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NPAS sponsoring 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 sessions include five videos, which can be viewed from your office computer.

Newspapers that sign up will 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.

If you have new staff members to train, or want to motivate your current sales staff, these videos provide excellent tips and resources. Participating newspapers will have access to the videos until December 2015.

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

"Lots of great information - I'm invigorated and inspired! I look forward to watching, hearing and learning more in the five modules. Thank you all for the opportunity to participate."

*Judy Murphy
Falls City Journal*

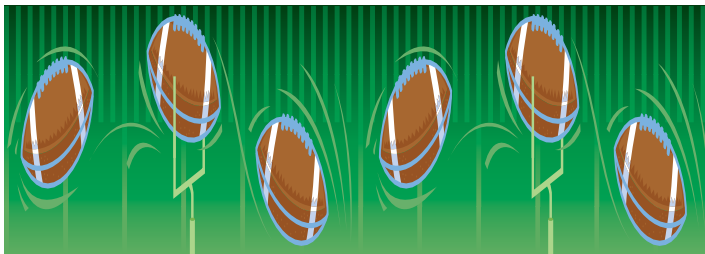
The total cost for the series is only \$45.00 per newspaper.

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, 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, in the NPA office with your questions.

About the video series, Judy Murphy, advertising consultant at the Falls City Journal, had this to say: "Lots of great information - I'm invigorated and inspired! I look forward to watching, hearing and learning more in the five modules. Thank you all for the opportunity to participate."



Join us Saturday, August 30, for Husker pre-game at the NPA office

If you're attending the Husker football game this Saturday, August 30, (Florida Atlantic) join us for complimentary food (while it lasts!) and conversation with fellow newspaper people.

Pre-game begins at 12:30 p.m. at the Nebraska Press Association 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. We hope to see you Saturday. **GO BIG RED!**

Here, There and Everywhere

By Suzi Nelson, News Editor
Ashland Gazette

My colleagues from the Wahoo Newspaper and The News/Waverly and I recently had the chance to talk with a journalist from Germany who was visiting the United States.

Johannes Boie, a reporter from the Munich-based newspaper “Suddeutsche Zeitung,” one of Germany’s leading national daily newspapers, was researching the monitoring programs of U.S. intelligence agencies and the effect of digitalization on the American media and society.

So why was he in a small town in Saunders County asking us about our newspapers?

Good question. His research, especially on monitoring programs, was not really a subject he could get much information about in our neck of the woods.

Our meeting was focused more on how a newspaper can survive in a small town.

He came to the right place to get his answer.

The Ashland Gazette has been this community’s newspaper since 1879. It is the oldest continuous-running business in the city.

The Gazette has gone through many owners and publishers throughout its 135 years. We are now owned by BH Media Group, a Berkshire Hathaway Company that purchased the Omaha World-Herald and the weekly newspapers it owned.

No matter who the Gazette’s owners have been over the years, the newspaper’s mission has remained the same – to bring the news to our community.

The German journalist was rather shocked to hear the positive reports we had to give him about the state of our newspapers. We are experiencing growth in several areas and are coming up with new products for our customers.

That report is different than many of the newspapers Boie has visited in his travels around the U.S. Many small town papers are having difficulty staying afloat as the nation is still pulling out of the grips of the recent recession.

What I hope Boie learned from our meeting wasn’t just that we are surviving in tough economic times. What I hope he realized was the important role our weekly newspapers play in our lives.

Boie said in Germany they do not have weekly newspapers in the smaller communities. The Germans get their

news from the main dailies in the country, including the newspaper where he works.

I saw this first hand in a recent trip to Germany. My family and I spent nine days in the country as part of an extended vacation in Europe. We had the opportunity to stay with the family of a former foreign exchange student who lived with my husband’s family in Yutan in 1981. She and her family live in a small town near Dusseldorf.

I saw on their table one morning two daily newspapers from large cities. But there was no local newspaper from Meerbusch, where they live.

I asked Boie about this. He said there are very few daily or weekly newspapers in the small cities and villages.

That made me think. Our German friends are very active in their school and local community. But how do they learn about local events without a newspaper?

Can you imagine not having the Gazette in Ashland? It is such an important vehicle for distributing information. We are the go-to place to find out what events are coming up. And where else will you find out what happened at the city council and school board meetings? Who else can give you uplifting stories about the people of Ashland and its surrounding communities?

I know I’m tooting our horn here, but I’m not just talking about the Gazette here. Weekly papers like the Gazette practice what we call in the industry “community journalism.” The focus is different than your daily papers, whose coverage is spread across the state or region.

Our focus is here, on your community. We want to tell you what is happening and we want you to rely on us for that.

We also want you to come to us when you know of something that is coming up, or you think you have a great story idea. We welcome your input. This newspaper is for you.

My visit with the German journalist reminded me how lucky I am to be able to work for a weekly newspaper and become a part of the community where I work. And it reminded me how lucky we are to have these newspapers in our communities. It gave me the opportunity to realize what it would be like to not have these newspapers available as our local news source.

I’m glad the Gazette is a part of the Ashland community. And with your help, the Gazette will continue to be a part of this community for decades to come.

Editor’s Note: This column ran in the July 10, 2014, issue of the Ashland Gazette and is reprinted here with permission.

Columbus Telegram names interim publisher and editor

Ava Thomas, regional publisher for Lee Enterprises, the Columbus Telegram's parent company, announced last week that John DiMambro has been named the interim publisher and Tyler Ellyson will serve as interim editor.

The promotions were announced just prior to Telegram's Editor and Publisher, Jim Dean's, retirement on August 15.

Dean, who joined the Telegram as editor in 2005, added the publisher title in January, 2014. His retirement follows a decades-long career in the newspaper industry that included newspapers in Connecticut, Ohio, Colorado and Idaho.

DiMambro, who graduated from the Utica College of Syracuse University with a bachelor of arts degree in journalism, joined the Telegram as advertising director in April of this year, continuing a more than 30-year career in the newspaper industry. He's spent 30 years in senior

management and has more than a decade of newspaper publishing experience.

DiMambro holds additional responsibilities for the David City Banner-Press and Schuyler Sun.

Ellyson, a 2007 graduate of Wayne State College, took a reporter position with the Telegram in 2010 before advancing to local editor.

Ellyson's focus has been on delivering news stories and features while expanding the newspaper's digital presence and creating one-of-a-kind content for the Telegram's readers.



The NPA/NPAS office will be CLOSED Monday, September 1, in observance of Labor Day.

Labor Day 2014
Monday, September 1

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 VVFM 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.

Flats Tray use more important as drastic plant closings threaten

By Max Heath, *Postal Tips*, August 8, 2014

WATCH FOR MULTIPLE LABELS, STICKERS ON TUBS

The U.S. Postal Service, after giving up on any chance of a postal reform bill to provide financial relief from Congress, announced its long-delayed “final” round of plant consolidations and closings in July, starting in January and finishing by fall 2015.

Although previous rounds caused plenty of pain for newspapers and other mailers, this next round, if carried out, will bring delays of mail processing and delivery to even lower levels. USPS has been violating its own service standards for months now, and that stands to worsen in the future, even with volume dropping, as many states will be reduced to one plant only.

Since late 2006, the National Newspaper Association has promoted the use of Flats Trays, commonly calls tubs, instead of sacks. Many newspapers have successfully made the shift. Sadly, others have not, often because central plants lack proper storage or complain that they don’t “cube out” well in delivery trucks. (Sacks collapse and air escapes, whereas the plastic tubs, usually with green lids strapped around the top, can have “dead air space.”) However, now is the time for all newspapers and their printers to revisit this decision. Here’s why:

UNLIDDED TUBS MAY BE POSSIBLE

USPS mail preparation personnel in headquarters are considering whether to allow trays to travel without lids, which should solve trucking problems by allowing less-than-full tubs to be nested one inside the other. Although no final rule has been issued, some districts and plants already allow unlidded trays for mail within their jurisdiction.

I’d suggest that tubs being delivered within the SCF of origin, often comprising the bulk of the tubs, be unlidded with local permission. That territory is growing as consolidations reduce the number of Sectional Center Facilities. Tubs travelling longer distances and through multiple plants and postal truck trips should continue to be lidded to keep the contents intact until they reach their destination.

FLATS TRAYS HANDLED AS FIRST CLASS

Remember that one great advantage of using flats trays is that they are essentially a First-Class “flats” container. Periodicals in OMX (Origin Mixed ADC) trays travel on First-Class trucks to destinations up to 1,500-2,000 miles from the SCF of origin, helping newspapers get improved delivery in a multi-state area.

Trays (tubs) are easier to identify in a mailstream of sacks that are now all alike—white plastic for Periodicals and Standard Mail, etc. No more brown sacks as in the old days for Periodicals. Just place a pink two-inch tray tag in the plastic holder. Avoid taping to the tray if possible. Only First-Class mail and Periodicals can use flats trays, the latter under DMM 707.20.4.

You will need to work with your software vendor to set the number of copies per tray based on thickness or average size of your paper to tell how many copies will fit per tray.

The Postal Service has wanted to rid itself of sacks for years now. They are expensive to handle and help drive up costs of Periodicals mail. NNA hopes to obtain a discount for tubs when the industry makes substantial conversion.

PROBLEMS OF ‘DIRTY TRAYS’ EXIST

One problem that exists with trays, and may be worsening with lower staffing levels in processing plants, is the failure to remove old tags and stickers before they are re-sent to mailers for their use. More than one newspaper in my former company, for which I still consult, has had complaints from acceptance post offices about a multiplicity of stickers or tags on trays from prior handlings.

NNA has previously been assured by USPS headquarters Mail Transport Equipment managers that mailers are to be sent clean trays. But after pressing the issue again recently, we learned that they depend on individual processing plants to clean trays of already used stickers and tray tags rather than the MTE centers, which prepare pallets of shrink-wrapped trays with lids for shipment to mailers. That is always happening.



Often tag holders have been torn off by machinery and some mailers place adhesive stickers in their place. Worse yet, they place adhesive stickers right over the tag holder. Newspapers shouldn’t be bashful about returning worst-case trays to the source plant. But they also need to rip off conflicting indicators of where the tray is to be sorted in order to see that their readers’ mail gets where intended.

NO CONTAINERS NEEDED AT DDU

Remember, Periodicals and Standard mail flats like newspapers and shoppers may be dropped at delivery offices using your transportation in unsacked bundles of up to 40 pounds—no container is necessary. Neither sacks nor flats trays should be used in these instances.

In-county or trade-area mail of significant quantity (roughly 50 copies and above per ZIP) should be DDU-dropped in order to maximize delivery times and gain lower DDU prices, which apply to carrier-route sorted copies. Exceptional Dispatch rules in DMM 707.28.3 allow entry at multiple DDUs.

NNA got the DDU bundle-only rules changed in 2004 and 2005. It is complied with for the most part. But some local post offices still tell mailers that sacks are required. Refer them to DMM 707.23.4.2, second sentence, for Periodicals, and DMM 707.243.6.3.3.d. for Standard Mail Carrier Route sorted flats. This ends the need for sacks to any destination. Sack the sacks! © Max Heath 2014

Max Heath, NNA postal chair, is a postal consultant for Athlon Media, publisher of Athlon Sports magazine, American Profile, Relish and Spry newspaper supplements, and Landmark Community Newspapers LLC. E-mail maxheath@lcni.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 8/25:

2x2

Grand Island Independent — Pat Bell (paper made \$325.00)
Hickman Voice News — Linda Bryant (7 ads) (paper made \$1,925.00)

Hickman Voice News — Austin Roper (paper made \$150.00)

Lyons Mirror Sun — Ali Peterson (paper made \$162.50)

Neligh News & Leader — Joan Wright (paper made \$162.50)

Plainview News — Brook Curtiss (paper made \$312.50 + \$52.50 out of state)

Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)

Wayne Herald — Jan Stark (paper made \$487.50 + \$52.50 out of state)

York News-Times — Kathy Larson (paper made \$150.00)

NCAN

Aurora News-Register — Kurt Johnson (paper made \$221.00)

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

Hickman Voice News — Linda Bryant (paper made \$112.50)

Kearney Hub — Becky Hilsabeck (paper made \$119.50)

Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$225.00)

Ord Quiz under new ownership

Quiz Graphic Arts, Inc., the parent company of *The Ord Quiz* and *X-Quiz-It Design*, is now under new ownership.

The new co-owners are Nick Hon, Editor/Publisher, and Lacy Griffith, who will oversee the *X-Quiz-It Design* screenprinting business. Former owners Lynn and Bonnie Griffith have retired after purchasing Quiz Graphic Arts in 2000 from the late Kerry Leggett.

Lacy began working at the Quiz in 2000 as editor and graphics chief until April of 2013, when she focused on the newly-developed *X-Quiz-It Design*. Nick has been with the Quiz since 2009, as a reporter and advertising sales.

In addition to the new ownership, new to the Quiz staff is Megan Dietz, an Ord native, who returns to the newspaper industry after a year away. Dietz was formerly the lead graphic designer at the *North Platte Telegraph*.

Literacy Day is September 8 - "Lift Off to Literacy" content available to newspapers

September 8 is International Literacy Day, established in 1965 to focus attention on worldwide literacy needs. More than 780 million of the world's adults do not know how to read or write, and more than 94 million children lack access to education.

Missouri Press Association has joined a national effort by the International Reading Association and NASA to encourage kids to devote an additional 60 seconds a day for 60 days to literacy activities. The theme for this initiative is "Lift Off to Literacy."

Missouri Press has created a feature that promotes using the newspaper to meet this challenge and improve literacy skills for children of all ages.

NPA newspapers are invited to publish this feature at no charge. The content is not specific to Missouri.

To access the file, go to www.mo-nie.com. The download code for this feature is [literacyday](#).

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 25, 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 Adv. Exchange, Ad Sales Training Overview & Registration Form, Mock Elections Flyer, Husker Pre-Game Flyer.

ORDER SAFETY VESTS THROUGH NNA

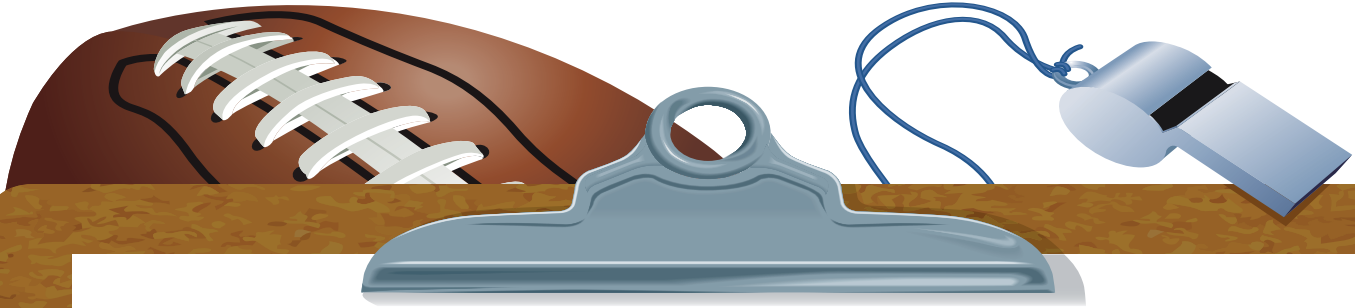
U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. NNA offers ANSI Class II-2004-10 safety 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.



To: Publishers and Staff

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

Join us Saturday, August 30

prior to the game, for food & conversation,

starts at 12:30 p.m.

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

(Sorry, our lot parking is sold out)

Huskers

VS.

Florida Atlantic

Sponsored by: NMPP (NE Municipal Power Pool)

Go Big Red!



National Student/Parent MOCK ELECTION

nationalmockelection.org

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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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FOR IMMEDIATE RELEASE: Aug. 4, 2014

MEDIA CONTACT: Christine Hawes, 941-780-3046 or chris@voterbuzz.com