

CONFIDENTIAL

Bulletin

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

Calendar of Events

Events

March 16-17, 2016

NNA (National Newspaper Assn)
Leadership Summit, Washington DC

April 9, 2016

Associated Press Media Editors
(APME) NewsTrain Workshop
UNL Campus, Lincoln, NE

April 22-23, 2016

NPA Annual Convention
Holiday Inn Convention Center,
Kearney, NE

Webinars

December 11, 2015

Using Social Media to Engage
Your Audience Without
Annoying Your Friends & Fans
(Online Media Campus)

January 14, 2016

Instant Sales: Six-Step
Proven Process
(Online Media Campus)

Deadlines

January 31, 2016

Deadline to submit NPA Better
Newspaper Contest entries

It's (online/digital) NPA contest time!

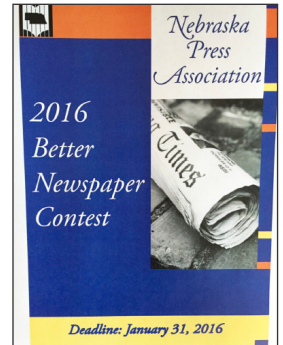
Submit entries online now through January 31, 2016

The Nebraska Press Association is excited to roll out our switch to an online/digital Call for Entries for the 2016 Better Newspaper Contest.

While the deadline for entries isn't until January 31, we encourage you to start submitting online entries now to get familiar with how the new online process works.

Click on this link to download the 2016 NPA Call for Entries contest rules and instructions: <https://portal.newspapercontest.com/nebraska/rules/ContestRules.pdf>. **Or download a PDF from the NPA website, www.nebpress.com.** (Login to MEMBERS area

and click on SPECIAL SECTIONS on the drop-down menu. Contact Carolyn Bowman with any contest questions, at cb@nebpress.com.



NewsTrain workshops coming to Nebraska in 2016

The Associated Press Media Editor's (APME) NewsTrain will bring its high-quality, affordable training for journalists, journalism educators and students to Lincoln on April 9, 2016. The University of Nebraska-Lincoln is one of four sites chosen for the \$75 workshops in 2016. The others are Lexington, KY, Halifax, Nova Scotia and Murfreesboro, TN.

Peggy Year, co-publisher of the Northeast Nebraska News Co., is the Nebraska Press Association representative on the local host committee, which was formed to bring the training to the region.

The workshops will focus on both digital and traditional skills needed by journalists today. The host committee has been conducting an assessment of newsroom needs in the region and a detailed workshop lineup will be announced after the first of the year.

Sign up here to be emailed when more information becomes available on the Lincoln agenda: <https://docs.google.com/forms/d/1fAmk452EdwLW2Nrgct167t5I91McrfevQFVrcdPZ-Ig/viewform> *cont. on pg. 3*

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

Advertise in the 2016
NPA Directory/Ratebook!
See details & ad reservation form attached
to this week's Bulletin.

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Gothenburg Times purchased by Platte Valley Media

Press Release, W.B. Grimes & Co., Dec. 3, 2015

The *Gothenburg Times* has new ownership for the first time since 1977. Scott Wesner and Scott Wood, high school classmates who both have extensive newspaper experience, purchased the newspaper effective Dec. 2, 2015, under the name Platte Valley Media, LLC.

“Publishing the *Gothenburg Times* has been a labor of love,” Greg Viergutz said. “It is with some sadness that we leave the newspaper business, but we look forward to having time to travel and see family on a more regular basis.”

Julie Bergman of W.B. Grimes and Co. represented the Greg and Kathi Viergutz and Gothenburg Publishing Co. in the sale.

“We’re really excited to be the new owners of the *Gothenburg Times*,” Wood said. “In the time that we’ve spent here so far, it’s apparent that Gothenburg is a wonderful community and we’re very excited to be involved in it.”

“We’re looking forward to continuing the great tradition of community journalism that is the legacy of the Viergutz family these past years,” Wood said.

The *Gothenburg Times* has previously only been owned by two families in its history that dates back to 1908. Greg Viergutz and his father, Vance, purchased the paper in 1977 from the Holmes family, founders of the Times.

Stanton Register and Stanton Printing Company have new owners

Effective January 1, 2016, Curt and Jan Nielsen, long-time Stanton, NE, residents, will be the new owners of the *Stanton Register* and the *Stanton Printing Company*. Curt is retired from the Nebraska State Patrol and Jan is currently a dispatcher at Norfolk Police Division.

The new editor will be Dani Hadcock, who has worked with current owner Laura Forker on and off throughout the years since she was a freshman in high school. Dani has been Laura’s full-time assistant for the past year and a half, using her talents as a writer and designer. Dani will be assisted in her new role by her husband, Brian, who is employed at Stanton Community Schools.

“It is with both joy and sadness that I announce that I am selling the newspaper,” Laura Forker said. The year of 2016 marks 20 years since I took over from Marlin and Linde Waechter. With complete sincerity, I can say that I have loved every day as owner, editor and publisher of this company. I am grateful to have found those who have the same love of history, journalism and community that I have, and will carry on many of the traditions established way before my time.”

Laura’s future plans involve moving her business, CS Photography, across the street from the newspaper, where she’ll open a photography studio and retail line of photography-themed items.

Corn Board articles now available

Are you planning to publish a corn section/tab soon?

Articles and graphics from the Nebraska Corn Board are now available on the NPA website, www.nebpress.com.

Login, at top of homepage click on MEMBER DOWNLOADS, then click on SPECIAL SECTIONS.



NewsTrain - cont. from 1

The sites for 2016 – NewsTrain’s 13th year – were selected competitively from applications received from journalists in the United States and Canada.

NewsTrain’s low tuition – \$75 – is made possible by donors, big and small, who in 2015 included Advance Local, The Ethics & Excellence in Journalism Foundation, The Associated Press, The APME Foundation, Scripps Howard Foundation, the Gannett Foundation, GateHouse Media, the Samuel I. Newhouse Foundation and APME past and present board members.

Long-time publisher, Bill Sand, dies at 89

William “Bill” Sand, 89, of Friend, died December 4, 2015, in Fairmont, NE. Born in Odell, NE, he was a U.S. Army Veteran of WWII and later, the Korean Conflict.

During his career, Sand was publisher and editor for many Nebraska newspapers, including the *Odell Oracle*, *Wymore Arbor State*, *York Republican*, *O’Neill Frontier*, *Fairbury Journal*, *Beatrice Times*, *Blue Valley Blade*, *Fillmore County News* and the *Friend Sentinel*. In 1998, Sand received a Golden Pica Pole award from the Nebraska Press Association for over 50 years of employment with Nebraska newspapers.

He is survived by his son, Richard “Rick” Sand, Huntsville, AL; daughter, Lisa, Friend, NE, and their families. He was preceded in death by his wife, Leona, in 2014, and a son, James.

Funeral services will be held December 9, at 10:30am, at St. Joseph’s Catholic Church in Friend. Interment with military services, Washington City Cemetery, Washington, KS. Memorials may be directed to the St. Joseph’s Catholic Church, or the American Legion, both in Friend. Lauber-Moore Funeral Home in Friend is in charge of services; www.laubermoore.com.

Former York News-Times ad director now Lexington Area Chamber of Commerce director

Kathy Larson, former advertising director for the *York News-Times*, has taken her years of marketing and advertising experience to the Lexington area as new director of the Lexington Area Chamber of Commerce.

In a recent article that appeared in the Lexington Clipper-Herald, Larson said, “My newspaper advertising and marketing experience has been a real asset in the move to chamber director. I have worked with hundreds of advertisers over the years, helping them promote their

businesses, which is really the same thing that I will be doing as the chamber director her in Lexington.”

Prior to working as ad director at the *York News-Times*, Larson worked at both the *Henderson News* and the *Aurora News-Register*.



Nominations sought for Women Journalists Hall of Fame

Nominations are being accepted through Jan. 22, 2016, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women to recognize women journalists who have made a difference for their profession and their communities. Nominees:

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support.

Go to <http://nebraskapresswomen.org> for a link to the nomination form and guidelines, or go directly to http://nebraskapresswomen.org/?page_id=303.

For more information or questions, contact Cheryl Alberts Irwin, Nebraska Press Women Hall of Fame director, rcirwin@windstream.net, 402-464-7955.

NNA welcomes the support of KS, MO senators in preserving universal mail service

National Newspaper Association (NNA), Dec. 2, 2015

WASHINGTON—Legislation to provide the U.S. Postal Service with the ability to continue to restructure without diminishing mail service is critical in the 114th Congress, as a slow economy and electronic diversion change the mail. That is why the National Newspaper Association welcomed the support of Sens. Jerry Moran, R-KS; Roy Blunt, R-MO and Claire McCaskill, D-MO, as they signed onto S. 2051, the iPOST Act introduced this year by Sen. Tom Carper, D-DE.



The bill gives USPS financial relief without a taxpayer bailout by enabling postal retirees to tap into the already-funded Medicare benefits; offers mailers rate relief by freezing postage rates until 2018; requires USPS to measure on-time delivery of rural mail and protects rural communities from more closings of mail processing plants for two years while experts determine how to right-size USPS for the mail stream of the future.

NNA Government Relations Chair Andrew Johnson, publisher of the Dodge County Pioneer in Mayville, WI, said he sees hopeful indications that Congress will finally pass a postal reform bill this year.

“We are witnessing that rarest of occurrences in Washington. Everyone is coming together to do something for the good of the nation, particularly rural America,” Johnson said. “NNA is working with a coalition of other mailer organizations, postal unions and postal management to support Carper’s efforts to come up with the right bill.”

Adding Moran, Blunt and McCaskill to the list of supporters demonstrates that this issue is a bipartisan one and that Congress can avoid the usual snarls on Capitol Hill to get the job done. We would like to see all senators recognize the common sense in the essential provisions of Carper’s proposal.”

NNA represents 2,200 community newspapers across America, situated primarily in America’s small towns, urban neighborhoods and suburban areas. Community newspapers depend heavily upon the Postal Service to reach their subscribers.

NAA fights for tax deductions for print and digital newspapers

Newspaper Association of America (NAA), Dec. 2, 2015

The IRS is proposing a change to its rules to determine who the taxpayer is under Section 199 of the Tax Code for the purpose of claiming a deduction for printing and other manufacturing costs. NAA has long-argued for the manufacturing deduction and successfully fought to have advertising revenue included as an integral part of the income that would qualify for the deduction, as it is “inextricably linked” to the newspaper product.

On November 25, NAA filed comments with the IRS urging the agency to recognize the newspaper as the “owner” of the product – and the beneficiary of the deduction – even if the printing of the newspaper or advertising inserts are done by a third-party contractor. Importantly, NAA also raised with the IRS the need for an extension of this deduction to the digital display and distribution of newspaper media. As the newspaper industry moves forward with digital and mobile products to provide news and information to consumers, the Tax Code should follow. Nearly all of the 1,331 daily newspapers offer digital subscriptions that generates revenue to fund journalism in local communities. NAA believes this revenue, as well as revenue from digital advertisements, should be treated as qualified production income under current law.

EARLY DEADLINES!

NCAN(classified) Ads:
Ads running wk of 12/28/15
- DL Tues., 12/22/15 at 10 a.m.
Ads running wk of 01/04/16
- DL Tues., 12/29/15 at 10 a.m.

2x2/2x4 Display Ads:
Ads running wk of 12/28/15
- DL Mon., 12/21/15 at 4 p.m.
Ads running wk of 01/04/16
- DL Mon., 12/28/15 at 4 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 24 & 25, 2015,
CLOSING AT NOON on Dec. 31, 2015 & CLOSED Jan 1, 2016.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman.

Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com, cb@nebpress.com

“ Nothing great was ever achieved without enthusiasm. ”
- Ralph Waldo Emerson

Classified Advertising Exchange

Dec. 7, 2015

FOR SALE: Antique display case. 8 feet long, storage space under glass framed top and front sides. \$500 obo. Call Linda Bryant, 402 540 3322.

FOR SALE: Newspaper layout cabinet, custom built for tabloid size pages, lots of shelving, angled lighted glass top. Could also be used for scrapbooking or artwork. Aprox 5 ft. wide by 4 ft. tall by 20 inches deep. \$150. Call Linda Bryant, 402-540-3322

NEWSPAPER FOR SALE: Bloomfield Monitor in Northeast Nebraska. Profitable weekly newspaper with strong commercial printing department and equipment. Reasonably priced, includes business and real estate. For more information contact Joe or Mary Skrivan, 402-373-2332.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, NPA Foundation
Holiday Letter, NPA Ratebook Advertising Information.

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.

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E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2016 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 170 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
 - Many other businesses across Nebraska

If you'd like to advertise in the 2016 Directory, simply fill out the attached reservation form, and email or fax to Susan Watson, NPA, nebpress@nebpress.com, or (fax) 402-476-2942 by DECEMBER 18, 2015.

Please call Susan Watson at 402-476-2851, or (NE) 800-369-2850 with questions, or for additional information.

Nebraska Press Advertising Service
2016 Newspaper Directory & Rate Book
Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2016 Nebraska Newspaper Directory. Please reserve the following ad space:

- _____ Full Page, 3 col. (8-1/2") x 11", Back Cover, Full-Color, Bleed \$495.00
- _____ Full Page, 3 col. (7-1/2") x 10" Black & White \$370.00
- _____ Half Page, 3 col. (7-1/2") x 4-7/8" \$195.00
- _____ 1 col. (2-3/8") x 7-3/8" **OR** 3 col. (7-1/2") x 2-1/2" \$100.00
- _____ 1 col. (2-3/8") x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

_____ We will send **NEW AD COPY** by **December 18, 2015**.

_____ We will **REPEAT THE SAME COPY** as our 2015 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2016 Nebraska Newspaper Directory & Rate Book.

Signature _____ **Date** _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

_____ Please bill me.

_____ Payment Enclosed.

<p><u>2016 Advertising Deadlines:</u> Space Reservation: <u>December 18, 2015</u> Camera Ready (PDF) Copy: <u>December 18, 2015</u></p>
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This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").



Nebraska Press Association Foundation, Inc.

*“We make a living by what we get, but we make
a life by what we give.”*

~ Winston Churchill

Dear Colleagues, Employees and Friends of Nebraska newspapers:

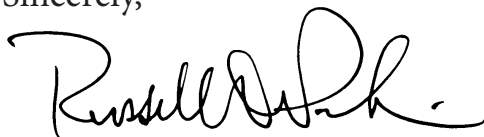
As 2015 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of print journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,



Russ Pankonin
Chairman, Foundation Trustees