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## Nebraska editor, former sports reporter, Jane White, dies

Jane White, editor of the *Wilber Republican* and former reporter and sports editor for the *Beatrice Daily Sun*, died May 6, 2016, at Bryan Medical Center West in Lincoln from complications following surgery. She was 51.

A native of Beatrice, White graduated from Beatrice High School in 1983 and from Southeast Community College, Fairbury, in 1985 with a degree in Journalism.

She covered all sports in southeast Nebraska and followed athletes in high school, college and through their professional careers. White was the first and only woman inducted into the Nebraska Baseball Hall of Fame. In 2007 she was awarded the Heart of an Athlete award for her coverage of Beatrice High School athletics. Over the years she won several awards from Nebraska Press Association and the National Press Women's Association for photography and writing, as well as a 25-year service award from MUDECAS (Music-Declamatory-Sports Association).

White was preceded in death by her parents, Ronald "Unk" and Doris "Peggy" White. Funeral services will be held May 10 at Centenary United Methodist Church in Beatrice, with burial in Liberty Cemetery in Liberty, NE. A memorial has been established in lieu of flowers to the Jane White Memorial. Harman-Wright Mortuary and Crematory, Beatrice, is in charge of the memorial and funeral arrangements. Condolences can be made at [www.harmanwrightmortuary.com](http://www.harmanwrightmortuary.com).

## May is Beef Month in Nebraska!

The Nebraska Beef Council is offering content for area newspapers who wish to highlight the beef industry in their publications.

To access downloadable articles, images, beef facts and recipes, visit the NBC Beef Month webpage: <http://nebeef.org/mayisbeefmonth.aspx>.



Simply click on the content links to be redirected to the online articles or to download files to your computer.

If you would like to source specific information, setup an interview or be connected to a local cattle producer, please contact Adam Wegner, Director of Marketing, Nebraska Beef Council, Kearney. Email Adam at [adam@nebeef.org](mailto:adam@nebeef.org), or call him at 308-236-7551, and he can assist you.

## Broken Bow Custer Co. Chief bids farewell to two longtime employees, as two new employees join staff

Mary Coffman and Shannon Murray have both left the *Broken Bow Custer Co. Chief* after a combined 40 1/2 years in the advertising department. Murray's last day was April 1, after working at the paper since 2008. Coffman's last day with the paper was April 8, after 32 1/2 years with the newspaper. Coffman plans to return to the workforce after taking a couple of months off.

Renee Daniel joined the Chief's advertising department in March, and Roxann Ellison also joined the staff in March as a part-time reporter.

## Wauneta Breeze welcomes new production/news staff member

Shelby Cox, a native of Wauneta, joined the Breeze staff in March. Her primary responsibilities will be customer service, event photography, setting copy and page/ad design.

Cox has been an active member of the Wauneta and Pali-sade communities and looks forward to her involvement in her hometown newspaper.



newspaperinstitute.com

# 2016 Fall Schedule of Classes

October 5-8 • Knoxville, Tennessee



University of Tennessee College of Communication and Information

## WEDNESDAY, OCT 5

BONUS EARLY-BIRD CLASSES

### 4:30 Hour Bonus Session: Getting a Handle on Camera Raw & Bridge

Lisa Griffin, Boone Newspapers (Alabama)

### 5:30 Hour Bonus Session: InCopy Basics

Kevin Slimp, Institute Director

### 6:30 Institute Eve Dinner on the Square

Dinner on the Market Square

## CLASS DESCRIPTIONS

**Time and Territory Management PLUS Prospecting that Pays**  
How to organize, prioritize and create more face time rather than windshield time with customers using the GOALS setting process. How to prospect for new business, what to say, what to leave behind and what to say on the phone when following up with customers.

### Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Print being our bread and butter, specific questions and skills on how to sell print in a digital world. PLUS, Bundling together your products, based on your customer's needs, using the eight steps presentation process.

### Design Between the Ears

This is THE Ed Henninger Class that is a MUST for any newspaper editor or designer. All the basics of constructing a well-designed publication.

### When "Write" is "Wrong"

Writers need to keep design when writing a story. Editors and writers should find a way to attend this class.

### Personality and the Art of Communication

Understanding different selling and buying styles and how to adapt our selling style to match their buying their style

## THURSDAY, OCT 6

MORNING CLASSES

### Combining Photography and Videography in the Newsroom

Tracey Trumbull, WRCB, Chattanooga TN

**Latest Overview on Technology:** Hardware, software, cloud technology, servers, tips & tools  
Lisa Griffin, Boone Newspapers, Selma AL

### Time and Territory Management PLUS Prospecting that Pays

Tim Smith, Allentown, Pennsylvania

### InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director

AFTERNOON CLASSES

### Reporting New(s) Style: Using Drones

Tracey Trumbull, WRCB, Chattanooga TN

### Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Tim Smith, Allentown PA

### Introduction to Ad Design with Illustrator

Lisa Griffin, Boone Newspapers, Selma AL

### Photoshop & Photo Editing Basics

Kevin Slimp, Institute Director

### Design Between the Ears

Ed Henninger, Rock Hill SC

## FRIDAY, OCT 7

MORNING CLASSES

### Understanding Color and Color Management Photoshop Guru Series

Karl Kuntz, Columbus (OH) Dispatch

**Storytelling on deadline:** Stories you want to write and readers want to read  
John Hatcher, Univ. of Minnesota, Duluth MN

### Ed's Top Ten Design Hints and Maybe More

Ed Henninger, Rock Hill SC

### Sales: Personality & the Art of Communication

Tim Smith, Allentown PA

AFTERNOON CLASSES

### When "Write" is Wrong

Ed Henninger, Rock Hill SC

### Advance Photo Editing: Be the Guru

Karl Kuntz, Columbus (OH) Dispatch

### Sales: Handling Objections and Developing Closing Skills

Tim Smith, Allentown PA

### Cloud Management for the IT Director

Marc Lighter, Paxis Technologies, Knoxville TN

### Engaging audiences: Ways to create a citizen-centric news organization

John Hatcher, Univ. of Minnesota, Duluth MN

## SATURDAY, OCT 8

MORNING CLASSES

### Photo Field Trip: Shoot, Edit, Critique

Rob Heller, Univ. of Tennessee

### Design Between the Ears

Ed Henninger, Rock Hill SC

### Print First: Lessons from Newspapers who Focus on Print

John Hatcher, Univ. of Minnesota, Duluth MN

### InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director



Marc



Karl



Tim



Lisa



Ed



Rob



Kevin



Tracey



John

**For more information and to register for the 2016 Institute of Newspaper Technology, call 865-584-5761, or go to [www.newspaperinstitute.com](http://www.newspaperinstitute.com)**

## Omaha World-Herald staff members recognized in recent competitions

*Omaha World-Herald, May 1, 2016*

World-Herald headline writers were big winners in the 2015 Headline Contest sponsored by the American Copy Editors Society.

Of the seven awards given in the division for newspapers with a circulation between 100,000 and 200,000, The World-Herald won five. That circulation category, made up of large regional papers, draws the largest number of entries each year.

In individual judging this year, Rich Mills was named top headline writer of the year - an award he has received in three of the past four contests. Dan Golden was runner-up and Tim Sacco earned honorable mention.

In staff judging, The World-Herald's two entries finished second and third. (First-place staff entry was from New Jersey Advance Media). The staff entries represented a true team effort, with headlines from stories that appeared in News, Sports, Money and Living sections of the paper. The authors were Mills, Golden and Sacco as well as Dave Chandler, Nick Piastowski, John Rodino, Zach Tegler and Tim Winters.

In the recent North American Agricultural Journalists contest, two staff members won writing awards.

Barbara Soderlin won two second-place awards, one story in the News category and the other in the Spot News category. Geitner Simmons placed third in Editorials for three entries.

# Reach young readers with free serialized story, “Windows to the Past”

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

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

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

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

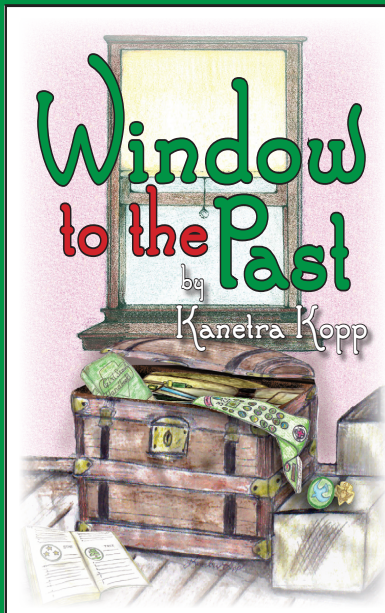
**“Window to the Past” is available through June, 2016.** The story is available at no cost during that time through a special partnership between NNA Foundation and the Missouri Press Foundation.

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

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

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

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



**Window to the Past**  
by Kanetra Kopp

**Reading Across the Nation 2016**  
Join young people inside their newspaper

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

**Read “Window to the Past” only in your newspaper!**

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

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

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

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

**NATIONAL NEWSPAPER ASSOCIATION FOUNDATION**

**Missouri Press Foundation**

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

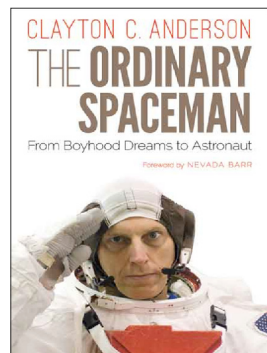
Even if you don’t intend to provide classroom newspapers, there is still value in publishing the story for your readers to share with their families. Write a news story or editorial encouraging Girl Scout leaders, parents and grandparents to read the story with children and encourage teachers to read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

“Window to the Past” was written and illustrated by longtime Girl Scout volunteer Kanetra Kopp of Odessa, MO. Kopp has been honored by the Girls Scouts as an Outstanding Volunteer and Outstanding Troop Leader. Kopp has

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

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

## Book “The Ordinary Spaceman” provides opportunity for community service while gaining some good PR



Nebraska’s own astronaut, Clayton C. Anderson, has written a book called “The Ordinary Spaceman: From Boyhood Dreams to Astronaut” about his experiences aboard the Space Shuttle and the International Space Station. The book is about more than space, it’s about a small town Nebraska boy who followed his dreams, and overcame adversity to achieve his goal of being an astronaut.

For a minimal cost, you can purchase a copy of Clayton’s book and donate it to your local library. (Purchase is optional, of course!). *Each copy will be personally autographed by Clayton.* The price, including shipping and tax is \$29.00 per book. **To place an order call Marcia Jussel at 402-691-4557; 402-333-7942, [CRM2662@bn.com](mailto:CRM2662@bn.com) Barnes and Noble Oakview Mall, 3333 Oakview Dr., Omaha, NE 68144.**

## Take advantage of Lynda.com free online training

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week. Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the

lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

NPA has created recommended playlists including tutorials and courses on commonly-used newspaper software such as InDesign, Photoshop and Illustrator. Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at [vk@nebpress.com](mailto:vk@nebpress.com) or call 1-800-369-2850.

**“Politics is the gentle art of getting votes from the poor and campaign funds from the rich, by promising to protect each from the other.”**

- Oscar Ameringer

## Still bringing communities together!



# Classified Advertising Exchange

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May 9, 2016

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

## **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).