

**CONFIDENTIAL**

# 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**

NNA (National Newspaper Assn) (APME) NewsTrain Workshop UNL Campus, Lincoln, NE

**April 22-23, 2016**

NPA Annual Convention Holiday Inn Convention Center, Kearney, NE

### Webinars

**February 25, 2016**

Resisting Regurgitation: Proactive Storytelling for Today's Readers

**February 26, 2016**

Personalizing the Customer Journey

**March 10, 2016**

Using Excel As a Reporting Tool

**March 24, 2016**

Building Your Graduation Pages

**March 25, 2016**

Growing Your Digital Audience

### Deadlines

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

NPA Foundation Scholarships  
**Submit applications by:  
 February 19, 2016**

**CONTACT INFO:**  
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 402-476-2851  
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 Web Site: <http://www.nebpress.com>

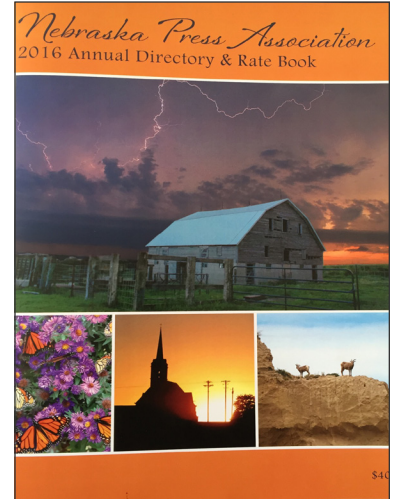
## 2016 NPA Directory/Rate

### Book hot off the press

2016 NPA Directories were mailed out last week to every daily and weekly newspaper.

Thanks to all of you who submitted photos for front cover consideration. Selected photos were submitted by: Nikki McKim, *Falls City Journal*; Connie Jo Discoe, *McCook Gazette*; Leeanna Ellis, *Enterprise Publishing Co.* (Blair) and Steve Frederick, *Scottsbluff Star-Herald*.

Also thank you to Fred Arnold and staff, McBattas Printing and Packaging in Fairbury for printing the directories.



## NPA awards nominations deadline is February 19!

Submit nominations for:

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

**Nominations should be postmarked by February 19.**  
 Nomination forms attached to this issue of the Bulletin.

## Overtime pay, ad taxes and postal reform topics at NNA Newspaper Leadership Summit, March 16-18

Members of the National Newspaper Association will travel to Capitol Hill to present issues important to community newspapers to congressional leaders. The Summit is March 16-18 at the Crystal City Marriott in Arlington, VA.

We encourage our members to attend this event. It's important that NPA has a strong delegation attend the Summit as we meet with our congressional leaders to discuss issues important to our newspapers and our state.

**To register for the Summit, make hotel reservations or view the agenda, go to: <http://www.nnaweb.org/events?eventTitle=nnas-leadership-summit--1436909099--220>.**

## NPA/NPAS Staff

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## Prize money increased for 2016 Omaha World-Herald Community Service and Service to Agriculture Awards

The *Omaha World-Herald* has increased the prize monies awarded to winners of the 2016 Community Service and Service to Agriculture Awards, which they have sponsored for several years.

**Prize amounts will increase to \$1,000 for the daily winner (up from \$250) and \$500 for each weekly class winner (up from \$200 per class) for both the Community Service and the Service to Agriculture Awards.**

Over the past few years the number of entries submitted for these awards have declined. This year's increase in prize monies will hopefully inspire an increase in participation and in the number of daily and weekly entries.

Winners will be announced at the Friday evening awards banquet on April 22 in Kearney during the NPA Annual Convention.

**The entry deadline has been extended this year until April 1.** See the call to entry flyer attached to this issue of the Bulletin.

Thank you to the *Omaha World-Herald* for their continued support and sponsorship of these awards.

## 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 12/28:**

#### **2x2**

Blair Enterprise - Chris Rhoades (paper made \$162.50)  
Cozad Tri-City Tribune - Teri Hansen (paper made \$162.50)  
Crete News - Pat Hier (2 ads) (paper made \$300.00)  
Hickman Voice News - Linda Bryant (2 ads) (paper made \$462.50)  
Kearney Hub - Lori Guthard (paper made \$325.00)  
Norfolk Daily News - Suzi Wachter (paper made \$162.50)

#### **NCAN**

Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

### **Week of 1/4:**

#### **2x2**

Hickman Voice News - Linda Bryant (6 ads) (paper made \$1,062.50)

#### **NCAN**

Blair Enterprise - Leanna Ellis (paper made \$112.50)  
Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Kearney Hub - Becky Hilsabeck (paper made \$112.50)  
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

### **Week of 1/11:**

#### **2x2**

Hickman Voice News - Linda Bryant (3 ads) (paper made \$450.00)  
Ord Quiz - Heidi Dawe (paper made \$162.50)

#### **NCAN**

Bassett Leader - Cathy Doke (paper made \$112.50)  
Blair Enterprise - Leanna Ellis (paper made \$112.50)  
Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Hickman Voice News - Linda Bryant (paper made \$144.00)  
Kearney Hub - Becky Hilsabeck (paper made \$112.50)

**cont. pg. 4**

# Great line up planned for NPA Convention, April 22-23, in Kearney!

Save April 22-23 on your calendars for the NPA Convention at the Holiday Inn and Convention Center in Kearney. Here's your chance to learn from the best, with sessions on newspaper design, advertising sales, Adobe products and more:

## Newspaper Design - Ed Henninger, Henninger Consulting



Ed has been an independent newspaper consultant since 1989 and a leading design consultant for community newspapers.

### **Ed will lead three FRIDAY sessions:**

- "25 Design Things They Say You Can't Do...But You Really Can"
- "License to Print Money" (design ideas to generate revenue)
- "You Call the Shots (bring your design questions!)"

## Sales Training - Mike Centorani, Sales Transformation Now



A sales training and sales management consultant, Mike has over 25 years of print media and digital/search engine marketing expertise. Mike is known for his "real world" approach to the sales call process.

### **Mike will lead three**

#### **SATURDAY sessions:**

- "Getting Properly Trained for Your Sales Call"
- "Making the Sale During the Needs Analysis"
- "Developing Effective Solutions & Proposals"

## Adobe InDesign, Photoshop - Russell Viers



Russell is an Adobe Certified Instructor who specializes in print production. A professional trainer since 1997, he shares his expertise with newspaper and magazine professionals to help them work faster and create better files.

### **Russell will lead three**

#### **SATURDAY sessions:**

- "InDesign Techniques to Get Your Newspaper Out Faster"
- "Quality Photos From Any Camera"
- "Photoshop"

## Social Media - Chris Rhoades, Enterprise Publishing Co.



Chris is associate publisher of Enterprise Publishing Company in Blair, the Rhoades' family-owned newspaper and publishing business, with 13 newspapers in NE and IA. When he started at Enterprise ten years ago, he launched a Specialized Marketing Division which focuses on digital marketing, speciality printing and niche publications.

### **Chris will lead FRIDAY & SATURDAY sessions:**

- (FRIDAY) "Selling Against Social" (sales strategies to show the power of print vs. social)
- (SATURDAY) "Social Media Strategy Session" (what's new in social media & digital marketing, plus Q&A)

**Plus:** Sessions on news writing & headline writing, NPA Legal Hotline Q&A, Great Idea Exchange, UNL's Nebraska News Service, Networking Roundtables and more!

## **Plan to attend Friday & Saturday:**

Don't miss the chance to network and catch up with colleagues, learn about industry trends and take away new ideas on a number of topics that you can implement at your newspaper.

## **Reserve convention hotel rooms:**

- **NPA Convention standard (group) room rate:**

**\$92.95 p/night + tax**  
(standard room is 1 King or 2 Queen; room can accommodate 1-4 people; no additional fee p/person)

- Free hotel parking

- Be sure to mention NPA Convention when you register to ensure group rate

- **RESERVATIONS: CALL: 308-237-5971 OR 855-444-5769, option "0" (no online reservations)**

- **Block room reservations close March 31**



# **Celebrate open government March 13-19 with Sunshine Week 2016**

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 11th annual Sunshine Week initiative, March 13-19. Special projects and events are already planned around the nation to mark this year's open-government awareness, which will be even more meaningful as the federal Freedom of Information Act approaches its 50th year in July.

Hosted by ASNE and the Reporters Committee, sunshine-week.org provides participants with myriad resources in the Toolkit section, including the newly created list of open-government questions that journalists can ask federal candidates. Op-eds, editorial cartoons and Sunshine Week logos are also part of the toolkit.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included print, broadcast and digital media outlets; government officials at all levels; schools and universities; non-profit and civic organizations; libraries and archivists; and individuals interested in the public's right to know. Since 2012, ASNE has partnered with the Reporters Committee to oversee the national coordination of resources and provide support for participants.



For more information about Sunshine Week, visit [www.sunshineweek.org](http://www.sunshineweek.org).

## ***Sales - cont. from pg. 3***

### **Week of 1/18:**

#### **2x2**

Hebron Journal Register - Jami Knerl (paper made \$150.00)  
Hickman Voice News - Linda Bryant (4 ads) (paper made \$1,600)

#### **NCAN**

Albion News - Jim Dickerson (paper made \$172.00)  
Aurora News-Register - Kurt Johnson (paper made \$112.50)  
Blair Enterprise - Leanna Ellis (NCAN Special Free Ad)  
Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Hickman Voice News - Linda Bryant (paper made \$144.00)  
Kearney Hub - Becky Hilsabeck (NCAN Special Free Ad)  
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

### **Week of 1/25:**

#### **2x2**

Crete News - Pat Hier (paper made \$150.00)  
Grant Tribune-Sentinel - Samantha Goff (paper made \$150.00)  
Hickman Voice News - Austin Roper (paper made \$312.50)  
Lexington Clipper-Herald - Pat Hart Tysdal (paper made \$312.50)  
Ord Quiz - Heidi Dawe (paper made \$162.50)  
Stromsburg News - Patrice Clifton (paper made \$487.50)

#### **NCAN**

Albion News - Jim Dickerson (paper made \$172.00)  
Broken Bow Chief - Shannon Murray (paper made \$149.50)

### **Week of 2/1:**

#### **2x2**

Blair Enterprise - Lynette Hansen (2 ads) (paper made \$475.00)  
Hickman Voice News - Linda Bryant (4 ads) (paper made \$912.50)  
Hickman Voice News - Darren Ivy (paper made \$150.00)  
Hickman Voice News - Austin Roper (2 ads) (paper made \$462.50)

Lexington Clipper-Herald - Katy Bergstrom (paper made \$162.50)  
Norfolk Daily News - Suzie Wachter (paper made \$162.50)  
Wayne Herald - Melissa Urbanec (paper made \$162.50)

#### **NCAN**

Albion News - Jim Dickerson (NCAN Special Free Ad)  
Broken Bow Chief - Shannon Murray (paper made \$149.50)

### **Week of 2/8:**

#### **2x2**

Blair Enterprise - Loraine Ellis (paper made \$162.50)  
Blair Enterprise - Lynette Hansen (paper made \$162.50)  
Crete News - Pat Hier (paper made \$150.00)  
Hebron Journal Register - Jami Knerl (paper made \$150.00)  
Hickman Voice News - Linda Bryant (4 ads) (paper made \$912.50)  
Hickman Voice News - Austin Roper (3 ads) (paper made \$1,275.00)  
Norfolk Daily News - Suzi Wachter (paper made \$162.50)

#### **NCAN**

Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Nebraska City News-Press - Erin Johnson (paper made \$116.00)

### **Week of 2/15:**

#### **2x2**

Crete News - Pat Hier (paper made \$150.00)  
Grand Island Independent - Cheri Scow (paper made \$162.50)  
Hebron Journal Register - Jami Knerl (paper made \$162.50)  
Hickman Voice News - Linda Bryant (2 ads) (paper made \$150.00 + \$95.00 out of state)  
Norfolk Daily News - Denise Webbert (paper made \$975.00)  
Seward Independent - Patrick Checketts (paper made \$487.50)

#### **NCAN**

Broken Bow Chief - Shannon Murray (paper made \$149.50)  
Hickman Voice News - Linda Bryant (paper made \$112.50)  
Kearney Hub - Becky Hilsabeck (paper made \$112.50)  
Nebraska City News-Press - Erin Johnson (paper made \$116.00)

# Classified Advertising Exchange

Feb. 15, 2016

**PRINTING EQUIPMENT FOR SALE:** Rosbach 6-station collator, stapler, 3-knife trimmer; Consolidated 18 1/2 by 24 1/2 Pearl offset press; 10 x 15 Heidelberg letter-press; Rosbach perforator, model 220A; Morrison wire stitcher; Challenge 1-hole paper drill; Wing mailer and other antiques from hot-type days. Lee Ostdiek, Ostdiek Printing, Blue Hill, NE. Phone 402-756-2097.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; Omaha World-Herald Community Service & Service to Agriculture Awards Call to Entry, NPA Awards Nomination Forms, Online Media Campus Webinar Flyers.

### **2016 NNA calendar strips available**

If you'd like additional strips contact the NPA office.

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



Nebraska Press Association  
 Master Editor-Publisher Award  
 Nomination Form

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The Best of  
**THE BEST**  


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 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](mailto:nebpress@nebpress.com). Information can be found and downloaded from the web site: [www.nebpress.com](http://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



**2016**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

Must be postmarked by April 1, 2016

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

**2016**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Must be postmarked by April 1, 2016

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.



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## Resisting Regurgitation:

Proactive storytelling for  
today's readers

Thursday, February 25

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

Registration fee: \$35  
Registration Deadline:  
February 22

Presented  
by:



### *In this webinar...*

Do you feel like you're always writing recaps instead of original news stories? This presentation is designed to help you take your stories to the next level — instead of just telling readers what happened.

Tim Schmitt, with GateHouse Media, will share tips on how to make your stories multifaceted and people-focused, rather than just regurgitating the information you receive.

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

**Presented in partnership with:**

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### *The presenter...*

#### Tim Schmitt



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun, the Mesa Tribune, the Arizona Republic, the Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies — spearheading coverage of the Buffalo Bills and Sabres. He moved to Austin to join GateHouse in early 2015.



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# ONLINEMEDIACAMPUS

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## Personalizing the Customer Journey



**Friday, February 26**

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

**Registration fee: \$35**  
**Registration Deadline:**  
**February 23**

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

### ***In this webinar...***

Personalization is the key to a great ROI. When businesses send their customers relevant information, they drastically increase their chances of making the sale. Newspapers can use personalization in the same way.

During this webinar, national speaker and sales trainer Allan Barmak will show you the personalization tools that are available today along with examples of how other newspapers and publications are leveraging this technology. You will learn how to build a “customer journey” which will engage your readers and add new revenue streams.

### ***Presented in partnership with:***

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### ***The presenter...***

#### **Allan Barmak**



Allan Barmak leads The Barmak Group, a sales consulting and training firm which leverages 20 years of sales experience in digital media. He has worked with a variety of companies across multiple industries, helping each of them expand their sales operations by optimizing existing revenue streams as well as building new ones.

He has been training newspaper sales teams for the last 10 years and has unmatched experience selling the digital value proposition. Prior to starting his own consulting firm, he worked at AOL, where he was the top sales rep in the country for five of seven years and ranked second the other two years.



Online Media  
Campus



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