

CONFIDENTIAL

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
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Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events

March 16-17, 2016

NNA (National Newspaper Assn)
Leadership Summit, Washington DC

April 9, 2016

Associated Press Media Editors
(APME) NewsTrain Workshop
UNL Campus, Lincoln, NE

April 22-23, 2016

NPA Annual Convention
Holiday Inn Convention Center,
Kearney, NE

Webinars

January 21, 2016

Google Analytics: Finding &
Reading the Data
(Online Media Campus)

February 12, 2016

Social Journalism: Keys to
Connecting With Your
Audience
(Online Media Campus)

February 18, 2016

Personalizing the Customer
Journey
(Online Media Campus)

Deadlines

NPA Better Newspaper Contest
Entry deadline:
January 31, 2016

NPA Award Nominations
Submit nominee forms by:
February 19, 2016

NPA Foundation Scholarships
Submit applications by:
February 19, 2016

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>

NPA Awards nominations now being accepted through February 19!

Nomination forms and details are attached for these awards:

- Journalism Hall of Fame
- Master-Editor Publisher
- Outstanding Young Nebraska Journalist
- Leadership Nebraska (Harpst)
- Golden Pica Pole

Deadline to submit nominations is Friday, February 19, 2016!

NPA Better Newspaper Contest - Clarification on highlighting your page entries

Because some newspapers are having trouble marking their (2016 BNC) entries with yellow boxes, **the contest committee has decided that highlighting in yellow will not be a requirement, but please make certain your entries are well identified. Best practice: Match the name of the entry to the headline on the page.**

Ron Kline with Illinois Press Association (they developed the contest software that NPA is using) indicated there are different ways to highlight:

With rectangles: <https://www.youtube.com/watch?v=sG9K4-iAfrw>

As text: <https://www.youtube.com/watch?v=FOwoZ9hnOj4>

Adobe Acrobat Reader: You may be able to create a highlighted box using Acrobat Reader (depending on the version you have). PDF instructions were emailed to newspapers on Jan 8. *Questions? Please contact Carolyn Bowman at cb@nebpress.com.*

New 2015/16 officers elected to NPA Foundation

At the November 20, 2015, NPA Foundation board meeting, new officers were elected for the 2015/16 term. Elected as President/Chair was Rob Dump, co-publisher of the Northeast Nebraska News Company newspapers; Vice President, Mark Rhoades, publisher, Enterprise Publishing Co.; Treasurer, Julie Speirs, publisher, *Kearney Hub* and Secretary, Darran Fowler, publisher, *Hastings Tribune*.

The mission of the Nebraska Press Association Foundation is to support the newspaper industry in publishing better newspapers for readers through accessible, practical and quality education.

The Foundation works each year to raise funds for high school and college scholarships for students pursuing a newspaper journalism education.

NPA/NPAS Staff

Allen Beermann

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Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



“ If all printers were determined not to print anything till they were sure it would offend nobody, there would be very little printed.
- Benjamin Franklin ”

Nominations sought for Women Journalists Hall of Fame

Nominations are being accepted through Jan. 22, 2016, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women to recognize women journalists who have made a difference for their profession and their communities. Nominees:

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support.

Go to <http://nebraskapresswomen.org> for a link to the nomination form and guidelines, or go directly to http://nebraskapresswomen.org/?page_id=303. For more information or questions, contact Cheryl Alberts Irwin, Nebraska Press Women Hall of Fame director, rcirwin@windstream.net, 402-464-7955.

Help promote 2016 NPA Foundation scholarships

Scholarship | Opportunities

\$2,000 Nebraska Press Association Foundation Scholarships

Selection based on:

- Scholastic Ability • Good Citizenship in School
- Good Citizenship in Community • Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.

Applications must be post-marked by February 19, 2016

For more information and application form, go to: www.nebpress.com or call 402-476-2851/800-369-2850

The NPA Foundation 2016-17 scholarship applications for current college students and high school seniors are now available. The Foundation will offer up to four total scholarships of \$2,000 each. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been mailed to Nebraska high schools, colleges and universities. We also encourage our members to promote the scholarship in your newspaper(s). Guidelines and application forms are available on the NPA website homepage (scroll down to middle of page), at www.nebpress.com.

Public Notice Resource Center now accepting entries for the 2015 Public Notice Journalism Award

State press associations are urged to begin reviewing their Better Newspaper Contest entries to nominate stories for the 2015 Public Notice Journalism Award. Stories from 2014 or 2015 are eligible. Editorials are not considered.

Entries should be news or feature stories that highlight the importance of public notices. Judges give positive weight to the use or linking of the public notice involved when there was one. The award is sponsored by the Public Notice Resource Center.

Entries may be any time before February 1 to carolpierce@americanpressworks.com.

The award – including a \$700 prize – will be presented in Washington, DC, on March 17, 2016.

There are two terrific winners so far. Please help the Public Notice Resource Center to demonstrate the importance of newsrooms using public notices.

A Letter to Publishers from NPA President, Dennis Morgan

Dear Publisher:

As members of the Nebraska Press Association, here's an opportunity to do a community service project and gain some good PR.

Nebraska's own astronaut, Clayton C. Anderson, has written a book called "*The Ordinary Spaceman: From Boyhood Dreams to Astronaut*" about his experiences aboard the Space Shuttle and the International Space Station. The book is about more than space, it's about a small town Nebraska boy who followed his dreams, and overcame adversity to achieve his goal of being an astronaut. His story serves as great motivation for others to hold strong to your dreams, be ambitious and work hard, never lose sight of your goals, and one day success will come your way.

I'd like to propose that we, as newspapers in his native Cornhusker state, purchase a copy or copies of Anderson's book and present it to your local libraries. First, the library will benefit from the donation. Second, the newspaper can run a photo and story about the donation to receive some positive publicity. Clayton spoke to our NPA conventions twice and to the NNA Convention in Omaha.

While I would encourage all newspapers to participate, the decision rests with each of you. For a minimal cost, here's a chance to do something for your library and your community, which will have a lasting impact. See order details below. *Each copy will be personally autographed by Clayton. The price, including shipping and tax is \$29.00 per book.*

To place an order call Marcia Jussel at 402-691-4557; 402-333-7942, CRM2662@bn.com
Barnes and Noble Oakview Mall, 3333 Oakview Dr., Omaha, NE 68144



Dennis L. Morgan
NPA President

New Gothenburg Times owners name new publisher

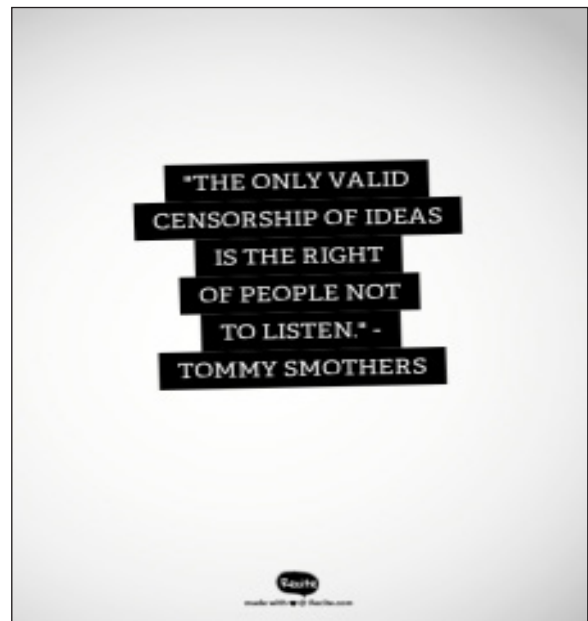
Deb Egenberger has been named the new publisher of the *Gothenburg Times* as of December 8, 2015.

Texans Scott Wood and Scott Wesner, purchased The Times on December 2 from former owners Greg and Kathi Viergutz.

Egenberger grew up in the Nebraska panhandle and graduated from Bayard High School. She graduated with a bachelor's degree in journalism from Kearney State College, where she worked on the campus newspaper, the *Antelope*.

Her first job was as a farm reporter for the *Grand Island Independent*, where she was later promoted to copy editor. She became special sections editor at the *North Platte Telegraph* in 1992, and was new editor in 1998 when she left to take a position as public relations director for the North Platte Catholic Schools.

In 2003, she was hired as a reporter and photographer at the *Gothenburg Times*, and in 2013 she returned to the Telegraph as assistant managing editor. Egenberger was hired back at the The Times in July, 2015.



Getting back to my technology roots... Free Advice



Kevin Slimp
The News Guru

kevin@kevinslimp.com

An editor in South Carolina wrote to me yesterday, “I’m always amazed at your productivity.”

I get that a lot these days. Since yesterday, I’ve written an opinion piece that’s already filling my inbox with responses from readers; my fictional weekly serial, *The Good Folks of Lennox Valley*; and my alarm just reminded me that I’m on deadline to write my column for newspaper professionals.

Looking over my email, I noticed there has been an increase in the number of folks asking for technical advice over the past few weeks. Perhaps work slowed down a bit over the holidays, allowing people more time to write. Whatever the reason, I’ve always believed in “dancing with the one who brung ya,” so it seems like a good time to answer some questions from readers.

From Lora, in Nebraska

Hi Kevin: I am trying to tone down the total coverage area for our presses in one easy step. We have a process that is supposed to tone all of our photos for our press so they are consistent, but the total coverage area is still too high.

I can take each photo separately and fix the problem, but I am wondering if there is something in Distiller when converting the entire newspaper page that would fix everything all at once. We have a very old press so we need the total ink coverage to be 220.

Hi, Lora. Ink coverage is a funny thing. Over the years, the perfect ink coverage will change on a press, due to changes in paper, ink and the press itself. It would be nice if all your ink

issues could be handled when creating the PDF, but life never seems to work that easily. It sounds to me like you need to run some press tests (you might need someone from the outside to help with that) to determine the optimum color settings for your press. These numbers are rarely the same between two presses. Once that’s done, an action can be created in Photoshop which does most of work for you, including specifying the ink settings, when your pictures are saved.

From Steve, in Minnesota

Kevin: I am thinking about getting a little Apple server, around \$1,000 or so, that would serve as a drop box for all of our layout files. To my understanding, however, a server can do more than provide storage. I am wondering if you think such a move would help fix my network problems. Does that make sense?

Steve and I emailed back and forth a few times before I finally sent this recommendation, which Steve said he would follow: If you only need a server for file sharing, which is what the vast majority of small newspapers use them for, you might be best off to get a NAS/Ethernet Drive. This is a stand-alone drive that plugs into your network and acts as a file-sharing server. If you get a good one, like a Synology, your cost will be around \$700, and that will include a main drive and three backup drives, so you never lose your data.

From Joe, in Tennessee

Hey, Kevin. There’s no telling where in the world you may be tonight, but I feel sure that you are having a good time. The last time I wrote, you taught me how to convert color to grayscale in Acrobat. Now how do I convert RGB to CMYK?

It’s pretty much the same process, Joe. Find your “Convert Colors” tool

in Acrobat. Once there, check the box by “Output Intent” and select “US Web Uncoated v2.”

From Klaudia, in Wisconsin

Kevin: We are in the process of checking out new computers with updated software for our business. What is your take on the iMac vs. the Mac Pro? What we see is that the iMacs can have more storage, bigger screens and are cheaper. We use the Creative Suite for most of our designing. What do you think?

That’s a good question, Klaudia. And the answer is simple: Go with the iMac. If you were a movie producer or videographer, you might consider the Mac Pro, but for design and production, you would probably never notice a difference in speed between the two computers. So save \$1,000 or so to buy my dinner next time I’m in Wisconsin.

One last bit of advice

Each year, I direct a program called The Institute of Newspaper Technology, held on the campus of The University of Tennessee in Knoxville. Over the years, we’ve had attendees from newspapers in just about every state and province, and we seem to grow each year.

Our 20th session will take place October 6-8, 2016. We will be inviting more trainers, bringing back some of the favorites from past years, offering more classes, and hosting an Anniversary Gala on Friday evening.

If you’ve been before, come celebrate our anniversary with friends from previous sessions. If you’ve always wanted to attend, this is the year to come.

Mark your calendar for October 6-8, 2016. Enjoy the beautiful weather, the Smoky Mountains, and what has come to be known internationally as the finest annual training event in the industry. Find information at:

newspaperinstitute.com

Reach young readers with free serialized story, "Windows to the Past"

The National Newspaper Association Foundation is offering newspapers an opportunity to reach out to young readers again this year with "Window to the Past," a free 8-chapter serialized story that looks back at the founding of the Girl Scouts in 1912.

This is the eighth year that the NNA Foundation has offered community newspapers the opportunity to take advantage of a free serialized story through the Reading Across the Nation campaign. The goal is to have young readers across the nation reading inside their community newspapers in 2016.

"Window to the Past" is produced by the Missouri Press Foundation. In the story, a young girl named Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low.

Each chapter in this 8-chapter story includes a newspaper activity. The companion guide is a terrific tool for teachers and may be used by Girl Scout leaders to help meet some Girl Scout badge requirements.

"Window to the Past" is available from January through June, 2016. The story is available at no cost during that time through a special partnership between NNA Foundation and the Missouri Press Foundation.

If your newspaper is interested in participating in the Reading Across the Nation project and publishing the serialized story, **visit www.mo-nie.com and use download code: nnaread to access the files.** When you log in using the download code, you will be provided several files to download, all in PDF form, including:

- **Rules for Publication.** These offer a few important guidelines, including a reminder that the story itself cannot be published on an unsecured website.
- **Promotional ad.** This ad is intended for publication in your newspaper prior to the story.
- **Educational guide.** The guide MAY be uploaded to

your website. Add your newspaper logo on the front page. The guide also may be distributed in print or via email to your teachers and local Girl Scout leaders. The guide includes learning standards which will be of great value to teachers.

- **Eight individual story files, one per chapter.** The story is provided to you ready to publish. You may add to the feature to promote sponsors or link teachers to your website.

Before you publish the story, notify your schools and offer to deliver copies of your newspaper for classrooms – if you don't already. Find a local sponsor to help provide classroom copies and to cover the value of the space in your newspaper to publish the feature.

Even if you don't intend to provide classroom newspapers, there is still value in publishing the story for your readers to share with their families. Write a news story or editorial encouraging Girl Scout leaders, parents and grandparents to read the story with children and encourage teachers to read the story aloud in the classroom.

"Window to the Past" was written and illustrated by longtime Girl Scout volunteer Kanetra Kopp of Odessa, MO. Kopp has been honored by the Girls Scouts as an

Outstanding Volunteer and Outstanding Troop Leader. Kopp has a passion for the Girl Scout program, where she believes every girl can attain the tools needed to be successful, independent women and future leaders of any career path they choose.

If your newspaper needs help planning, promoting or publishing "Window to the Past," **contact Dawn Kitchell, NNA's Newspaper In Education liaison, at (636)932-4301 or dawn.kitchell@gmail.com.** Please do not post the story files on your website, but download them directly from www.mo-nie.com using the password (nnaread) provided.

Window to the Past
by Kanetra Kopp

Reading Across the Nation 2016
Join young people inside their newspaper

Written and Illustrated by Kanetra Kopp
Produced by the Missouri Press Foundation

Read "Window to the Past" only in your newspaper!

Young Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low more than 100 years ago.

"Window to the Past," a new serialized story coming to your newspaper, will inspire young readers to seek out the interesting stories that can be found in their own families' histories.

Newspapers across America are connecting young readers to their communities and improving reading skills with the Reading Across the Nation Project from the National Newspaper Association Foundation.

Read "Window to the Past" only in your newspaper. To download the companion educator guide, with activities that tie to some of the badge requirements for Girl Scouts, visit mo-nie.com and use code: **nnateach**.

NATIONAL NEWSPAPER ASSOCIATION FOUNDATION

Missouri Press Foundation

Classified Advertising Exchange

Jan. 11, 2016

ADVERTISING DESIGNER: We want a creative self-starter for graphic arts/advertising design position, full time, with some writing possible. Good typing, computer and organization skills, writing, grammar and spelling. Qualified applicants only. Will train the right candidate. Competitive wages/benefits. Contact: Jim or Julie Dickerson, Albion News, Albion, NE. Email: albnnuz@frontiernet.net; phone: 402-395-2115.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, NPA Awards Nominations Flyers.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

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.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



Nebraska Press Association
 Master Editor-Publisher Award
 Nomination Form

The Best of
THE BEST

 2016

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska Newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member.

The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

The selection shall be made, sometime after the New Year and at least a month prior to the annual state convention.

No committee member may be among the nominees. This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily.

The committee members will vote for the person they wish to receive the award based on this criteria:

- The nominee has worked hard and lived honorably;
- The nominee has thought soundly and influenced unselfishly;
- The nominee, through his or her newspaper connections, has been active in a variety of ways in his or her community or in the state or nation. This may or may not include being active in press association affairs;
- The nominee has been a practitioner of his or her craft in the production of a quality newspaper product.

Nominations will be retained for three years. After that an individual must be nominated again or dropped from consideration.

I nominate:

Nominated by:

(name)

(your name)

(newspaper)

(newspaper)

(address)

(address)

(city, state zip)

(city, state zip)

Please include a biography and any letters of recommendation along with this nomination form to supply information that will be helpful in deciding the award winner. Information should be as complete as possible.

Deadline for entries is February 19, 2016. The recipient will be announced at the Friday banquet at the NPA Annual Convention in April. Please complete and return this form to:

**Susan Watson
 Nebraska Press Association
 845 "S" St.
 Lincoln, NE 68508.**



Nebraska Newspaper Hall of Fame

Deadline for nominations is February 19, 2016.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Some other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

Nominations must include a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

Send nominations to: Susan Watson, Nebr. Press Assn, 845 "S" St., Lincoln, NE 68508-1226

Previous winners include: Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Edgar Howard, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzell, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Lester A. Walker, Kent Warneke, Lee Warneke, H. J. Wisner and Asa B. Wood.

What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, 95 journalists have been inducted.

NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: _____

YOUR NAME: _____

YOUR NEWSPAPER: _____

NAME OF NOMINEE: _____

NEWSPAPER: _____

NOMINEE'S ADDRESS: _____

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: _____

NOMINEE OR CONTACT TELEPHONE: _____

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2016

Nominations must be received by February 19, 2016.



OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

NEBRASKA PRESS ASSOCIATION



PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

AWARD CRITERIA

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska.

The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year).

The nominee is not eligible to apply the following year after winning first place in the competition.

A select panel of judges appointed by the Executive Director of NPA/NPAS will consider among other items, the nominee’s professionalism, creativity, comments or statements on goals, impact of their work on print journalism, the community or journalistic excellence.

NOMINATION GUIDELINES

1. The Young Nebraska Journalist candidate or his or her editor or publisher may submit entry nominations. The nominee newspapers, publishers or executives must be members of the Nebraska Press Association.
2. Entrant nominees must submit six examples of their work product within the past two years along with a statement from the editor or publisher, and a statement from a person of the nominee’s choice attesting to the nominee’s qualifications.
3. Each entry must include a statement of not less than 150 words written by the nominee telling of his or her journalistic goals and this statement must be included with all other entry materials. The nominee must also submit a photocopy of their Nebraska drivers license.
4. All entries should be sent to the NPA office at the Lincoln address noted below in a 9 X 12 envelope and labeled “Outstanding Young Nebraska Journalist Award.”
5. If certain entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of the nominees, may be used for education or instructional purposes by NPA/NPAS.
6. It is considered that the winning nominees give permission to NPA to have the samples or examples of their work published in contest newspapers that may be produced for conventions, or shown in any convention contest videos or presentations.
7. The deadline for contest entries by nominees will be on **February 19, 2016.**
8. Information, instructions, guidelines and inquiries will be available from the Nebraska Press Association/Nebraska Press Advertising Service office located at 845 “S” St., Lincoln, NE 68508. The office can be reached by calling 1-800-369-2850 or 402-476-2851, or by fax at 402-476-2942. The e-mail address is nebpress@nebpress.com. Information can be found and downloaded from the web site: www.nebpress.com

Deadline for nominations is February 19, 2016!



THE LEADERSHIP NEBRASKA AWARD

Nebraska Press Association



AWARD PROMOTES LEADERSHIP: With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

The deadline for submission of nominees will be February 19, 2016.

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders".

AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- *photo essay
- *editorial or series of editorials
- *news articles
- *feature story or stories
- *promotional activities
- *reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels".

NOMINATION GUIDELINES

1. **Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
2. **Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
3. **No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
4. **Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
5. **Any Nebraska Press Association member can submit a nomination.**
6. **Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
7. **No entry fee shall be required.**

JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought "The Indianola Reporter" in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a "note and a prayer"! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

Deadline is February 19, 2016



Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)



Nomination Form

Name of nominee: _____ Phone: _____

Current Mailing address of nominee: _____

Number of years employed in newspaper business: _____

Locations Worked:

No. of Years:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes _____ No _____

If yes, where presently employed? _____

Present job title: _____

Nomination submitted by: _____

Title: _____

Newspaper: _____

Date: _____

Return this form by February 19, 2016 to:



Nebraska Press Association
Attn: Susan Watson
845 "S" Street, Lincoln, NE 68508-1226
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942
e-mail: nebpress@nebpress.com