

CONFIDENTIAL

Bulletin

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Calendar of Events:

June 20, 2014

NPA/NPAS Board Meeting
(Conference Call)

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

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NPA members asked to help locate photos for "Faces Never Forgotten"

Vietnam veteran project

Newspapers across the country are being asked to help in a national project, "Faces Never Forgotten," sponsored by the Vietnam Veterans Memorial Foundation. Their goal is to complete the quest to obtain the missing photos of every U.S. Vietnam soldier killed in action. **For details go to <http://www.vvmf.org/Wall-of-Faces/>**

The National Newspaper Association (NNA) is coordinating with state newspaper associations to participate by forwarding this information on to their member newspapers in an effort to locate the missing photos from their readership area.

The goal is to get the photos to the VVMF by November 11, 2014, or Veteran's Day.

NNA President, Robert Williams, noted that community newspapers are uniquely qualified to reach the smaller towns all across the country to get the word out about the goals of this project.

According to the VVMF website, there are 160 missing photos of Nebraska Vietnam veterans killed in action. Help complete a great tribute to our veterans. Thank you for your support of this project!



HOW YOU CAN HELP - "Faces Never Forgotten"

The Vietnam Veterans Memorial Foundation project "Faces Never Forgotten" needs help obtaining missing photos of Vietnam veterans from Nebraska. These photos will help complete an electronic "Wall of Faces" in the new education center at the Vietnam Memorial Wall. View the gallery in progress at <http://www.vvmf.org/Wall-of-Faces/>. These are effective and moving tributes to fallen soldiers from your area.

If there is a soldier missing from your area, perhaps they attended one of your schools and you have a photo in your newspaper archive? Or a simple short story in your newspaper is going to reach someone who knows someone who has a picture of the soldier. Some have submitted a high school graduation photo, a picture of the soldier as an athlete, even a page from the high school annual showing the soldier as a student.

Guide to Accessing the Most Current Information on Photos Needed

The following are instructions on how to get the most updated status of the photos:

1. Go to: <http://www.vvmf.org/Wall-of-Faces/>
2. Click Advanced Search, to the right of the search box
3. Input a city, county, or state name based on the desired search
4. Scroll to the last box and check: Does Not Have a Default Photo
5. Hit Submit

This will yield the most current results for the names that are missing.

Photos can be submitted to VVMF by mail or online. For details on submitting photos, go to: <http://www.vvmf.org/Wall-of-Faces/>. **VVMF does not want original photos and cannot be responsible for returning photos to donors. A high resolution scan of the photo is recommended.**

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AP releases 2014 Stylebook

The Associated Press released the 2014 Associated Press Stylebook and Briefing on Media Law this week, which includes about 200 new or revised entries plus a separate chapter with more than 200 religion terms.

The new Stylebook also includes:

- A change in AP's guidance on "more than" and "over," first announced at this spring's American Copy Editors Society convention. The 2014 Stylebook says writers can now use "over," as well as "more than," to indicate greater numerical value.
- New guidance on spelling out full state names in the body of stories, instead of using abbreviations.
- Many other new and revised entries such as selfie, bitcoin, LGBT and polar vortex.

The AP Stylebook is available in print, online and mobile formats. For more information, or to purchase a 2014 Stylebook, go to <https://www.apstylebook.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 6/9:

2x2

Clarkson Colfax Co. News — Tonya Evans (paper made \$162.50)

Hastings Tribune — Josh King (paper made \$625.00)

Hickman Voice News — Linda Bryant (paper made \$150)

Hickman Voice News — Austin Roper (paper made \$50.00 out of state)

Nebraska City News-Press — Roxy Schutz (paper made \$487.50)

Seward Co. Independent — Pat Daehling (paper made \$625.00)

Wayne Herald — Jan Stark -- (paper made \$148.12 out of state)

York News-Times — Lisa Garcia (paper made \$300.00)

NCAN

Aurora News-Register — Dani Lemburg (paper made \$207.00)

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

Hebron Journal Register — Christy Farnstrom (paper made \$140.50)

Nebraska City News-Press — Roxy Schutz (4 ads) (paper made \$520.00)

NewsU offers free online math training for journalists

Poynter's NewU online training portal is offering a free self-directed course for journalists thanks to support from the Knight Foundation.

Explore several of the most important math tools that journalists encounter — and have fun doing it.

This course covers everything from reducing fractions and other math essentials to topics specifically for journalists,

such as calculating cost of living and estimating crowd sizes. The goal is to make routine math routine.

Anyone who wants to get better at the routine math every journalist needs when writing or editing a story, covering an event or creating infographics. If you don't know how to calculate a crowd estimate or don't know the difference between percentage points and percents, this course is for you.

This course takes about three hours to complete, but you can start and stop whenever you like, progressing entirely at your own pace and going back as many times as you want to review the material. View specific course topics and register for Math for Journalists at <http://www.newsu.org/courses/math-for-journalists>.



Fave faces

By Ed Henninger, Henninger Consulting



It happened again just recently.

I was working on a redesign with the lead designer at that newspaper when he asked: “So...what are your favorite typefaces?”

“Ever?”

“Ever. I mean, you do have your favorites...don’t you?”

“Yeah.”

“So...?”

“Well, I can count them on one hand. Five of them. It changes occasionally with one or two of them, but most have been favorites for a long time.

“So...tell!”

“OK. Tops on the list is Kepler. I love Kepler. It’s elegant. Beautiful proportions. Gorgeous italic. And 168 fonts! Imagine that: A great-looking typeface with 168 fonts in the family! It’s a gift-that-keeps-on-giving for those of us who love classic typefaces.”

“Wow...168 fonts.”

“Yeah, but don’t get excited. I only recommend about a dozen or so. You really don’t need more than that for news design—even for the most choosy designers.”

“Another?”

“Photina. I often have trouble deciding which I like more: Photina or Kepler. They’re both graceful and inviting serif faces. Photina is sophisticated yet clean. Simple. Crisp. And, like Kepler, it can be used for both display and text if you make the right choices and treat them in the right way. Photina comes in about six or eight fonts, depending. I try to stay away from the bold—it’s a bit too heavy for my taste. So, I work with the SemiBold a lot. The Ultra? Never!”

“How about sans serifs?”

“Easy. I’ve found a new favorite. Antenna. I really like the way Antenna works in so many different ways—and it’s because there are more than two dozen fonts in the family. Antenna is great for display and it works well in text sizes for captions, lists, infoboxes, etc. It’s certainly a breakaway from tired serifs like Helvetica, Franklin Gothic, Frutiger and Univers. With so much use during recent years, even Myriad is tired now.”

“Sounds like you’re in love with Antenna.”

“I am. I’ve used it in some recent redesigns and it gives those papers an entirely new feel. It’s modern yet its proportions are true to the sans serif tradition. And I really like the choices of different weights and widths—everything from a Compressed Thin to a very wide Black. I’m excited by the possibilities Antenna offers.”

“You said you think some serif typefaces, like Helvetica, Franklin and others, are ‘tired.’ Are there others you recommend?”

“Yes. One: Akzidenz Grotesk. Don’t be fooled by the name: It’s neither an accident, nor is it grotesque. The name translates loosely to ‘sans serif printer’s type.’ It, like

Antenna, has about two dozen fonts in the family. It, too, works well in both display and text sizes. And, again like Antenna, it has a wide choice of weights and widths. I’ve used it in several redesigns and I never tire of its Extra Bold Condensed for impact—and its Light Condensed for subheads, labels and the like.”

“OK, so you said five. What’s the fifth?”

“Well, those I’ve mentioned are all designed mostly as display fonts. You know: Headlines, subheads, labels, pull-outs and that kinda thing. So, that leaves text. And that means Nimrod.”

“Nimrod? Really.”

“Yeah...terrible name, great face. I’ve been doing this consulting thing for 25 years now and I’ve been recommending Nimrod for all of that time. Other typefaces—Benton and Poynter, for example—have come along during that time. A few years ago, Minion was the fad and I never understood why. I put them all up against Nimrod for x-height, legibility and reading comfort. Really. I test them against Nimrod by setting the same story in the typeface-du-jour and Nimrod and comparing the look. Nimrod wins... every time.”

“Wow.”

“Yeah...every time.”

“So...about the Kepler and Photina...”

“Yeah?”

“If you had to choose between them. Absolutely had to choose.”

“Yeah?”

Well...which one would you pick?”

“I think...uhhh...both.”

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com, 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed’s books: **Henninger on Design** and **101 Henninger Helpful Hints**. With the help of Ed’s books, you’ll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed’s web site: www.henningerconsulting.com.

Kepler Semibold Display

Kepler Medium Condensed Italic Display

This is Photina Semibold

Photina Semibold Italic

Antenna Extra Condensed Black

This is Antenna Extra Condensed Thin

Akzidenz Grotesk Extra Bold

Akzidenz Grotesk Light Condensed

This is Nimrod Regular

*Here they are:
Ed’s favorite typefaces.*

Norfolk wins bid to host 2015 and 2016 Nebraska high school state journalism championships

For the first time, the Nebraska high school state journalism championships will take place in Norfolk for 2015 and 2016.

Norfolk learned on May 29 that it had been selected as the host site for the next two years. The Norfolk Area Sports Council and Northeast Community College collaborated to submit a bid for the event, using the college's Lifelong Learning Center.

The state championships, which will take place on April 27, 2015, could draw up to 1,000 students in all classes from throughout the state, having a positive economic impact on Norfolk, as the host city.

The journalism championships involve competition in both high school newspapers and yearbooks, including categories such as column writing, editorial cartooning, feature writing, layout, advertising and photography.

Journalism's Keibel, Tidball awarded Fulbright Specialist Grants

Two faculty members in UNL's College of Journalism and Mass Communications have been awarded Fulbright Specialist grants by the Council for International Exchange of Scholars.

Gary Keibel, a professor of journalism, will be working with the U.S. Mission to the African Union, a cooperative of 54 African nations. Sriyani Tidball, an assistant professor of practice in advertising and public relations, will serve as a communication specialist in communications and journalism with the Centre for Women's Research in Sri Lanka beginning in January.

The Fulbright Specialist program connects non-U.S. institutions overseas with the expertise of U.S. scholars and professionals.

Keibel will consult with the African Union on its draft strategic communication plan, to advise on creating a crisis communication plan and where and how to use social media as an element of these plans. This is the second Fulbright Specialist grant for Keibel, who was a Fulbright specialist in online journalism in 2008 in Pretoria, South Africa, helping the journalism department at Tshwane University of Technology advance its digital media curriculum.

Tidball will conduct needs assessment surveys and interview women going to the Middle East to formulate a communication strategy that will help Sri Lankan migrant workers, especially domestic workers, to stay in touch with their families, and in the worst-case deal with abuse.

Fulbright Specialist grants range in duration from two to six weeks and funding is shared between the U.S. Department of State and host institutions.

Channel 10/11 News "Lance's Journal" features Falls City Journal's Bill Schock

Bill Schock, former publisher of the Falls City Journal, where he continues to work daily after nearly seven decades, was featured on Channel 10/11 News' May 23 segment of "Lance's Journal." In recognition of Memorial Day, producer and editor Lance Schwartz, returned to his hometown of Falls City to film the feature honoring Schock.

Bill Schock was 22 years old when he volunteered for the draft in 1941 and soon became a B-17 bomber pilot. On April 9, 1944, during his 25th mission, Schock and his crew's bomber sustained a direct hit while returning to England from a bombing run in East Prussia. Schock and his crew parachuted into Denmark and found themselves German prisoners of war in a P.O.W. camp for the next 13 months.

The special edition of "Lance's Journal" recounted Schock's heroic journey during his time in WWII. A tribute to a brave man who served America proudly many years ago.

1/2-Price Subscription Offer to the NIE Institute!



Consider subscribing to the Newspapers In Education (NIE) Institute on their half-price offer of \$125 or 62.50 for small papers (under 20K circ.). *

The NIE Institute provides you a FREE subscriber website with over 340 NIE and editorial resources. The site was recently redesigned. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page.

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** Offer for new subscribers only.*

Classified Advertising Exchange

June 9, 2014

ADVERTISING DIRECTOR: The Council Bluffs (IA) Daily Nonpareil is seeking an advertising director with a successful track record of driving revenue in a team environment. This position requires previous industry leadership and management experience and would be responsible for the overall supervision and direction of the advertising department, including the retail, classifieds, digital and creative operations.

The successful candidate will have demonstrated competencies in building budgets, developing and executing revenue strategies, and skill in developing creative solutions in both the print and digital environments. Personal skills include the ability to work collaboratively with peers and associates, negotiate contractual agreements with key national clients, have a working knowledge of Microsoft Office - especially Excel, the ability to forecast and project revenues, think strategically and to identify revenue opportunities, be able to multi-task, follow directives from upper management in a timely fashion, be organized, and positively represent the newspaper in the community. A bachelor's degree is preferred along with at least five years of proven management success in print and digital advertising sales.

Compensation ranges from \$90,000 to \$125,000 based on candidate's skills and experience, plus a strong benefit package. Position is open due to recent retirement. The Council Bluffs Daily Nonpareil is a member of the BH Media Group, a Berkshire Hathaway company. Submit resumes with cover letters to: Tom Schmitt at tom.schmitt@nonpareilonline.com.

MANAGING EDITOR: GateHouse Media is recruiting for a Managing Editor for three weekly newspapers in the Nebraska City, Nebraska area (Syracuse Journal Democrat, Hamburg Reporter, Nebraska City New-Press). We're looking for a digital savvy, experienced editor/reporter to be a hands-on, visible leader.

- Overseeing planning, assigning and editing of news, features and sports sections, ensuring accuracy and quality while representing the communities the newspapers serve. Some reporting is associated with this job.

- Oversee newsroom training; conduct ongoing needs assessment

- Coordinate community outreach activities, making sure we solicit reader suggestions via social media and other avenues to improve content and provide customer service. Amass and analyze market data and other information to identify reader needs and readership trends; communicate and cooperate with team leaders to formulate appropriate shifts in overall news coverage.

To be considered, please send your resume and cover letter via email: gfunkhouser@gatehousemedia.com.

FOR SALE: The Wausa Gazette in Knox Co. Nebraska. This purchase would be a great way for a young couple to get started in publishing or for a general assignment reporter to take the step into ownership. Current owner would consider helping with financing if necessary. If interested, please contact Rob Dump: Northeast Neb. News Co., PO Box 977, Hartington, NE 68739. Or email ccnews@mac.com.

FOR SALE: Central City Republican-Nonpareil. County seat weekly newspaper for sale in town of 2,900. Business is good, facility is sound and the equipment is outstanding. Veteran staff in place. Owner is wanting to try something else. For more information contact Bob Jensen, PO Box 26, Central City NE 68826 or call 308-940-2136.

NORTH CENTRAL NEWSPAPER FOR SALE: The weekly Holt County Independent newspaper is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operations with equipment and software. For more information contact Tom or Terry Miles, 402-336-1220 or email news@holtindependent.com.

WEEKLY NEWSPAPERS FOR SALE: The Arapahoe Public Mirror and Elwood Bulletin, weekly newspapers, are for sale. Located in south central Nebraska, with good schools and business districts. Solid, turn-key operations with updated equipment and software. For more information contact Gayle Schutz, 308-962-7261 or 308-962-6305 or email arapmir@atcjet.net.

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.