

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events

June 18, 2015

NPA/NPAS Summer Board Meetings
(conference call)

August 13, 2015

NSAA Media Meet & Greet
(Includes continental breakfast)
9:00am, NSAA Office, Lincoln, NE

October 1-3, 2015

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

October 23, 2015

NPA/NPAS Fall Board Meetings
Lincoln, NE

October 23, 2015

Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars*

June 18, 2015

A Crash Course in AP Style

June 25, 2015

Getting the Best Out of
Yourself & Your Sales Team

June 26, 2015

Quickly Create Slideshows
& Galleries - A Guide to
Working with YouTube

*Online Media Campus

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851

FAX: 402-476-2942

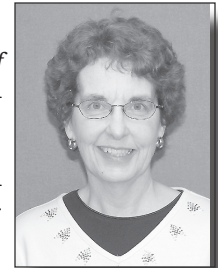
Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>

No Strings Attached Ad Tax? Them's Fightin' Words

By Deb McCaslin, chief executive editor, Broken Bow Custer Co. Chief Tuesday is a really bad day to be out of the office when you are knee-deep at a community weekly.



I'd love to say my week runs Sunday to Sunday - or even Monday to Monday, but in a community weekly, this community weekly, our week runs Wednesday to Wednesday, with Tuesday set aside as the marathon.

So, for me, to take the day off and drive to Scottsbluff to meet with Congressman Adrian Smith on a Tuesday, it had better be darn important. It was. It is. Here are the 'Cliff Notes' of what's going on.

The U.S. government needs additional revenue. It is trillions of dollars in debt. It is also faced with a complicated tax code that needs an overhaul. Congressman Smith serves on the House Ways and Means Committee, so when it comes to tax code - he's knee deep in alligators of his own trying to keep everyone happy. He is focused on the need for the U.S. tax code to be simplified, for the consistencies to increase, the inconsistencies to decrease, and to lower the corporate tax rate.

I and a group of other media-type folks - print and broadcasters - met with Congressman Smith to talk about what has us worried. There is a movement to create an 'ad tax.' Currently, and as it has been for 102 years, when a business spends some of its hard-earned dollars on advertising (newspaper, radio, TV, magazine, business cards, Internet, school programs) the cost of that ad is considered a business expense, much like the salaries of your employees and the upkeep on your building.

The House Ways and Means Committee and the Senate Committee on Finance are looking at this deductibility as a way to generate revenue. Their estimates say by only allowing 50 percent of the cost of your advertising to be deducted, and to have the other 50 percent spread out over the course of the next 10 years, could generate up to \$169 billion in added money.

To complicate matters more, there is a misconception that this 'ad tax' would not impact rural America, and I believe this is where it would impact the most. Yes, there is a threshold of \$1 million of advertising expense before the tax kicks in, but that threshold is on who is helping pay the bill - (most often who manufactures the product) and/or who owns the umbrella over the franchise, i.e. John Deere, Case IH, Monsanto Seed, Glidden Paint, Lazy Boy Rockers, Whirlpool, Subway, H & R Block, Tony Lama boots, Stihl, Simmons Mattress Co., Heinz ketchup, General Mills ... any and all franchises, and any and all insert advertising.

In the media it's called co-op advertising because the parent company either helps with a percentage of the bill, or allows credits toward those advertising inches. It doesn't mean they spend \$1 million locally, it means they spend \$1 million nationally.

Cont. pg. 2

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



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 5/25

2x2

Grand Island Independent - Cheri Scow (paper made \$487.50)
Hickman Voice News - Linda Bryant 3 ads (paper made \$462.50 + \$130.00 out of state)
Hickman Voice News - Austin Roper (paper made \$300.00)
Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)
Norfolk Daily News - Denise Webbert (paper made \$162.50)
Sutherland Courier-Times - Trenda Seifer (paper made \$150.00)
Wayne Herald - Jan Stark (2 ads) (paper made \$812.50)

NCAN

Broken Bow Chief - Les Mann (paper made \$149.50)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

Week of 6/1

2x2

Columbus Telegram - Tryci Greisen (paper made \$325.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$1,750.00)
Norfolk Daily News - Suzie Wachter (paper made \$325.00)
Norfolk Daily News - Denise Webbert (paper made \$325.00)
Sutherland Courier-Times - Trenda Seifert (paper made \$150.00)
Wayne Herald - Jan Stark (paper made \$325.00)
York News-Times - Paula Miller (paper made \$300.00)

NCAN

Aurora News-Register - Dani Lemburg (paper made \$259.50)
Broken Bow Chief - Les Mann (paper made \$149.50)
Gothenburg Times - Greg & Kathi Viergutz (paper made \$137.00)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

Ad Tax - cont. from pg. 1

When the cost of doing business increases, there is less below the line and this has a trickle down effect. When advertising is decreased there is less pull to bring people in the door.

I believe in a time when the economy is just recovering, this isn't the time to add a new tax. Just to be perfectly clear, there are some super mega-sized corporations (including those with offshore accounts) who are saying - no sweat - tax my net at a lower rate and I'll pay the ad tax.

The trade-off is a lowered corporate tax rate they seek in the tax reform bill. What I see here is cash flow from Main Street to Wall Street. Negotiated tax breaks won't likely trickle into central Nebraska's downtown districts, but the tax on advertising will.

The meeting in Scottsbluff was good. The conversation was good. We know he can't make any promises, we weren't asking for any. What we asked for was a moment of his time, and his ear. Both were graciously provided.

We may have been in Scottsbluff to talk about how this would impact our businesses, but more importantly we were in Scottsbluff to talk about how this would negatively impact our communities, the rural communities throughout the Third District he represents.

Check into it - stay informed - it's your right to know. And then let your elected officials know what you think. They care. And if you don't believe they care, let them know why they should. It's the American way.

REGISTRATION'S OPEN!

"Show Me the Future of Newspapers"

National Newspaper Association's 129th
Annual Convention & Trade Show,
Oct. 1-3, 2015, will be at the Embassy Suites
Hotel in St. Charles, MO, just eight miles
from the St. Louis Airport (STL).

The room rate is \$139 plus tax per night,
and the hotel is located adjacent to the
St. Charles Convention Center, where all the
meetings will take place.
For more info, visit

<http://nnaweb.org/convention>



www.HistoricStCharles.com



MISSOURI



Top 3 Lynda.com picks for June

Many newspapers have taken advantage of the free Lynda.com licenses available through the Nebraska Press Association. This unique learning opportunity allows any NPA member to access a vast online video library with a wide range of topics that are useful and applicable to newspaper professionals.



Here are the NPA's top three Lynda.com video picks for June:

- **Monday Productivity Pointers** – Concise and engaging videos (less than 5 minutes!) that cover a wide range of useful topics, from writing emails that get read to organizing Google calendars.
- **Excel Tips** – Quick and easy to understand tips for creating useful spreadsheets, learning new keyboard shortcuts and finding out hidden features in Excel.
- **InDesign FX** – This is a truly fun course with step-by-step instructions for creating stunning effects in InDesign — great for ad and page designers.

You can view this in a playlist called “Nebraska Press Association Top Picks”, plus you check out other playlists devoted to InDesign and Photoshop tutorials.

You can access these playlists — and the entire 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.

To request a license, email Violet Kirk at sales@nebpress.com or call 1-800-369-2850.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service.

Top NEHires.com contributors for May announced

The following newspapers deserve a shout-out for uploading the most ads to NEHires.com during the month of May:

- McCook Gazette
- Central City Republican-Nonpareil
- Albion News
- Clearwater-Ewing Record-News
- Elgin Review
- Wauneta Breeze
- Geneva Nebraska Signal
- Omaha Catholic Voice
- Aurora News-Register
- Hebron Journal-Register

To learn more about NEHires.com and how your newspaper can participate in this unique career posting website, contact Violet Kirk at 1-800-369-2850 or email sales@nebpress.com.

Rural Futures Institute to Host Opportunities Fair, October 21 in Lincoln

The Rural Futures Institute invites community leaders to come together for the Rural Opportunities Fair on October 21 in Lincoln. This pilot event, in conjunction with the Rural Futures Conference, aims to connect rural communities with university students interested in living and working in rural communities.

Similar to a college or career fair, community representatives will be on campus at the University of Nebraska East Campus Union talking with students about internship and career opportunities. Students will be able to ask questions and learn more about communities in the region. **More information is available at: <http://ruralfutures.nebraska.edu/institute/>**

The Rural Futures Institute (RFI) recognizes the importance of retaining and attracting talented youth to rural communities. Early successes from RFI programs has shown that providing students with positive experiences in rural communities can be of mutual benefit and lead to new opportunities.

Participants at the Rural Opportunities Fair are also invited to register for the Rural Futures Conference at a reduced rate. The conference kicks off following the Rural Opportunities Fair and runs through October 23. The conference is a gathering of faculty, staff, students, and community partners which aims to forge partnerships, encourage bold ideas, and foster a culture of innovation and entrepreneurship that builds hope and invigorates the rural landscape.

For more information about the Rural Opportunities Fair and the Rural Futures Conference please visit <http://ruralfutures.nebraska.edu/institute/>. For the latest information follow Rural Futures on Twitter at twitter.com/rural_futures or Facebook at facebook.com/ruralfutures.

The Rural Futures Institute (RFI) is one of four interdisciplinary Institutes at the University of Nebraska that leverages the talents and research-based expertise from across the system. The RFI, through a culture of innovation and entrepreneurship, encourages bold and futuristic approaches to collaboratively address state, national and global challenges.

Contest TABs still available!

Additional copies of the Better Newspaper Contest TAB are still available.

If you'd like more copies, contact Susan Watson at nebpress@nebpress.com.



New publisher named for York News-Times

Steven Baker, publisher of the Capital Journal in Pierre, South Dakota, a Wick Communications company, has been named publisher of the York News-Times. He will begin his duties in York on June 15. Baker replaces Greg Awtry, who assumed the position of publisher of the Scottsbluff Star-Herald earlier this year.

Alex Skovgaard, vice-president of Berkshire Hathaway Media Midwest Group made the announcement on May 22. "Steve has a strong background in the newspaper industry with over 20 years of experience and we are pleased to have him as our new leader in York," Skovgaard said. Both the News-Times and the Star-Herald are BH Media Group newspapers.

Prior to joining Wick Communications in 2008 as publisher of the Capital Journal, he served as publisher of the Red Bluff (CA) Daily News, publisher of a daily and weekly newspaper in Idaho and held advertising and circulation management positions in Iowa and North Dakota. Baker also served as president of the South Dakota Newspaper Association in 2013.

Enter NNA's Newspaper And Education contest, sponsored by Kidsville News!

NNA believes successful newspaper education partnerships should be celebrated. Use our Newspapers And Education contest to highlight newspaper/school partnerships (levels K through community college) that focus on developing fully informed citizens. Both traditional Newspaper In Education programs and non-traditional programs are eligible for entry.



The contest is open to NNA member and non-member newspapers. It will recognize newspapers that have established internships, supported school programs, assisted student journalists and helped local education through activities that reach beyond news coverage. Entries must have been published or carried out between July 1, 2014, and June 30, 2015.

Kidsville News!, a literacy and educational initiative based in Fayetteville, NC, has stepped up to sponsor this Newspaper And Education contest. We thank Kidsville News! for its generous support in helping us recognize the significant role newspapers play in supporting community educational programs. Each of the contest's 10 first-place winners will receive a check for \$100 and an award certificate.

Go to <http://nnaweb.org/newspaper-and-education-contest> to get started. Entries must be submitted by July 1, 2015. Contest winners will be notified in July if they have won, and they will also be invited to accept their awards in person during NNA's 129th Annual Convention & Trade Show, Oct. 1-3, 2015, in St. Charles, MO. Questions? Contact Lynn Edinger at: 573-777-4982 or e-mail: diane@nna.org

Thank You!

Our NPA members join with NSAA
in thanking

Don & Linda Russell

and

Michael (OJ) Nelson

for their help serving as "den mothers" and press check-in facilitators at the NSAA State Track Meet, May 22-23, in Omaha.

We appreciate your time and hard work!

Prepare now for 2016 NPA Better Newspaper Contest!

As you'll recall, in March of this year, the NPA Contest Committee announced that beginning in 2016, NPA's Better Newspaper Contest will switch to a digital/online format for contest entries and judging. At our convention in April, the Illinois Press Association, who designed and will implement the online contest program that NPA will use, demonstrated how the electronic contest will work, for newspapers that were able to attend.

To make the transition (from hard copy to digital entries) as smooth as possible, we recommend that newspapers begin now to prepare for the 2016 Nebraska Better Newspaper Contest:

- **Create an electronic folder on your desktop or server and name it CONTEST ENTRIES 2016.**
- **As you put together each issue of your newspaper, pay attention to the excellent investigative reporting, the unique ad designs, promotions, photos, columns and website video, create PDFs of your work, label them for easy identification and put all of them into the folder. (You might also want to include the issue date that the item was published, for easy reference).**
- **Then, when you receive the Call for Entries for the 2016 Nebraska Better Newspaper Contests, your newspaper will be well ahead of the game.** Entering the contest will be easy and, better yet, you won't overlook that first-place winning entry because you forgot about it or couldn't find it.

These steps should help the transition go smoother as we make the switch to electronic contests!

Institute of Newspaper Technology is October 15-17

In October, The University of Tennessee College of Communication and Information, Knoxville, will once again sponsor The Institute of Newspaper Technology, housed on campus at The UT School of Journalism & Electronic Media.

The 2015 session, which runs Oct. 15-17, includes a couple of new faces, as well as some favorites from previous years, in its lineup of instructors. And for the first time, classes will be offered with topics outside the “traditional technology” realm, according to Kevin Slimp, Institute director.

The top newspaper gurus in the world gather together once each year for three days of incredible training at the

INSTITUTE OF NEWSPAPER TECHNOLOGY



Rob Heller



Kevin Schwartz



Kevin Slimp



Ed Henninger



John Hatcher



Danny Wilson



Lisa Griffin

October 15-17, 2015

University of Tennessee • Knoxville, Tennessee

newspaperinstitute.com



“We’re noticing more and more that attendees wear multiple hats at their newspapers,” noted Slimp. “In the early days, most students were designers or IT directors. They came from small weeklies and major metros. They generally had one job at their newspapers.”

“That’s changed over the years,” he continued. “Now, most attendees wear several hats. If they’re reporters, they also

have to take pictures and create digital content. If they’re editors, they’re also writing stories and designing pages. If they are publishers, they’re often involved in overseeing design, selling advertising and dealing with content.”

With that in mind, this year’s Institute of Newspaper Technology includes sessions, “Improve relationships to increase revenue” and “What younger readers want,” led by Kevin Schwartz (St. Petersburg, FL), noted expert in the world of collegiate media.

John Hatcher (Duluth, MN), popular speaker and expert in news writing, will be on hand to teach, “Cultivating your reporting skills” and “Using the latest tools to improve your news gathering skills.”

Other instructors include Ed Henninger (South Carolina), one of the most popular Institute faculty members. “Ed’s classes in newspaper redesign and design techniques get almost perfect evaluations every year,” noted Slimp.

Tracey Trumbull, photographer, will be on hand for his fifth session. For the first time, the Institute will offer a photography tract, aimed at reporters and others who want to develop more skills as photographers, whether they are using high end cameras or smart phones to take pictures. Both Trumbull and Rob Heller, professor at UT, will offer photography classes with titles that include: “Developing an eye for news photography,” “Photography with a phone,” “Focusing on your community,” and “Digital visual storytelling.”

Veteran Institute favorite Lisa Griffin is marking her 18th appearance at the 2015 session. Griffin will be teaching classes in “Cloud technology,” “Being an IT guru” and “Adobe Illustrator basics.”

Popular software classes are on tap for October. Slimp will be teaching basic and advanced classes in Photoshop and InDesign, with other favorite software classes on the schedule. He will also be a leader, along with Henninger and Griffin, in the favorite session for returning students, “Meet the Experts.”

Housing is available at a greatly discounted rate at Hilton Hotel in Downtown Knoxville. Transportation between the hotel and classes is available at no charge each day.

For more information about the Institute, visit www.newspaperinstitute.com. Members of NPA are eligible to receive a \$100 discount by registering by July 15 at:

www.newspaperinstitute.com/discount.html

Classified Advertising Exchange

June 1, 2015

NEWS/SPORTS REPORTER: The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: news@gothenburgtimes.com; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

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, Arizona Judging Flyer, Institute of Newspaper Technology October Schedule.

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.



Calling All Judges!!!

The **Arizona** annual Newspaper contest is coming up in a few weeks, and they need judges.

WHEN? June 15-July 10

WHERE? In front of your own computer or in your office/home

See Attached Contest Rules for Categories****

The entire contest will be online with the exception of a few categories (Advertising-Best Special Section, Advertising-Best Classified Section) (Newspaper Awards (p.6) #1, #2, #3, #4, #5, #6, #7) (Individual Awards (p.7) #11). For the Best of 2014 Categories, #26 & #27 will need a panel of judges. These will be mailed out to select judges.

All of the mailed entries will be shipped during the week of June 8-12.

Info for the electronic judging will be sent to judges at the beginning of the judging to explain how the website works.

Please see the Contest Rules for the categories they need to have judged.

Please list your category preferences below.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Mailing/Shipping Address: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



Schedule of Classes

Institute of Newspaper Technology

October 15-17, 2015

Thursday, October 15

- 8:30: Registration Desk Opens
- 9:20: Gathering in Auditorium 321
- 9:30: Morning Classes (select one)

Improving Your Newspaper's Look

Ed Henninger, Rock Hill SC

Developing an Eye for News Photography

Tracey Trumbull, Chattanooga TN

Networking & Cloud Technology

Lisa Griffin, Selma AL

Introduction to Adobe InDesign

Kevin Slimp, INT Director

12:30: Rob Heller, speaker

1:30: Afternoon Classes (select one)

Photoshop I: The Basics of Photo Editing

Kevin Slimp, Institute Director

News Photography With a Phone

Tracey Trumbull, Chattanooga TN

Being an IT Guru: Apps & Technology for Newspapers

Lisa Griffin, Selma AL

101 Things You Need to Know About Design

Ed Henninger, Rock Hill SC

Friday, October 16

9:30: Morning Classes (select one)

Advanced Photo Editing & Color Correction

Kevin Slimp, Knoxville TN

Attracting Younger Readers: What Younger Readers Want

Kevin Schwartz, St. Pete Florida

Critiquing Your Newspaper: What to Look For

Ed Henninger, Rock Hill SC

Introduction to Adobe Illustrator

Lisa Griffin, Selma AL

12:30: Lunch with Group

1:30: Afternoon Classes (select one)

Annual Guru Session: Meet With the Experts

This has become an "event" for veteran "gurus" as we discuss topics of interest around the table
Ed Henninger, Kevin Slimp, Lisa Griffin

Using the Latest Tools to Improve Your News Gathering Skills

John Hatcher, Univ of Minnesota, Duluth

Improve relationships to increase revenue

Kevin Schwartz, St. Pete Florida

Photography: Focusing on Your Community

Rob Heller, University of Tennessee

Saturday, October 17

9:30: Morning Classes (select one)

Cultivating Your Reporting Skills

John Hatcher, Univ of Minnesota, Duluth

Advanced InDesign: The Next Step

We'll get way deeper into scripts and plug-ins. Topics we've not covered in the past.
Kevin Slimp, Knoxville TN

Multi-Media Storytelling

Rob Heller, University of Tennessee

Friday Night

Institute Banquet

Our banquet takes place at The Foundry, in World's Fair Park, just across the bridge from the hotel. We will provide transportation or you can walk on your own. This is going to be a night you will remember!

