

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## Calendar of Events

### Events

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

**October 2-8, 2016**  
National Newspaper Week

**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**  
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)

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

## Four inductees to be honored at 2016 Journalism Hall of Fame banquet, October 21, in Lincoln

The 2016 Journalism Hall of Fame banquet, sponsored by the Nebraska Press Association and the UNL College of Journalism and Mass Communications, will be held Friday, October 21, at the Nebraska Club in downtown Lincoln, NE.

The four 2016 inductees into the prestigious Hall of Fame are: Sharron Hollen; G. Woodson "Woody" Howe; J.P. O'Furey (posthumously); and Matt Waite.

NPA members are invited to attend the banquet to join in honoring the inductees. **Watch for the banquet invitation and dinner reservation form (via email) this week. Reservations deadline is October 10.** Seating is limited and reservations are first-come, first-served. For more information contact Susan Watson in the NPA office, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



### NPA Digital Marketing Hotline - FREE WEBINAR Fri., Sept. 30, 10:30 - 11:15 a.m. (CST)

#### Facebook's News Feed: How to combat the recent changes made to Facebook's News Feed Algorithm

Earlier this summer, Facebook made an announcement regarding a fairly major change to the way they serve information to their users.

As part of their ever-changing news feed algorithm, Facebook announced that they would be putting more emphasis on showing users posts and information from friends and family, over posts from businesses and news organizations. This change could hurt Facebook exposure for newspapers, and ultimately traffic back to their websites.

**In this webinar**, we'll briefly discuss the recent changes made to the algorithm, and why it matters to newspapers. Then, we'll discuss some strategies on how to combat the change, and look at some Nebraska newspapers who are doing a great job of growing their total audience on Facebook. **Please sign up for webinar by Tues., Sept. 27.**

**Webinar sign-up form included with Bulletin!**

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



- 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.

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



## 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](http://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.

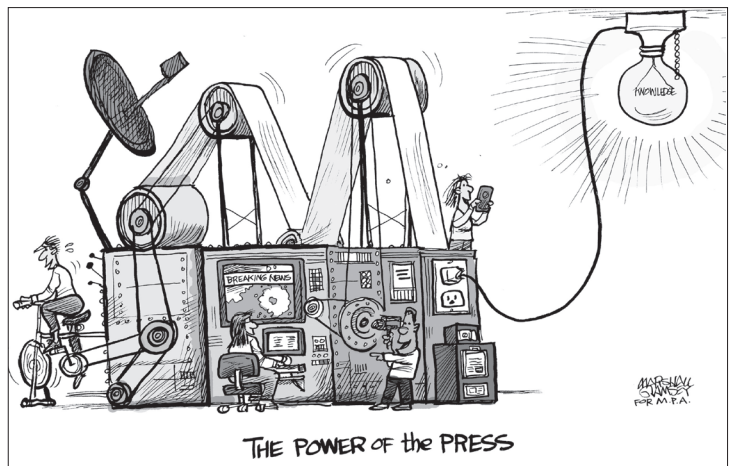


Constitution Week is the commemoration of America's most important document, celebrated annually during the week of September 17-23. The United States Constitution stands as a testament to the tenacity of Americans throughout history to maintain their liberties, freedoms and inalienable rights.

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.



## 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](http://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.*

## 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 Sept. 12:

#### 2x2

Aurora News-Register — Dani Lemburg (paper made \$162.50)

Blair Enterprise — Lynette Hansen (paper made \$487.50)

Crete News — Jennifer Zapata (paper made \$150.00)

Hickman Voice News — Austin Roper (3 ads) (paper made \$1,125.00)

Norfolk Daily News — Mari Ortmeier (paper made \$325.00)

West Point News — Karey Rahn (paper made \$325.00)

#### NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)

## Public service idea from South Dakota Newspaper Association...

Here's a good public service idea for all newspapers to consider.

Give your county auditor copies of the printed pages from your newspaper containing the facsimile ballots and suggest that those pages be displayed at the polling places in November.

It will help the auditor dispel any complaints they never saw the ballots before the election and it will demonstrate that newspapers are a "go-to" place for election information.



## 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

#### September and October webinars:

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 - 3 p.m. Eastern / 2 p.m. Central  
<http://newspaperacademy.com/promo>

#### **Photo Editing & Color Correction: Tools to make the images pop off the page (\$29)**

Thur, Sept 29 - 10 a.m. Eastern / 9 a.m. Central  
<http://newspaperacademy.com/promo>

#### **Tips to Improve Page Design in Newspapers (\$24)**

Wed, Oct 19 - 12 noon Eastern / 1 p.m. Central  
<http://newspaperacademy.com/promo>

#### **Tips to Improve Page Design in Newspapers (\$24)**

Fri, Oct 21 - 11 a.m Eastern / 10 a.m. Central  
<http://newspaperacademy.com/promo>

#### **Basic InDesign for New and Newer Users (\$39)**

Wed, Oct 26 at 3 p.m. Eastern / 2 p.m. Central  
<http://newspaperacademy.com/promo>

**Watch for the next Digital Hotline article in the Sept. 19 Bulletin.**

# **Sutton Clay Co. News begins year two of successful high school journalism mentoring program**

By Tory Duncan, managing editor, Clay Co. News

The Sutton Clay County News, in an effort to promote and create interest in community journalism began a mentoring program with both Sandy Creek High School and Harvard High School during the 2015-16 school year, which has continued with the start of the 2016-17 school year because of the success of the mentoring opportunity between the Clay County News and both school districts.



Duncan



Swanson

Both schools have strong journalism programs, with students and teachers that have a strong energy for creativeness and sharing the stories of their schools through the dealings with our newspaper.

The Sandy Creek program has been either a state champion, or state runner-up program since 2012, in either Class C or Class B, winning Class C in 2012 and 2013, they were the Class C runner up in 2014 and in each of the past two years, they have been the Class B state runner up through the Nebraska School Activities Association championship program.

Through this mentoring program, the Clay County News, once a month, provides one page to each of the programs at Sandy Creek and Harvard, which really

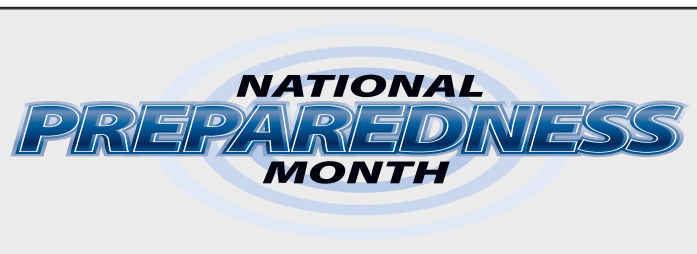
helps to serve a few purposes, by giving students a real opportunity to follow a structured process of interviewing, writing and photographing school activities at each school.

Students work with the staff at the Clay County News on developing these pages, but more importantly, Tory Duncan, the managing editor and Ashley D. Swanson, the news writer for the Clay County News, have the opportunity to reach out to these students and instructors to help build a created interest in community journalism.

Duncan and Swanson spend time in the classroom with students and instructors sharing their experiences in the community newspaper production, and help them to develop story lines, prepare for interviews and just as important, how to “wrap revenue” around the work that they are doing to support their efforts.

This mentoring program was developed with the help of administrators at both schools, along with teachers to give students a great deal more experience in working with the Clay County News, and with the hope of creating a stronger interest from some of the students taking part in the journalism programs at each school.

This day and age, when all community newspapers are finding it difficult to attract qualified help in the area’s of writing, photography and advertising sales, the mentoring program was created to serve two purposes: to create interest within the students to hopefully go into journalism during college and to hopefully create a connection with their home newspaper, the Clay County News, and possibly return after college to begin a career with the Clay County News.



## **Does your newspaper have a plan?**

September is National Preparedness Month, a reminder that disasters and emergencies of all kinds can strike anywhere, at any time.

Newspapers, as the major content providers and information sources for their communities, should also have a plan of action for their business and employees.

How prepared is your newspaper for a natural disaster or emergency? Do you have a phone and/or email tree

of employee and vendor contacts to quickly distribute information? How long would it take to get publishing again if your building was damaged? What is your computer backup situation for administrative records, archives and current editions?

Here are two great (free) publications to help newspapers develop an emergency plan for their own newspapers and their communities:

### **“Newspaper Disaster Checklist”**

(from Oklahoma Press Association) go to:

<http://www.okpress.com/Websites/okpress/files/Content/235178/DisasterChecklist.pdf>

### **“The Use of Social Media for Disaster Recovery”**

(from Univ. of Missouri Extension Dept) go to:

<http://www.nebpress.com/wp-content/uploads/2014/09/using-social-media-in-disasters.pdf>

# Classified Advertising Exchange

Sept. 12, 2016

**FULL-TIME ASSISTANT NEWS EDITOR:** The Norfolk Daily News is looking to hire a full-time assistant news editor. If you have a flair for design; if you enjoy editing stories, writing headlines and exercise news judgment; if you have an interest in the ever-expanding world of online news, then this position might be perfect for you. The Daily News is a family owned, six-day-a-week newspaper with a growing online, mobile, video and social media presence. A journalism degree is preferred, but candidates with journalistic experience are encouraged to apply, too. Competitive salary, strong fringe benefit package and a great working environment. To apply, send a cover letter, resume and work samples to Kent Warneke, editor of the News, at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com). Or if you have questions about the position, call him at 877-371-1020.

**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).

**DIGITAL SALES MANAGER** 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. Large market of sales targets. Will train the right candidate. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, [timothylincott1@gmail.com](mailto:timothylincott1@gmail.com), or PO Box 415, Fairbury, NE, 68352.

**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, [timothylincott1@gmail.com](mailto:timothylincott1@gmail.com), or PO Box 415, Fairbury, NE., 68352.

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

Classified Advertising Exchange, 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.

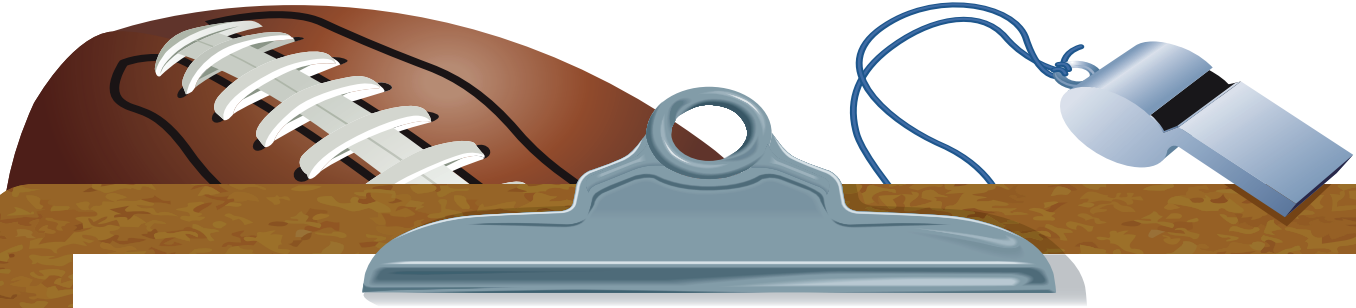
*(plus postage)*

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



**To: NPA Members & Staff**

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

**Join us Saturday, September 17,**

*prior to the game for on-site grilled burgers, brats & hotdogs (plus salads, kraut, chips, fruit, brownies & all the trimmings) on Thurston Manufacturing's*  
**Chuckwagon Mobile Grilling System**

**starts at 12:30 p.m.**

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

***Huskers vs. Oregon***

*Pre-game Sponsor:*

**Thurston Manufacturing (Pender)**

***Go Big Red!***