

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

August 18, 2016
NSAA Media Meet & Greet
Lincoln, NE

September 22, 2016
Best Practices in Public Notice
Conference, Franklin, TN

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

August 12-14, 2016
UNL Drone Journalism Boot
Camp, Lincoln, NE

August 18, 2016
Google Analytics: Segmenting
Webinar (Online Media Campus)

August 26, 2016
Maximizing Your Digital Revenue:
Don't Leave Money on the Table!
(Online Media Campus)

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UNL to host Drone Journalism Boot Camp, August 12-14, in Lincoln

By Matt Waite, UNL College of Journalism & Mass Communications, July 12, 2016

With the FAA's new drone rules coming, the first big hurdle newsrooms and journalism schools face is getting staffers past the required knowledge test to fly legally.

The University of Nebraska-Lincoln is hosting a boot camp at the Drone Journalism Lab from August 12-14. In a weekend, learn about the topics covered by the FAA's new test, from how to read an airspace map to how to read an aviation weather report. And you'll learn about airport operations, aeronautical decision making, safe operations and the new FAA rules, called Part 107, inside and out. As a bonus, you'll be the first to get the Drone Journalism Lab's operations manual, which has guidelines and checklists for how to operate a drone for journalism safely and ethically.

The boot camp will be held at the University of Nebraska-Lincoln, home of the Drone Journalism Lab. You'll get a mix of instruction with practice tests, hands-on flight practice and discussions about how journalism ethics factors in when you want to fly a drone for a story. You'll leave with your own copies of the FAA's main resource books (the FAR AIM and the Pilot Handbook of Aviation Knowledge), the study materials presented and the Drone Journalism Lab's manual. The days will be full – breakfast and lunch will be provided so you can keep at it. You'll end the day flying drones and putting what you've learned into practice.

The fee for the camp is \$195. The weekend of August 12-14 was chosen so you have time to learn and then study on your own for the test, which becomes available on August 29.

Boot camp details are still being finalized. Click here to complete this form to be notified when registration and hotel block information is available:
<https://docs.google.com/forms/d/e/1FAIpQLScyK3ZqJINr-mLL8pa--MBoVn0HxxlyPbRrCgN0ef1OL8Bw/viewform>

With Part 107, drones will become a commonplace tool in newsrooms across the US. Be among the first to take advantage of the technology under the new rules by attending this Drone Journalism Boot Camp.

2016 Husker home game football tickets still available

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

Sept. 10-WYOMING; Nov. 12-MINNESOTA; Nov. 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.

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Saxton new managing editor of Fairbury Journal-News

Fairbury Journal News, June 29, 2016

In its effort to increase local news coverage in southern Nebraska and northern Kansas, *The Fairbury Journal-News* has named journalist Matthew Saxton as its managing editor.

Saxton brings more than 17 years of journalism and digital publishing experience to the Journal-News. The western Pennsylvania native has worked as staff reporter; copy editor; designer; photographer; and web editor.

His previous newsroom management positions include editor of *The Bartlett Express* in the Memphis, TN, metro market; managing editor of the *Effingham (IL) Daily News*; night editor at *The Evening Sun* in Hanover, PA; and news editor for the *Midland (TX) Reporter-Telegram*. Prior to joining the Journal-News, Saxton was the assistant editor for two daily e-newsletters at Technology Publishing Co., Pittsburgh.

"The diversity Matthew brings to the table is tremendous and we are excited to have his influence and knowledge here at the Journal-News," Publisher Tim Linscott said. "Matthew will be helping us lead the Journal-News into our new "Phase Two" project that we will be launching later this summer."

Linscott notes that the unique project will be helping the Journal-News grow, expand and drive forward toward the future, but will also benefit readers and advertisers in multiple ways.

First-ever Best Practices in Public Notice Conference, Sept. 22, in conjunction with NNA Convention

Efforts by government officials to move public notices from local newspapers to government websites pick up steam every year. State press associations are battling on several fronts to preserve newspaper notice and to protect the public's right to know.

Are the newspapers that publish legal notices upholding their end of the bargain? Are they treating the notices with care and taking steps to promote their visibility and readership? Are they following best practices to ensure that publishing notices in newspapers remains the best way to inform the public about official actions?

**BEST PRACTICES
IN PUBLIC NOTICE**

Sept 22, 2016
**NNA CONVENTION
AND TRADE SHOW**
Franklin, Tennessee

Hosted by
Public Notice Resource Center

The Public Notice Resource Center (PNRC) will identify those best practices and share tips on how to improve the industry's position at its first-ever symposium on Best Practices in Public Notice on Sept. 22, held in conjunction with the National Newspaper Association's 130th annual convention at the Marriott Cool Springs in Franklin, Tenn. The half-day conference will begin at 11:30 a.m. and conclude by 4:30 p.m., immediately prior to the welcome reception that opens the NNA convention.

The symposium will feature a series of presentations and panel discussions based on the official Best Practices in Public Notices recently adopted by the PNRC Board of Directors. The program will help newspapers understand how to increase readership of public notices and to provide the kind of customer service to their clients that will support industry efforts to keep them in print. The symposium will also focus on ad design -- Ed Henninger will present ideas on how to make public notices visible and readable -- legislative strategies and the role of digital notices in furthering the public interest.

Illinois Press Association and Tecnavia are both sponsoring the symposium. The early-bird registration fee, which includes lunch, is only \$25. **The deadline for early registration fee, available on the NNA Convention website, is Aug. 26.**

PNRC is an educational non-profit organization jointly supported by American Court and Commercial Newspapers, NNA and state press associations, including NAME OF STATE PRESS ASSOCIATION. Its mission is to educate the industry, the public and policymakers on the public's right to know.

For registration info:
<https://nna.formstack.com/forms/nnaconvention2016>

For schedule info:
<http://www.pnrc.net/best-practices-in-public-notice/>

The Power of State Press Associations

By David Chavern, CEO, NAA (Newspaper Assn of America), July 14, 2016

Associations have a unique power to convene and create communities. As president and CEO of the Newspaper Association of America, I believe in the ability of associations to serve as a platform for the exchange of ideas that will propel us forward. In this time of revolution and change, state press associations have a critical role to play in this exchange, and after visiting with four of them recently, I am even more convinced of the importance of state press associations to achieving industry-wide goals.



State press associations are on the ground engaging with local publishers, acting as their voice in larger conversations and making sure they're benefiting from the knowledge sharing and innovation taking place throughout the industry.

I recently visited with the Illinois, New York, Texas and Louisiana press associations and saw first-hand the amazing work they are doing in and out of their communities. These powerhouses gather input from their members and keep a pulse on the industry. People talk about consolidation in the media industry, but it is a much more diverse industry than most people think. The Texas Press Association membership alone is composed of 463 organizations, including 75 dailies and 388 non-dailies.

State press associations harness the power of their members. In election years, they serve as intermediaries between law makers and publishers. Last year, the Illinois Press Association, standing for 500 daily and weekly newspapers, joined the Illinois Automobile Dealers Association, the Illinois Broadcasters Association and the Outdoor Advertising Association of Illinois in the fight against an advertising tax that, if it had passed, would have produced nearly \$38 million a year in tax dollars. Several members of the press association ran editorials against the tax.

Likewise, NAA is committed to continuing to work closely with state press associations to solve real world operational problems for news organizations. While visiting with these organizations, I received a lot of questions and comments from them regarding the Department of Labor's new overtime rules, an issue NAA has been working on for months alongside a broad coalition of small businesses, nonprofits and universities. Despite an undesirable outcome, NAA is continuing to help our members through offering a webinar on July 12 with experts from Littler Mendelson, who will provide detailed guidance on the new overtime requirements and practical steps on how news media companies can respond to the changes to the Rule.

The work being done at the national level on this and other public policy issues is important to the state press associations, too, and we are glad to be able to help these organizations, who help us by keeping an ear to the ground at the state and local levels.

Moving forward, we are counting on our partners as we tackle issues like the proposed advertising tax, for which 47 states showed opposition in 2014, and ad blocking, to ensure news organizations' rights continue to be preserved.

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

NNA endorses common-sense overtime bill by House Democrats

July 14, 2016, Contact: Tonda Rush, 703-237-9801

The National Newspaper Association today applauded a proposal by four House Democrats to phase in an increase in the threshold salary requirements for overtime-exempt employees.

A bill by Reps. Kurt Schrader, Oregon; Jim Cooper, Tennessee; Henry Cuellar, Texas; and Collin Peterson, Minnesota, would help small businesses to comply with a new rule by the U.S. Department of Labor that would increase the salary threshold by about 100 percent in one leap on Dec. 1, 2016. The Overtime Reform and Enhancement Act would instead impose a 50 percent increase in December and then phase out the remainder over 4 years.

NNA President Chip Hutcheson, publisher of The Times Leader in Princeton, KY, said, "NNA appreciates the work of these four congressmen, who appreciate the bind small businesses in their states were put in by the Labor Department rule. They understand that neither we nor the Labor Department have any idea where the money would come from to impose 100 percent increases on salary levels across an entire work force, particularly in small towns where costs of living are lower than in urban areas. This bill accomplishes much of what the

cont. pg. 4

Shawnda Werts joins Broken Bow Custer Co. Chief advertising team

Shawnda Werts is the newest addition to the *Custer Co. Chief* staff. She started at the newspaper on June 22 as an advertising specialist, working with customers in Broken Bow. She joins Renee Daniel and Roxannie Payne in the advertising department.

A native of Lexington, NE, Shawnda has lived in Nebraska most of her life.

Michelle Kuester joins So. Sioux City Dakota Co. Star staff

Michelle Kuester joined the *Dakota Co. Star* staff in June as a staff reporter. She previously worked at the Hard Rock Hotel & Casino Sioux City in marketing, and as a staff writer for two years at the *Sioux City Journal*.

Kuester is a 2013 graduate of Morningside College in Sioux City, with a bachelor's degrees in mass communications and English.

NSAA Media Meet & Greet, Thursday, August 18, 2016 in Lincoln!

Time: 9:30 a.m. - Place: NSAA, 500 Charleston St., Lincoln, NE

Learn about updates, news and topics for the coming school year. Meet the new NSAA Assistant Director, Jeff Stauss. More details to come.

SAVE THE DATE!

NEBRASKA SCHOOL ACTIVITIES ASSOCIATION

Member of the National Federation of State High School Associations



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All,

I want to take this opportunity, graciously given to me by Nebraska Press Association Executive Director, Mr. Allen Beermann, to introduce myself as the Nebraska School Activities Association (NSAA) staff member that will be working with the Nebraska media for the 2016-17 activities year.

Over the past 5 years, I have held the title of Technology Specialist with the NSAA, which included the duties of website and social media management, overseeing NSAA awards programs such as the NCPA Academic All-State Award, administering the NSAA wildcard point system, and directing the NSAA internship program. This past June, I took on a new role with the NSAA as an Assistant Director, overseeing media operations and relations, the sport of Swimming & Diving, and some of the aforementioned duties.

In my new role, it is my goal to assist you in any way possible to ensure that your time spent working at NSAA events is both enjoyable and productive. Media representatives in our state do a fantastic job covering and reporting not only NSAA Championship events, but Nebraska high school activities year-round. The recognition given to the accomplishments of the great young people in Nebraska is truly extraordinary. The awareness and interest generated by your coverage of high school activities is greatly appreciated by the NSAA Board and Staff and our member schools.

I sincerely look forward to working with all of you to promote high school activities in Nebraska.

Here's to a great 2016-17 activities year!

Jeff Stauss
NSAA Assistant Director

Overtime rule - from pg. 3

government wanted to do without strangling the small businesses in the process. For us, news does not happen on a time clock. Covering the news requires flexibility and creativity that rigid work rules do not allow. Our concern has been that, with our budgets constrained by the slow economy, we would have no choice but to cut back on news coverage and cut jobs, in order to keep everyone within the rules. Rep. Schrader recognizes, as we do, that the increase is needed and he wants to create a schedule that enhances jobs rather than squeezing them out of small businesses. NNA hopes members of Congress see the wisdom of this approach."

The overtime threshold sets a floor for the annual salaries of executives considered exempt under the Wage and Hour Act. Today's threshold is \$23,660. It is to be raised to \$47,446 on Dec. 1 under a rule imposed upon businesses by the Department of Labor. It will go into effect unless Congress adopts a more moderate rule. Many small businesses, including many non-profits, restaurant owners, homebuilders and NNA, have said the steep increase would cripple their abilities to support their workforces and carry out their missions.

Classified Advertising Exchange

July 25, 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.

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, timothy.linscott1@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.

YOUTH & AGRICULTURE REPORTER: After 40-plus years, an opening! Mary Pat Hoag is retiring this fall as the Norfolk Daily News' agriculture and youth editor after more than four decades with the newspaper. It's been a tremendous run, but now the Daily News needs to start looking for her full-time successor. If you're a reporter who might enjoy covering Nebraska's leading industry - agriculture - as well as being involved in youth coverage and other projects, this could be the job for you. Kent Warneke, editor of the News, would like to hear from you. Send a cover letter, resume and work samples via email to editor@norfolkdailynews.com or call Kent at 877-371-1020 with any questions you might have.

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

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.