

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

March 16-17, 2016

NNA (National Newspaper Assn)
Leadership Summit, Washington DC

April 1, 2016

Omaha Press Club Dinner &
Show, Holland Center, Omaha

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

March 24, 2016

Building Your Graduation Pages

March 25, 2016

Growing Your Digital Audience

Deadlines

March 31, 2016

NPA Convention hotel room
reservations, Kearney

April 1, 2016

OWH Community Service &
Service to Ag Awards entry
deadline

April 8, 2016

Convention registration
deadline

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And the nominees for 2016 are...

The NPA nominating committee, chaired by Rod Worrell, publisher of the *Ainsworth Star-Journal*, has nominated Willis Mahannah, editor of the *West Point News*, for a three-year term on the board of directors.

Re-nominated to three-year terms are: Kevin Zadina, publisher of the *Seward County Independent* and Amy Johnson, publisher of the *Springview Herald*. The committee also nominated Jason Frederick, publisher of the *Trenton Hitchcock Co. News* as president; Peggy Year, co-publisher of the *Hartington Cedar Co. News* as vice-president and Kevin Zadina, publisher of the *Seward County Independent* as treasurer. Nominated to a one-year-term as Immediate Past President was Dennis Morgan, publisher of the *Elgin Review*.

The NPAS nominating committee, chaired by Mike Edgecombe, publisher of the *Hebron Journal-Register*, has nominated Randy Sadd, publisher of the *Doniphan Herald*, for a three-year term on the board of directors.

Re-nominated to three-year terms are Greg Awtry, publisher of the *Scottsbluff Star-Herald* and Tory Duncan, publisher of the *Sutton Clay County News*. The committee also nominated Gerri Peterson, publisher of the *Mullen Hooker Co. Tribune* as president and Greg Awtry, publisher of the *Scottsbluff Star-Herald* as vice-president. Nominated to a one-year-term as Immediate Past President was Shary Skiles, publisher of the *McCook Gazette*.

Individual members may make additional nominations in writing to the NPA/NPAS office no less than 20 days prior (April 1) to the first day of the convention.

Published in the Bulletin first time: March 7th

NPAS/NPA to consider Digital Marketing Hotline

The Nebraska Press Advertising Service and the Nebraska Press Association are exploring an initiative that will provide a digital marketing hotline to Nebraska Press Association members. Partnerships with other state newspaper associations could be part of this initiative.

As a first step to providing these services, we will be soliciting competitive proposals from outside firms and member newspapers.

Our Request For Proposal includes the following verbiage:

We are seeking a company that can provide a high level of customer service and is an expert in the areas of digital marketing strategies. Company should have in-depth knowledge of social media strategies, targeted digital marketing strategies, e-mail marketing, search engine optimization, blogs, mobile

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It's Convention time!
See agenda, registration & hotel info.

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Digital Hotline - cont. from pg. 1

solutions, video, newspaper online advertising products and newspaper online sales techniques. Service provider is prohibited from providing services above and beyond digital marketing advice and guidance as outlined in this RFP. Hotline service provider will NOT assist members with computer hardware or software maintenance and training.

Deadline for submission of proposals is Thursday, March 17, 2016.

If you would like to submit a proposal or if you have any questions about the RFP process, please email Rob James at rj@nebpress.com.

Proposed NPA by-laws amendment up for discussion, vote at April 22 annual meeting:

ANNUAL MEETING
NEBRASKA PRESS ASSOCIATION
APRIL 22, 2016
KEARNEY, Nebraska Press Association

PROPOSED AMENDMENT TO BY-LAWS

Article V-Board of Directors

Section 5.2. Number, Elections, Tenure and Qualifications.

Section 5.2 a. The number of Directors shall be nine. The Immediate Past President shall be an ex officio member of the Board of Directors with the power to vote.

Proposed new provision

Section 5.2 a. The number of Directors shall be six. The Immediate Past President shall be an ex officio member of the Board of Directors with the power to vote. As terms of directors expire, they shall not be reappointed for an additional term until the board has been reduced to the number six.

Section 5.2. b Each of the nine members of the Board of Directors shall serve three years, three being elected each year.

Proposed new provision

Section 5.2. b Each of the six members of the Board of Directors shall serve three years, two being elected each year.

If you have questions regarding this proposed by-laws amendment, please contact the NPA office.

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 3/7:

2x2

Ainsworth Star-Journal — Rod Worrell (paper made \$487.50)

Geneva Signal — John Edgecombe (paper made \$150.00)

Hickman Voice News — Linda Bryant (8 ads) (paper made \$2,675.00)

NCAN

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

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

“ We are all born ignorant, but one must work hard to remain stupid. ”

- Benjamin Franklin

Celebrate open government: Sunshine Week, March 13-19

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, sunshineweek.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; 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>.**

New publisher named at York News-Times

Carrie Colburn has been named publisher of the *York News-Times*. Colburn, a native of Lincoln, has served as digital director for BH Media's Midwest Group for the past year. The Midwest Group includes York as well as the *Grand Island Independent*, *North Platte Telegraph*, *Kearney Hub*, *Scottsbluff Star-Herald*, the *Daily Nonpareil* in Council Bluffs and a number of weekly newspapers.

Colburn replaces former News-Times publisher Steven Baker, who left to pursue other opportunities.

Colburn, a graduate of the University of Nebraska-Lincoln, has held a variety of local and regional sales roles in her career. She began at the *Omaha World-Herald* with the newspaper's majors and national team. She later served as an account executive for York and then as digital director for Grand Island.

Former Lincoln Journal Star press room manager Bob Brehm dies

Bob Brehm of Raymond, NE, who had a long newspaper career at the *Lincoln Journal Star*, died February 11, 2016, at the age of 85. Brehm retired in 1995 as the Journal Star's press room manager.

He is survived by his wife of 66 years, Barbara; four children, Lynne, Lisa, Robert C. and Laurie, and their families.

A celebration of Bob's life was held February 18 at First-Plymouth Congregational Church in Lincoln. Memorials may be made to Wachiska Audubon Society or Raptor Recovery Center. Online condolences may be made at Butherus, Maser & Love, www.bmlfh.com,

Longtime Omaha sportswriter, Jerry Fricke, dies

Omaha sportswriter, Jerry Fricke died February 27, 2016, after a long illness. He was 79. A native of Hastings who grew up in Bellevue, Fricke received his Bachelor's and Master's degrees at the University of Nebraska-Omaha.

His career as a journalist included writer for *David City Banner-Press*; sportswriter for *Norman (OK) Transcript*; editor and publisher of the *Madison Star-Mail*; regional editor, *Norfolk Daily News*, and sportswriter from 1963 to 1993 for the *Omaha World-Herald*. He was the Omaha Knights' beat writer from 1967 until the franchise folded in 1974. He was on the UNO beat from 1976 until the Omaha Lancers started in 1986.

Survivors include his sons Michael and Matthew, and former wife, Janice. Visitation was held March 1 at Kremer Funeral Home in Omaha. There were no services. Memorials may be directed to the family.

Norfolk Daily News, Wayne State College collaborate to provide students with free newspapers

Chantal Lawson, Wayne Stater, Feb, 2016

Editions of the Norfolk Daily News are now available to students for free at locations on the Wayne State College campus.

The Norfolk Daily News publishes articles written by Wayne State students, so the newspaper approached Wayne State with an offer to provide the newspaper at a discounted price to the college so they could be made available to students at no cost.

Since last fall, the Daily News has devoted a section of its website to campus activity at Wayne State and community news, and regularly publishes Wayne Stater stories in its print editions.

As a trial project, a limited number of papers will be available in residence halls and the student center at no cost through the end of the spring semester. Depending on student interest and available college funding, the trial project may be continued for 2016-2017.

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.

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

NPA wants to thank the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage our members to participate by submitting your entries!

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

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 - Five Years and Counting (Panel Discussion)

The Nebraska News Service covers state government news for about 120 news outlets throughout Nebraska in an attempt to fulfill part of our land-grant mission of serving the people of the state. We’ll reflect on our efforts and invite audience feedback/participation on ideas for making the service even more worthwhile. Panel will consist of NNS student reporters, three weekly NNS newspaper clients and Mary Kay Quinlan, NNS bureau chief and associate dean of the UNL College of Journalism and Mass Communications.

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).

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 Menus:

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!

We hope to see you Friday & Saturday, April 22-23, in Kearney!

Classified Advertising Exchange

March 7, 2016

PRINTING PRESS WANTED: We are looking for a Multilith 1250 (13x19), preferably with T-head. Needs to be in good running condition. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: epbusiness@neb.rr.com.

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.

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.

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@custercounty-chief.com, or call 308-872-2471.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NPA Convention Agenda, Hotel Registration, Menu, 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.