

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events

**March 18-20, 2015**

NNA Leadership Summit  
Washington, D.C.

**April 17-18, 2015**

Annual NPA Convention  
Holiday Inn-Downtown  
Lincoln, NE

### Meetings

**November 6, 2014**

NPA Foundation Board Meeting  
1:30pm (CDT)  
Conference Call

### Webinars

**November 7, 2014**

10 Ways to Build Reader  
Engagement: Easily integrate  
new technologies into your workflow  
(Online Media Campus)

**December 4, 2014**

User-Generated Content:  
More readers, more revenue  
(Online Media Campus)

**December 11, 2014**

Pay Day: Top 5 sales strategies  
to create more revenue

## Veterans Day, flag features available for newspapers

Veterans Day is Monday, November 11. Last year, Missouri Press Association created a feature on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.

They also produced a feature on flag etiquette and more than 250 newspapers nationwide downloaded the Flag Etiquette feature.

Both the Flag Etiquette feature and the new Veterans Day feature were created in partnership with The Missouri Bar Association. **Attached are PDFs of these features that newspapers may download and use to commemorate this holiday.**



## Late fees to increase for statewide and regional network ads

At the October 24 NPAS board of directors meeting, the board voted to increase late fees for submitting statewide and regional statewide classifieds after deadline.

**Effective January 1, 2015**, the late fees will be as follows: \$150 for a statewide 2X2 network ad or statewide classified ad and \$50 for a regional network ad. The deadline for display ad network is 4:00 PM Tuesday for ads to appear the following week. The deadline for statewide classified ads is 10:00 AM Wednesday the week prior to publication. We appreciate all your efforts to get ads submitted on deadline.



## Longtime newspaperman and former publisher, Lee Warneke, died November 3

Longtime newspaperman and former publisher of the Plainview News, Lee Warneke, died unexpectedly on Mon., Nov. 3, 2014.

Services will be at 11 a.m. Thurs., Nov. 6, at Zion Lutheran Church in Plainview. Burial, with military rites, will be at Pleasant Hill Cemetery. Ashburn Funeral Home of Plainview is in charge of arrangements.

Memorials are suggested to the Zion Lutheran Church, Plainview, NE; Lutheran Hour Ministry and Nebraska Press Association Foundation.

The Plainview News will publish a special memorial section for Warneke next week (Nov. 11-12). Comments, memories, remembrances and memorials (of any length) can be sent to [plainviewnews@nyecom.net](mailto:plainviewnews@nyecom.net) for publication in the memorial section. Pictures are also welcome. Contact Brook Curtiss, Publisher, Plainview News, 402-582-4921.

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## **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 11/3:**

#### **2x2**

Hickman Voice News — Linda Bryant (5 ads) (paper made \$1,212.50)

Hickman Voice News — Austin Roper (paper made \$625.00)  
Sutherland Courier-Times — Trenda Seifer (paper made \$312.50)

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

#### **NCAN**

Aurora News-Register — Dani Lemberg (paper made \$203.50)

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

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

“ Politics is supposed to be the second oldest profession. I have come to realize that it bears a very close resemblance to the first. ”

- Ronald Reagan



# EARLY DEADLINES!



## **NCAN(classified) Ads:**

Ads running wk of 12/1/14 - DL Tues., 11/25/14 at 10:00 a.m.

## **2x2/2x4 Display Ads:**

Ads running wk of 12/1/14 - DL Mon., 11/24/14 at 4:00 p.m.

**Please pass this information along to all employees.  
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman ([cb@nebpress.com](mailto:cb@nebpress.com)).



## **Nebraska Press Association**

**Nebraska Press Advertising Service**

800-369-2850 Fax: 402-476-2942

[www.nebpress.com](http://www.nebpress.com)

# I'm not dead yet!

*Even if profiting experts like to write that I am*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

Kelli Bultena, publisher of *Tea (SD) Weekly*, sent me a link to a column titled, "The Bad News About the News," in the October 16, 2014 edition of The Brookings Essay. The essay was written by Robert G. Kaiser, former editor of *The Washington Post*.

Hank Bond, co-publisher of *The Greenup Beacon* (Russell KY), wrote last week to ask me a pointed question, "You keep writing about people saying that newspapers are dying. I don't hear it. Who are they?"

Well, Hank, here's another one to add to the list of about a dozen or so I sent you last week and those were off the top of my head. As Hank would probably attest, he finally said, "Enough," after I'd rattled off the list in just a few seconds.

Mr. Kaiser wrote several things in his essay that caught my attention, but this sentence stood out: "One immediate effect of all these changes and cut-backs is that there's no paper in America today that can offer the same coverage of its city, suburbs, and state that it provided 20 or even 10 years ago, and scores of city halls and state legislatures get virtually no coverage by any substantive news organizations."

I called Victor Parkins, publisher of the *Milan (TN) Mirror-Exchange*, just now and asked if that was true of his paper. "I think we cover it better. I would like for him to come to Milan, Tennessee, and see how we do it. I would love to let him go through my binders from ten



years ago. Using digital technology gives us so many more contacts with our readers, and we use that as another tool in our arsenal."

I feel quite certain I could have called a hundred other publishers and gotten similar quotes, but I'm guessing you get the point.

Which leads me to my next question: Why would Mr. Kaiser write this essay in the first place? If you've been reading my columns for very long, you know I don't take much at face value. I like to dig a little. Because, as a good journalist learns over time, it's in the digging that the truth comes out. And if

**"Which leads me to my next question: Why would Mr. Kaiser write this essay in the first place?"**

you go all the way to the end of the column, which is quite lengthy in its attempt to add another scoop of dirt on print journalism's grave, you pick up this kernel which goes a long way toward answering my question. I'll quote it, so I don't get it wrong: "He is the author or co-author of eight books, including *The News About The News*, *American Journalism in Peril*, written with Leonard Downie Jr."

Remember what I wrote in a column last year about believing experts? It went something like this: "I don't care if you're watching a politician on TV, listening to your Sunday School teacher, or in the audience, listening to an expert speak at a newspaper convention, I want you to ask yourself this question: 'What will this expert gain if I believe what he or she is saying?'"

Perhaps Mr. Kaiser will sell a few more books.

If I might borrow a musical term, that seems a natural segue to my next topic: the survey of 612 publishers completed in October 2014. In my last column, I shared interesting information concerning the use of social media in newspapers and the effect social media has on newspapers' bottom lines.

Today I'd like to see what publishers have

to say about Mr. Kaiser's topic. Specifically, I'd like to know if there is "no paper in America today" that can offer the same coverage that it did 10 years ago.

Question 15 in the survey of North American publishers asked: "What changes have you made in recent years to keep your product(s) viable?"

Boy howdy, did we get answers. How about this response: 56 percent of respondents answered that there is more emphasis on hyperlocal/local news than a few years ago.

Hmmm. But Mr. Kaiser wrote, "no paper in America today..." I'm sorry. I'm digressing.

A whopping 60 percent report that they've invested in increased quality in production and design, 47 percent have invested in improved photography and 36 percent report they have invested in printing improvements.

Finally, drum roll please, 14 percent have increased the size of their staff.

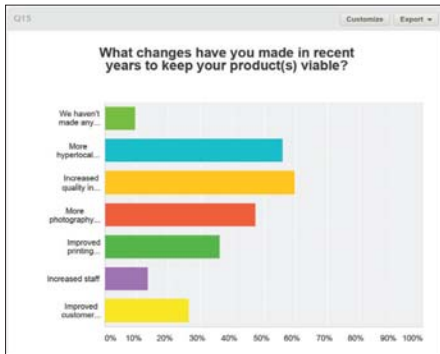
Hmmm. Yes, but.

One could argue that these are weekly papers. Obviously, Mr. Kaiser was writing about daily papers, though he never mentioned that in his column. Well, maybe. Maybe not. Thanks to technology, I can divide the survey responses by newspaper type. Guess what? 11 percent of daily newspapers reported that they've increased their staff size over the past few years.

People really should be more careful when they make broad pronouncements like that. It's like the time the dean of that world-renowned journalism school told me he believed there would not be one newspaper in business in the United States by 2018. In all fairness, he still has a little over three years to prove me wrong about that one.

So there you have it: according to a survey of 612 (we quit accepting responses at 612) newspaper publishers, there seems to be at least one newspaper that isn't fitting into Mr. Kaiser's scenario.

And, just so you know, that survey is not for sale.



Contrary to popular opinion, most newspapers are investing in the future in several areas.

**Find Kevin in early 2015 in these cities:**

Louisville (KPA), Jan 22-23  
 Minneapolis (MNA), Jan 30  
 Nashville (TPA), Feb 5-6  
 Columbus (ONA), Feb 12  
 Edmonton (AWNA), Feb 13-14



# Free Newspapers In Education (NIE) features commemorate 25th Anniversary: Fall of the Berlin Wall

On November 9, the world will commemorate the 25th anniversary of the fall of the Berlin Wall in 1989. Missouri Press has created a two-part Newspaper In Education series that tells the story of the Berlin Wall.

Part I describes the construction of the wall . . . why it was built and how it impacted Berlin. Part II celebrates the wall coming down and what it meant to Berliners, German citizens and the world.

Both features are available to any newspaper at no cost and may be downloaded at [www.mo-nie.com](http://www.mo-nie.com) using download code: wall89. (A larger feature that combines Part I and II is also available using the same download code.) For more information, contact Dawn Kitchell at [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com) or 636-932-4301.

**The Berlin Wall**  
A BARRIER TO FREEDOM—1961-1989

**PART I — THE WALL GOES UP**

Imagine walking up one morning to find a wall separating you from the other side of town. If your grandfather has a story about how you can no longer visit your grandmother, you may be able to understand how the Berlin Wall came to be. In the other side of town for any reason.

They're what happened on Aug. 13, 1961, in Berlin, Germany. People who tried to cross Berlin's border were stopped.

Workers had destroyed the street on West Berlin's east side. A barbed wire fence border. With the side of the border, people were to stop on the right of the wall. It was the side that the East German government built the Berlin Wall to keep millions from crossing into West Germany for a better life.

People who tried to cross Berlin's border were stopped.

**WORDS TO KNOW**

**Barbed wire** — a type of wire with sharp points that is used to fence in an area.

**Border** — a line that separates one country or area from another.

**Construction** — the act of building or constructing something.

**Democracy** — a system of government in which the citizens elect their representatives.

**Division** — the act of separating or dividing something into parts.

**Freedom** — the state of being free from oppression or restriction.

**Government** — the system or group of people who are authorized to make decisions for a country or organization.

**Historical** — relating to or based on history.

**Isolation** — the state of being separated or cut off from others.

**Migration** — the movement of people from one place to another.

**Oppression** — the treatment of someone with unfairness or injustice.

**Restriction** — a limitation or constraint.

**Separation** — the state of being separated or divided.

**System** — a set of organized things or people that work together.

**Unemployment** — the state of being without a job.

**War** — a conflict between two or more countries or groups.

**Workshop** — a place where people learn a skill or trade.

**Yearning** — a strong desire or longing.

**Zigzag** — a line that goes back and forth in a series of sharp turns.

**FASCINATING FACTS ABOUT THE BERLIN WALL**

- The Berlin Wall began as a concrete and brick barrier that was built in 1961, separating East and West Berlin.
- The wall was built to prevent East Germans from fleeing to the West.
- The wall was 116 miles long and 130 feet high.
- The wall had 30 watchtowers and 100 guard posts.
- The wall was guarded by the East German police and the German People's Army.
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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.

To register go to: <http://workshops.copydesk.org/event/omaha/>

## June NPA/NPAS board meeting minutes now available

Minutes from the June 20, 2014, NPA and NPAS board meetings are now available. Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to request a copy of the meeting minutes.

## 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 Rob James or Violet Kirk in the NPA/NPAS office.

## **Newspaper media takes center stage during the holiday shopping season**

*By Caroline Little, president and CEO, Newspaper Association of America (NAA), October 2014*

There is only one question on the minds of retailers and advertisers for the next two months – what is the best way to reach consumers?

The answer this year, as it has for many years prior, is newspaper media.

As we enter an exciting holiday shopping season, retailers will experiment more than ever with mobile apps, geolocation push notification and other advertising strategies to reach elusive consumers. However, data reveals that one of the most effective methods remains print and digital newspaper advertising.

The proof is in the numbers. Recent research from a national survey found that 79 percent of adults have taken action as a result of seeing an advertisement in a print newspaper in the past 30 days, and more than half made a purchase. Furthermore, 69 percent of adults cite newspapers as key coupon sources, making newspapers the leading medium for coupons.

These numbers indicate what we in the newspaper media business have always believed – that nothing connects advertisers with potential customers like we can. Newspapers engage consumers and influence purchasing decisions.

This is especially important to note as trends suggest this will be a huge holiday season for our economy. Despite a shaky start to 2014, the National Retail Federation announced earlier this month that it expects sales in November and December to increase by an impressive 4.1 percent. If those numbers hold true, this will be the first time since 2011 that holiday sales would surpass the four percent mark. The NRF anticipates that holiday sales will represent 19.2 percent of the retail industry's \$3.2 trillion total annual sales.

For many, the holiday shopping season truly kicks off the day after the Thanksgiving feast on Black Friday. Regarded as the busiest shopping day of the year, Black



Friday sees major retailers compete for earliest opening time, biggest sales and largest markdowns, vying to earn the business of customers nationwide.

In fact, Black Friday has taken on such importance that many retailers in 2013 decided to open their doors on Thanksgiving day and it is expected that trend will continue this year. Leading up to that week of shopping – let's not forget Cyber Monday following the Thanksgiving holiday weekend – is an important time for the newspaper industry as retailers compete for advertising space and consumers seek out the best deals.

The holiday shopping season presents an enormous opportunity for retailers to use the power of newspaper media to capture the attention of millions of consumers across the country. Statistics show that 57 percent of adults used print or digital newspaper advertisements in a typical week to make shopping, planning and purchasing decisions. To top it off, newspapers continue to climb to new audience heights – in 2014, people engaging with newspaper digital content reached a new peak, totaling 164 million unique visitors, a 16 percent increase from September of last year.

The prominence of newspapers is also true internationally. Worldwide, more than half of the adult population reads a daily newspaper – that is 2.5 billion people across the globe engaging with newspaper-generated content. The newspaper industry generates more than \$160 billion in revenue globally across multiple sectors. This is not only from content sales and advertising revenues, but increasingly from other forms of diversified revenue streams.

The media landscape is changing and newspaper media are at the forefront of this innovation. A new survey from mobile shopping app Retale and location analytics platform Placed finds that 58 percent of people surveyed used a circular ad from a newspaper in the last 30 days.

We live in a digital age where audiences are fractured and overwhelmed with options. Newspaper media – in print, read online or viewed on a mobile device – is essential. That is why advertisers and retailers will turn to newspapers to drive their biggest sales of the year, and potentially their biggest sales in several years.

# Classified Advertising Exchange

Nov. 3, 2014

**ADVERTISING SALES REPRESENTATIVE:** Immediate opening at the York News-Times. Qualified candidates will possess a can-do attitude, be success-driven and customer service oriented. Must be organized with computer experience. Previous sales experience a plus, but will train the right candidate. Great earning potential. This is a full-time position with full benefits package, health, life, disability, dental and 401k. Must love sales! Send resume and references and salary history to: Kathy Larson, Sales Manager, [kathy.larson@yorknewstimes.com](mailto:kathy.larson@yorknewstimes.com).

**REPORTER:** The Grand Island Independent is seeking an energetic reporter to cover law enforcement in Central Nebraska. This reporter would cover crime news and court proceedings. General assignment reporting would also be part of the job. Please send resume and clips to Jim Faddis, Managing Editor [jim.faddis@theindependent.com](mailto:jim.faddis@theindependent.com).

**RETAIL ADVERTISING SALES:** The Grand Island Independent is seeking an Advertising Retail Sales Professional. Position offers base plus commission. Please send resume to Molly Holcher, Human Resources, [molly.holcher@theindependent.com](mailto:molly.holcher@theindependent.com).

**ADVERTISING SALES REPRESENTATIVE:** The Seward County Independent is looking for an energetic, self-motivated individual to help grow our business. The right person will work with local business owners to develop advertising plans to grow their business. Previous advertising sales experience is helpful, but not required. Reliable transportation, valid driver's license, current auto insurance and a good driving record are required. Responsibilities include, but are not limited to: selling and preparing ad copy for production, preparing advertising campaigns and internal advertising office duties. Candidate should enjoy working with people and be goal-oriented. Base salary plus commission opportunities. Please apply to: Seward County Independent, Attn: Kevin L. Zadina, Publisher, P.O. Box, 449, Seward, NE, 68434 or email: [kevinzadina@sewardindependent.com](mailto:kevinzadina@sewardindependent.com).

**FULL-TIME REPORTER-PHOTOGRAPHER** with Page-maker and PhotoShop skills, photography and newspaper and legal notice page layout, attention to detail, customer service, and proofreading. Benefits: vacation and sick time, 401K match, plus pleasant, working environment. Challenging, fast-paced, ever-changing experience at independently owned, largest community weekly newspaper in southeast Nebraska, covering the news of 25 communities. Call 402-792-2255 or send resume and writing sample as soon as possible to [voicenews@inebraska.com](mailto:voicenews@inebraska.com). Located in Hickman, Nebraska, 15 minutes south of Lincoln. [www.voicenewsnebraska.com](http://www.voicenewsnebraska.com).

**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](mailto:jordan.scjs@gmail.com), or call 308-282-0118 for more information.

**REPORTER:** This is a full time position for a reporter with education beat experience desired, but not required. Reporter responsibilities include covering the education beat - school board, school activities, community college, as well as various general assignment stories. Photography is a plus. Must be versatile and willing to develop stories. We are a 6-day a week daily located in west-central Nebraska. Send resumes and clips to: [jvigil@nptelegraph.com](mailto:jvigil@nptelegraph.com).

**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, [fred@mcbattascompanies.com](mailto:fred@mcbattascompanies.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.

## **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. \$175 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, 402-476-2851 [jp@nebpress.com](mailto:jp@nebpress.com).



**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Veteran's Day and Flag Etiquette Flyers, Andy Award 2015 Application Form.

**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](mailto:nebpress@nebpress.com).



# Honoring Our Veterans

On the 11th hour,  
of the 11th day,  
of the 11th month

in 1918, an armistice, or agreement to stop fighting, was reached between the Allied nations and Germany in World War I.

One year later, President Woodrow Wilson declared that Nov. 11, 1919 was a day to remember Americans for their military service in World War I. He called it Armistice Day. He suggested that Americans celebrate with parades and perhaps a “brief suspension of business” around 11 a.m. President Wilson also hoped it would be a time when Americans offered prayers of thanksgiving for those who had served and for peace for all times.

★ President Wilson originally intended Armistice Day to be observed one time, but many states decided to observe it every year to honor World War I veterans.

★ Congress followed the states’ lead and in 1938 declared that every November 11 would be observed as Armistice Day.

★ Congress changed the name to Veterans Day in 1954 to honor veterans of all wars.

★ For a brief time, 1971-1974, Veterans Day was observed on the 4th Monday in October. Since 1975, Veterans Day is always observed on Nov. 11.

★ If Nov. 11 falls on a Saturday or Sunday, the federal government observes the holiday on the previous Friday or following Monday, respectively.

★ Nov. 11, 1921, when the first of the unknown soldiers was buried in Arlington National Cemetery, unidentified soldiers also were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.

★ Memorial Day, the fourth Monday in May, honors American service members who died in service to their country.



★ Veterans Day pays tribute to all American veterans, living or dead, but especially gives thanks to living veterans who served their country honorably during war or peacetime.

★ States designate their own holidays, so there are no official U.S. national holidays. The government can only designate holidays for federal employees and for the District of Columbia. But states almost always follow the federal lead.

## Timeline for Veterans Day Observance

- Nov. 11, 1918** The fighting in World War I ended. (The Treaty of Versailles formally ended the war on June 28, 1919)
- November 1919** President Woodrow Wilson proclaimed that Nov. 11, 1919, would be observed as Armistice Day—a day to honor the veterans of World War I.
- Nov. 11, 1921** The first of the unknown soldiers, a veteran of World War I, was buried in Arlington Cemetery in Virginia in what has become known as the Tomb of the Unknown Soldier. On the same day, unidentified soldiers were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.
- June 4, 1926** Twenty-seven states had made Armistice Day a holiday so Congress declared it to be a recurring day of remembrance.
- May 13, 1938** Congress makes Armistice Day a national holiday.
- June 28, 1968** Congress changed Veterans Day to the fourth Monday in October.
- Sept. 20, 1975** President Gerald Ford changed Veterans Day back to Nov. 11.



## Activities

- 1.** Write to local citizens who are serving in the military and to the newspaper publicly thanking those in military service.
- 2.** Learn more about The Tomb of the Unknowns at [www.arlingtoncemetery.mil/visitorinformation/TombofUnknowns.aspx](http://www.arlingtoncemetery.mil/visitorinformation/TombofUnknowns.aspx)
- 3.** Research the Uniform Holiday Bill. Why were people unhappy with this bill?


Missouri GLE: SS3–A1, C, CA2, 1.6 (Grades K-8)

Missouri CLE: SS 2 C, CA, 3, 1.6 (Grades 9-12)

Produced by the Missouri Bar, Missouri Press Foundation and your newspaper. ©2012



# Honoring Our Flag



On June 14, 1923 the National Flag Code was adopted at the National Flag Conference.

The meeting was held in Washington D.C. to establish procedures for displaying the United States Flag. The code was based on Army and Navy practices. In 1942, Congress passed a joint resolution to make the Flag Code a law.

Today, we celebrate June 14 as Flag Day.

Although it is a law, there are no penalties and the Flag Code is a voluntary guide for showing respect to the U.S. Flag. Forty-seven states have their own laws

with penalties that prohibit desecration of the flag or its use for advertising or publicity.

## Flag Etiquette

- ★ The U.S. Flag should be displayed from sunrise to sunset, unless it is well lit during the darkness.
- ★ The U.S. Flag should always be placed above other flags and pennants. There is one exception during a special Navy ceremony at sea.
- ★ On a stage, the U.S. Flag should always be placed behind the speaker and to his/her right.
- ★ When hanging the U.S. Flag vertically or horizontally from a wall or window, the canton, or union, should be at the top right of the flag. When you face the flag, it should be on your left.
- ★ On Memorial Day, the U.S. Flag is flown at half staff until noon, and then raised until sunset.
- ★ The President of the United States, governors and limited other government officials may direct the U.S. Flag to be flown at half staff.

- ★ The U.S. Flag should not be allowed to touch the ground, but if it does, you are not required to destroy it as long as it is still suitable for display.
- ★ It is acceptable to wash or dry clean a U.S. Flag to keep it in good shape.
- ★ Only all-weather U.S. Flags made of non-absorbent material should be displayed during bad weather.
- ★ When a U.S. Flag has served its life, it should be destroyed, preferably by burning. Many American Legion posts have special ceremonies on Flag Day, June 14. You may have your own ceremony to discreetly burn worn out flags.
- ★ Never use a U.S. Flag to cover a statue or monument or drape the flag over the hood, top, sides or back of a vehicle, train or boat.
- ★ The U.S. Flag should not be used as wearing apparel, including costumes or athletic uniforms, bedding or drapery.
- ★ Every schoolhouse should display the U.S. Flag during school days.
- ★ The U.S. Flag should never be used for advertising purposes.

## Flag Terminology

**Finial**  
a decorative ornament on top of a flagpole or staff.

**Hoist**  
the edge of a flag nearest the flagpole. Also refers to the vertical width of a flag.

**Halyard**  
rope or cable used to raise and lower a flag on a flagpole.

**Fly**  
the horizontal length, or width of a flag.

**Canton**  
top inner corner of a flag. On the U.S. Flag, this is also called the "Union."

**Field**  
the section of the flag between the hoist and the fly, not including the canton.

**Fly end**  
the part of the flag that flaps in the wind and often becomes frayed.

**Half Staff**  
the position of the flag when it is one half the distance between the top and bottom of the staff or flagpole. This is done to mourn the death of an individual.

**Vexillology**  
the study of flags.

## Activities

1. Look through your newspaper for pictures and stories of holidays, events and deaths where the U.S. Flag will be displayed.

2. Write an editorial giving your opinion on this topic: Should there be a Constitutional amendment making it illegal to burn our flag in protest or is burning the flag an expression that is part of our Freedom of Speech?

## Learn More

Research the Tripp Flag online to learn about the story behind this famous painting.

Missouri GLE: Social Studies 1D



# THE ANDY AWARD 2015

## FOR INTERNATIONAL JOURNALISM

*In honor of Harold W. Andersen,  
Nebraska newspaperman & civic leader.*

### FORMAT

Pitch your international story ideas. The annual Andy Award has become a grant program to encourage and fund international reporting projects. A total of \$5,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

### JUDGING CRITERIA

**Global awareness:** How does the story raise global awareness and understanding among Nebraskans?

**Journalistic experience:** Is the reporter or reporting team experienced enough to capture the complexities of an international story and elegantly explain its relevance to Nebraskans? Prior international reporting experience is not required, but solid journalism credentials are preferred.

**Audience reach:** Is there evidence that the story will be published or broadcast? Will the story reach a large number of Nebraskans or a particular community that could truly benefit from the story's perspective?

### GUIDELINES

- Open to Nebraska-based print, broadcast, and electronic news outlets.
- A news outlet may submit multiple applications.
- Freelance reporters may apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.
- Funds may be used to cover the costs of international travel, accommodations, and related expenses. Applicants may request \$5,000 or a lesser amount, depending on their proposed budget.

### APPLY

Complete and submit the attached application.  
**Deadline: 1 December 2014**



Kabul, Afghanistan. Courtesy of Diane Newcomer.

#### RECENT ANDY AWARD RECIPIENTS

The Andy Awards have recognized outstanding international journalism in Nebraska since 1987. Recent winners include:

- 2014 Julie Cornell and Andrew Ozaki, KETV Newswatch 7
- 2011 Joseph Morton, Alyssa Schukar, Matthew Hansen, & Cate Folsom, *Omaha World-Herald*
- 2009 Carol Katzman, *The Jewish Press*
- 2008 KIOS-FM Radio
- 2005 Ted Kirk & Gordon Winters, *Lincoln Journal Star*
- 2004 Jared Hart & Gary Sadlemyer, KFAB Radio
- 2003 Joe Duggan, Catherine Huddle, & Ken Blackbird, *Lincoln Journal Star*
- 2002 Gordon Winters, *Lincoln Journal Star*; Charles Reinken, *Omaha World-Herald*
- 2001 Scott Bauer & Nati Harnik, Associated Press; Stephen Buttry & Kiley Christian Cruse, *Omaha World-Herald*

# THE ANDY AWARDS 2015 APPLICATION

**Instructions:** Please complete and return to [kbreen@unomaha.edu](mailto:kbreen@unomaha.edu).  
For questions, e-mail or call (402) 554-2376. E-mail submissions are preferred, but you can also send hard-copy applications to:

International Studies & Programs  
University of Nebraska at Omaha  
Omaha, Neb. 68182-0227

**Journalist(s):**

**News organization:**

Employee       Freelancer (must submit letter of intent to publish from news organization)

**Web address:**

**Street address:**

**City, state, zip code:**

**Phone:**

**E-mail address:**

**Proposal:** Describe the story idea and plans for both reporting and publication or broadcast. Also describe the intended audience. List the qualifications of the journalists. Most importantly, describe how this story would raise global awareness and understanding among Nebraskans, and why this story is important to Nebraska communities. One additional page of description may be attached.

Budget category	Projected expense	Description
Travel:	<input type="text"/>	<input type="text"/>
Accommodations:	<input type="text"/>	<input type="text"/>
Related expenses:	<input type="text"/>	<input type="text"/>
Total:	<input type="text"/>	<input type="text"/>

**Deadline: 1 December 2014**  
**Winners announced: 30 December 2014**

The University of Nebraska at Omaha is an equal opportunity educator and employer with a comprehensive plan for diversity.

