

NNA: Serving newspapers for nearly 130 years

By John Edgecombe, NNA President

I often wondered what former National Newspaper Association President F.O. Edgecombe, my great grandfather, would think about National Newspaper Association of today. His presence will certainly be in my mind when I am installed as NNA's 131st president at the convention in San Antonio.

I think he would be proud. It is a rare thing for an organization to continuously serve its members for 130 years. Of course, NNA has been through many changes during its century-and-a quarter. When he was president 90 years ago, it was the National Editorial Association. There was no office in Washington. NNA's role as chief combatant for fair postal rates and service had not yet fully formed, although the organization in 1925, when he was president, was clearly focused on the need to safeguard newspapers and the Fourth Estate.

In his time, publishers traveled to conventions by rail. Today, we fly in.

Sometimes only our voices and images fly as we Skype and teleconference. His reporters took photographs with flash and film. Today, we use our phones and tomorrow, we may be using drones.

In his time, Main Street was populated by competing general stores with warring proprietors who might have filled newspaper pages with ads for Postum, a cereal drink, or a biscuit from Uneeda Bakeries. Today, we compete to carry the inserts for Wal-Mart, which replaced a great many newspaper advertisers, but which has lately discovered the value of newspaper advertising.

His generation saw almost unlimited futures for newspapers, as country weeklies started up, merged and folded. We do not have the figures for NNA's membership at the time, but we do know the organization was considered the national voice for the thousands of publishers who populated state press associations. Today, NNA is seeing a resurgence as our member ranks have now surpassed 2,400 titles. Although we have fewer publishers owning more titles than in his day, the good news is that our small groups of three, four or five titles around a local geography are financially stronger and more able to weather the periodic economic slumps.

I know F.O. would beam to know that The Nebraska Signal will one day be in the hands of the fifth generation of Edgecombes. I am fortunate that my sons Jim (The Minden Courier) and Mike (The Hebron Journal-Register) own their own newspapers and are taking us across new frontiers with products like The Associated Press' News Choice that enables weekly newspapers to carry real-time headlines on their websites. I wonder what F.O. would think of websites and mobile apps, but I believe he would see them as I do—not as replacements for the printed word but as tools to enhance our roles as watchdogs and supporters of our local communities. He would caution us to use them in furtherance of our missions and to take them seriously in that regard.

As I lead NNA into its 130th year, I am awed by the inspiration and creativity I see around me in our industry. Clearly,

the changes and challenges in the larger newspaper business around us will present challenges this year and for decades to come. NNA has formed a Steering Committee to look into the organization's options for future development. We want to be ready for whatever comes.

On that topic, I know my great grandfather would agree. We are here to serve. I look forward to working with each of you for the good of community newspapers.



Newly elected NNA President, John Edgecombe, Jr., and his wife, JoAnn. (Photo-NNA)



Outgoing NNA President, Robert Williams, Jr., presents the General Excellence Honorable Mention plaque to the Imperial Republican, represented by News Editor, Jan Schultz at the NNA Convention, Oct. 2-4. The Imperial Republican was also honored with first place for Breaking News Story (Non-Daily Div., circ. less than 3,000), written by Schultz and Russ Pankonin, third place for news photo (Non-Daily Div., circ. less than 5,000) and honorable mention for editorial by Schultz (Daily & Non-Daily Div., less than 3,000 circ.) (Photo-Imperial Republican)

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as publisher, he will leave the newspaper on October 10 to become publisher in Montrose, CO.

Ava M. Thomas, president and publisher of the *Lincoln Journal Star* - the Tribune's sister publication - wished Laboy well in his future endeavors and said the search for a replacement will begin immediately. Thomas credited Laboy's leadership for achieving financial goals over the past two years and for growth at the *Plattsmouth Journal*, which he also managed.

Brauer now national sales director at Omaha World-Herald

Angela Brauer has been promoted to Director of National and Major Account Sales at the *Omaha World-Herald*. She joined the World-Herald in 2009 as Retail Digital Account Manager and was appointed Digital Sales Manager in 2010. Since October 2012 she has been the Director of Sales and Business Development for BH Media Group. Brauer previously worked for the *Kansas City Star* and Career Builder. A native of Rolla, MO, she is a graduate of the University of Missouri School of Journalism.

Mueller and Robak included in 2015 edition of "Best Lawyers in America"

William Mueller and Kim Robak of Mueller Robak LLC have again been selected for inclusion in the 2015 edition of "The Best Lawyers in America" in the field of Government Relations Law. Mueller Robak is the long-time lobbying firm for the Nebraska Press Association.

Mueller and Robak have been named "Best Lawyers" the past seven years. The guide, which is created from four million peer evaluations, is comprised of the nation's top attorneys in key practice areas.

New publisher at Columbus Telegram

The advertising director has been named publisher of the *Columbus Telegram*. John DiMambro will hold both jobs. He has been interim publisher since Jim Dean retired in August of this year. DiMambro will also oversee the *Schuyler Sun* and *David City Banner-Press*.

DiMambro joined the Telegram as advertising director in April of this year, continuing a more than 30-year career in the newspaper industry, with more than a decade of newspaper publishing experience. He graduated from the Utica College of Syracuse University with a bachelor's in journalism.

The *Columbus Telegram* is owned by Lee Enterprises, which also owns the *Fremont Tribune*, *Lincoln Journal Star*, *Beatrice Daily Sun*, *Chadron Record*, *Plattsmouth Journal* and the *Tekamah Burt Co. Plaindealer*.

Publisher, Laboy, leaving Fremont Tribune

Fremont Tribune publisher Vincent Laboy has announced he has taken a similar position in Colorado. After nine years with the Tribune, the past two years

The importance of publishing legal notice of amendments (ballot measure)

Nebraska's law requires that voters get plenty of opportunity to look at the legal notice of the amendment (ballot measure) before they vote on it in the general election in November.



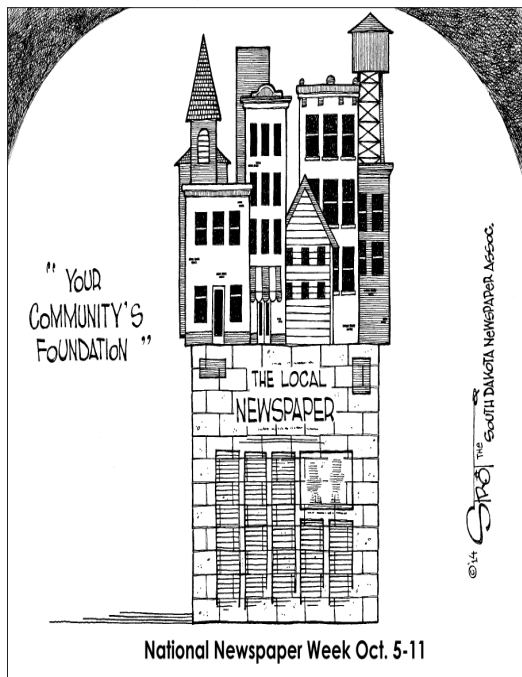
A reminder to newspapers that it's very, very important that these legal notices run as scheduled. If they do not, a challenge could be lodged that would throw the payment into question.

We ask newspapers to do two things: 1) Make sure you have an insertion order from NPA for the legal notice to run. (You should have received the insertion order last week). Every newspaper in the state will have an insertion order, so make sure you have yours, and 2) **Make sure the legal notice runs as ordered.** Call the NPA office if you have any questions about publishing the statutory initiative.

National Newspaper Week is Oct. 5-11

This marks the 74th year of the week, which observes the importance of newspapers to communities large and small. This year's theme is: "Newspapers - The Foundation of Vibrant Communities." **2014 materials are available on the National Newspaper Week website at: <http://www.nationalnewspaperweek.com/nnw/>**

This year's kit contains editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America. (2013 promotional materials are also still available on the website to reuse as well).



Also, out going NNA President, Robert Williams Jr. , from Georgia made a video using the column he wrote for National Newspaper Week. Williams shared the video at the NNA convention last week, and **our newspapers have permission to upload the link to your website or promote it to your readers or in your communities: <http://www.youtube.com/watch?v=9wEVEH9m> by**

PLEASE PROMOTE National Newspaper Week heavily by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to our local communities.

PLEASE ALSO EDITORIALIZE LOCALLY about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.

October 11 is International Newspaper Carrier Day

Each year, one day is set aside to recognize the accomplishments of carriers who work hard to get the newspaper in the hands of our readers.

The Newspaper Association of America and the newspaper industry have designated Saturday, October 11, 2014, as International Newspaper Carrier Day, a salute to the hundreds of thousands of newspaper carriers who deliver to 133 million print readers every week.



International Newspaper Carrier Day is held in conjunction with National Newspaper Week, Oct. 5-11, 2014, which is sponsored separately by the Newspaper Association Managers. **Newspaper carrier materials are available on the National Newspaper Week website at: <http://www.nationalnewspaperweek.com/nnw/>**

Your photo could be on the cover!

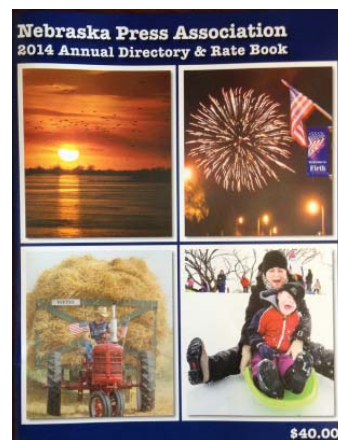
Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2015 NPA Directory/Ratebook.

Photos that your paper may have entered in the 2014 NPA contest categories can also be submitted for front cover consideration.

To submit a photo, send a high resolution JPEG to nebpress@nebpress.com. Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year.

The selected photo(s) will receive mention in the 2015 Directory. Cover photo(s) will be selected by NPA/NPAS staff. **Deadline for photo submissions is October 27, 2014.**

2014 cover photos were submitted by Kurt Johnson, *Aurora News-Register*; Gerry Baksys, *Hickman Voice News*; Peggy Brown, *Waverly News*, and Barrett Stinson, *Grand Island Independent*.



Submit your topic ideas for 2015 NPA convention workshops!

It's already time (*really?*) to start thinking about workshop topics and presenters for our 2015 NPA convention and we'd like to hear your suggestions for topics!



Convention is the one time each year when our members can meet, network and learn from the experts.

Our goal each year is to provide convention sessions that cover topics and issues that are important to our members - daily or weekly papers, large or small.

Now's your chance to let us know what topics and issues you'd like to see covered in 2015. Please email your suggestions to Susan Watson in the NPA office at nebpress@nebpress.com.

Save the dates! The 2015 NPA Convention will be April 17-18 at the Holiday Inn-Downtown, Lincoln, NE.

The deadline to RSVP for the Journalism Hall of Fame Banquet is this Friday, October 10 - don't delay!

Contact Susan Watson in the NPA office if you have questions or need banquet details or a reservation form, nebpress@nebpress.com.

Editing Boot Camp, November 8, at Omaha World-Herald offices

The American Copy Editors Society (ACES) will hold an Editing Boot Camp Saturday, November 8, at the Omaha World-Herald offices, 1314 Douglas St., Omaha, NE, from 9 a.m. to 5 p.m.

ACES' Editing Boot Camps are a series of intensive regional training sessions held in cities across the U.S. and Canada for editors and people who edit as part of their jobs. The workshops are presented by knowledgeable and experienced editors of ACES' executive leadership team, and will cover the basics of grammar and punctuation, clarity and accuracy, proofreading, SEO headlines and style. The training focuses on equipping writers and editors with better skills for editing themselves in a digital world where stories are often published first and edited second.

The daylong training workshop is designed to polish the editing skills of anyone who communicates professionally, including those in the media, publishing and communication industries, as well as students and educators. Each session costs \$95 for ACES members and \$150 for non-members.

Presenters: Brady Jones, ACES secretary, Omaha World-Herald; Karen Martwick, ACES executive committee member, Travel Portland; Sue Burzynski Bullard, ACES executive committee member, University of Nebraska-Lincoln; and Sara Ziegler, ACES member, Omaha World-Herald.

Registration site: <http://workshops.copydesk.org/event/omaha/>

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



HOW YOU CAN HELP: The Vietnam Veterans Memorial Foundation project "Faces Never Forgotten" needs help obtaining missing photos of Vietnam veterans from Nebraska. 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 Most Current Info 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.

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.

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

An outline of the topics Kelly covers in the webinars and video series is available through the Nebraska Press Association office.

"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, Advertising Consultant
Falls City Journal*

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.



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 9/29:

2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Columbus Telegram — Tryci Greisen (paper made \$487.50)
Grand Island Independent — Pat Bell (paper made \$162.50)
Hickman Voice News — Linda Bryant (7 ads) (paper made \$1,550.00 + \$44.00 out of state)
Hickman Voice News — Austin Roper (paper made \$300.00)
Hooper-Scribner Sentinel-Rustler — Kathy Lodl (paper made \$162.50)
Neligh News & Leader — Joan Wright (paper made \$975.00)
Norfolk Daily News — Mari Ortmeier (paper made \$162.50)
Wayne Herald — Jan Stark (paper made \$487.50)

NCAN

Aurora News-Register — Dani Lemburg (paper made \$161.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Broken Bow Chief — Les Mann (paper made \$112.50)
Hebron Journal Register — Christy Farnstrom (NCAN Special Free Ad)
Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$431.50)
Sutton Clay Co. News — Tory Duncan (paper made \$130.00)

Week of 10/6:

2x2

Ainsworth Star-Journal — Rod Worrell (paper made \$487.50)
Columbus Telegram — Tryci Greisen (paper made \$487.50)
Cozad Tri-City Tribune — Teri Hanson (paper made \$162.50)
Grand Island Independent — Cheri Scow (paper made \$150.00)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$312.50)
Hickman Voice News — Austin Roper (paper made \$150.00)
Neligh News & Leader — Joan Wright (paper made \$975.00)
Sutherland Courier-Times — Trena Seifer (paper made \$150.00)

NCAN

Aurora News-Register — Dani Lemburg (paper made \$189.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Columbus Telegram — Tryci Greisen (paper made \$144.00)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)

"There is no limit to the amount of good you can do if you don't care who gets the credit."

Ronald Reagan

Classified Advertising Exchange

Oct. 6, 2014

FULL-TIME REPORTER/AD SALES REP: The Sheridan Co. Journal-Star, a weekly newspaper based in Gordon, NE, is seeking a full-time reporter/ad sales rep to join our staff. Please send resumes to Jordan at 400 N. Main, Gordon, NE, 69343, email jordan.scjs@gmail.com, or call 308-282-0118 for more information.

LEADER WANTED: The Fairbury Journal-News is looking for an individual to lead all facets of the newspaper as we transition into the future of community journalism. This is more than just an editor's position. Successful candidate will lead news, circulation, advertising and business development department. Electronic applications only to Fred Arnold, publisher, at fred@mcbattacompanies.com.

THE STANTON REGISTER, located 10 miles from Norfolk, is looking for a qualified, ambitious person to take over management or ownership of the newspaper. Please call Laura at 402-439-2173.

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.

FOR SALE-ACROPRINT TIMECLOCK; ES900 digital automatic; features atomic time that synchronizes time automatically from the US Atomic Clock. Works great, we just don't need it anymore. \$200 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, jp@nebpress.com, 402-476-2851.



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.

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

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.