

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

September 17-23, 2015

Constitution Week

October 1-3, 2015

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

October 4-10, 2015

National Newspaper Week

October 23, 2015

NPA/NPAS Fall Board Meetings
Lincoln, NE

October 23, 2015

Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars

September 17, 2015

Investigative Reporting Tools
for Any Newsroom
(Online Media Campus)

September 22, 2015

Headlines, Not Cheaplines or
Borelines
(Poynter News University)

September 24, 2015

Photography for Reporters
(Online Media Campus)

October 16, 2015

What You Need to Know About
Overtime & Independent
Contractor Laws & Regulations
(Online Media Campus)

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Statement of Ownership deadline is October 1

It's time to file, publish and fax your U.S. Postal Service Statement of Ownership. File the statement with the U.S. Postal Service: **The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

- Get the form at your local post office or at www.usps.com. Enter "statement of ownership" in the search field and download Form 3526.
- Publish the statement in your paper: The deadline for publishing your notice depends on the frequency of publication: **For dailies and newspapers published two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**
- Contact the NPA/NPAS office if you have questions.

Peggy Year to represent NPA on committee to bring low-cost training to Nebraska journalists, educators and students

Peggy Year, co-publisher of the Northeast Nebraska News Co., is representing the Nebraska Press Association on a committee working to bring low-cost training for journalists, journalism educators and students to Nebraska.

The University of Nebraska-Lincoln College of Journalism and Mass Communication has organized a host committee that is applying to bring the Associated Press Media Editors (APME) NewsTrain program to Lincoln in the spring. NewsTrain is a national touring workshop aimed at providing training on skills needed in a rapidly changing media environment at an affordable cost.

The host committee is made up of representatives of the Nebraska Press Association, Nebraska Broadcasters Association, newspapers and colleges in Nebraska, Iowa and Kansas. For more information, contact Sue Burzynski Bullard, chair of the committee and an associate professor at the UNL College of Journalism. Her email is sbullard2@unl.edu

Newman Grove Reporter has new owners

Patrick and Kelly Murphy, owners of the *Humphrey Democrat*, have reached an agreement to purchase the *Newman Grove Reporter* from Steve and Gail Johnson, effective October 1. Both the Humphrey and Newman Grove newspapers will be operated independently. Steve and Gail Johnson have owned and published the Reporter since June, 2012.

Patrick Murphy will become the editor/publisher of the Reporter, overseeing the production of the newspaper, and Cris Elznic will handle day-to-day operations. The Murphys, who bought the *Humphrey Democrat* in April, 2012, will continue to live in Humphrey and operate the Democrat.

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 8/24:

2x2

Blair Enterprise - Lynette Hansen (paper made \$162.50)
Crete News - Pat Hier (paper made \$150.00)
Grand Island Independent - Pat Bell (paper made \$325.00)
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$612.50)
Wayne Herald - Jan Stark (paper made \$162.50)

NCAN

Aurora News-Register - Kurt Johnson (paper made \$123.00)
Broken Bow Chief - Les Mann (paper made \$149.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Stapleton Enterprise - Marcia Hora (paper made \$112.50)
Trenton News - Amy Frederick (paper made \$189.50)

Week of 8/31:

2x2

Hickman Voice News - Linda Bryant (3 ads) (paper made \$787.50)
Hickman Voice News - Austin Roper (2 ads) (paper made \$312.50)
Neligh News & Leader - Joan Wright (paper made \$162.50)
Norfolk Daily News - Mari Ortmeier (paper made \$325.00)
Wayne Herald - Jan Stark (paper made \$487.50)

NCAN

Aurora News-Register - Kurt Johnson (paper made \$123.00)
Broken Bow Chief - Shannon Murray (paper made \$119.50)
Broken Bow Chief - (paper made \$149.50)
Hebron Journal-Register - Mike Edgecombe (paper made \$112.50)
Stapleton Enterprise - Marcia Hora (NCAN Special Free Ad)
Trenton News - Amy Frederick (NCAN Special Free Ad)

Week of 9/7:

2x2

Blair Enterprise - Lynette Hansen (paper made \$312.50)
Clearwater-Ewing Record-News - LuAnn Schindler (paper made \$162.50)
Crete News - Pat Hier (paper made \$150.00)
Fairbury Journal-News - Jennifer Lewis (paper made \$150.00)
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)
Hickman Voice News - Austin Roper (2 ads) (paper made \$300.00)
McCook Gazette - Kenneth Morgan (paper made \$325.00)
Norfolk Daily News - Mari Ortmeier (paper made \$325.00)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
York News-Times - Kathy Larson (paper made \$300.00)

NCAN

Aurora News-Register - Kurt Johnson (NCAN Special Free Ad)
Broken Bow Chief - (paper made \$149.50)
Nebraska City News-Press - Erin Johnson (3 ads) (paper made \$341.00)
Ogallala Keith Co. News - Brian McElvain (paper made \$294.50)



Join us Saturday, September 12, for Husker pre-game at NPA office

If you're planning to attend the Husker football game this Saturday, September 12, against South Alabama, why not stop by the NPA office for complimentary food (while it lasts!) and conversation with fellow newspaper people? Pre-game begins at 5:00 p.m. at the NPA office, 845 "S" Street.

Parking in the NPA lot is sold out for Husker games, but we're conveniently located near the Stadium, so stop by on your way to the game. GO BIG RED!

Have a Legal Question??

**Questions about editorial policy,
journalism ethics or a legal notice?**

**Call the Nebraska Press Association
Legal Hotline.**

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com



Constitution Day September 17; National Newspaper Week is October 4-10, 2015

Constitution Day commemorates the formation and signing of the U.S. Constitution by thirty-nine brave men on September 17, 1787, recognizing all who are born in the U.S. or by naturalization have become citizens.



On September 17, 1787, the delegates to the Constitutional Convention met for the last time to sign the document they had created. Americans are encouraged to observe this important day in our nation's history through activities, learning and community events focusing on our Love for the United States of America and the blessings of freedom our founding fathers secured for us.

For Constitution Day/Week information, history and ways to celebrate this holiday, check out these websites:

- <http://www.constitutionday.com/>
- <http://constitutioncenter.org/constitution-day>
- <http://www.archives.gov/education/lessons/constitution-day/>
- <http://www.constitutionfacts.com/us-constitution-day/history-of-constitution-day/>

2015 will mark the 75th year of newspapers promoting and celebrating National Newspaper Week, which observes the importance of newspapers to communities large and small.

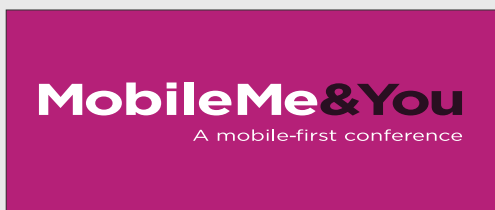
This year's National Newspaper Week promotional kit will be available soon - containing editorials, editorial cartoons, promotional ads and more. Watch the website, <http://www.nationalnewspaperweek.com> for details to come!



20 mobile media experts to lead UNL's free MobileMe&You conference in Lincoln

Learn more about mobile media best practices from Jeff Carney, corporate director of digital development for BH Media Group's 71 newspapers by attending the Mobile Me & You conference at UNL, October 28-30.

The free conference, sponsored by the College of Journalism and Mass Communications and funded by



the Knight Foundation, is bringing 20 mobile media executives to campus. Have conversations with leaders from The Washington Post, McClatchy Newspapers, Univision, Al Jazeera, NBC Digital Group, Pew Research Center, Archival and UNL's Drone Journalism Lab, among others.

Come join the largest gathering of mobile media experts UNL has ever hosted. Here are some of the topics that will be discussed:

- Getting to know your audience with wearables
- Virtual reality & real messages
- Drones & sensors to gather, not just publish, data
- The importance of mobile in Africa & undeveloped countries

- Why mobile no longer is the undiscovered territory in advertising & public relations
- How Berkshire Hathaway's scores of newspapers think about mobile
- How NBC's Breaking News app uses geolocation to keep you informed
- Case studies from The Washington Post, Al Jazeera+ & McClatchy Newspapers
- Why mobile is so important for Univision's audience
- Latest research from the Pew Research Center
- Going mobile-first to reach the unreached audience
- Changing your organization's thinking & culture to be mobile-first
- Monetizing mobile with new businesses
- Tips for using phones & tablets to gather information
- Investigative reporting & mobile media

Attend the free reception from 6:30-8:30 p.m., Wednesday, Oct. 28, at the Embassy Suites in downtown Lincoln. Conference sessions start at 8:30 a.m. Thursday and Friday in the auditorium of the City Campus Student Union.

To REGISTER for the free Mobile Me & You conference: <http://www.mobileme-you.com/register-now/>

Conference SPEAKERS & SCHEDULE: <http://www.mobileme-you.com/speakers/>

Witnessing the evolution of the newspaper industry

By Caroline Little, NAA (Newspaper Association of America),
August 2015

Four years ago, most of us wouldn't have predicted award-winning TV series would debut via online streaming on websites such as Netflix and Hulu and would never be aired on cable or network television. Just four years ago, it seemed unlikely that people would prefer online music streaming and radio apps over CDs and iPods, let alone be willing to pay for it. And four years ago, most of us wouldn't have imagined we would get our news updates on our watches.



During my four years as the CEO of the Newspaper Association of America, I have watched nearly every media industry shift dramatically in response to the ever-changing technology and consumption habits of our audiences.

The same holds true for newspapers. This industry has been around far longer than radio, television or telecommunications, and some critics have questioned how we will continue to remain relevant in today's digital world.

But today's numbers speak for themselves: In the United States, the newspaper digital audience is skyrocketing, reaching 176 million unique visitors across all platforms in March (comScore, 2015). Circulation revenue is also rising, both in the United States and around the world. According to the 2015 World Press Trends Survey, global newspaper circulation revenue exceeded advertising revenue for the first time ever.

The reason? Newspapers are leveraging technology and audience data more than ever to create new content, products and services that attract audiences and advertisers. The appetite for quality content and information is insatiable, and over the last few years, we have transformed into an industry that adopts and utilizes the latest developments in social, mobile, print and video to better reach consumers with interesting and engaging content. Let's look at a few of the ways the news industry has evolved:

1. Social media. These days we are always "plugged in," because we want to be up-to-date on the latest happenings. Increasingly, people are getting their news through social media. Newspapers have been successful in bringing the news directly to social media users. USA Today, for example, uses Snapchat to cover live sporting events through instantly-delivered photos and captions. Periscope, Twitter's live-streaming service that debuted in the spring, is being leveraged by reporters and media outlets as a way to give viewers the inside look at breaking news, sports events, and even political press conferences. The New York Times used WhatsApp, a messaging app that is incredibly popular

outside the United States, to broadcast information about the Pope's visit to South America to its international audience. And the experiment of Facebook Instant Articles, which hosts articles directly within its social platform for a seamless user experience, has seen initial interest by publishers as a way to attract new subscribers.

2. Apps. Newspapers have developed niche apps with customized content, such as the New York Times Cooking App and the Denver Post's Colorado Ski Guide, to build on popular features and further engage specific audiences looking to more deeply explore their areas of interest.

3. Print special features. While print products continue to provide the best quality for reporting local, national, and global news, newspapers have also evolved their offerings in response to readers' desires for quality leisure-reading. For example, some have begun offering expanded Sunday sections, such as the Philadelphia Inquirer's lifestyle section, "Live, Life, Love." Similarly, the Chicago Tribune has doubled its opinion pages, following the growing reader interest in local commentary.

4. Native advertising. Advertisers are still taking notice of the growing audience and continued demand for newsworthy, useful content. This has inspired the recent interest in native advertising, or sponsored content, which doesn't disrupt the reader experience and provides more valuable and relevant information. This approach gives people more of what they want – quality content – and less of what they don't – a sales pitch – while driving traffic to advertiser sites and their products; all while being tailored to their specific interests. Native advertising improves ad performance, and combining native with social media is an advertising "1-2 punch," particularly as people get their news increasingly through social media channels. Ensuring native ad content is consistent with a publication's trusted brand and reputation is of utmost importance to our members that has allowed newspapers to become leaders in this growing form of advertising.

5. New revenue streams. Less than a decade ago, 80 percent of newspaper revenue came from print advertising. Today, the revenue stream is much more diverse with less than half of total revenue derived from advertising in the traditional daily and Sunday print products. Event marketing, digital marketing services, and increasing circulation content along with other sources account for the bulk of newspaper company revenue.

Much has changed in four years, and I can say with confidence that the newspaper industry is poised to continue evolving with new technologies and engaging content in the years to come. It's been an honor to serve as CEO of NAA during the last four years and I look forward to cheering the industry's continued success.

Classified Advertising Exchange

Sept 8, 2015

NEWSPAPERS FOR SALE: PROFITABLE Nebraska County Seat weekly newspaper for sale, smaller weekly included. Owners planning retirement. Active communities and excellent growth prospects. Serious inquiries only to Box W, Nebraska Press Association, 845 S Street, Lincoln, NE 68508-1226.

NEWSPAPER FOR SALE - Colorado Mountain Weekly Newspaper & Tourist Guide: One of the oldest newspapers in Colorado with loyal readership and minimal competition. Legal newspaper of record for several government entities. Solid margin with room for growth in online platforms and ancillary publications. Consistent award-winning Journalism. Paid subscriber base with a growing number of e-paper subscribers. Fishing, hunting, hiking, world class skiing, camping and anything else you desire in owning a newspaper where you vacation. Contact Ben Mahrle, Mountain States Business Brokers & Advisors, ben@msbba.com, 970-221-9950

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Online Media Campus Webinar Flyers.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

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 no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



To: NPA Members & Staff

***It's Husker football
time again!***

Join us Saturday, September 12,

prior to the game, for food & conversation,

starts at 5:00 p.m.

at the NPA office, 845 "S" St, Lincoln, NE

(Sorry, our lot parking is sold out)

Huskers

vs.

South Alabama

Sponsor: Hamilton Telecommunications (Aurora)

Go Big Red!



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

Investigative Reporting Tools for any Newsroom



Thursday, September 17

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35
Registration Deadline:
September 14

In this webinar...

You want to dig into a story that has depth and impact, but does the daily grind always steal your time? In this webinar we will discuss how you can tackle that big project, while feeding the daily beast, and not sacrificing quality.

This session will provide tools necessary so newsrooms with tight resources do not have to fear that they are incapable of doing investigative reporting. All reporting can be considered investigative, and going deeper with story ideas can only enrich the experience for readers.

This session is beneficial for newsrooms or staff looking to incorporate more investigative projects into their reporting and coverage.

The presenter...

Erin Jordan



Erin Jordan is an investigative reporter for the Cedar Rapids Gazette and KCRG-TV9 News, where she does in-depth stories on topics that include school funding, tax breaks, food waste, foster care and mental

health care. She also serves as board president for the Iowa Center for Public Affairs Journalism, or IowaWatch. Prior to joining the Gazette in 2010, Jordan was the Eastern Iowa Bureau reporter for the Des Moines Register.

Presented in partnership with:



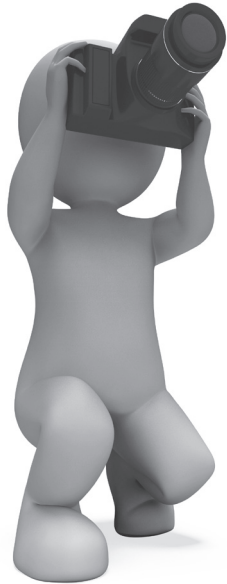
CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

Photography for Reporters



Thursday, September 24

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT



Registration fee: \$35
Deadline: September 21

Presented
by:



*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

In this webinar...

Shooting with a creative eye takes effort. In this session we will review photo composition, lighting and strategy, and offer tips from some of GateHouse's top professional photographers. Plus, we will cover technical training for those beginning to use SLRs, including how to adjust ISO, shutter speed and aperture.

Who should attend: This is an intermediate course, for reporters or editors who are comfortable behind a camera, but are looking for fresh ideas and ways to make their photography look more professional.

The presenter...

Lizzie Jespersen



Lizzie Jespersen is the content initiatives coordinator at GateHouse Media, where she works with newsrooms to implement industry best practices. Jespersen graduated from the University of Texas with a degree in photojournalism. Before joining GateHouse, she worked as a freelance photographer for Texas-based news publications and nonprofits.

Presented in partnership with:



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

What You Need to Know About Overtime and Independent Contractor Laws and Regulations

Does your newspaper have exempt employees? Then you need to participate in this webinar to learn about the U.S. Department of Labor's proposed rule to increase salary thresholds to make overtime exemptions more difficult.

Friday, October 16

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35
Registration Deadline:
October 13



In this webinar...

Do you find yourself scratching your head when it comes to labor laws and regulations for independent contractors? Join Michael Zinser for this informative webinar to gain a better understanding of these important labor issues.

In this session, Zinser will cover:

- The U.S. Department of Labor's proposed rule to increase salary thresholds to make overtime exemptions more difficult.
- The National Labor Relations Board's war on independent contractors.
- The U.S. Department of Labor's new guidance memo attacking independent contractor status under the Federal Wage and Hour Law.

This session is beneficial for managers interested in better understanding wage and labor legal issues.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Michael Zinser



Michael Zinser is president of The Zinser Law Firm, P.C., in Nashville, Tenn. His firm represents over 250 newspapers. He is general counsel to seven circulation trade associations, including Central States Circulation Managers' Association.

Zinser and his firm have represented and defended newspapers on the independent contractor issue in 40 of the 50 states. His firm has drafted hundreds of independent contractor agreements for newspapers, helping companies structure independent contractor relationships with their newspaper distributors and freelance writers and photographers. In recognition of his role in the newspaper industry, Zinser was a 2014 inductee to the National Circulation Director Hall of Fame.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM