

Bulletin

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

February 12, 2016

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

February 18, 2016

Personalizing the Customer
Journey
(Online Media Campus)

February 25, 2016

Resisting Regurgitation:
Proactive Storytelling for
Today's Readers
(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

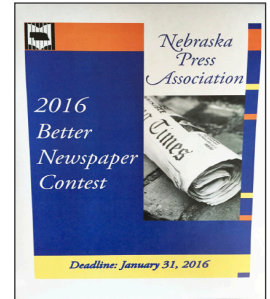
Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

NPA 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.** Questions? Please contact Carolyn Bowman at cb@nebpress.com.



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.

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!

National Newspaper Association (NAA) needs your help!

NNA President Chip Hutcheson testifies in the U.S. Senate on January 21. We need to get a postal reform bill passed by April to avoid another potentially devastating hit on mail service.

If you haven't already, would you please take a minute to give them your postal reform views here? <https://www.surveymonkey.com/r/F8R35KT>

Thank you.

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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.

Fremont Tribune names Gray as editor

Tony Gray has been named the new editor of the *Fremont Tribune*. Gray began working at the Tribune in 2007 as a sports writer and photographer, and became assistant sports editor in 2014. He spent seven years as a photographer and sports writer for the *Bemidji (MN) Pioneer* newspaper. Throughout the years, Gray has won numerous press awards for his photography.

Gray graduated from Coleridge, NE, high school, attended the University of Nebraska-Lincoln, where he studied advertising and marketing, and also attended Bemidji (MN) State University. In 2011, he earned a bachelor's degree in public affairs and community service from the University of Nebraska-Omaha.

Omaha World-Herald manager named editor of North Platte Telegraph

North Platte Telegraph, Jan. 12, 2016

In a January 12 column, current *North Platte Telegraph* editor, Job Vigil, announced that Joan Von Kampen will be stepping into the post of editor. Von Kampen will come on board full time in April.

Von Kampen currently serves as the World-Herald News Service Manager. She has worked at the *Omaha World-Herald* since 1997. Before moving to Omaha, Von Kampen worked for two years at the *North Platte Telegraph* as a copy editor, wire editor and news editor. She also briefly served as interim editor. She also previously worked at the *Des Moines Register* and the *Scottsbluff Star-Herald*. Von Kampen grew up in Scottsbluff and earned a bachelor of journalism degree at the University of Nebraska-Lincoln.

"I don't think we could have found a better person to fill this position," Vigil said of Von Kampen. "She has the experience and the heart for news from our part of the state and will be a great asset to the Telegraph."

Job Vigil will continue working with the *North Platte Telegraph*, stepping into a reporter position. According to the article, the Telegraph had been looking for another reporter for quite some time, and since Vigil had all the attributes they were looking for in an experienced reporter, he spoke with Telegraph Publisher, Terrie Baker, and offered to move from editor to the reporter position. Vigil said while he loved his job as managing editor, he missed being out on the streets meeting people and writing their stories.

“ Faith is taking the first step even when you can't see the whole staircase. ”
- Martin Luther King Jr.

Restrictions apply to unauthorized use of the words “Super Bowl”

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.

The NFL controls all marketing and proprietary rights with respect to the Super Bowl.

Without the express permission of the NFL, **marketers and advertisers may not use these terms in their promotions:**

Ads cannot contain:

“Super Bowl”
“Super Sunday”
“National Football League” (NFL)
“National Football Conference” (NFC)
“American Football Conference” (AFC)
Any NFL logo or uniform
Any specific team name or nickname

Ads can contain:

“The Big Game”
“The Football Championship Game”
The date of the game
The names of the team’s home cities
A generic football picture or graphic

A few words about buying signals

By John Foust, Raleigh, NC

In my senior year of high school, I met the new girl in town on the first day of school. Louisville, Kentucky seemed like a world away from Greensboro, North Carolina, where I had spent all of my life to that point. And I was intrigued by the girl whose family had just moved from that exotic place.

We chatted several times between classes. Although her favorite topic was her boyfriend in Louisville, my teenage brain missed the significance of that information, because Louisville seemed a million miles away. After turning me down a number of times, she finally agreed to go to a movie. As we walked to the theater, she stopped in front of a wedding shop, and “oohed” and “aahed” over the wedding gowns in the window, saying she was looking forward to marrying her boyfriend.

That’s when I realized I didn’t have a chance. She couldn’t have been more obvious if she had said, “John, here’s a clue you can’t miss. I’m not interested in you. In fact, I’m planning to elope tomorrow.”

Things turned out for the best. I don’t know if she ended up marrying the boyfriend back in Louisville, but I eventually met the real woman of my dreams, to whom I am happily married.

Buying signals. If we pay attention, they will show us where we stand in the selling process. There are negative signals, like unmistakable “no” of the Wedding Shop Incident. And there are positive signals. Some are more definite than others. Let’s take a closer look:

1. Non-verbal signals. Your prospect may be prepared to move to the next step in the sales process if he or she...



- Nods frequently, agreeing with the points you are making.
- Leans forward with an increasingly pleasant expression.
- Holds his or her pen near the advertising agreement, as if ready to sign.
- Smiles while re-examining your sales materials, especially any suggested ads you are presenting.
- Maintains good eye contact, and is not distracted by a cell phone, email, or non-related items on the desk.
- Takes possession of the ads you are presenting, by positioning them on his or her side of the desk.
- Calls for an associate to step into the room to hear your ideas.

2. Verbal signals. A number of prospects won’t say, “I’m sold. Where do I sign?” But they will say other things that show they’re ready to make a commitment. Be ready to move quickly, if he or she...

- Asks about the agreement.
- Asks when the ad campaign can start.
- Asks about your billing procedures.
- Requests clarification of earlier sales point. For instance, “Tell me again how you can reach my target audience.”
- Requests a change in the ad copy you are presenting.
- Indicates a willingness to close, by asking, “What’s the next step?”
- Stops referring to THE ads and starts referring to MY ads. This is one of the strongest buying signals of all, because it shows that he or she already owns what you are selling.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



Thone presented leadership plaque

Former Nebraska Governor Charlie Thone was recently presented a copy of the Leadership Award plaque by Nebraska Press Association Executive Director, Allen Beermann. The plaque, which now hangs in northeast Nebraska's Hartington-Newcastle School, was inspired by Thone's leadership and will be presented annually to a Hartington-Newcastle student.

Omaha World-Herald to combine morning, afternoon editions starting in March

OWH Press Release, Jan. 18, 2016

The *Omaha World-Herald* will combine its morning and afternoon newspaper editions starting Monday, March 7, 2016. Daily home delivery of the newspaper will be in the morning seven days a week.

The move to all morning home delivery will allow the newspaper to greatly improve customer service by focusing all of its efforts on morning edition routes. About two-thirds of The World-Herald's subscribers take the morning edition. Customer demands have been shifting from afternoon to morning delivery for many years.

The afternoon edition in Omaha dates to 1889. The World-Herald is one of the last remaining newspapers in the United States, and the world, to produce and deliver two editions each weekday. Many newspapers made the change to all morning editions in the 1980s and 1990s.

"With more of our readers turning daily to our morning print edition and to Omaha.com, we can produce better

results for readers and advertisers by focusing efforts there," World-Herald Publisher Terry Kroeger said.

All the news sections that appear in the afternoon are included in the morning edition.

The newspaper's regional footprint will not change. The World-Herald will deliver the morning edition to 46 counties in Nebraska and 17 counties in western Iowa.

Nebraska's 2016 election calendar

It won't be long and the 2016 elections will be here. Nebraska's statewide primary election day is May 10.

In this election cycle, 25 of Nebraska's 49 state legislative seats are up for election (odd-numbered districts). This means 14 seated senators will face re-election if they choose to run again (including Senator Nicole Fox of Omaha, who was appointed by Governor Ricketts following the recent resignation of former Senator Jeremy Nordquist. Meanwhile, 11 senators are term-limited, including five committee chairs and Speaker of the Legislature Galen Hadley.

Due to Nebraska's term limits, state lawmakers are prohibited from seeking a third consecutive term. Over the past decade, 86 new lawmakers have been elected to the Legislature, due largely to Nebraska's term limits.



Key dates for the 2016 elections:

- **February 16** - filing deadline for incumbents (current office holders, including local offices)
- **March 1** - filing deadline for non-incumbents (new filers)
- **May 2** - last day to register in person to vote
- **May 10** - Nebraska's primary election (polls open at 8:00am CT)
- **November 8** - general election

For journalists
every day
is national
coffee day

(and gettin'
the job done
day, too)



#newspapersthive

Classified Advertising Exchange

Jan. 18, 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.

FOR SALE: Custom layout table (used before pagination) will work great for a newspaper or for scrapbooking or other paper projects, lighted, angled top, lots of 11x17 shelves, drawers, \$150. approx 5 ft. wide x 18 in. deep by 4.5 tall. Call 402-540-3322.

WAREHOUSE/COMMERCIAL/OFFICE SPACE: in downtown Lincoln for lease. 6,900 sq. ft. or partial space available. \$1,200-\$3,500 month, inc. utilities. Call 402-430-2559.

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. Reutzel, 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