

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

September 22-24, 2016
NNA Annual Convention
Franklin, TN

October 21, 2016
NPA/NPAS Fall Board
Meetings, Lincoln, NE

October 21, 2016
Journalism Hall of Fame
Banquet, NE Club, Lincoln, NE

Webinars

July 7, 2016
Pub Aux Live: Converting Your
Newspaper to a Requester
Publication
(Pub Aux/Online Media Campus)

July 8, 2016
Goal-Based Networking: How
to Turn Your Social Life into
Profitable Relationships
(Online Media Campus)

July 14, 2016
U.S. Department of Labor's
New Rule on Overtime
(Online Media Campus)

July 28, 2016
How and Why Readers Engage
With Us
(Online Media Campus)

July 29, 2016
Revamping Your High School
Sports Coverage
(Online Media Campus)

**The NPA/NPAS office
will be CLOSED Monday,
July 4, for the July 4th
holiday.**

CONTACT INFO:
Telephone: 800-369-2850 or
402-476-2851
FAX: 402-476-2942
Legal Hotline: 402-474-6900
E-mail: nebpress@nebpress.com
Web Site: <http://www.nebpress.com>

Nebraska newspapers among winners announced for 2016 NNA better newspaper contest

June 22, 2016

Winners of the NNA (National Newspaper Association) 2016 Better Newspaper Contest and Better Newspaper Advertising Contest have been announced. Winners will be recognized at the awards breakfast to be held Saturday, Sept. 24, during NNA's 130th Annual Convention & Trade Show in Franklin, TN.

Lists of winners by categories and by newspaper are available on the NNA website, www.nnaweb.org. General Excellence award winners will be announced at the awards breakfast. Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and is the one of the largest newspaper associations in the country.

Nebraska award winners:

- **Best Local News Coverage** (circ less than 3,000) - Honorable Mention - West Point News
- **Best Original Editorial Cartoon** (daily/non-daily) - Honorable Mention - Hartington Cedar Co. News
- **Best Serious Column** (circ less than 3,000) - Honorable Mention - Hartington Cedar Co. News
- **Best Sports Photograph** (circ less than 3,000) - 1st Place - Hartington Cedar Co. News; 2nd Place - Hartington Cedar Co. News
- **Best Advertising Idea** (circ less than 10,000) - 1st Place - Grant Tribune-Sentinel (Hospital Health Page)
- **Best News Promotion** - (circ less than 10,000) - Honorable Mention - Grant Tribune-Sentinel (Newspaper Week promotion)
- **Best Agricultural Story** (circ less than 6,000) - 3rd Place - West Point News
- **Best Breaking News Story** (circ 3,000-5,999) - 3rd Place - Blair Enterprise
- **Best Feature Photo** (circ less than 3,000) - Honorable Mention - West Point News
- **Best Feature Series** (circ less than 6,000) - 1st Place - Blair Enterprise
- **General Excellence** - West Point News (winners announced at NNA convention)



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



Plan to attend! NPA members invited to day of training with Kevin Slimp, August 4 in Pierre, South Dakota

Newspaper technology trainer and speaker Kevin Slimp will present on Thursday, Aug. 4, at the Ramkota in Pierre, S.D. The cost is \$50 per person and includes lunch. The workshop will run from 10 a.m. to 4:30 p.m.

Slimp will cover photo editing (Photoshop), basic and advanced InDesign and dealing with printing/PDF issues. He will also address specific questions and issues that participants may have.

To register, send an email to sdna@sdna.com or call SDNA at 1-800-658-3697. **The pre-registration deadline is July 22.** Press Association members from neighboring states are invited to register and attend.

Former Hebron Journal-Register publisher, Kim Johnson, dies

Leland "Kim" Johnson, 72, of Lincoln died June 25, 2016. A Kansas native, he graduated from Kansas State University with a B.A. in journalism. He served as a U.S. Army captain in Germany and Vietnam.

Johnson began his career in journalism in Casa Grande, AZ and Belleville, KS, and purchased the Hebron Journal-Register in 1978. He was editor and publisher of the newspaper, along with his wife, for 23 years. He served as NPAS president in 1987.

Johnson is survived by his wife of 45 years, Mary Beth; son Jeffery of Lincoln; and daughter Jennifer Young of Castle Rock, CO, and their families.

Services will be June 28, at 11:00 a.m., at Westminster Presbyterian Church in Lincoln. Memorials to the Alzheimer's Association or Country House Memory Care. Condolences may be left at www.bmlfh.com. Arrangements by Butherus, Maser & Love Funeral Home.



NNA's 130th Annual Convention and Trade Show, September 22-24, 2016, at the Franklin Marriott Cool Springs in Franklin, TN.

The convention will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities. **For registration and convention information, go to:**

<http://www.nnaweb.org/convention>

2016 Husker home game football tickets still available!

NPAS has a pair of football tickets to each of the following 2016 Husker home games.

AVAILABLE TICKETS: September 10-WYOMING; November 12-MINNESOTA; November 19-MARYLAND

- Cost is \$123.00 for the pair per game. Tickets are in the North Stadium, Section 39, Row 82, Seats 9-10.
- Pre-payment required by Visa or MasterCard only. No checks. No holding tickets for later payment.
- Limit is one pair per newspaper/group.

Contact Jenelle in the NPA office (800-369-2850) to purchase any of these tickets.

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 6/27:

2x2

Blair Enterprise — Loraine Ellis (paper made \$162.50)
Creighton News — Judy Forbes (paper made \$162.50)
Crete News — Jennifer Zapata (paper made \$150.00)
Hickman Voice News — Linda Bryant (6 ads) (paper made \$1,575.00)
Nebraska City News-Press — Betty Travis (paper made \$475.00)
Sutton Clay Co. News — Tory Duncan (paper made \$312.50)
Wayne Herald — Melissa Urbanec (paper made \$162.50)

NCAN

Broken Bow — Renee Daniels (paper made \$137.50)
Chadron Record — Raelynn Nuno (paper made \$112.50)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)

**Online Media Campus to offer
FREE WEBINAR on
U.S. Dept. of Labor's new rules
on overtime
Thursday, July 14
see attached flyer for details!**

Newspaper in Education Institute: buy a 1-year subscription, get 4 years free*

Subscribe to the NIE Institute for ONE YEAR at these discounted rates and get 4 YEARS FREE: \$75 (circ of 10,000 or less); \$125 (circ 10,000-25,000); or \$195 (circ over 25,000)

The NIE provides you a FREE subscriber website with over 340 NIE and editorial resources. The site was recently redesigned. Your website also includes Election Central, a Serial Story and Reader's Theatre Page (run them in-paper over several weeks) and more. All resources are free with your subscription.

Now all materials may also be used as editorial content or as advertising supplements to increase the value of your subscription.

Learn more at www.nieinstitute.org

To subscribe, email your full contact info to Doug Alexander, president, NIE Institute, doug@niein.org, or call 202-636-4847

**Offer for new & restarting subscribers only.*

Copyright common sense

By Metro Creative Graphics

We've all been there - surfing along the internet when we see the perfect image for the ad we're working on. The temptation is certainly there to grab it and use it. Who would know? Despite the fact that the image will most likely not be available in an optimal resolution for printing, if you grab that image and publish it - in any form, in print or digitally - you're probably violating copyright laws.

How can you navigate copyright laws to protect your publication? We're not lawyers (nor do we play them on TV), but a little common sense advice can go a long way. The whole process can be summed up in one concise statement: If you didn't take the photo or create the image yourself, you need permission to use it.



Prior to 1989, a visible copyright notice was necessary for a work to be copyrighted. Today, both the U.S. and Canada recognize copyright as soon as something is published, whether a notice is there or not. Therefore, you must always assume that everything you look at is copyrighted.

Some image creators and photographers attach metadata to their images that always follow the files, wherever they go. This date - including copyright info - is visible in Photoshop or Illustrator by selecting File Info from under the File menu. Keep in mind that any image is still copyrighted even if there is no metadata attribution.

The best way to protect yourself from copyright infringement accusations is by only using elements to which you have permission via a license. If you subscribe to a service that provides royalty-free graphics or image or purchase images outright, that's most likely what you're purchasing: a license to reproduce the material without further remuneration. This doesn't mean there aren't any restrictions to your use of purchased images; see each provider's rules of use for details and exclusions.

So the next time you are tempted to use images from the internet, apply some common sense. Your legal team will be glad you did.

Simple internet searches can result in potentially millions of image results, but it's best to assume that all of them are copyrighted. When looking at images in a Google search, copyright information is often available. Even where it is not, a link to the Web site in which the image appears will immediately tell you that someone else owns the rights to the image.



American Independent Business Alliance, AMIBA
 Independent Retailer Month dedicates July to celebrate independent retailers across the country. Independent retailers are the backbone of our communities, the mom and pop shops adding diversity along the main street and the family-owned businesses where we come together to live, work, and play.

Getting consumers to make purchases in their hometown shops and stores is a great way to boost the local economy and Independent Retailer Month is a campaign designed with the aim of doing just that. It takes place annually to highlight the importance to their community of small, locally owned and operated retailers. It encourages these types of enterprises to arrange fun events and activities to draw people in and help them understand the benefits of shopping locally.

Reasons to Celebrate Independent Retailers

A dollar spent at an independent retailer is usually spent 6 to 15 times before it leaves the community. From \$1, you create \$5 to \$14 in value within that community. Shopping with an independent retailer supports local traders, their suppliers and the people they depend on to run their businesses. Buying from an independent retailer boosts your local economy, rebuilding confidence in the community, enabling local businesses to prosper and grow.

When you spend \$1 at a national chain store, 80% of the money leaves town immediately. When you shop with your local independent retailers you are doing your bit to keep your community 'open for business'.

Independent Retailer Month Objectives:

***ENGAGE** independent retailer associations, small business organizations and retail thought leaders to demonstrate the importance of independent retail to the local, national and global economy.

***CONNECT** consumers and communities to local independent retailers reminding them of the benefits of shopping independent.

***IMPACT** community growth, the independent retail sector and the local, national and global economy.

Get more about Independent Retailer Month at:

- <http://indieretailermonth.com/>
- <http://independentretailer.com/>

“Shop Local” is More than a Good Idea — It’s Good Business

The “shop local” movement isn’t new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.

Here are a few of the benefits of what shopping local can mean to a community:

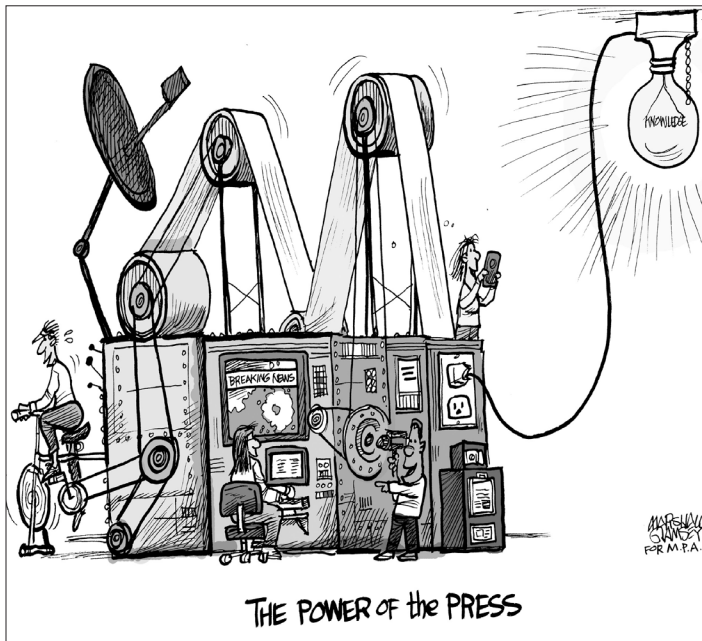
- **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.
- **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community.
- **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.
- **Community uniqueness is enhanced.** Shopping locally can display what is special about a community.
- **Shopping locally generally provides a more personalized shopping experience.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.
- **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.



Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the annual sales schedule.

To help in your promotions, here are some “shop local” websites that offer ideas and resources:

- www.independentwestand.org
- <http://thinkshopbuylocal.com>
- www.AMIBA.net (American Independent Business Alliance)



THE POWER OF THE PRESS

Write an essay, win a newspaper!

By Brian Cooper, *Dubuque (IA) Telegraph-Herald*, June 21, 2016
The owner of The Hardwick Gazette, a weekly newspaper in Vermont, has come up with a unique way to sell his newspaper. He is conducting an essay contest, and the grand (and only) prize is: The Hardwick Gazette. Yes, the newspaper itself.

After owning and operating The Gazette for three decades, 70-year-old Ross Connelly is planning to retire. He wants to turn over the operation to someone who has a “passion for writing, journalistic integrity and good business sense,” as well as the commitment to “pursue the noble profession of being a newspaper publisher in the beautiful hills, valleys and mountains of Vermont.”

So, he has announced an essay contest. Entrants need to submit 400 words and \$175. The person submitting the most persuasive essay gets the keys to the newspaper - specifically the business, building, equipment and materials to produce the paper. (The paper is printed in another town, so no press is included in the deal).

On his website (www.hardwickgazette.com), Connelly writes, “we want to hear from people who recognize that social media is not the same as a local newspaper. The winner of this contest will demonstrate this is a business that employs local people, that keeps the money we earn in the communities we cover, that is here week after week because the people who live here are important.”

Officially, the theme of the essay contest is “Why I would like to own and operate a paid weekly newspaper, founded in 1889.” A panel of seven to nine judges will pick the winner.


Connelly stipulates that there must be at least 700 entries, but he will accept no more than 1,889 entries - the high number corresponds to the year of the newspaper’s founding.

So, for \$175 an entry, Connelly stands to collect \$122,500 to \$330,575 from wannabe owners. Not a bad retirement nest egg. Apparently, it passes muster legally.

Essays are being accepted through August 11, so if you are so inclined, you have plenty of time to work on drafts and revisions demonstrating your persuasive writing skills.

Actually, though, if it were a true test of journalism skills, the contest would give entrants just a couple of hours - or less - to write the essay. And be required to write in between meetings and other story assignments - and while the phone is ringing.

To read more go to: <http://www.npr.org/2016/06/12/481750657/write-an-essay-to-win-a-local-newspaper>.



Upcoming Webinars

**Pub Aux Live:
Converting Your Newspaper
to a Requester Publication**
Thursday, July 7
Presenters
*Jeanne Straus, Straus News;
Max Heath, NNA Postal Chair; and
Tonda Rush, American PressWorks*

Goal-Based Networking
Friday, July 8
*Presenter Jeff Beals, National Sales
and Marketing Trainer*

**U.S. Department of Labor’s
New Rule on Overtime**
Thursday, July 14
*Presenter Michael Zinser,
The Zinser Law Firm*

**How and Why Readers
Engage with Us**
Thursday, July 28
*Presenter Liz Worthington,
American Press Institute*

**Revamping Your High
School Sports Coverage**
Friday, July 29
*Presenter Tim Schmitt,
GateHouse Media*

**Register at
onlinemediacampus.com**

*High-quality, low-cost web conferences
that help media professionals develop
new job skills without leaving their offices.*

Classified Advertising Exchange

June 27, 2016

OLD COMPUTER PARTS NEEDED to fix the old computer we have. Need parts for an IMac 400 or IMac 350. Please contact Sharon Wheelock at gcn@neb-sandhills.net.

GENERAL ASSIGNMENT REPORTER: Sidney Sun-Telegraph, a five day a week daily in Nebraska's Panhandle is seeking a general assignment reporter. Reporting on city government, and events around town as assigned, must be competent photographer, and computer experience necessary. Must be a team player. Competitive wages, flexible schedule. Send resume and writing samples to: Don Ogle, editor at: editor@suntelegraph.com.

ASSISTANT NEWS EDITOR: The Norfolk Daily News is looking to hire a full-time assistant news editor to fill a vacancy in its newsroom staff. An attractive candidate will have a passion for accuracy, excellent editing skills, a flair for newspaper design and the ability to meet deadlines. A college degree in journalism or related field is a plus. Hours are generally 7 a.m. to 4 p.m., with some Saturday morning shifts required. Competitive wages, strong fringe benefits and a positive, fun place to work. Interested individuals should submit work samples, resume and cover letter. Applicants can contact Kent Warneke, editor of the News, via email at editor@norfolkdailynews.com or at 877-371-1020.

SALESPERSON needed for The Fairbury Journal-News. Must have good communication and people skills, be a self motivated individual with sales experience and knowledge of digital sales helpful. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, timothylinscott1@gmail.com, or PO Box 415, Fairbury, NE., 68352.

PRINTING EQUIPMENT FOR SALE: Ryobi 3302M printing press and a numbering machine "Count" Numbermatic M121 for sale. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: epbusiness@neb.rr.com.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus Webinar Flyer.

Available through NPA:

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

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

(plus postage)

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

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

The U.S. Department of Labor's New Rule on Overtime

Don't miss out on this incredible opportunity to learn about an issue critical to the newspaper industry **AT NO COST TO YOU!**

Thursday, July 14

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

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

Registration Deadline: July 11

Confused about new overtime regulations? This **FREE WEBINAR** will show you how the new rules will impact your company.

Presenter Michael Zinser will explain the new rule and talk about potential exemptions for small newspapers, district managers and some journalists and photographers.

ABOUT OUR PRESENTER: Michael Zinser has more than 40 years of experience in labor and employment law and more than 250 newspaper clients nationwide.



Online Media Campus provides high-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

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After registering, you will receive instructions for logging on to the webinar.

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation.