Along with our visits to the offices of our congressional delegation, we also heard from key officials on topics important to community newspapers.

One of those officials was the new Postmaster General Megan Brennan. She heard loud and clear from those attending the NNA meeting last week about delivery problems. We spent a few minutes with the PMG explaining the difficult delivery issues many of our Nebraska newspapers face.

NNA continues to troubleshoot the issues as they find them. And NNA continues to urge newspapers to get their long-distance mail out of sacks and into flat trays (tubs) whenever possible.

NNA also is encouraging newspapers to respond to an invitation from the USPS Inspector General to provide

vide input about your delivery and service problems. Go to <https://www.uspsig.gov/blog/network-consolidation-it-takes-two-phases> to provide your comments. It is one way you can assist the NNA in providing information from rural America about delivery and service problems. Please note that your comments will be public.

NNA pursuing many channels to address postal problems

Problems with newspaper delivery in the mail seem to have broken out all over the nation. When Postmaster General Megan Brennan spoke to National Newspaper Association members at last week's Leadership Summit, she promised attention to the problems. We take her at her word and are following up.

But meanwhile, the U.S. Postal Service has already lowered the STANDARDS for delivering mail—that is, the number of days the mail is supposed to take. Many NNA members say some mail wasn't delivered according to the old standards, and they doubt that lowering standards is a good solution.

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NPA/NPAS delegation met with Nebraska congressional leaders, talked postal issues, at March 2015 NNA Leadership Summit



At the NNA Leadership Summit in Washington, D.C. this month, the NPA/NPAS delegation met with Nebraska Congressman Brad Ashford (upper left), Senator Deb Fischer (upper right) and Senator Ben Sasse (left). Deb McCaslin talked to new Postmaster General Megan Brennan (right).



Postal - cont. from 5

We are troubleshooting issues as we find them. And we continue to encourage newspapers to get their long-distance mail out of sacks and into flats tubs (trays) whenever possible. Follow Max Heath's column in Pub Aux for more details.

Meanwhile, part of our challenge is to persuade all the stakeholders in this conversation that there is a problem. Below you will find one of those. The Office of the Inspector General of the Postal Service is asking whether we care about the lowering of the promised delivery standards.

If you care about this issue and have had problems retaining your subscribers because of poor mail delivery, consider responding to the Inspector General's questions. Just click on the link below and provide your comment. Please note that your comments will be public.

Please keep us posted also. We want to know about the concerns.

Tonda Rush and Max Heath, NNA Postal Committee, trush@americanpressworks.com

From the USPS Office of the Inspector General:

Network Consolidation: It Takes Two ... Phases

Reshaping a postal network doesn't happen overnight. Especially one built to handle mainly letters and flats and not the tremendous anticipated growth in parcels. The Postal Service is attempting to tackle realignment in two phases, playing out over 4 years.



Phase one was completed in 2013 and resulted in 141 consolidations for an expected cost savings of about \$865 million. To achieve full cost savings, however, the Postal Service also had to reduce service standards for

First-Class Mail. Phase two, which started in January and will run through late summer, calls for consolidating 82 mail processing facilities and eliminating most overnight delivery of First-Class Mail. It will also change

service standards for Periodicals Mail. All other products will stay the same.

The Postal Service launched its overall consolidation plan in 2012 to adjust the size of the network and workforce to the reduced demand. The plan calls for fewer processing facilities and for machinery to operate

longer and more efficiently. Total mail volume has declined 27 percent since its peak in 2006, and single-piece First-Class Mail – primarily correspondence, bill payments, and greeting cards – has been hit even harder. It has declined by more than half in the past decade.

Speaking at the February Mailers' Technical Advisory Committee meeting, postal officials said they are confident consumers will not notice the service standard changes. Surveys suggest most people don't know what the service standards are, but they do care when their mail arrives in their mailbox. So the Postal Service is working to ensure consumers receive their mail at the same time each day. They also reminded people that consolidation doesn't necessarily mean closing. Some facilities could be repurposed for other services.

Business mailers have generally supported efforts to eliminate excess capacity and reduce costs, with the exception of those whose business model depends on overnight service. But mailers also worry that some costs could be shifted to them. Unions have opposed the consolidation plan, arguing it downgrades service and delays mail at a time when the Postal Service should be stepping up its efforts to compete with digital communications. As for consumers, the Postal Service may be right that they won't really care – unless they notice a change in delivery performance. It's also worth noting that service standards are not changing for Priority Mail or Package Services, so the Postal Service should be able to satisfy customers' growing demand for packages.

Are you concerned that network consolidation has resulted or could result in mail delays? Or do you think network rationalization is necessary to reduce costs? If you oppose consolidation, how do you recommend the Postal Service better match its capacity to demand? Leave your comments at <https://www.uspsoig.gov/blog/network-consolidation-it-takes-two-phases>

March 27, 2015

The U.S. Postal Service has just announced that it will not implement the postage increase for Periodicals and Standard Mail on April 26 as planned.

As you will see in Max Heath's April Pub Aux column, the Postal Regulatory Commission has twice rejected the proposed prices. In the latest round, it asked USPS to revise its proposal. Mailers are then permitted 45 days between final acceptance of the rates and the implementation. So the newest rates could not go into effect now until mid-May at the earliest.

We will keep you posted. Below is the USPS announcement. Tonda Rush trush@americanpressworks.com.

Postal Service Delays April 2015 Price Change

The Postal Service Governors decided today to delay the implementation of new market-dominant and competitive rates and classification changes until all of our proposed market-dominant changes are approved by the Postal Regulatory Commission ("PRC"). This decision was primarily motivated by a desire to eliminate potential adverse impacts on postal customers that might result from a staggered implementation of our new prices. After considering the complexity of the required programming changes in view of the remand of some of our proposed changes by the Postal Regulatory Committee, the specific

complications that our customers might face; the potential cost to the supply chain as a whole of a staggered implementation, the Postal Service has decided to delay implementation until all of our proposed rates and classification changes can be implemented at one time.


While proposed prices for First Class Mail, Special Services and Competitive Products have all been approved by the PRC, prices for the Standard Mail, Periodicals and Package Services classes have twice been remanded back to the Postal Service by the PRC for a wide array of technical and other concerns that are primarily related to the complexities of the price cap and the manner in which it is calculated. Rather than subject our customers to a piecemeal implementation of our new prices, the Postal Service has decided that the best course of action would be to wait until our complete price proposal is approved by our regulator. We have no desire to saddle our valued customers with the additional costs and burdens of a staggered implementation while we work with the PRC to obtain final approval of our remaining prices. We will set a new implementation date when we propose new prices for Standard Mail, Periodicals, and Package Services in response to the PRC's March 18th remand order.

INSERTION ORDERS FROM NPAS

- **Please remember: When confirming advertising insertion orders from NPAS by e-mail, you must type in that you have received the order.** Many newspapers are just hitting reply. Just hitting "Reply" only confirms that you have opened the e-mail. It does not confirm that you have the ad scheduled. All you need to type is "Received. John Smith."
- **Please don't change the subject line when replying. If you do, the e-mail will not come through.**
- **One more thing: I'm unable to receive attachments through the ad software e-mail program so please don't try attaching your signed insertion order.**

Thanks for all your help in making sure that all ads get published as ordered.

Carolyn



Save The Date

Show Me
The Future Of
Newspapers

129th Annual Convention
& Trade Show
Saint Charles
Convention Center
Saint Charles, Missouri
October 1-3, 2015

Classified Advertising Exchange

Mar. 30, 2015

FOR SALE: Hooper-Scribner Rustler Sentinel, located in eastern Nebraska is now for sale. Small community newspaper covering two great communities which are both energetic and looking for growth. For more information contact Kathy at 402-664-3198 or email: rustlernews@gpcom.net.

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.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

2015

NNA calendar strips are still available.
If you'd like more, contact the NPA office.

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.