

CONFIDENTIAL

# Bulletin

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

## Calendar of Events

### Events

**October 2-8, 2016**

National Newspaper Week

**October 17-23, 2016**

Free Speech Week

**October 21, 2016**

NPA/NPAS Fall Board Meetings, Lincoln, NE

**October 21, 2016**

Journalism Hall of Fame Banquet, NE Club, Lincoln, NE

**April 21-22, 2017**

NPA Annual Convention, Country Inn & Suites-North, 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

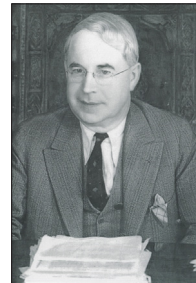
Legal Hotline: 402-474-6900

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 (l to r): Sharron Hollen; Woody Howe; J.P. O'Furey (posthumously); and Matt Waite.



NPA members are invited to attend the banquet to join in honoring the inductees. **Banquet invitation and dinner reservation form are attached to the Bulletin. 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).

## Geneva Nebraska Signal featured in Smithsonian National Postal Museum virtual exhibition

*National Newspaper Association, September 15, 2016*

Leading community newspapers are featured in a new virtual exhibition by the Smithsonian National Postal Museum. The exhibition, "America's Mailing Industry," was launched September 13, 2016, at a reception at the museum in Washington, D.C.

The National Newspaper Association (NNA) developed the story of newspapers for the exhibit, working in conjunction with the NNA Foundation and the Smithsonian staff. Curators interviewed key publishers during the March, 2015, NNA Leadership Summit, and developed the stories of their newspapers and their use of the mail.

"NNA and the NNA Foundation are delighted to participate in this excellent exhibition," NNA President Chip Hutcheson, publisher of *The Times Leader*, Princeton, KY, said. "America's community newspapers play many roles in our nation's culture and economy, but one role that is not always visible is that we are mailers. The U.S. Postal Service essentially links us to our readers and supports our communities, particularly in small-town America. We depend upon the mail, and the Postal Service depends upon us to tell its story. We

**cont. pg. 5**

## 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)



## 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.

**Watch for Digital Hotline  
articles twice a month  
in the Bulletin!**



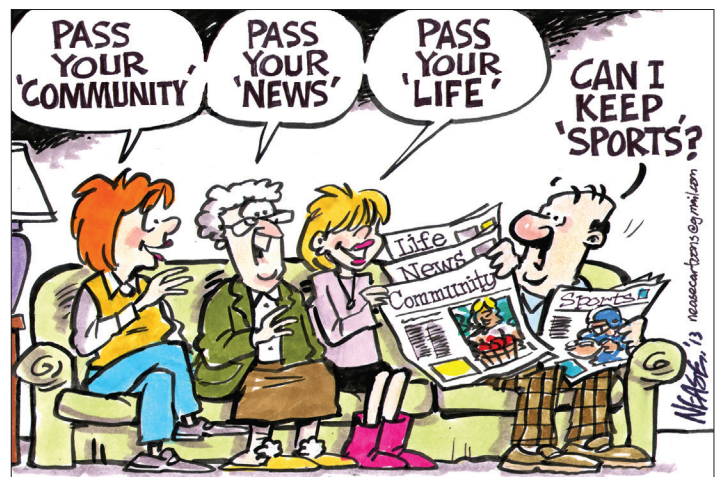
## October 2-8 is National Newspaper Week

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 are available for download beginning Fri., Sept. 23 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.





## 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.

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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).



**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!***



**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>

### Postal exhibition - cont. from 1

hope many people will learn from visiting this exhibition that community newspapers are thriving and that they can be found in the mailbox!"

The exhibition will be expanded to include on-site physical artifacts at the Postal Museum's Washington, D.C., site. The museum draws more than 1 million visitors a year. The digital exhibitions bring in about 3 million people a year. More industry stories will be added as resources permit, according to the museum. Newspapers and newspaper families featured in the exhibition are:

- *The Nebraska Signal*, Geneva, NE, whose story is told by fourth generation Publisher, John Edgecombe, Jr.
- *The Budget*, Sugar Creek, OH, whose story is told by the late Publisher, Keith Rathbun.
- *The News-Gazette*, Lexington, VA, whose story is told by fourth generation Publisher, Matthew Paxton IV.
- *The Times Leader*, Princeton, KY, whose story is told by John "Chip" Hutcheson, NNA president, who succeeded his father as publisher.
- The Tom Mullen family, of Montana, Idaho, Wyoming, Ohio and Washington state, who have started, purchased and published small-town newspapers for several decades. Tom and his wife, Annie, have been joined in the family by sons Jesse, Louis and Lloyd, all who are now active in the business.

See the exhibition at <http://postalmuseum.si.edu/americanmailingindustry/>

## Year five of Rural Health News Services' "Thinking About Health" columns

Beginning September, 2016, the Rural Health News Service begins year five of the "Thinking About Health" columns, written by Trudy Lieberman, a journalist for more than 40 years, specializing in insurance, health care and health care financing.



The Nebraska Press Association was the first partner in the Rural Health News Service project when it began. Funded with support of a grant from The Commonwealth Fund, it provides biweekly health care articles to our member newspapers for publication at no charge, as a service to their readers. The goal is to provide unbiased, factual stories that readers can use, to help communities address important health care issues.

Going into year five, there are now a dozen state press association partners in the Rural Health News Service.

## Former Loup City Sherman Co. Times owner, Evelyn Bass, dies


Evelyn Bass, 99, of Loup City, died August 23, 2016, at Rose Lane Home in Loup City.

Born in Comstock, NE, Evelyn attended the Nebraska State Teachers College in Kearney (now University of Nebraska at Kearney), and taught elementary grades and one-room schools for several years.

She married Elden Bass of Kearney in 1940 and she continued teaching while Elden served in the National Guard. After living in Arkansas, Texas, Virginia and Omaha, NE, they eventually moved to Loup City with their three children and became part owners of the *Sherman Co. Times* in 1953, and later that year became sole owners of the paper. They published the newspaper for sixteen years, selling it in 1969. After they sold the paper, Evelyn continued to work part-time at the Times for several years, as editor, writer and proofreader.

She was preceded in death by her husband, Elden, in 2004, and is survived by her children, Susan Trompke of Loup City, Diana Keith of Kearney and David Bass of Lincoln and their families.

Funeral services were held August 30, at Higgins Funeral Home in Loup City, with burial in Evergreen Cemetery, Loup City. Memorials to Grace Bible Church, Loup City, or the Sherman County Historical Society, Loup City. Condolences can be left online at [www.higginsfuneralhome.com](http://www.higginsfuneralhome.com).



### Upcoming Webinars

**PubAux Live! Update on Mail Prep and IMb Full-Service Tracking**  
**Thursday, October 6**  
*Presenters Max Heath, NNA Postal Chair and Brad Hill, Interlink*

**Election Coverage: Are you ready?**  
**Thursday, October 6**  
*Presenters Michael Toeset and Tim Schmitt, GateHouse Media*

**Tools for Live Reporting**  
**Thursday, October 13**  
*Presenter Val Hoepfner, Val Hoepfner Media and Consulting*

**Register at [onlinemediacampus.com](http://onlinemediacampus.com)**

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

# Classified Advertising Exchange

Sept. 19, 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.

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

Classified Advertising Exchange, Journalism Hall of Fame Banquet Letter/Invitation/Reservation Form.

## 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).

September, 2016

## *Invitation*

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

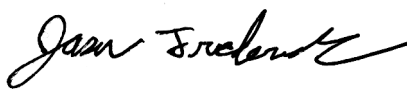
It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, October 21, 2016, are: Sharron Hollen, Woody Howe, J.P. O'Furey (posthumously) and Matt Waite.

The event this year will be held at The Nebraska Club, 233 South 13th St., 20th Floor, US Bank Building, Lincoln, NE. (Parking is available in the US Bank Bldg., on the street and other parking garages in the area.) There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner will be \$46.00 per person, featuring your choice of Roasted Chicken Breast or Panko Crusted Tilapia. Salad, dessert, coffee and tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists. Joining us will be Nebraska Lt. Governor Mike Foley.

*Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. Deadline for dinner reservations is October 10, 2016. Seating is limited and reservations are first-come, first-served.*

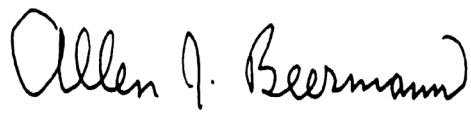
Respectfully requested,



Jason Frederick  
President  
Nebraska Press Association



Maria Marron  
Dean  
UNL College of  
Journalism & Mass  
Communication



Allen J. Beermann  
Executive Director  
Nebraska Press Association

*You're Invited....*

**Nebraska Journalism  
Hall of Fame Banquet**

Friday, October 21, 2016  
Cash Bar 6:00 p.m.  
Dinner at 7:00 p.m.

The Nebraska Club  
233 South 13th St., 20th Fl.  
U.S. Bank Building  
Lincoln, NE

2016 Honorees are:  
**Sharron Hollen**  
**Woody Howe**  
**J.P. O'Furey** (*posthumously*)  
**Matt Waite**

**This event is sponsored by the  
Nebraska Press Association and the  
University of Nebraska -  
College of Journalism and Mass  
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. **Deadline for dinner reservations is October 10, 2016. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

**Nebraska Journalism  
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 21, 2016

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Roasted Chicken Breast w/Boursin Cream Sauce,  
Roasted Red Potatoes & Glazed Baby Carrots  
OR

Panko Crusted Tilapia w/Lemon Dill Sauce,  
Rice Pilaf & Vegetable Medley  
(Meals include salad, dessert, coffee and tea.)

Name: \_\_\_\_\_

Chicken       Fish

Name: \_\_\_\_\_

Chicken       Fish

Name: \_\_\_\_\_

Chicken       Fish

Name: \_\_\_\_\_

Chicken       Fish

(For children's menu & price, contact NPA office).

Total Number of Meals \_\_\_\_ @ \$46.00 per meal = \$ \_\_\_\_

Please return this form, along with your check  
made payable to NPAS, to

Susan Watson, Nebraska Press Association,  
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is  
October 10, 2016 (Seating is limited!)**