

CONFIDENTIAL

Bulletin

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

Calendar of Events:

October 2-5, 2014

National Newspaper Assn. (NNA)
128th Annual Convention &
Trade Show
Grand Hyatt, San Antonio, TX

October 24, 2014

NPA/NPAS Board Meeting
NPA Office, 845 "S" St.
Lincoln, NE

October 24, 2014

Nebraska Journalism Hall of Fame
Banquet
Nebraska Club, Lincoln, NE

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

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>

Omaha Press Club to induct five new members into Hall of Fame

Five journalists who have made notable contributions to Omaha-area journalism will be inducted into the Omaha Press Club Journalists of Excellence Hall of Fame on June 7. **The public is invited to the June 7 event to recognize excellence in journalism.**

The Hall of Fame induction and awards presentations will be held at the Omaha Press Club, located at 1620 Dodge St. on the 22nd floor of the original First National Bank tower. Members and nonmembers are invited to attend the event, which will start at 5:30 p.m. with a no-host reception and includes hors d'oeuvres and dinner. At 6:30 p.m., winners will be announced in the OPC Excellence in Journalism awards competition, followed by the OPC Hall of Fame induction of honorees. Dinner follows the presentations.

For reservations or questions, call the club at 402-345-8008 or email jeaniec@opc.omhcoxml.com. Cost is \$40 per person or \$320 for a table of eight.

The 2014 inductees include:

Robert Dorr, Omaha World-Herald

In 41 years at the Omaha World-Herald, Robert Dorr served as city editor and religion writer but was most widely known for his skills as a reporter. His persistent but disarming style of questioning led him to be called "the Lieutenant Columbo of newspaper reporters." Dorr retired in 2001. In his honor, the most prestigious internal award annually at the World-Herald is named the Bob Dorr Award.

Carl Keith, Omaha World-Herald

The morning editions of the Omaha World-Herald from 1966 to 1990 owed much of their character to Carl Keith, the newspaper's night managing editor for nearly a quarter-century. Keith, a native of Cambridge, NE, died in 2008 at age 81. He also shaped the careers of many young journalists, mentoring them in their first newspaper jobs and teaching journalism part-time at UNL and UNO.

Mary McGrath, Omaha World-Herald

A 1956 graduate of Creighton University, Mary McGrath joined the Omaha World-Herald in 1957 and retired in 2000. Her move into city news at the World-Herald in 1967 helped lead the integration of women into local media. "She led women onto the news reporting staff of the World-Herald with aplomb and competence, inspiring others by her example," said David Haberman, Creighton University emeritus professor. Her first reporting job was for the Council Bluffs Nonpareil. Among her numerous awards, McGrath received Lifetime Achievement Awards from Creighton and UNO.

Other 2014 OPC Hall of Fame inductees include **Rob McCartney**, 30-year television journalist, KETV, and **Joe McCartney** (no relation to Rob), WOW radio and tv reporter, documentary producer and teacher at UNO.

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



Journalism Center funding available for reporting on poverty

Are you passionate about people and public policy? Are you curious why so many families in our country live in poverty? Nearly 50 million Americans are struggling at or below the poverty line. That's 50 million stories to tell.

Funding is available for you to get out there and start reporting. Professional journalists can apply for an Equal Voice Journalism Fellowship and student journalists can apply for an Equal Voice Scholarship, a program of the Marguerite Casey Foundation. **Application deadline is MAY 31.**



Read the fine print here:

<http://www.journalismcenter.org/article/equal-voice-journalism-fellowships-and-scholarship>. For additional information, contact: Julie Drizin, Director, Council of National Journalism Organizations, ph: 301-405-8812, julie@JOURNALISMCENTER.ORG.

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 5/12:

2x2

Hickman Voice News-Linda Bryant (3 ads) (paper made \$775.00)

Hickman Voice News-Stephenie Doeschot (paper made \$150.00)

Norfolk Daily News-Suzie Wachter (paper made \$325.00)

Seward Co. Independent-Pat Daehling (paper made \$150.00)

NCAN

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

Hebron Journal Register-Christy Farnstrom (paper made \$175.50)

Hickman Voice News-Linda Bryant (2 ads) (paper made \$288.00)

Nebraska City News-Press-Roxy Schutz (2 ads) (paper made \$291.50)

North Platte Telegraph-Dixie Galaway (NCAN Special Free Ad)

Sutton Clay Co. News-Tory Duncan (2 ads) (paper made \$277.50)



**Online Media Campus,
in partnership with NNA,
presents:**



So You Want To Be a Publisher?

Thursday, June 5 - 10:00 a.m. (CDT)

Learn how one veteran journalist made a success in community newspapers.

Registration fee: \$30 - Register by Mon, June 2

(Registrations submitted after 6/2 subject to \$10 late fee)

Register for this webinar at:

www.regonline.com/publisherjune2014

Leading the Discussion: HOST NNA President, Robert M. Williams Jr., SouthFire Newspapers Group, with GUESTS Ed Pawlenty, CFO of Paw Publications, LLC & Julie Bergman, Sr. Assc. at W.B. Grimes & Co.



Kidsville News! is excited to sponsor NNA's Newspaper and Education Contest for third year in a row

For the third year in a row, Kidsville News!, a literacy and educational newspaper initiative based in Fayetteville, NC, has stepped up to sponsor the National Newspaper Association's Newspaper and Education contest. "Since 1998 the Kidsville News! Literacy and Educational resource program has played a very important role in the success of community newspapers," said Bill Bowman, president and founder of Kidsville News! "In addition to sponsoring the NAE contest, we are extremely proud and excited to continue to license our unique, successful and profitable NIE program with numerous members of the NNA," said Bowman.

"We thank Kidsville News! for its generous support in helping us recognize the significant role newspapers play in supporting community educational programs," said NNA Contest Chair Jeff Farren, publisher of the Kendall County Record in Yorkville, IL. "This generous sponsorship will ensure each of the contest's 10 first place winners will receive a check for \$100 and an award certificate," he said.

NNA believes successful newspaper education partnerships should be celebrated, so it has created this enhanced Newspaper In 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.

More information can be found on NNA's website, www.nnaweb.org. Deadline for 2014 contest entries is July 1, 2014. Contest winners will be informed if they have won by August 2014, and will also be acknowledged during the NNA's 128th Annual Convention & Trade Show, October 2-5, 2014, in San Antonio, TX.

In recognition of its sponsorship, Kidsville News! will be named as a sponsor for the NAE contest in all advance publicity.

Newspapers interested in more information about bringing Kidsville News! into their community, can find more information by visiting their website at www.kidsvillenews.com.



Symposium on Small Towns, June 4-5, University of Minnesota

The Center for Small Towns is excited to announce their 2014 Symposium on Small Towns:

Understanding Rural Migration: Myths, Trends, and Opportunities Exposed, which will take place on June 4-5 at the University of Minnesota, Morris campus. The Symposium will address the changing realities of small communities and debunk myths surrounding migration to and from small towns. The conference, spanning two days, will provide a diverse mix of breakout sessions, keynote speakers, and discussions.

To sign up for more information go to:

<http://www.morris.umn.edu/cst/symposium/>. Also find info on Facebook at [facebook.com/centerfor.smalltowns](https://www.facebook.com/centerfor.smalltowns) or follow them on Twitter @CforSmall-Towns.

Partners for the symposium include: University of Minnesota - Extension, Center for Rural Entrepreneurship, Rural Futures Institute (University of Nebraska - Lincoln), South Dakota State University - Department of Sociology and Rural Development, and the University of Minnesota - Regional Sustainable Development Partnerships.

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.



Ad opportunities in new Disaster Preparedness Guide from Content That Works

A new content opportunity that puts the power of extreme-weather readiness in readers' hands.

Content That Works, a leading syndicated content creator, has released *Disaster Preparedness Guide*, a first-ever weather-related disaster magazine covering more than 18 ad categories while providing readers all of the information they need to stay safe in the event of an emergency. Available as a 30-page, tab-sized magazine, for use in print and online.



"Inclement weather and wildfires have been dominating the news already this spring, and we're only at the very start of storm season. Local media outlets need information to keep the residents of their communities safe," says Matthew M. F. Miller, editorial director. "Unlike other content providers, *Disaster Preparedness Guide* delivers high-quality, 100 percent original content. CTW relies on top sources because you, your readers and your advertisers depend on the best, most recent, most accurate information."

This fully designed magazine offers local advertisers a unique opportunity to serve the people in their communities and help them prepare for bad weather season. Suggested advertisers for this issue include: Realtors, Home Inspectors, Home Builders, Contractors/Roofers, Hardware Stores, Vinyl Siding Installers, Window Installers, Life Insurance, Auto Insurance, Homeowner's Insurance, Veterinarians, Animal Shelters, Auto Parts Stores, Utility Companies, Plumbers, Electricians, State/Local Government, Cell Phone Stores and many more!

Content That Works is committed to creating high-quality editorial products; each story features interviews with expert, credible sources, and stories are packaged with colorful, design-oriented images to create a visually appealing page. The magazine is designed with 22 ad slots (a mix of one-quarter, one-half and full-page ads) adjacent to the copy, providing real sales opportunities to sell ads against quality journalism.

Disaster Preparedness Guide is now available for purchase and immediate download. Contact sales@contentthatworks.com or call 866-626-6836.

About Content That Works

Founded in 2001, Content That Works is the industry leader in high-quality editorial content for syndication. Content That Works is dedicated to helping local media and local businesses thrive by creating niche editorial products that attract readers, generate revenue and exceed advertisers' expectations. Today more than 1,000 newspapers, TV and radio stations rely on more than two dozen specialty-content products from Content That Works.

Apply Now: Free Specialized Reporting Institute in Missoula, Montana, August 14-15

Time and money are always in short supply for journalists. The National Institute on Money in State Politics is pairing with the McCormick Foundation to offer a little of both to 20 journalists wanting a closer look at the role of money in politics. **APPLICATION DEADLINE: MAY 30.**

During the all-expenses-paid McCormick Specialized Reporting Institute, we will bring reporters from small- and medium-sized U.S. news organizations to the University of Montana-Missoula, for a hands-on training Aug. 14-15, 2014, and teach them how to use our new website and others for computer-assisted reporting. In turn, we require these reporters to return to their news organizations and show others how to Follow The Money in state politics. In particular, we're looking for 20 newsroom leaders who are willing to go out on a limb to write important stories relevant to special interest influences in elections or policy decisions. Minorities are strongly encouraged to apply.

We ask each reporter to bring two story ideas on local or state campaign and/or policy issues. For both stories, the outcome of the policy issue should be expected to impact companies or individuals. Local community issues—utilities, gas and oil development, judicial elections, and education—are but a few potential topics.

DAY ONE of training, experts in the field of database reporting will explain how to find the right websites, analyze data, and create stories by following the money trails in legislative races and ballot measures, ferret out top donors, and learn what industries or individuals are influencing your elected officials. We'll also show you how to pull Institute data to your own website.

DAY TWO we'll break into small groups and dig into the data for your particular story. We don't expect you to go home with completed reports, but with enough solid material to ask the right questions to produce those stories.

Did we mention the Specialized Reporting Institute is free? We will provide reasonable coach-class airfare, three nights lodging August 13-14-15, and meals during the seminar, plus per diem meals for travel days. All we ask is that you train your colleagues to mine the database at www.FollowTheMoney.org to help spread the word about transparency in government and the importance of following the money in politics.

Instructors and Trainers:

- Edwin Bender, Exec. Dir., National Institute on Money in State Politics
- Lee Banville, Assc. Professor, University of Montana School of Journalism
- Eve Byron, Communications Specialist, National Institute on Money in State Politics
- Joe Eaton, Asst. Professor, University of Montana School of Journalism
- Denise Malan, Data Dir., Investigative News Network
- Norberto Santana, Editor-in-Chief, Voice of Orange County
- Ben Wieder, Computer Assisted Reporter, Consider the Source, Center for Public Integrity

Classified Advertising Exchange

May 12, 2014

EXPERIENCED PRESSMAN: to work with 4 unit Goss Press at a weekly newspaper in Northeast Nebraska. The work includes process color and black and white runs. This is a full time position. Call 1-800-672-3418. Melissa Urbanec, General Manager, Wayne Herald/ Morning Shopper.

REPORTING POSITION WANTED: Kassaundra Hartley of Spalding, NE, is seeking a reporting position. Recent Creighton University graduate in journalism with a double track in news and public relations. Contact her at kassi.hartley@gmail.com.

FOR SALE: ECRM VRL 36 Script Setter. Handles 15" Film; Glunz & Jensen MultiLine 15 Film Processor; and G4 Mac Computer loaded with the Harlequin Rip. Also have 2 backup G4 Towers for the system. If interested call Kendall at 402-274-8386.

PLATE PROCESSOR WANTED: The Holdrege Citizen needs a new plate processor, or a good used one. We have an Iconics Model ICM-25 made by Iconics Control, Inc. of Troy, OH. If you know of one, or Iconics' address, call Bob King, Publisher, at 308-995-4441.

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

FOR SALE:

Luggage Tags:	\$1.00
Credit Card Case	\$1.00

Postage for mailing extra.
Contact NPA for more information.

Reporter's Handbooks For Sale

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

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.