

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 30, 2016

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

September 30, 2016

InDesign Efficiencies - Tips &
Tricks for Using InDesign
(Online Media Campus)

October 6, 2016

Election Coverage: Are You
Ready? (Online Media Campus)

October 13, 2016

Tools for Live Reporting
(Online Media Campus)

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SAVE THE DATE:

Friday, September 30, 10:30 a.m. (CST)

Intro to NPA Digital Marketing Hotline webinar!

Digital Marketing Hotline launched August 29

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

If you don't reach a live person, just leave a message and 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.**

This weeks' Digital Hotline article on page two.



3 Tips for Posting on Facebook for Newspapers

Facebook is the biggest social media tool on the internet today. The ability to reach people beyond your community, to gain a following that you could never have imagined, all at the click of a button. Here are three tips on how to do so:

Above the Fold - Just as you would put the big, attention-getting headline above the fold in the actual paper, you can do the same on Facebook. Although there is no "fold" per se, when posting new or breaking stories, use that same creativity in developing a headline that will get consumers to click. Whether or not people decide to read your story ultimately depends on if the headline can draw you in within the first few seconds.

Images - It sounds simple, but it's true, using images on Facebook is the #1 way to gain interaction. This doesn't mean the image that's embedded with the story you just posted. It's posting photos of an event that you're covering (fundraiser, sporting event, etc.), or to preview a story that you're working on. We are visual people, we love seeing photos. Use them at your expense to get consumers to interact, "like" and "share."

Facebook Live - This is a brand-new feature that Facebook rolled out this year for users, which is essentially a live feed. For instance, if you're at the scene of a breaking news story, you can use Facebook Live to broadcast. It sends a live feed to Facebook where users can sit and watch what's unfolding and interact with the video via commenting, "liking," or "sharing" in real time.

Facebook should be embraced by newspapers, leveraged at its best to gain hundreds and thousands of readers and followers, to attract those younger consumers who may have never picked up a physical copy of the newspaper before. Facebook is your way of connecting to everyone - the masses.

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.

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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 8/29:

2x2

Aurora News-Register - Dave Bradley (paper made \$150.00)
Crete News - Jennifer Zapata (paper made \$300.00)
Hickman Voice News - Austin Roper (paper made \$150.00)
Neligh News & Leader - Joan Wright (paper made \$162.50)
West Point News - Karey Rahn (paper made \$325.00)

NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)
Callaway Courier - Mike Wendorff (2 ads) (paper made \$225.00)
Fremont Tribune - Emily O'Malley (NCAN Special Free Ad)
Hickman Voice News - Austin Roper (paper made \$115.00)

Week of 9/5:

2x2

Blair Enterprise - Lynette Hansen (paper made \$312.50)
Crete News - Jennifer Zapata (2 ads) (paper made \$450.00)
Fairbury Journal News - Jennifer Lewis (paper made \$300.00)
Hickman Voice News - Austin Roper (paper made \$312.50)
Norfolk Daily News - Mari Ortmeier (paper made \$325.00)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)

NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)
Callaway Courier - Mike Wendorff (2 ads) (Both NCAN Special Free Ads)
Sutton Clay Co. News - Tory Duncan (paper made \$112.50)

UNK hires Dorsey as full-time photographer

The Communications and Marketing Department at the University of Nebraska-Kearney has hired Corbey Dorsey as a photographer. A longtime newspaper and magazine photojournalist, Dorsey joins the UNK staff full-time after working the past five years for the university as a freelancer. He will be responsible for all UNK photography, including Loper Athletics.

A Cozad native, Dorsey is former editor of the *Tri-City Tribune*, which was owned and operated in Cozad by his family for more than 50 years. In addition to his 25-year career with the Tribune, Dorsey's images have been published in *Sports Illustrated*, *The New York Times*, *Miami Herald*, *Pollstar Magazine* and other national publications.

In 2007, he was received the Outstanding Young Nebraska Journalist Award.

In addition to photography, Dorsey has experience in sales, website management, graphic design and printing presses.

Hassler named executive director of Nebraska High School Press Association

Michelle Carr Hassler, an assistant professor of practice at the University of Nebraska-Lincoln, has been named executive director of the Nebraska High School Press Association, a statewide group that supports scholastic journalism. Hassler was appointed by College of Journalism and Mass Communications Dean Maria Marron to succeed Professor Mary Kay Quinlan, who stepped down after being named associate dean of the college.

The NHSPA provides support for teachers and advisers responsible for high school publications and works to establish standards of excellence for high school journalism. Among its activities is the annual fall convention, to be held this year on October 17, at the Nebraska Union on the UNL campus; the Cornhusker Awards competition that recognizes outstanding student work in broadcastings, newspaper, online and yearbooks; and their popular summer workshop for high school students on the UNL campus. Several organizations and companies help support these events, including the Nebraska Press Association and the *Omaha World Herald*.

Hassler, a McCook native, began teaching at UNL in 1998, and her teaching has won several national awards from journalism educator groups. Before joining the UNL faculty, she worked as a reporter and editor at newspapers in CO, AZ and NE, including the *Lincoln Journal* and the *Lincoln Journal Star*.

Statement of Ownership deadline is October 1

It's time to file, publish and fax your U.S. Postal Service Statement of Ownership. **The deadline for FILING your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

- Get the form at your local post office or at www.usps.com. Enter "statement of ownership" in the search field and download Form 3526.
- Publish the statement in your newspaper. The deadline for PUBLISHING your notice depends on the frequency of publication. **For dailies and newspapers that publish two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**

Questions? Please contact the NPA/NPAS office.

Sidney Sun-Telegraph to drop publication frequency

Beginning October 1, 2016, the *Sidney Sun-Telegraph* will move to publishing only twice-weekly, on Wednesday and Friday.

Management announced the decision last week saying the newspaper was too small to accommodate daily publishing, but changing to a twice-weekly publication would enable their staff to focus on local content, to provide better community coverage and a more quality publication.

Editor talking to reporters

It's important we get it right so other media will get it right

Newspapers:

- Most trusted media • 'Borrowed' often

#newspapersthrive



Kevin Slimp to launch Newspaper Academy - webinars, broadcasts, podcasts

InDesign guru, Kevin Slimp's latest venture is <http://newspaperacademy.com>, an online community for newspapers. In the beginning, you'll see webinars, live broadcasts and podcasts announced, but by the end of the year, Kevin plans to have a full blown online community created, where newspapers and individuals can pay a monthly fee to be a part of as much learning as they wish. The project will kick off in September and October by offering a series of webinars to familiarize newspapers with his services.

This project has been in the works for a year, and will include a couple of national experts in online communities. Their research indicates a large number of newspapers will join, in part because of the trust Kevin has built in the newspaper industry over the years.

NPA members get a 40% discount on Slimp webinars:

Take advantage of a 40 percent discount to each of Kevin Slimp's webinars in September and October. Visit <http://newspaperacademy.com> to read full descriptions. **Use these links to receive the discounted price (in US dollars):**

- **Photo Editing & Color Correction: Tools to make the images pop off the page (\$29)**
Wed, Sept 28 - 2 p.m. Central
https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=RNPQ6MJ54W58U
- **Photo Editing & Color Correction: Tools to make the images pop off the page (\$29)**
Thur, Sept 29 - 9 a.m. Central
https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=AML5R9TAKBDDJ
- **Tips to Improve Page Design in Newspapers (\$24)**
Wed, Oct 19 - 1 p.m. Central
https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=SGMZ7XJGQGR4J
- **Tips to Improve Page Design in Newspapers (\$24)**
Fri, Oct 21 - 10 a.m. Central
https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=W8RDQR6QTFCSU
- **Basic InDesign for New and Newer Users (\$39)**
Wed, Oct 26 - 2 p.m. Central
https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=74QJKKJWC5WCY



Constitution Week is the commemoration of America's most important document, celebrated annually during the week of September 17-23.

The United States Constitution stands as a testament to the tenacity of Americans throughout history to maintain their liberties, freedoms and inalienable rights.

This celebration of the Constitution was started by the Daughters of the American Revolution. In 1955, DAR petitioned Congress to set aside September 17-23 annually to be dedicated for the observance of Constitution Week. The resolution was later adopted by the U.S. Congress and signed into public law on August 2, 1956, by President Dwight D. Eisenhower.

The aim of the Constitution Week celebrations are to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787. Constitution Week is a great time to learn more about this important document and celebrate the freedoms it gave us.

For more information, go to: <http://constitutionweekusa.com>, or: <http://www.dar.org/national-society/education/constitution-week>

Newspaper Association of America (NAA) changes name to News Media Alliance

The Newspaper Association of America announced this week it has changed its name to News Media Alliance and launched a new website, www.newsmediaalliance.org. The name change and new website is part of the organization's larger strategic plan to highlight the news media industry's evolution to multi-platforms.

NAA is also broadening its membership requirements to allow digital-first and digital-only news organizations publishing original content to become members. They also have a number of new tools and resources it will be making available to members in the coming months that reflect the digital focus of its membership.

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. See the attached flyer for details.

Mark your calendar...

October 2-8 is National Newspaper Week

This year we mark the 76th anniversary of National Newspaper Week (NNW), October 2-8. This observance celebrates and emphasizes the impact of newspapers to communities large and small.

The theme of this year's National Newspaper Week is "Way to Know!" and will underscore the role newspaper media as the leading provider of news in print, online or in your palm via mobile devices.

Materials will be available for download beginning the week of September 19 at www.nationalnewspaperweek.com. The National Newspaper Week content kit will contain editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America.

Newspapers are encouraged to promote National Newspaper Week and editorialize locally about how your newspaper is relevant to your community.

National Newspaper Week is sponsored and coordinated by Newspaper Association Managers, Inc., a consortium of North American trade associations representing the industry on a state, regional and national basis.

“ If your actions inspire others to dream more,
learn more, do more and become more,
you are a leader.
- John Quincy Adams ”



HUMANITIES NEBRASKA

presents

Taking the Lede:

Pulitzer Prize-Winning Nebraska Journalists

TUESDAY, SEPTEMBER 13, 2016

OMAHA PRESS CLUB | 1620 DODGE STREET, 22ND FLOOR | OMAHA

Three Nebraska journalists talk about their Pulitzer Prize-winning work and discuss the importance of accurate, honest reporting.

Bill Frakes, member of the *Miami Herald* staff that won the Pulitzer for coverage of Hurricane Andrew in 1993.

Doug Smith, member of the *Omaha Sun* team that won a Pulitzer in 1972 for a series of investigative articles on Boys Town.

Matt Waite, principal developer of fact-checker site PolitiFact, which won a Pulitzer in 2009, the first website to do so.

Moderated by Joe Starita, author of "I am a Man": Chief Standing Bear's Journey for Justice" and journalism professor at UNL.

DOORS OPEN AT 5 P.M. | PROGRAM AT 6 P.M.
CASH BAR | LIGHT HORS D'OEUVRES PROVIDED



The Pulitzer Prizes



FREE & OPEN TO THE PUBLIC

This special program is offered in conjunction with the 21st Annual Governor's Lecture in the Humanities. The lecture will be given by Pulitzer Prize-winning journalist Sonia Nazario on September 27 at the Lied Center for Performing Arts. Visit HumanitiesNebraska.org for details.

Classified Advertising Exchange

Sept. 5, 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. 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.

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.

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, or PO Box 415, Fairbury, NE., 68352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Employment Law Forum flyer, NPA Husker Pre-Game 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.

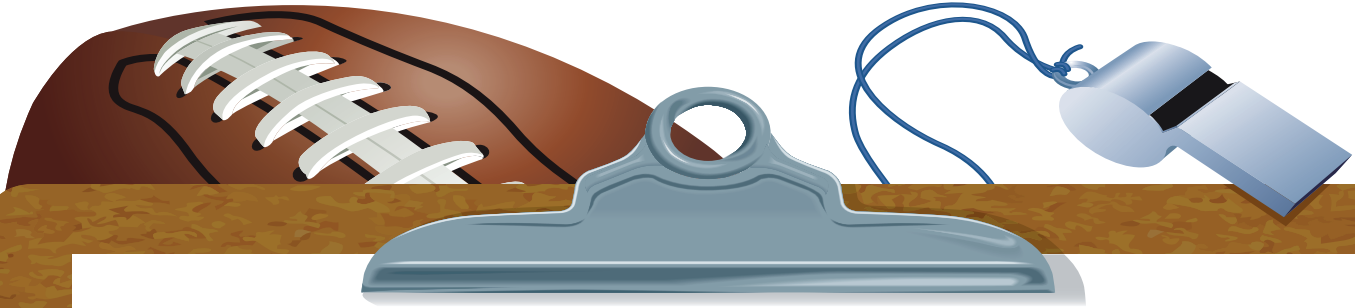
(plus postage)

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.



To: NPA Members & Staff

Husker football pre-game!

Join us Saturday, September 10,
prior to the game, for food & conversation
starts at 9:00 a.m.

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

Huskers vs. Wyoming

Pre-game Sponsor:

Hamilton Telecommunications

Go Big Red!

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 with any questions.