

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



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.

Sales – Week of 2/29:

2x2

Clearwater Record-News - LuAnn Schindler (paper made \$325.00)

Crete News - Pat Hier (paper made \$150.00)

Hickman Voice News - Linda Bryant (5 ads) (paper made \$2,337.50)

Hickman Voice News - Austin Roper (paper made \$312.50)

Nebraska City News-Press - Erin Johnson (paper made \$625.00)

Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

Seward Co. Independent - Patrick Checketts (paper made \$487.50)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)

Hickman Voice News - Linda Bryant (NCAN Special Free Ad)

Kearney Hub - Becky Hilsabeck (NCAN Special Free Ad)

Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

Sunshine Week - cont. from pg. 1

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; nonprofit 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.**



Two nationally acclaimed professors will debate transparency in government

March 15 in Columbia, MO

Reformers have tried to improve public access to information about decision making in government for decades. But some influential commentators now argue that the drive for transparency has gone too far, undermining the capacity of elected officials to reach agreement on policies and to make those policies work.

Two noted college professors will discuss the issue Tuesday, March 15, at the Donald W. Reynolds Journalism Institute in Columbia, Missouri. "Is our Government too Open?" will begin at 7 p.m. in Fred W. Smith Forum (Room 200) at RJI. Refreshments will be available starting at 6:30 p.m. The debate will also be streamed live. Both speakers' books will be available for purchase.

Speakers:

RJI and the University of Missouri Harry S Truman School of Public Affairs are sponsoring the debate between Bruce Cain, professor at the Stanford University Department of Political Science, and Charles Lewis, executive editor of the Investigative Reporting Workshop at the American University School of Communication in Washington, D.C.

Live stream registration:

Viewing RJI live streams now requires a free account on RJI Online. Register for an online account today and log in on March 15. Your login will be good for all RJI live-stream events. Virtual attendees are encouraged to submit questions for the speakers. The event hashtag is #opengovdebate. **To register for the live stream go to: <https://www.rjionline.org/live>.**

In-person registration:

The debate is free and open to the public but advanced registration is required. **Visit this page to register: <https://www.eventbrite.com/e/is-our-government-too-open-tickets-20146634125>.**

Guest Commentary: **Public Notices Should Stay in Newspapers**

By Tonda Rush, Co-Director, Public Notice Resource Center

A character identified in “The Big Short” movie only as the “Tattooed Renter” protests the unfairness in the world when he learns that he is about to be booted out of his home because the landlord has not paid the mortgage.

“Man, I paid my rent,” he cries.

Would that matter when the sheriff came around? Not one bit. When the mortgage defaults, the banks want the keys.

The memory of millions booted to the curb after the crash of Lehman Brothers has faded into memory for many. It is barely even an issue in the Presidential debates. Then along came the movie, to remind us a lot that went wrong then could still go wrong.

Dodd Frank made some reforms. But if the mortgage isn’t paid, Tattooed still loses his home.

That is one reason why transparency in foreclosures makes sense. And why Virginia newspapers are protesting a move in the Virginia legislature to pull a curtain of obscurity around foreclosures. SB 560, patroned by Williamsburg senator Thomas Normant, Jr., would make foreclosures obscure.

The bill would end the practice of putting a notice in the newspaper when a foreclosure is about to occur. Instead, a small ad could run in the newspaper, pointing to a Circuit Court website. If a reader wants to know more, that reader has to surf.

What do foreclosure notices do? They give the public a window into what is otherwise a closed legal process. Although in Virginia foreclosures can occur in public lawsuits, more often lenders require a borrower to write the courts out of the process as a condition of getting the mortgage. A trustee for the mortgage holder can force and execute a foreclosure sale after a default. Virginia has one of the shortest required foreclosure periods in the nation. Some states permit up to 1,000 days to give residents a maximum opportunity to keep their homes after a bank declares a default. Virginia’s process can be about a fourth of that.

The public notice is an important part of a scary process that can end with the family goods on the curb.

It gives residents time to assemble help to redeem the property.

It provides notice beyond the required letter to the borrower. In Tattooed’s case, the landlord probably got the letter, but the renter was clueless.

Landlord could be pocketing the rent but not paying the mortgage. A public notice gives Tattooed or some watchful friend of Tattooed a clue about the impending sale.

If the foreclosure happens, greater notice would give more buyers a chance to find out about the sale. When

a foreclosed house sells, the proceeds go to retire the costs of the foreclosure, to pay back taxes and the lender and then, only if there is money left over, does any money go to the homeowner. More buyers create a greater chance that the homeowner walks away with at least some equity.

The notice introduces some transparency into a closed system. Consumer groups, neighbors, scholars and historians who care about what goes on in this arcane world of securitized lending get a window – a small window, but still a window.

But no one reads printed newspapers any more, some will say. Shouldn’t these things be on line?

First, they’re wrong. Most people who consume newspaper news read it in print. So said the Pew Research Center this month. (You are probably one of them right now.) For those who want public notices on websites, the newspapers that run them in print put them online if they have websites and most do.

There is more to public notice than publishing. The printed notice is kept and archived, so when a dispute comes up years later, the authentic notice can be found. Unlike the fickle digital world, print doesn’t change.

Yes, but the newspapers just want the revenue, the patrons will say. True, that. Newspapers do need revenue if they are going to cover the news. But the circuit court website isn’t free. It has to be built, maintained, archived and authenticated when the notices are needed for evidence. Whether the newspapers can do the notice more cheaply than the courts is a question to answer after an honest study of the court site and all of its real costs – including marketing its links – are counted.

One thing is for sure. You just read this commentary. And I’ll bet you haven’t been on the Circuit Court website all day.

Mortgage lenders have a point. When they lend money and it isn’t paid back, they have to free up that property so they can put the money back into circulation – even if the loan is immediately sold into secondary markets, as most are. Someone somewhere has money tied up in that property. Not all the defaults in “The Big Short” were by innocents. Loads of people took out loans during that period that they well knew they couldn’t afford. The foreclosure process is a regrettable but necessary tool to keep the loan markets fluid.

Obscurity, however, is also regrettable and completely unnecessary. Court websites are for lawyers. People who want to know what is going on look at the newspaper.

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

Friday, April 22 Sessions:

Newspaper Design - Ed Henninger, Henninger Consulting

Ed has been an independent newspaper consultant since 1989 and a leading design consultant for community newspapers. **Three Friday sessions:**

- “25 Design Things They Say You Can’t Do...But You Can”
- “License to Print Money” (design ideas to generate revenue)
- “You Call the Shots (Q & As - Bring your design questions!)”

Social Media - Chris Rhoades, Enterprise Publishing Co.

Chris is associate publisher of Enterprise Publishing Company in Blair and heads their Specialized Marketing Division which focuses on digital marketing, speciality printing and niche publications. **One Friday session:**

- “Selling Against Social” (sales strategies to show the power of print vs. social media)

Nebraska News Service - Learn about this news service, provided free to NPA newspapers by UNL’s College of Journalism & Mass Communications. High-quality, ready-to-run stories on a broad range of state government topics, written by the college’s best reporters and delivered to your inbox. Discussion with Bureau Chief, Mary Kay Quinlan and some of the Nebraska News Service student reporters.

Legal Q & A Session - NPA Legal Hotline attorney, Shawn Renner. Discussion topics include open meetings, open records, public notices, newspaper copyrights and more. (Bring your legal questions).

Sports Photography - Jeff Bundy, Omaha World-Herald - How-tos, tips, suggestions on taking great sports photographs.

Saturday, April 23 Sessions:

Great Idea Exchange - Newspapers share successful ideas that they’ve implemented on promotions, circulation, sales, editorial and more. *(No breakfast this year - this will be a regular workshop session - come and share ideas!)*

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. **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 to help newspapers work faster and create better files. **Three Saturday sessions:**

- “InDesign Techniques to Get Your Paper Out Faster”
- “Quality Photos From Any Camera”
- “Photoshop”

Social Media - Chris Rhoades, Enterprise Publishing Co. - One Saturday session: “Social Media Strategy Session” (what’s new in social media & digital marketing, plus a quick analysis of your Facebook page or website).

Grammar - Refresher dos & don’ts, tips, reminders with Doane College Journalism Professor, David Swartzlander.

News Writing/Reporting - Learn about lede, news and headline writing and digital reporting with UNK Journalism Professors, Ralph Hanson & Terrie Diffenderfer.

Networking Roundtables - Visit and share ideas with colleagues on a variety of topics (sales, editorial, postal, circulation, promotions, etc.); move from table to table every 15 minutes for a different topic!

Friday Awards Luncheon - Keynote Speaker: Tim Miles, Head Coach, Husker Men’s Basketball (Coach Miles grew up in a weekly newspaper family!) and awards presentations for Outstanding Young Nebraska Journalist and Harpst Nebraska Leadership. **Friday Awards Banquet - Keynote Speaker: Morley Piper**, former executive director of the New England Newspaper Association. As a 19-year-old second lieutenant, Morley stormed the beaches of Normandy during the WWII D-Day invasion; Omaha World-Herald Awards; presentations for NPA Lifetime Members, Journalism Hall of Fame inductees and Master Editor-Publisher. **Saturday Awards Luncheon** - Presentations of NPA Foundation Scholarships and Collegiate Writing & Photojournalism Contest winners. **Saturday Awards Banquet** - Better Newspaper Contest winners, installation of NPA/NPAS officers.

Make your convention hotel reservations now:

- **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 “Nebraska Press Association 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**



2016 NPA Convention - Menu:

Friday - Lunch, 4/22/16:

Teriyaki Style Chicken Breast Sandwich - Grilled chicken breast, marinated in teriyaki sauce, grilled pineapple and green leaf lettuce on a Cuban style baguette. Served with house salad, steak fries, coffee, tea or milk.

Friday - Banquet, 4/22/16:

Smoked Windsor Loin - Roasted Windsor loin with balsamic demi-glace reduction. Served with cheese potatoes au gratin, choice of house salad, seasonal vegetables, assorted breads, dessert (carrot cake), coffee, tea or milk.

NOTE: No breakfast buffett this year at Saturday's Great Idea Exchange. Instead, grab a coffee at the hotel's "Barista Coffee Shop" before heading to this session.

Saturday - Lunch, 4/23/16:

Submarine Sandwich - Turkey, ham, hard salami, smoked provolone, green leaf lettuce, sliced beefsteak tomato, oregano and red wine vinaigrette on a Cuban style baguette. Served with pasta salad vinaigrette, chips, coffee, tea or milk.

Saturday - Banquet, 4/23/16:

10 oz. Cut Prime Rib Roast - Marinated and coated with fresh cracked black pepper and rosemary, slow-roasted and topped with au jus glaze. Served with herb roasted Yukon gold potatoes, house salad, seasonal vegetables, assorted breads, dessert (German chocolate cake), coffee, tea or milk.

Reasons to attend the NPA Convention...

Tremendous learning opportunities. The Nebraska Press Association's focus is on engaging newspapers and serving our members in the age of mobile, social and print.

Meet the experts. Sessions are packed with top-notch presenters, giving you the opportunity to learn from some of the industry's best and brightest.

Get inspired. Take away actionable ideas and solutions that you can implement right away to boost revenue and improve your news content.

Network with your peers. Our convention is the largest annual gathering of Nebraska newspaper people.

Relax, socialize, enjoy! Join in the Great Idea Exchange, Networking Roundtables, Silent Auction, raffle prizes, awards presentations, NPA Foundation (Thursday night) fundraiser event and more!

Join us at Convention, April 22-23, in Kearney!

Classified Advertising Exchange

Feb. 29, 2016

REPORTER: The Scottsbluff Star-Herald is looking for a reporter with photo and video experience. We are a 11,000-circulation six-day daily in a thriving regional trade center a few hours from Denver. A degree in journalism is preferred, but candidates with practical experience and strong writing skills will be considered. The position is full-time and requires occasional evening and Saturday work. Send resume and cover letter to: Star-Herald Attn: Bart Schaneman PO Box 1709, Scottsbluff, NE 69363, or email to bart.schaneman@starherald.com.

SPORTS/NEWS WRITER: The Custer County Chief is searching for a full time sports/news writer. If you love all sports, are detail orientated and organized this may be the job for you. We will train the right team player. Must have a current drivers license, high school diploma and continuing education. We offer competitive wages and benefits. For more information contact Mona Weatherly at chiefnews@custercountychief.com, or call 308-872-2471.

ADVERTISING SALES: The Custer County Chief in Broken Bow, NE has openings for full-time sales people to join our team. We need outgoing, self-motivated, organized, team players. People who enjoy the challenge of setting and making goals. Good people skills are a must. Sales experience is preferred, but we will train the right people. We offer salary, commissions and company benefits. The Chief is an award-winning, weekly newspaper that offers the sort of coverage typically found at much larger daily papers. Broken Bow is a lively community located in the center of the state and sits on the "Sandhills Journey Scenic Byway." The Custer County Chief is owned by Horizon Media, with daily newspapers throughout the U.S. There is potential for future advancement to one of our daily papers. Send resume and references to: Bill Parsons, Publisher, at publisher@custercountychief.com.

REPORTER: If you like talking to people, possess excellent written and verbal communication skills, are organized, have reliable transportation, and want to be part of a creative team, you are the person we're looking for. Send your cover letter, resume and writing samples to: The Custer County Chief, Attn: Mona Weatherly, Editor, P.O. Box 190, Broken Bow, NE 68822 or email them to Mona Weatherly, Editor, chiefnews@custercountychief.com.

REPORTER: The Northeast Nebraska News Company is looking for a reporter for our print, web and video products. The successful candidate must have a good nose for news, and be able to dig out stories where ever they happen. We are looking for a versatile person with the ability to cover everything from city government to church fund raisers. This position also offers a great opportunity for advancement in our company. Send resume and cover letter to: Rob Dump, Cedar County News/Northeast Neb. News Co., ccnews@hartel.net.

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 letterpress; 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; NPA Convention Agenda, Hotel/Menu Info, Registration Form.

Available through NPA:

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

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

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

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 with Sponsorship from Nebraska Press Advertising Service
 Annual Convention, April 22-23, 2016 - Holiday Inn & Convention Center, Kearney, NE



REGISTRATION INSTRUCTIONS

Please read carefully!

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased.
2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT today. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.
3. Administrative Processing Fee of \$5.00 charged if you cancel convention reservations or meal tickets prior to April 8.
4. **REMEMBER - Registration and meal deadlines are April 8. \$5.00 late fee for registrations after April 8.**
5. **NO Cancellations after April 8. No refunds after April 8.**
6. Please **CIRCLE** which meals you are attending.
7. If you are attending workshops at the convention, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.
8. Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days. **Affiliate and Associate Members must pay registration fee before meals are purchased.**

Newspaper Name:								
NAME (Please print/type) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch	Friday Banquet	Sat. Lunch	Sat. Awards Banquet	"X" Here if you are a First-Time Convention Attendee	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.	Teriyaki Chicken Breast Sandwich	Smoked Windsor Loin	Submarine Sandwich	Prime Rib		
1)	\$10	\$10	\$18	\$32	\$18	\$40		
2)	\$10	\$10	\$18	\$32	\$18	\$40		
3)	\$10	\$10	\$18	\$32	\$18	\$40		
4)	\$10	\$10	\$18	\$32	\$18	\$40		
5)	\$10	\$10	\$18	\$32	\$18	\$40		
6)	\$10	\$10	\$18	\$32	\$18	\$40		
7)	\$10	\$10	\$18	\$32	\$18	\$40		
8)	\$10	\$10	\$18	\$32	\$18	\$40		
9)	\$10	\$10	\$18	\$32	\$18	\$40		
You may charge your NPA convention registration if your total is over \$200.00 VISA _____ Mastercard _____ Expiration date: _____ Card Number: _____ Security Code: _____ Signature: _____ Billing ZIP Code: _____ Print Name as it appears on card: _____							Total	
Please return this registration form and check to: Nebraska Press Association 845 "S" Street, Lincoln, NE 68508-1226								