

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events

#### September, 2016

Employment Law Seminar  
Kearney - Sept 15  
Lincoln - Sept 20  
Omaha - Sept 27  
Presented by Cline Williams  
Law Firm

#### 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/Workshops

#### September 8-9, 2016

Kevin Slimp Workshops in  
Salina, KS - Adobe InDesign,  
PDFs, Photos  
Sponsored by Kansas Press Assn.

#### September 30, 2016

Intro to NPA Digital Marketing  
Hotline - Webinar, 10:30am CST  
(Courtside Marketing)

## The new NPAS Digital Marketing Hotline is here!

You can call the hotline between the hours of 8:00 AM to 5:00 PM (CST), Monday through Friday beginning Monday, August 29.

If you don't reach a live person, just leave a message and the one of the digital marketing team members will get back with you as soon as possible.



### **Not sure what questions to ask? Here are a few suggestions:**

- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate, etc. when I look at my web stats?
- How should I respond to this guy who is ripping us on Facebook?
- We have a negative review on-line... what should we do? What can we do?
- What are some good video editing software programs we can use?
- How do we get a verified Facebook or Twitter account?
- Vendor lists for web services.... websites, contests, e-mail marketing, daily deals, etc.
- How can I get my staff to embrace / use social media more?
- I have a customer who doesn't believe in print / only uses Facebook to market their business.... what do I do?
- What ad sizes should I offer on my website so that agencies and national programs can buy space?
- What remnant ad programs are out there for my website, so I can get incremental revenue from unsold space?
- What are some ideas to get around this restrictive news feed algorithm you keep talking about?

**The hotline service is free for NPA member newspapers.**

**The hotline number is 402-590-8093, EXT. 702.**

## **SAVE THE DATE:**

**Friday, September 30, 10:30 a.m. (CST)  
Intro to NPA Digital Marketing Hotline  
webinar!**

CONTACT INFO:  
Telephone: 800-369-2850 or  
402-476-2851  
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## **SAVE THIS INFO!** **New NSAA MEDIA CONTACT:**

**Jeff Stauss, Assistant Director**  
**NSAA (Nebraska School Activities Assn.)**  
**500 Charleston St., Ste. 1**  
**Lincoln, NE 68508**  
**Ph: 402-489-0386**  
**Email: [jstauss@nsaahome.org](mailto:jstauss@nsaahome.org)**

***2016 NSAA Media Manual***  
***(pgs. 3, 4, 5, 10 pertaining to print media)***  
***are attached to this week's Bulletin***

## **Schuyler Historical Society keeps history alive - buys former newspaper office**

*Christina Liefkring, Lee Enterprises, July 2016*

The Schuyler Historical Society has preserved a piece of local history - the former *Schuyler Sun* newspaper office - and turned it into an annex for the local museum.

The Sun office, which opened in 1881 and closed in May 2015, had stood empty for months, and the back section hadn't been used in years, while the paper still operated there, so it needed a lot of work. Historical Society members estimated that it took about 570 volunteer hours to clean and organize the space.

A ribbon cutting and open house for the annex was held in July, and one of those attending was Francis Svoboda, who sold the Sun to Lee Enterprises in 1999. The newspaper is now based in the *Columbus Telegram* office.

Svoboda's grandfather and father owned another paper called the *Schuyler Messenger*, and eventually consolidated the Messenger and the Sun into one paper. Francis Svoboda joined the family business as a young man and worked at the Sun for 50 years as a printer's devil, and then editor and publisher. At the open house, he brought his children and grandchildren to see what had been their family business for three generations.

Presses, printers, paper cutters, other tools of the trade and historical artifacts are on display at the annex. Bound newspaper volumes, with very fragile pages, are stored in the back of the space behind protective plastic.

In addition to the artifacts that were preserved, historical society volunteer Linda Forney said saving the site of the newspaper itself was important. "It's been here so long. Schuyler is changing and we wanted to keep some of the history so people know this was here."

The annex will not have regular hours, but those interested in scheduling a guided tour can call 402-615-0353, or 402-615-0857.

## **Free Employment Law Forum in September, sponsored by Cline Williams law firm**

You're invited to attend a free half-day educational seminar covering employment-related issues.

Kearney - Thursday, September 15  
Lincoln - Tuesday, September 20  
Omaha - Tuesday, September 27

**Attendance is free, but attendees must register. Registration deadline is Monday, September 12, 2016.** See the attached flyer for details.

**Constitution**  
**Week** *September 17-23*

# COURTSIDE MARKETING

## Make That Hotline Bling!

Who is Courtside Marketing? It has to be some sort of sports agency, right? Not quite.

But we have been in business since January 2007, formerly operating as part of Enterprise Publishing's "Specialized Marketing Division." In April 2015, we formed a new company with the idea of offering more full-service digital marketing assistance for our customers.

Over the course of the past year, Courtside Marketing has developed strong relationships with clients who trust our digital marketing expertise. And now, by teaming up with the Nebraska Press Association with our new Digital Marketing Hotline, we're here to pass that same knowledge on to you-yes, you! If you have questions about social media, your website, target marketing, etc., we have the answers.



From left to right: Tyler Pleiss, Jahde Osborn, Chris Rhoades

## Meet the Dream Team!

*Chris Rhoades* – President of Courtside Marketing. A graduate of Wartburg College in Waverly, Iowa, Chris launched Enterprise Publishing's "Specialized Marketing Division" in 2007, later transitioning it into what is now Courtside Marketing.

*Jahde Osborn* – General Manager and sales aficionado, an alum of Buena Vista University in Storm Lake, Iowa, Jahde has been a part of the Enterprise team for over four years.

*Tyler Pleiss* – The New Kid on the Block, an alum also hailing from Buena Vista University, has been a part of the team since March of 2015.

Now, you may be asking what this Digital Marketing Hotline is all about, and that's a fair question. But we'll explain everything there is to know about the upcoming Hotline in our next newsletter. We'll discuss what the Hotline is, or isn't, as well as going over terminology related to the digital marketing realm. And eventually, we'll even have an extremely helpful digital marketing starter kit along with establishing Google Hangouts and webinars.

We're looking forward to this new journey with each and every one of Nebraska's newspapers!

*Get Found. Find New. Stay Connected*



## What is the Digital Marketing Hotline?

We're glad you asked! But before we get into the finer details of what the Digital Marketing Hotline actually is, let's go over what it **isn't**, so we're on the same page.

- **We're NOT assisting with technical services: computer, phone, email, internet, etc.**

So if you're experiencing difficulties with any of the services mentioned above or your internet connection is down, that's not what this hotline is for.

But here's a taste of what the **FREE** Digital Marketing Hotline **IS** for:

- **Social Media Assistance** - We can teach you how to set up various accounts whether it's for Facebook, Twitter, LinkedIn, Instagram or Snapchat. In addition, we can assist you in how you can leverage these various accounts to increase readership and views.
- **Online Ad Rates** - In assisting the Enterprise Publishing Company, we've helped them set up online advertising rates that are beneficial to them and their clients, which we can do the same for you!
- **Staffing** - Looking to hire for your paper? Our President, Chris Rhoades, has hired some of the finest employees and can assist you in knowing what to look for in a qualified prospect.
- **Strategy** - Social media is great, but want to know how you can sell newspaper ads against it? We can help you develop a plan of attack!

When it comes down to it, our new Digital Marketing Hotline is for **offering advice, creating new and exciting ideas** as well as **developing effective strategies** for your newspaper. Together, we can assist your newspaper in reaching the largest amount of readership and views possible.

While we're here to help, we do have our own business operations to run on a daily basis. Meaning, there may be times when you call that we'll be unavailable to talk, but don't worry! Our goal for the hotline is to contact you within 24 hours, or on the same day. We want to provide you with the best customer service possible.

To contact the Digital Marketing Hotline, you can call us at Courtside Marketing, at 402-590-8093 ext. 702 or email us at [chris@courtside-marketing.com](mailto:chris@courtside-marketing.com).

## You're invited: Kansas Press to host Kevin Slimp workshops, Sept. 8-9

The Kansas Press Association and newspapers in north-central Kansas are teaming up to bring nationally-known newspaper consultant Kevin Slimp to Salina, KS, in September to teach basic to advanced Adobe InDesign. *Bring your laptops!*

**Cost to attend the seminar will be \$150 for both days or \$75 for one day. Both fees include lunch and snacks.** KPA also has set aside **rooms at the Courtyard by Marriott in Salina for \$101/plus tax a night.**

Here is a tentative schedule and a link to sign up online for the sessions:

### **Thursday, Sept. 8**

9:30 a.m. to noon - The Basics of InDesign for New Users  
12:45 to 1:15 p.m. - Finding & Fixing Problems in PDFs  
1:30 to 3:30 p.m. - Going a Little Further in InDesign

### **Friday, Sept. 9**

9:30 a.m. to noon - Advanced InDesign Skills  
12:45 to 1:15 p.m. - What We've Learned About the Newspaper Industry  
1:30 to 3:30 p.m. - Getting Near Perfect Results from Photos on Newsprint

Slimp also will be around afterwards each day to visit with attendees and answer their questions.

**To register for the workshop(s) and for hotel room reservation info, go to: <https://kspress.wufoo.com/forms/zdm9ssq13fve8w/>. Please register no later than Sept. 2.** Questions? Contact Emily Bradbury, Kansas Press Assn, 785-271-5304.

## What is 'free speech' on the web — in theory and in practice?

By Gene Policinski, *Inside the First Amendment*, July 22, 2016  
Who can say what, on the Web?

Twitter has raised questions anew with reports of a lifetime ban on tweets from conservative blogger Milo Yiannopoulos — reportedly after complaints that he engineered a wave of racist and sexist comments directed against comedian and actress Leslie Jones, who is co-starring in the latest "Ghostbusters" movie.

Yiannopoulos is an editor on the conservative blog site Breitbart.com whose posts frequently create controversy on the web. He responded to the reported Twitter action by saying, "Anyone who cares about free speech has been sent a clear message: You're not welcome on Twitter." He also called the ban "cowardly."

Twitter would not confirm the action against Yiannopoulos but issued a statement saying, "People should be able to express diverse opinions and beliefs on Twitter. ... But no one deserves to be subjected to targeted abuse online, and our rules prohibit inciting or engaging in the targeted abuse or harassment of others."

Jones wrote earlier in the week about a decision to end her own Twitter account, which was targeted with racist tweets — some using pictures of apes (one from a person identified only as "KKK Cool J"), and others with racial epithets.

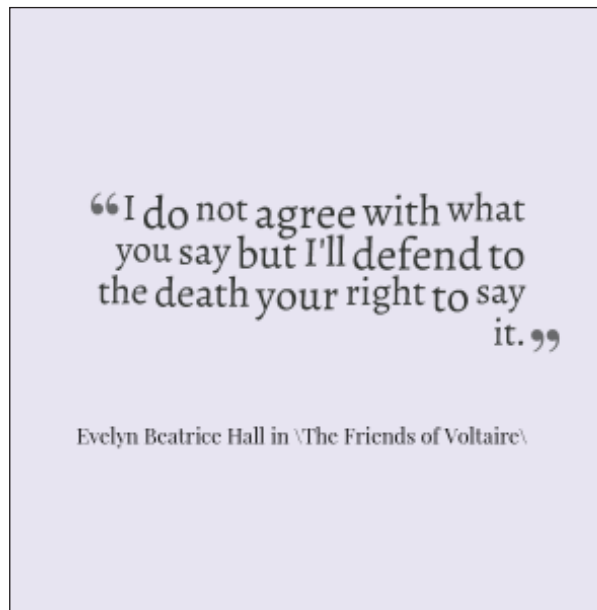
"I used to wonder why some celebs don't have Twitter accts.," she wrote. "Now I know. You can't be nice and communicate with fans 'cause people crazy. As much as I love live-tweeting, posting the pics of awesome things that happen in this life I've been blessed with, I don't know anymore."

For those who claimed the Twitter action — which by its terms would be a "permanent suspension" — was illegal or "the end of free speech on the web," the response is, it's neither. As a private company, there's no First Amendment ban on private companies determining what they will or won't permit in the spaces — broadcast, print or web — that they own.

As to the future of free speech on the web, there's plenty left — but we are just starting to work out the kind of legal and social rules about content, tone and manner that have evolved over decades for other kinds of communications.

Social media and other websites now regularly monitor postings to look for images, videos and text from groups like ISIS that once went up unfiltered. Where early web advocates once touted the ability of the internet to provide millions around the world the opportunity to converse, so-called "chat rooms" and comment areas are closed or closing because conversations and posts quickly veer into profane, defamatory or scatological exchanges bereft of any real benefits expected from freedom of speech.

**cont. pg. 5**





## The power of implication

By John Foust, Raleigh, NC

Randall oversees the advertising department of a mid-size newspaper. "Implication is one of the most important concepts in selling," he told me. "It's covered in a lot of sales seminars and books, but I'm surprised that so many sales people don't realize how it can drive marketing decisions."

What is implication? It's a simple concept that explores how A impacts B and how B impacts C. There is a strong emphasis on the future. Let's say one of your tires has low air pressure. Whether you choose to ignore it or do something about it, there are long-term implications. If you ignore it, you could end up with an even bigger problem, a flat tire. If you decide to take action, the implication is that your car will be safer and you'll get improved gas mileage.

College football coaching legend Lou Holtz once said, "Things never stay the same. They either get better or they get worse." In other words, one thing leads to another.

"A lot of ad departments have tunnel vision," Randall said. "They tell their prospects, 'Here's what my paper can do for your business right now.' That approach might produce a sale, but it doesn't drill down to what the prospect really wants – long-range stability and success. I encourage our sales team to take prospects down a different road.

It's all a matter of asking the right questions."

Advertiser: *I don't need to change my advertising.*  
Sales person: *How long has your current campaign been running?*  
Advertiser: *About two years.*

Sales person: *Are the ads working as well as they did in the beginning?*

Advertiser: *Actually they're not. We're getting fewer ad responses than we did then.*

Sales person: *What do you think will happen to your sales numbers if you keep running the same ads? (Implication question.)*

Result: The client realizes that business could continue to slide if there's not a change in the advertising. That could have a negative impact on his plans to expand the business. He agrees to consider some new marketing ideas.

Here's another example:

Advertiser: *My new ad campaign is working pretty well.*

Sales person: *That's great news. It shows that you're targeting the right audience with the right message.*

Advertiser: *Right.*

Sales person: *Let's think for a moment about what could happen if your business increased even more. What kinds of things could you do? (Implication question.)*

Advertiser: *In the long run, I could add to the staff and maybe even upgrade the showroom.*

Sales person: *Why don't we take advantage of the positive momentum you've built? Right now, you're running a quarter page ad every week. Let's move that up to a half page, which will give you even more visibility.*

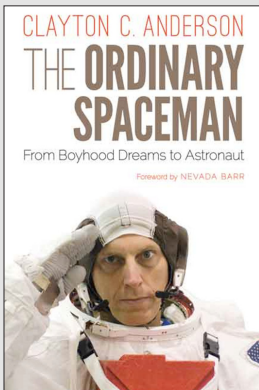
Result: The advertiser sees the benefits and agrees to increase her advertising investment.

"Ideally," Randall said, "a sales conversation will include a progression of implication questions. Each one can lead you closer to a sale."

(c) Copyright 2016 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)

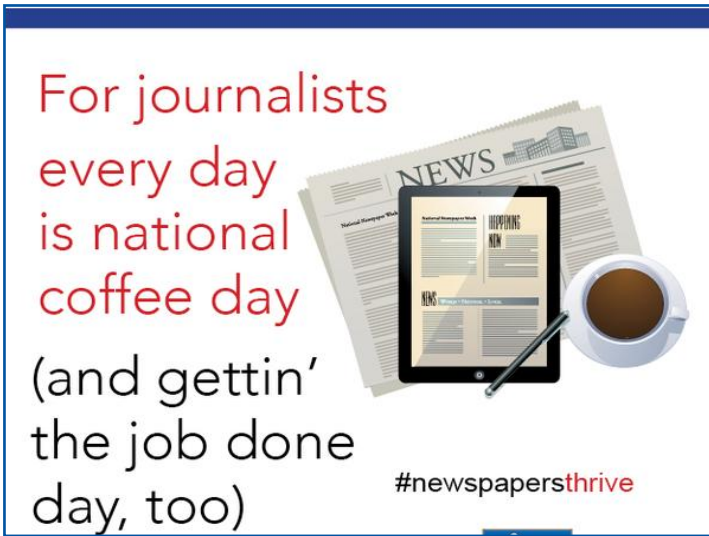
## Book "The Ordinary Spaceman" provides opportunity for community service while gaining some good PR



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. (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.**



**Free speech, from pg. 3**

Twitter acknowledged that its current policies on objectionable content and abusive behavior — particularly by those it called “repeat offenders” — are being tested, and not just by Yiannopoulos: “We know many people believe we have not done enough to curb this type of behavior on Twitter. We agree. We have been in the process of reviewing our hateful conduct policy to prohibit additional types of abusive behavior and allow more types of reporting, with the goal of reducing the burden on the person being targeted.”

Newseum CEO Jeffrey Herbst has written and spoken about the challenges of digital “etiquette.” In a speech at The Media Institute earlier this year, Herbst said that more speech is generally a better response to speech you don’t like, and that “hate speech” is often protected by the First Amendment.

But he told the group there is room for civility online without curtailing freedom of expression: “With rights come responsibilities. We have not really thought through our responsibilities when it comes to the web.” He also called for a move away from anonymity — which marked an overwhelming number of the disgusting comments about Jones that I could find in a net search.

Herbst called anonymous comments and posts a significant contributor to the crisis of civility” online and, subsequently, in society. While noting some unnamed speech must be protected, such as whistleblowers reporting misdeeds, Herbst suggested an online campaign: “Our message should be incessantly to everyone, starting with young people, that it does not count unless you put your name on it.”

As offensive to some as Twitter’s ban may be, it undeniably is another example of where we collectively may be staking out the boundaries of what can and cannot be posted — sometimes in fits and starts prompted by events. Print publications and broadcast outlets — with

some measure of government involvement in the latter due to public ownership of the airwaves — have gone through the cycle in earlier times.

News operations have developed their own guidelines to restrain “live” TV coverage of police chases, threatened suicides and such. Journalism groups have debated and reshaped ethics codes. Network television standards have changed to permit language and images that never would have been seen a generation ago.

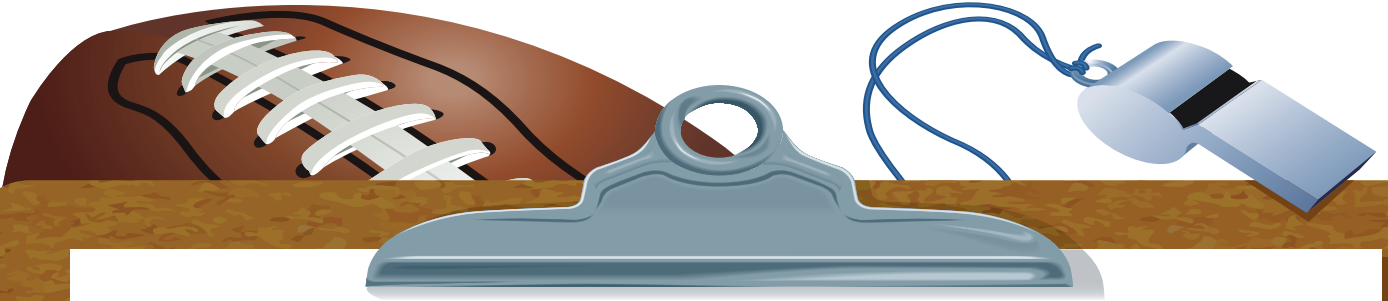
The speed, volume and persistence of online posts raise new questions around rules and regulations regarding defamation and harassment developed in an earlier media era — and for relatively new spaces of social media, where private “terms of service” rather than government statutes and court decisions over time have determined a measure of what’s acceptable and what’s not.

If users agree with where Twitter eventually sets its rules, it will continue to prosper. If not, assuredly the next new thing in social media will pop up, get popular and likely start the process all over again.

This latest Twitter flap is not the end of free speech on the web. But it’s certainly a sizeable milepost in the ongoing discussion of what we want to be said freely online.

*Gene Policinski is chief operating officer of the Newseum Institute and senior vice president of the Institute’s First Amendment Center. He can be reached at [gpolicinski@newseum.org](mailto:gpolicinski@newseum.org). Follow him on Twitter: @genefac.*





**To: NPA Members & Staff**

## ***Husker football pre-game!***

**Join us Saturday, September 3,**  
prior to the game, for food & conversation

**starts at 5:00 p.m.**

at the NPA office, 845 "S" St, Lincoln, NE  
*(no parking available in our lot)*

## ***Huskers vs. Fresno State***

*Pre-game Sponsor:*

**NPPD**

***Go Big Red!***



# Classified Advertising Exchange

August 29, 2016

**REPORTER:** Motivated storyteller wanted for challenging beat in progressive newsroom. Competitive pay and benefits. Send resume and PDF clips/portfolio link to Katie Rohman, [editor@enterpirsepub.com](mailto:editor@enterpirsepub.com). EOE

**FULL-TIME ADVERTISING SALES:** The Custer County Chief has an opening for full-time sales person. Must be outgoing, self motivated, organized and a team player. Good people skills are a must. Sales experience is preferred, but we will train the right person. We offer salary, commissions and company benefits. Send resume and references to: Custer County Chief, Attn: Bill Parsons, Publisher 305 S 10th Broken Bow, NE 68822 or email [publisher@custercountychief.com](mailto:publisher@custercountychief.com).

**FULL-TIME OFFICE MANAGER:** The Custer County Chief has an immediate opening for a full-time office manager. Must possess good computer skills. Must have knowledge of Quicken and Microsoft. Good communication skills required. A degree in accounting is preferred, but not required. Send resume and references to: Custer County Chief, Attn: Bill Parsons, Publisher 305 S 10th Broken Bow, NE 68822, or email [publisher@custercountychief.com](mailto:publisher@custercountychief.com).

**FULL-TIME REPORTER:** The Alliance Times-Herald has an opening for a full-time reporter. Experience in journalism is preferred. Wages are negotiable depending on experience. For more information and to arrange an interview, contact the Managing Editor at 308-762-3060.

**FULL-TIME ADVERTISING CONSULTANT:** The Alliance Times-Herald has an opening for a full-time advertising consultant. Sales experience preferred, but not required. Please contact Amanda Mittan at the Times-Herald or call 308-762-3060 for further information. Resume and references required.

**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](mailto:timothy.linscott1@gmail.com), or PO Box 415, Fairbury, NE., 68352.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Employment Law Forum flyer; NSAA Media Manual Pages.

### **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).

# CLINE WILLIAMS

PRESENTS THE 18TH ANNUAL

## EMPLOYMENT LAW FORUM

We invite you and members of your organization to attend our complimentary half-day educational seminar addressing employment-related issues from legal and risk management standpoints. Attendance is free for all registrants.

The Employment Law Forum has applied for continuing education credits from the Nebraska and Iowa CLE Commissions, the HR Certification Institute, the Nebraska Board of Public Accountancy, and the Society for Human Resource Management.

### AGENDA

12:30 - 1:00 pm	Registration
1:00 - 1:30 pm	Recent Developments in Employee Benefits by Keith Peters/Michelle Sitorius
1:30 - 2:00 pm	Managing Employee Leave: Navigating the Bermuda Triangle of the FMLA, ADA, and Worker's Compensation by Susan Sapp/Renee Eveland
2:00 - 2:30 pm	Time is Money: Implementing Changes to the White-Collar Exemptions and Identifying Problematic Wage/Hour Issues by Henry Wiedrich
2:30 - 3:00 pm	Recruiting and Hiring: Keys to Effective Recruiting Practices and Discussion of Industry Changes by Josh Boesch, Lutz
3:00 - 3:15 pm	Break
3:15 - 3:45 pm	Emerging Employment Law Issues in 2016 and Beyond! by John Hewitt/Jody Duvall
3:45 - 4:15 pm	Protecting Your Company's Trade Secrets and Confidential Information by Rick Jeffries
4:15 - 4:45 pm	From Hiring to Firing: An Interactive Update on Recent EEO Developments and Cases by Jason Yungtum/Tara Stingley
4:45 pm	Open Panel - Questions and Answers

### CHOOSE YOUR DATE & LOCATION BELOW



Thursday, September 15, 2016  
Younes Conference Center  
1:00 - 5:00 pm  
Registration begins at 12:30 pm

[REGISTER HERE](#)



Tuesday, September 20, 2016  
Nebraska Innovation Campus Conference Center  
1:00 - 5:00 pm  
Registration begins at 12:30 pm

[REGISTER HERE](#)



Tuesday, September 27, 2016  
Hilton Omaha  
1:00 - 5:00 pm  
Registration begins at 12:30 pm

[REGISTER HERE](#)

REGISTRATION DEADLINE: MONDAY, SEPTEMBER 12, 2016

SPONSORED BY:



Please contact Trish Kylo at [kylo@clinewilliams.com](mailto:kylo@clinewilliams.com) with any questions.

# 2016-17 NSAA MEDIA MANUAL



*"NSAA activities ...the other half of education"*

## Nebraska School Activities Association

**Office Location:** 500 Charleston Street, Suite 1 - Lincoln, Nebraska 68508

**Telephone:** 402-489-0386 | **Fax:** 402-489-0934

**Website:** [www.nsaahome.org](http://www.nsaahome.org)

UPDATED 7/22/16

## 2016-2017 NSAA Media Manual

### Regular Season Operations & Policies

ALL regular season contest policies, procedures and access pertaining to media including broadcasting opportunities are at the discretion of the host school director. Communication surrounding regular season should be made directly to the respective school in advance.

### Media Credential Policy

#### **Credentials Application Deadline: The NSAA will *NOT* issue media credentials after October 1, 2016.**

Media credentials are only available for purposes of news gathering organizations. News gathering organizations are defined as: media engaged in the gathering and timely publication or transmittal of news coverage of current events of general interest to the communities served by those organizations. This includes, but is not limited to: newspapers, radio stations, television stations, wire services, web-based organizations and pool reporters meeting these criteria.

Media of a personal, recruiting or rankings nature, or whose demographic audience are focused primarily on a *SINGLE* Activity or a *SINGLE* school do not qualify as news gathering organizations for purposes of media credentials.

#### Credentialing Process:

1. Media outlets covering NSAA sponsored events for the 2016-17 academic year are required to submit an "NSAA Media Credential Request and Identification Form" and receive approved credentials prior to being admitted as authorized media at NSAA sponsored events. The NSAA media credential policy allows the 2016-17 media pass to be used at any *NSAA Sub-district, District, Playoff, and State Championship* competitions in NSAA activities during the 2016-17 school year.
2. All *regular season competition* admittance is at the discretion of the host event director and school.
3. Credentials are issued by the NSAA to media organizations to provide access for an individual(s) who are present in a working capacity at respective events.
4. A media outlet can only request an official NSAA Media Credential for its STAFF who REGULARLY cover high school activities.
5. All media personnel will be expected to have their current NSAA credentials on them at all times. These credentials will be required for admission to any NSAA Sub-district, District, Playoff, and State Championship competitions. Media passes from prior years will NO longer be accepted.
6. Every media outlet will receive TWO blank, generic passes to use during the entire 2016-17 year. These are to be utilized with scrutiny for freelance employees or additional crew members to cover a specific activity. Sports editors/editor-in-chief's of the individual media outlets are responsible for the use of these passes as well as last possession. The NSAA will not print any more than the TWO allotted generic passes for each media outlet. Should these credentials be used inappropriately, future requests may be denied.
7. **Credentials for New Employees:** Please notify the NSAA immediately upon any changes among your FULL-TIME staff and appropriate procedures for credentials.
8. **Internet-based media** must meet the following criteria to be considered eligible for NSAA credentials:
  - A. High school sports content on the site is available without restrictions or subscriber/user fees.
  - B. The site has demonstrated a history and reputation for covering high school sports on a timely basis.
  - C. Content on the site is original and news-gathering in nature, updated frequently in the form of stories, game stories and updates, comprehensive scores, standings, statistics or audio/video streaming.
  - D. Sites with content, forums or advertising not in compliance with the mission or media policies of NSAA, or associated with any promotion or link to material deemed inappropriate, as determined by the NSAA, will not be granted credentials.
  - E. Internet sites may be required to submit their web address and certifiable traffic numbers to the NSAA prior to approval of credential requests.

### **Receiving Credentials**

NSAA Media credentials, unless otherwise specified, will be mailed out beginning August 15th, later applications will be processed ASAP. If you do not have your pass, check with your editor/director before calling the NSAA Office.

### **Lost Credentials**

Please notify Alicia McCoy ([amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)) of the NSAA immediately if your credentials have been lost or stolen.

### **Revoking Credentials**

The transfer, sale or resale of credentials is prohibited and will result in immediate confiscation of credential and/or possible denial of future credentials to individuals or their affiliated media organization.

**Any media organization or individual in violation of any NSAA media policies, failure to pay rights fees or any other provisions of credentials will be subject to credential review.**

*\*The Nebraska School Activities Association reserves the right to approve, deny or revoke any request for credentials to its events.*

### **Postgame Interview Policy**

- The nature of each activity and venue will determine the interview policy following Championship events as determined by the NSAA.
- Coaches and participants may be available for interviews, however please review documentation for each Championship as specified media locations may be designated to accommodate for such interviews.
- Media members are not allowed access to team, participant, or officials locker rooms before, during or after activity competition.

### **Photography Policy**

The selling or redistribution of images (still or video) from NSAA sponsored events for personal or commercial gain is prohibited without the expressed permission of the NSAA. Discovery of unauthorized distribution of images from NSAA sponsored events will result in the revocation of credentials for NSAA event(s). Further, the NSAA may seek damages for the unauthorized distribution of images (still or video) to the fullest extent permitted by law, including civil damages and injunctive relief.

Guidelines and policies for photographers at NSAA Sub-District, District, Playoff and State Championship competitions are determined by the NSAA and the NFHS based on the nature of the activity and venue, and the official rules of the activity. Photographs taken with the issuance of credentials are restricted to newspapers, news and sports-related periodicals and websites, except with written consent of the NSAA Executive Staff.

Photographers issued NSAA credentials must adhere to all NSAA photography policies and provisions outlined in this section. Please note additional policies may apply depending on venue.

1. **The sale or resale of photography, digital image, videotape or film using images from NSAA Sub-District, District, Playoff and State Championship events is prohibited without written permission from the NSAA.**
2. Any photo, image or video taken without credentials are subject to rights, if any, of all third parties, including the individuals photographed.
3. Use of flash equipment and strobe lighting is permitted at Sub-District, District, Playoff and State Championship competitions, provided the use of such equipment does not interfere with or disrupt any action or administration of the event. It is the authority of the NSAA to determine if flash equipment is interfering or disrupting play of the event. To avoid potential conflicts, media intending to use flash/strobe equipment should meet with officials and tournament directors prior to the contests.
4. Photographers must remain in designated areas and are prohibited from shooting in locker rooms and in spectator areas that obstruct the view of spectators in ticketed seats.

## Sideline Access – NSAA State Championships

The NSAA allows for additional "Sideline" Access (field/mat level passes) when feasible at NSAA State Championships. This access should be limited to ONLY those media members that require a closer view (photography & interviews). Media personnel will check in at the designated media center, and proceed to check out a media vest where required. Information will be communicated to the media via email prior to each NSAA State Championship.

- Only NSAA registered media will be eligible for Sideline Access.
- Media is expected to maintain professional behavior and occupy sidelines when present in a working capacity.
- Media should remain neutral in behavior and appearance. Cheering and team specific attire will not be permitted.

## NSAA Broadcast Policies

### Regular Season Operations

ALL regular season contest policies and procedures pertaining to media including photography and broadcasting opportunities are at the discretion of the host school director. Communication surrounding regular season should be made directly to the respective school in advance.

### Postseason Text/Audio (Radio)

All media, radio and internet sites transmitting *“real-time/live”, continuous updates text or audio* coverage of live action of an NSAA sponsored events will be subject to the NSAA “Audio/Text Broadcast Policy”. Such forms of coverage are subject to "Broadcast Rights Fees". (See: NSAA Audio Rate Card: Broadcast Rights Fees for Audio/Text Coverage)

1. Prior to all NSAA sponsored events, each media outlets transmitting *“real-time” text or audio* of play-by-play action must submit the "NSAA PLAY-BY-PLAY BROADCAST" form to the NSAA office.
2. Internet blogs or Twitter users NOT posting continuous updates of event action are permitted and are not subject to Broadcast Rights Fees unless determined by the NSAA to be a live depiction of event action.
3. The NSAA will NOT be charging an Audio Broadcast Rights Fee for Sub-District, District, and Playoff events. Those outlets performing live text/audio based coverage are requested to play a 30 second PSA spot during the events being covered. NSAA approved announcements are available on the [media page of the NSAA website](#).
4. **Sub-District, District, & Playoffs:** Radio, voice-only web, or live text-based broadcasts shall be permitted provided ample space is available for the broadcast crew(s). A limit of two seats for working crews continues.
5. **Sub-District, District, & Playoffs:** Radio stations and internet broadcasters should communicate arrangements directly with the host site director prior to each contest. If the host site has to make special arrangements or alterations in facilities to accommodate the station, the station shall reimburse the school its expenses.
6. **NSAA State Championships:** Coverage requests are to be submitted to the NSAA office three days prior to each respective Championship when feasible.
7. It shall be assumed coverage will continue on declared teams, classes as long as they advance with assigned space whenever the team/class plays. This will also be reflected in Broadcast fee totals.
8. **NSAA State Championships:** The NSAA will make telephone line arrangements upon request for radio, internet voice and text based broadcasts when possible. The NSAA will notify Media upon application if other arrangements are to be made. Additional expenses for broadcasting accommodations (ex. phone lines), will be carried over to the media involved.
9. A 10-minute limit on pregame and postgame presentations is in effect if another broadcast is scheduled immediately before and after your broadcast.
10. An NSAA representative at each site will assign the requested telephone lines for Audio/Text coverage. Broadcast crews should report to the site and identify themselves to the NSAA representative in the media area and receive hook-up/seating instructions and assistance. The telephone lines will be equipped with a basic jack. If a telephone set or special equipment is needed, the station must provide.
11. No calls should be charged to the phones. Crews must contact their home station via collect call or cell phone call and request the station to call the assigned broadcast number. **Any long distance calls charged to these NSAA installed numbers will be billed to the number called.**
12. Invoices will be presented to the station immediately following each activity season. Payment is required within 30 days. Delays in payment may impact future requests for NSAA credentials and championship broadcast requests.

## NSAA Championship Events Dates

<b>State NSAA Championship</b>	<b>Event Dates</b>	<b>Location(s)</b>
Girls Golf	October 10-11	Class A- Norfolk-Norfolk Country Club Class B- Columbus-Quail Run Golf Course Class C- North Platte-Lake Maloney Golf Course
Softball	October 12-13-14	Hastings-Bill Smith Complex
Boys Tennis	October 13-14	Class A- Omaha-Koch Family Tennis Center Class B- Lincoln-Woods Tennis Center
Cross Country	October 21	Kearney-Kearney Country Club
Volleyball	November 10-11-12	Lincoln-Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Football Finals	November 21-22	Lincoln-Memorial Stadium
Play Production	December 7-8-9	Norfolk-Johnny Carson Theatre
Individual Wrestling	February 16-17-18	Omaha-CenturyLink Center
Swimming & Diving	February 23-24-25	Lincoln-Bob Devaney Sports Center
Dual Wrestling	February 25	Kearney-UNK Health & Sports Center
Girls Basketball	March 2-3-4	Lincoln-Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Boys Basketball	March 9-10-11	Lincoln-Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Speech	March 23-24	Kearney-University of Nebraska at Kearney
Journalism	April 24	Norfolk-Northeast Community College
Soccer	May 10-13, 15-16	Omaha-Creighton University, Morrison Stadium
Baseball	May 13, 15-18	Class A- Omaha-Werner Park & Fricke Field Class B- Lincoln-Haymarket Park & Sherman Field
Girls Tennis	May 18-19	Class A- Omaha-Koch Family Tennis Center Class B- Lincoln-Woods Tennis Center
Track & Field	May 19-20	Omaha-Omaha Burke High School
Boys Golf	May 23-24	Class A- Norfolk-Norfolk Country Club Class B- Lincoln-Highlands Golf Course Class C- Kearney-Meadowlark Hills Class D- North Platte-Lake Maloney Golf Course

## State Championship Accommodations & Parking Passes

The NSAA will make efforts to accommodate each media outlet at State Championship events in respect to space, phone lines, parking and hospitality when at all possible.

Parking accommodations for all NSAA Championships will be detailed in the media information distributed prior to each NSAA Championship event. The NSAA does not control or have the ability to establish a media parking area at all state championship events/sites. If a championship site has enough space, parking accommodations for working media members will be made.

Please contact the NSAA office one week prior to each Championship if you have not received event specific information.