

CONFIDENTIAL

Bulletin

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Calendar of Events:

August 22, 2014

NPAS Sales Training Kickoff Webinar, 9:30 a.m. (CDT) (first of seven online sessions)

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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NPAS to sponsor online advertising sales training sessions - sign up now!

The Nebraska Press Advertising Service, in concert with the Nebraska Outstate Daily Advertising Managers Association, is sponsoring a series of advertising sales training sessions this late summer and fall. The seven sessions, which include two live webinars and five videos, can be viewed from your office computer.

The live kickoff webinar will take place at 9:30 CST on Friday, August 22, 2014 and will be 30-45 minutes in length. Newspapers that sign up will then have access to five videos that can be viewed at your convenience. There will be a live wrap-up webinar on a date to be determined, most likely in December of this year.

The presenter is Kelly Wirges with ProMax Training. Kelly was the advertising workshop presenter at this year's Nebraska Press Association convention in Grand Island. Kelly received excellent reviews from those in attendance.

The total cost for all seven workshops is only \$45.00 per newspaper.

An outline of the topics Kelly will cover in the webinars and video series is attached to this Bulletin, along with a registration form.

Once NPAS receives payment, you will be contacted with participation instructions. NPAS will acknowledge receipt of your registration form and payment. If you do not receive a confirmation from NPAS, let us know.

We're really excited about this advertising training series. You will find the sessions to be fast-paced and applicable to newspapers of all sizes. Contact Rob James, rj@nebpress.com, or Violet Kirk, sales@nebpress.com, at the Nebraska Press Advertising Service with your questions.

Book to feature Bill Dunn's cartoons, artwork

Friends and family of the late Bill Dunn, longtime editor of the *Grand Island Independent*, have gathered about 270 of Dunn's editorial cartoons and artwork into a book, *"The Big Deal, Life According to Bill Dunn."*

After his death in January, 2014, the Independent's newsroom, and Dunn's family, received many calls asking if there would be a book of his work. Independent columnist, George Ayoub, Dunn's brother, Jerry, and son, Jamie, sorted through hundreds of drawings to select the best for the book.

The book will be about 140 to 150 pages, and the drawings focus on everything from the Huskers to local and national politics. Dunn's son, Jamie, designed the book's cover, the font used was the font on Bill's business cards, and Bill's nickname (The Big Deal) was used in the title.

continued on page 2



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Dunn - continued from page 1

The book will be published in mid- to late October and sell for \$30. Order forms are available at the Independent, and online at:

www.theindependent.com/BillDunn

Proceeds from book sales will go to a cause that meant a lot to Bill. Since he died, every memorial and the proceeds from the sale of his art have gone toward establishing the Bill Dunn Memorial Scholarship Fund at Grand Island Central Catholic (where Dunn went to school). The first scholarship will be given in 2015 and will be a permanent, perpetual memorial to Bill's effect on people.

Kappel named news editor at Pawnee Republican

Sunrise Publications, Inc. has named Ray Kappel as News Editor for the *Pawnee Republican*. Kappel, a native of Elk Creek and a graduate of Peru State College, started working for the Republican in early 2012. In addition to his new responsibilities as editor, he covers Pawnee County news, Tecumseh City Council and Board of Public Works, along with coverage of athletics and his own photography.

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 8/11:

2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Hebron Journal Register — Christy Farnstrom (paper made \$150.00)
Hickman Voice News — Linda Bryant (4 ads) (paper made \$750.00)
Hickman Voice News — Austin Roper (paper made \$52.50 out of state)
Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)
South Sioux City Star — Linda Anderson (paper made \$162.50)
Sutherland Courier-Times — Trena Seifer (paper made \$150.00)

NCAN

Arapahoe Public Mirror — Gayle Schutz (NCAN Special Free Ad)
Blair Enterprise — Loraine Ellis (NCAN Special Free Ad)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Hickman Voice News — Linda Bryant (paper made \$112.50)
McCook Daily Gazette — Pat Pierce (paper made \$112.50)
Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$225.00 + NCAN Special Free Ad)

Week of 8/18:

2x2

Hickman Voice News — Linda Bryant (4 ads) (paper made \$612.50)
Hickman Voice News — Austin Roper (2 ads) (paper made \$475.00 + \$104.00 out of state)
Lexington Clipper-Herald — Kathy Gundell (paper made \$162.50)
Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)
York News-Times — Liz Friesen (paper made \$300.00)

NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)
Hickman Voice News — Linda Bryant (NCAN Special Free Ad)
McCook Gazette — Pat Pierce (NCAN Special Free Ad)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$112.50 + NCAN Special Free Ad)
West Point News — Karey Rahn (paper made \$112.50)



Doing nothing is very hard to do ... you never
know when you're finished.



Leslie Nielsen

Newspaper value

By Julie Dickerson, Co-Publisher
Albion News/Petersburg Press

At our last press convention held in April, we were fortunate to meet the National Newspaper Association President Robert Williams.

In my opinion, he was a “down to earth” kind of guy. He and his wife own several newspapers. They face the same issues/challenges that all of us in the newspaper industry experience. He spoke briefly at the convention.

Some of his words included:

“Thank you for what you do for community newspapers. You give up your time to attend meetings and events and report on them to your community, so they rely on you to keep them informed. Thank you for being the strong link between your readers and the leaders in power. And thank you for being transcribers of your community’s history. As your convention theme says, newspapers were social media before it became cool, before Facebook and Twitter. We’ve reported it all for generations.”

“There’s only one place to get your local news - the newspapers. That is your local franchise - no one else can beat us for offering local news.

“In America we talk about the value in every human life. Nowhere are those values glorified more than in the local newspaper - we follow a person through their life - from their birth announcement, to pictures of classrooms; when the math team wins or the athletic teams win; we follow them through to high school graduation. We document it - no one else documents lives like local newspapers; and then the cycle starts again. We preserve American life for generations to come. No one cares more

about success and prosperity of local businesses than local newspapers; “strong newspapers build strong communities.”

He summed up our life’s work, and we appreciated his comments.

We had a woman come in the office this week and didn’t know why she should re-subscribe to the Albion News, “because there isn’t anything in it anymore.”

This week’s issue includes: more than 20 pictures; a wedding, a birth, two engagements, three recipes, several articles on community events and meetings, legal notices, sports, library information, five obituaries, a pastor’s opinion, columnists, stories about aiding in disaster relief, the new swimming pool, the “active shooter” drill at school, kiddie parade, etc. Is this enough, or should there be more?

We, as a local business, appreciate constructive criticism when it is warranted. Criticism, not backed up by actual facts, has no justification. Not everyone is interested in the same things, and we may miss some news from time to time, but we try very hard to make sure it’s all there, 52 weeks a year, if we possibly can.

Editor’s Note: This column ran in the July 2, 2014, issue of the Albion News and is reprinted here with permission.

FIND IT
in the newspaper

Columbus Telegram editor/publisher,

Jim Dean, retires

Jim Dean, editor and publisher of the *Columbus Telegram*, retired effective August 15 after nearly 50 years in the newspaper business.

A native of Wood River and a graduate of the UNL School of Journalism, Dean joined the Lee Enterprises newspaper as editor in 2005 and was named editor/publisher in January 2013. Prior to joining Lee Enterprises, Dean worked at daily newspapers in Norwalk, CT; Cincinnati, OH; Ft. Collins, CO and Boise, ID.

An open house, hosted by Dean, was held August 15 at the Telegram office for readers, advertisers, staff and friends.

Omaha World-Herald announces advertising department promotions

The Omaha World-Herald has announced promotions in their advertising department:

Brett Snead has been named Director of Local Advertising. Snead transferred to the World-Herald in 2007 from the Council Bluffs Daily Nonpareil and has held several management positions, most recently Major Accounts Manager.

Deb Cavaller has been named Manager of Local Major Accounts. Cavaller started with the World-Herald in 1997 as an Auto Assistant and most recently served as Local Retail Sales Manager.

Terri Campbell will now be the World-Herald’s Manager of Employment and Inside Classified Sales. Campbell started her career at the World-Herald as a Classified Advertising Summer Intern in 1990. Most recently Campbell was Classified Employment Sales Manager. Since 2013 Campbell has also been a Corporate Sales Trainer for BH Media Group, and she will retain those responsibilities.

Robbie Moffett has been named Manager of Consumer Classifieds and will manage the World-Herald’s non-commercial classified staff. He started at the World-Herald in 1995 as the Circulation Telemarketing Supervisor. In 2001 Moffett was hired in the advertising division as the Voluntary Sales Supervisor, and in 2009, he also began managing the classified sales staff at Suburban Newspapers, Inc. (SNI), the World-Herald’s suburban weekly newspapers.

Paul Swanson will continue to be Manager of Special Projects for Suburban Newspapers, Inc. and will have an expanded role in management of the SNI retail ad team. Swanson has been in the newspaper profession for 27 years starting at the Bellevue Leader in 1987 and has held many roles for the Bellevue Leader and Suburban Newspapers.

Omaha World-Herald employee killed in car crash near Logan, IA

Jody Hustak, an employee with the *Omaha World-Herald* for over 20 years, was killed in a car crash near Logan, IA, on August 14. Hustak, who was 45, died at the scene.

A graduate of Omaha Gross High School, she started as a clerk in The World-Herald's front lobby in 1991 and was quickly promoted to the classified advertising department. She worked her way up through a series of jobs in the advertising department.

Jody is survived by her husband, Scott, and sons, Jordan and Jackson.

A celebration of Jody's life will be held Wednesday, August 20, at 2:00pm at Braman Mortuary 72nd St. Chapel, 1702 N. 72nd St., Omaha, NE. In lieu of flowers, Memorials to the family.

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.



Newspapers 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.



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!

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

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.

FREE SOFTWARE

Readers send their questions to Kevin for honest answers



Kevin Slimp
The News Guru

kevin@kevinslimp.com

So much to write about, so little space. That's my dilemma this morning.

I've had people writing and calling, wanting my thoughts concerning some quotes from well known industry "experts" about changes at Gannett and Scripps. Readers have been asking what I think about *The Times-Picayune* adding two print delivery days - that's back up to five days a week delivery - plus returning to a full broadsheet page.

Our industry must be in a free-fall. Or is it?

My dilemma doesn't revolve around those things, however. I promised to pen a question/answer column this month and I keep my promises.

I might have to write a second column later, but for now here are a few questions I've received over the past few weeks from readers:

Q From Heidi, in Iowa:

Our publisher suggested I email you with an InDesign question that we have. Occasionally we will receive pre-built ads in pdf format that were built in InDesign. When we pull the PDF onto our pages in InDesign and the PDF the page to send to press sometimes a white box will appear on the ad or part of the art will be whited out. Do you know what could be causing this?

A I still get asked about these white lines all the time, Heidi. Karen wrote a couple of days after you,

putting it like this: "What causes the white lines in a PDF? This inquiring mind wants to know. I got one from a client this morning and it was loaded with them."

These white lines come during the creation side of the PDF process. So there's not a lot you can do to keep it from happening, other than hoping your advertiser stops sending you PDF files with white lines. I have a couple of pieces of good news for you, though.

First, these lines are due to issues with transparency. Those issues have decreased over time and are much less common than they were a few years ago. As your advertisers upgrade their software, this will happen less often.



Those pesky white lines still cause designers problems.

Second, these lines don't print most of the time. They are "visual elements" that don't exist when printed.

Should it still concern you that you have lines on your page, there are a few fixes on your end. One of the easiest is to turn off the "Smooth Line Art" option in Acrobat.

A second fix is to open the PDF file in Photoshop at a high resolution (600



Firefox and Gimp are examples of quality open source software. Still, there's nothing to replace InDesign, Quark or Acrobat.

or higher) and save the file from there.

Q From Jim, in Chicago:

I've been very happy with our NewEdit/Quark news-room pagination set up. However, in the process of purchasing new hardware and software I learned that Baseview had priced themselves out of our market. So we are now about to use InCopy/InDesign. (We've purchased and installed the new Macs, and shortly will begin to switch over). Any suggestions, comments and advice you can offer in this process would be greatly appreciated.

A First, let me congratulate you on making the move to new hardware and software. You should see a tremendous increase in productivity, after a few days of growing pains while you learn the new software.

The best advice I can give to you is to have an expert trainer come in to work with your staff for two days. Learning InDesign and InCopy is simple, with good training. Without it, I've seen staffs work at a snail's pace for months and years, never really getting

a grasp on how to use the software efficiently. Good trainers pay for themselves in no time.

Q From Carrie in North Carolina:

My publisher asked me to ask you if there is any open source software, in place of Adobe and Quark products, available that would work to produce our publications. So I'm asking. Is there?

A No, Carrie. There isn't. Sure, you could use Gimp to replace Photoshop, but anything beyond that would require a significant investment in time. There are many good open source apps out there, including OpenOffice, Inkscape and Gimp. But there is a reason Adobe and Quark products aren't cheap. If you want to create a quality publication, investing in quality hardware and software is a necessity.

visit
kevinslimp.com
email Kevin at kevin@kevinslimp.com

On-site training and consulting:
press/color improvement InDesign, Photoshop,
workflow consulting Acrobat & more

Conferences and Events:
Group Publisher Summits Keynotes and Workshops

NNA Convention in San Antonio, TX, October 2-5

NNA's 128th Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities.

Your full registration includes four general sessions, four sets of concurrent sessions, exhibit hall with over 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment.

To register, go to <http://naweb.org/convention>.

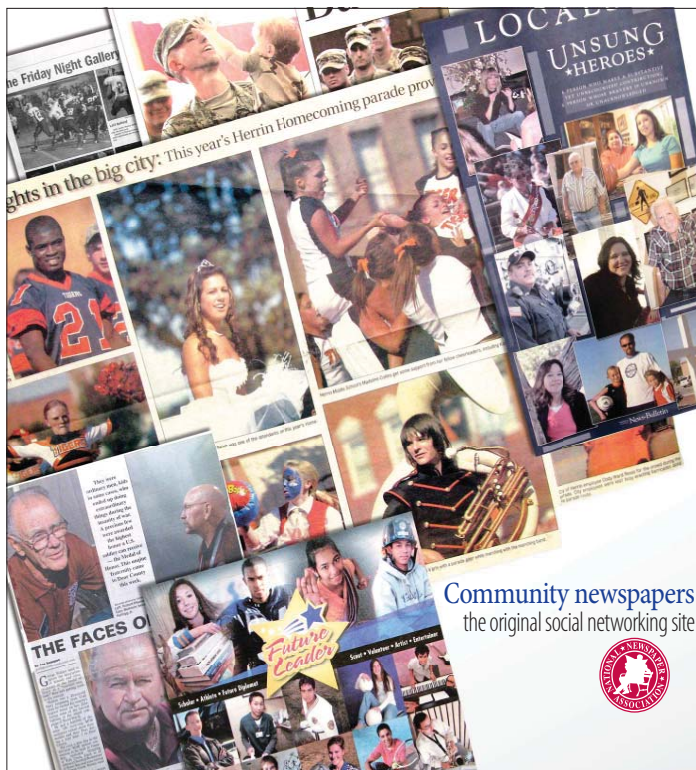
Reynolds Journalism Institute to host "Innovation in Community Newspapers Conference"

The Reynolds Journalism Institute is inviting industry professionals to the "Walter B. Potter Sr. Conference: Innovation and Transformation in Community Newspapers," Nov. 20-21, 2014.

The price of admission is two successful ideas that generated revenue, boosted readership or improved the news operation in some way. The conference will bring together industry leaders to the Missouri School of Journalism for two days of exchange and dialogue of best practices that will help sustain local journalism, especially in small and rural markets.

Participants will bring a couple ideas of their own and go home with several other ideas to try.

Find out more at www.rjionline.org/events/potter14.



Community newspapers
the original social networking site



From the Iowa Newspaper Foundation ...

Can't make a live webinar?



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How it works:

- Sign up for the webinar archive at the provided registration link.
- After registering, receive a link to watch the webinar archive.
- View the webinar archive as many times as you want.

Online Media Campus is brought to you by Iowa Newspaper Foundation and Southern Newspaper Publishers Association

Support 2014 National Student/Parent Mock Elections

Please consider supporting the National Student/Parent Mock Elections for the fall elections either as a district coordinator or by providing information to your local teachers. Enrollment is free. You and your teachers can access their sign up form at:

www.nieteacher.org/mock_election.pdf



University of Colorado research shows that the mock elections provided five broad benefits to students:

- increased political decision-making ability
- the belief that voting is important
- informed involvement on current issues
- the belief that social studies classes are relevant
- the discussion of political and election topics with parents, and a reduction in an overall sense of powerlessness

See the flyer attached to this Bulletin. Learn more and download NSPME curriculum at their website:

www.nationalmockelection.org

Classified Advertising Exchange

AUGUST 18, 2014

COMMUNITY JOURNALIST: A leader among Nebraska newspapers, located in south central Nebraska, is seeking a strong team player to join our growing community newspaper staff. Candidates should have a strong writing ability, good communication skills and the desire to find and report stories that matter. Candidates must also be willing to do it all – cover events, write stories, take photographs (news and sports), design pages, as well as make sales calls. Multimedia skills a plus, though not required. Great opportunity for an up-and-comer looking for a wide range of experience (recent graduates are encouraged to apply) or for an established journalist seeking to maximize their strengths. Qualifications: degree in journalism or related field is preferred but not required. Familiarity with InDesign and Photoshop is a plus. Photography skills are also a welcomed value. To apply: Email your resume, cover letter, references and writing samples to: nebpress@nebpress.com.

SPORTS EDITOR needed at Holdrege Daily Citizen. FAX resume to Bob King at 308-995-5992, email to holdregecitizennews@gmail.com, or write to PO Box 344, Holdrege, NE 68949.

STRONG MARKETING-ORIENTED PUBLISHER SOUGHT for Sidney Sun-Telegraph and two sister weeklies. This is a hands-on position. Send resumes to pcstevenson@actaccess.net. All applicants will be kept in confidence.

ENTRY LEVEL OPENING! F.T. REPORTER, Photographer, Computer graphics w/PageMaker and PhotoShop skills plus photo and newspaper layout. Some office and proofreading duties. Pay commensurate w/experience. Benefits inc. vacation and sick time, 401K retirement, pleasant, fun working environment. Challenging, fast-paced, ever-changing experience at independently owned community weekly newspaper. Must be willing to relocate in one of 25 bedroom communities the Voice covers. TO APPLY: Submit sample of writing, resume and cover letter to voicenews@inebraska.com. Offices located in Hickman and Bennet.

Expanding newspaper and need AD SALES CONSULTANT at the VOICE NEWS of southeast Nebraska, the largest weekly newspaper in southeast Nebraska, independently owned. Need experience or degree in sales/marketing. Must enjoy fast paced working environment and enjoy talking to and helping business people in Lincoln and surrounding area. Base plus commission. Benefits inc. vacation and sick time, 401K retirement, pleasant, fun working environment. TO APPLY: Submit resume and cover letter to voicenews@inebraska.com. Offices located in Hickman and Bennet.

FOR SALE - PRINTING/PROMOTIONAL BUSINESS: Owner retiring. Make offer on printing and promotional business in northeast Nebraska. Sale includes equipment, files, inventory and accounts. Contact Kent Broyhill at kbroyhill@studiobgraphics.com.

BLOOMFIELD MONITOR FOR SALE: Located in Northeast Nebraska. Solid weekly newspaper with new computer and programs for pagination. Very strong commercial printing department, serving much of the area. Good husband and wife paper with part-time help. Been good to us for 33 years, now it's time to retire. Contact Joe Skrivan, POB 367, Bloomfield, NE 68718, or call 402-841-1027 (cell) for more information.

FOR SALE: 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., POBox 977, Hartington, NE 68739. Or email ccnews@mac.com.

ARAPAHOE PUBLIC MIRROR and ELWOOD BULLETIN 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: Classified Advertising Exchange, Advertising Sales Training Overview & Registration Form, Mock Elections Flyer.

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.

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.



National Student/Parent MOCK ELECTION

nationalmockelection.org

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1980-1989

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World's largest national mock election accepting enrollees for 2014 midterms

The National Student/Parent Mock Election, founded in 1980, takes place Oct. 30 and is expected to involve more than 1 million children, teens and adults nationwide.

WASHINGTON, D.C. – Schools and teachers nationwide are encouraged to enroll now for the National Student/Parent Mock Election (NSPME), which has helped introduce more than 50 million children, teens and adults to democracy since 1980.

Coordinators who can help recruit and guide participating schools in their designated state or region are also needed, according to NSPME organizers.

“The NSPME is fortunate to have the decades-long support of tens of thousands of volunteers who are devoted, as we are, to ‘passing the torch’ of democracy,” says Gloria Kirshner, co-founder of the NSPME. “We need even more of these civic-minded volunteers to help us preserve and expand this great tradition of the world’s largest national mock election.”

Every two years, 59 educational, civic, business and religious organizations join with the NSPME to support the mock election. Participation is free to students and teachers from kindergarten through college and technical schools, all of whom can enroll through the NSPME website, www.nationalmockelection.org.

All participating classes receive free downloadable teachers’ guides, sample student materials, and a mechanism to record votes, either online or by other means.

Teachers decide how to lead their classes in the national mock election beyond voting. Projects have historically included art displays, debates, contests, plays, songs, essay writing, visits from public officials, candidate forums, pep rallies and other forms of school-wide celebrations.

Participants vote on governors, senators, congressional representatives, and current issues. After the mock election, five national professional organizations join to provide awards for outstanding projects by state, school, district and more.

Results of the mock election are posted online no more than 24 hours after ballots are tallied. Sample ballots are available for practice several weeks before the mock election.

Experts have recognized the NSPME and other voter education projects as essential to young people’s healthy development. The University of Colorado, for example, found in its research that the NSPME provided five broad benefits to students:

- increased political decision-making ability
- the belief that voting is important
- informed involvement on current issues
- the belief that social studies classes are relevant
- the discussion of political and election topics with parents, and
- a reduction in an overall sense of powerlessness.

The National Association of Secondary School Principals has also noted a possible connection between participation in the NSPME and increased civic engagement among young voters.

Pew Charitable Trust raises the possibility that voter education projects like the NSPME may be one reason why the Millennial Generation is more politically active than the previous Generation X.

And CIRCLE, a nonprofit group that researches information on civic education, proclaims mock election projects like the NSPME to be “habit-forming.”

“When young people learn the voting process and vote, they are more likely to do so when they are older, ‘ CIRCLE says on its website. “So getting young people to vote early could be key in raising a new generation of voters.”

Schools that have lost social studies or civics classes because of budget or curriculum cuts may find the NSPME a promising means to help fill the remaining void of civics education, Kirshner points out.

NSPME’s outreach to national and state education organizations comes just as the group embarks on several improvements intended to modernize and expand its ability to inspire young voters. New plans include a modernized balloting system, a physical presence in Washington, D.C., a new website, increased social media outreach, and greater numbers participating than ever before.

Also in the works is a collaboration with VoterBuzz LLC, a start-up social network and voter education website that aims to help the nonprofit become self-funded in time for the 2016 election season.

Donations to the NSPME of any level or amount, from individuals or corporations and including in-kind, are welcome. The NSPME also offers an attractive sponsor package to those who share the group’s mission of promoting voting as the strongest means to “government of the people, by the people, and for the people.”

For more information on becoming a coordinator, send an email to the National Student/Parent Mock Election at nspme@aol.com. To enroll your class or school, go to www.nationalmockelection.org.

To inquire about media coverage, partnerships or sponsorships, contact Christine Hawes at 941-780-3046 or chris@voterbuzz.com. Learn more about the NSPME at www.nationalmockelection.org or its Facebook page.

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