



## NPA/NPAS Staff

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## How did you promote National Newspaper Week?

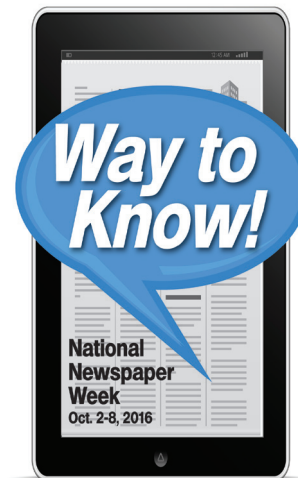
National Newspaper Week, October 4-10, 2015, is an annual observance that reinforces the importance of newspapers to the communities we serve.

How did your newspaper promote National Newspaper Week?

*Please email samples of your promotional pages, editorials, community events, photos, etc. to Susan Watson in the NPA office at [nebpress@nebpress.com](mailto:nebpress@nebpress.com) so we can share some of the examples with our members.*

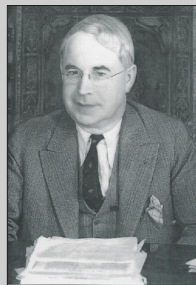
Newspapers can continue to access National Newspaper Week editorials, cartoons, promotional ads and more throughout the year at no charge.

**Resources at: [www.nationalnewspaperweek.com](http://www.nationalnewspaperweek.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.** 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).

***There's still time to send in your reservation form!***

## Linscott is new owner of Fairbury Journal-News

W.B. Grimes & Co., Oct. 6, 2016

The publisher of the *Fairbury Journal-News* has purchased the paper from its long-time owner. Tim Linscott, who has held the position of publisher for the past year, bought the paper from Fred Arnold and McBattas Publishing.

Julie Bergman of W.B. Grimes & Co. represented Fred Arnold in the transaction.

"I want to thank Fred for this opportunity and can't say how much I have learned from him over the years. The *Journal-News* has always had a special place in my heart and it is where I truly received my break in the business and learned so much from Fred and the entire community," Linscott said.

Linscott started at the *Fairbury Journal-News* in 1997 and then managed several weekly Nebraska newspapers, including the *Wilber Republican* and the *DeWitt News-Times*. In 2008, he started the *Czech Slavnosti*, an international Czech/Slovak publication. Most recently, Linscott was the managing editor of the *Grant Tribune-Sentinel*. He held that position for two years before moving back to Fairbury in 2015.

Linscott said he plans to continue to grow the *Journal-News*' operations; produce more FairburyTV segments; and increase digital and social media products, while continuing to give readers what they want each week.

Meanwhile, Arnold will continue to operate the *Belleville (KS) Telescope* and run McBattas Packaging with his son, Freddie Arnold, Jr.

## Sturek Media, Inc. to purchase So. Sioux City Dakota Co. Star

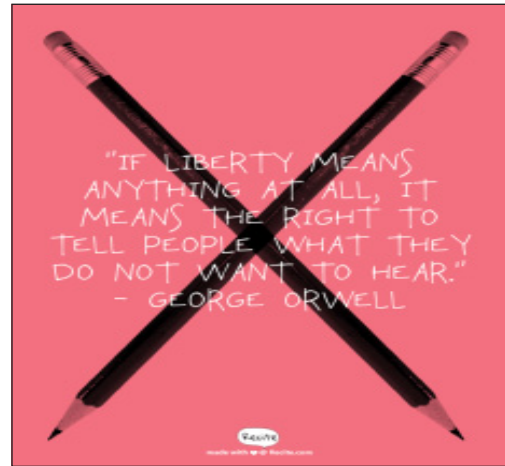
President of Sturek Media, Inc., Jason Sturek, has announced that effective December 31, 2016, the *Dakota Co. Star* and its *AdVantage Shopper*, will be owned and operated by Sturek Media, Inc., which also owns the *Pender Times*. Jason will be publisher for both newspapers.

Sturek Media, Inc. has owned the *Pender Times* for the past seven years, after purchasing the newspaper in March 2009. Enterprise Publishing Co., based in Blair, has operated the *Dakota Co. Star* for the past 15 years. Enterprise Publishing is owned by fifth generation Publisher, Mark Rhoades, and his son, Chris. They currently own 12 newspapers in Nebraska and Iowa, including the *Star*, and print several other newspapers. The *Dakota Co. Star*, is the legal newspaper of neighboring Dakota County and is based in South Sioux City.

In a recent article announcing the purchase, Sturek said, "This is a really exciting opportunity for our business, but I think the benefits for the Thurston and Dakota County area are really what has me energized about the deal."

"When two counties share a border, they also share many things they care about. When there is a common bond between the staffs at both locations and the people they serve, it can lead to some incredible improvements in the depth and breadth of the coverage for both publications," Sturek said.

There will be advertising and subscription specials announced as the end of the year nears for both newspapers, which will allow people in the area to be better informed and entertained. Advertising packages that allow businesses to reach farther for less will be central to that.



## 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 9/19:

#### 2x2

Columbus Telegram - Tryci Greisen (paper made \$487.50)  
Elkhorn Post-Gazette - Mike Overmann (paper made \$162.50)  
Franklin Co. Chronicle - Brandi Garvin (paper made \$162.50)  
Hickman Voice News - Austin Roper (6 ads)(paper made \$925.00)  
Hooper-Scriber Rustler-Sentinel - Kathy Lodl (paper made \$162.50)  
West Point News - Karey Rahn (paper made \$325.00)

#### NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)  
Hickman Voice News - Austin Roper (paper made \$120.00)  
Nebraska City News-Press - Erin Johnson (paper made \$116.00)  
Stromsburg Polk Co. News - Patrice Clifton (paper made \$112.50)

### Week of 9/26:

#### 2x2

Blair Enterprise - Lynette Hansen (paper made \$162.50)  
Elkhorn Post-Gazette - Mike Overmann (paper made \$162.50)  
Hickman Voice News - Austin Roper (3 ads)(paper made \$950.00)  
Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)  
Wayne Herald - Jan Stark (paper made \$487.50)  
West Point News - Karey Rahn (paper made \$325.00)

#### NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)  
Hickman Voice News - Austin Roper (paper made \$125.00)





## Charging your website ads based on impressions

“What the heck are impressions?” is probably what you just said to yourself after reading the title, right? And don’t worry if you did, there’s nothing wrong with that, it just happens to be a digital marketing term for “views” that’s being used more prevalently today than ever before.

Whether you’re checking your statistics on Facebook or Twitter, or maybe you’ve just started a targeted marketing campaign (we’ll get to that later), “impressions” is the term, and tool used to measure the impact and reach of a Facebook or Twitter ad, or perhaps an ad on your newspaper’s website.

For the longest period, Enterprise Publishing had charged a fixed rate for their online ads. As an example, a poster ad on their website which is 300x250 went for a rate of \$99 per month. No matter how many views or impressions it gained, \$99 was the price each month. But Enterprise wanted to change that, provide their advertisers with a more “bang for their buck” ad rate. So, in working with Enterprise we changed from a fixed rate, to charging advertisers on a per impression rate.

Advertisers could purchase however many impressions they wanted, minimum 30,000 (this can be changed based on the monthly traffic to your website), and would be charged a specific rate, based on the size of the ad, per 1,000 impressions. For instance, if an advertiser ordered 30,000 impressions for one of our “Leaderboard” ads (728x90), they would be charged \$6.50 per 1,000 impressions, which comes out to be \$195 per 30,000 impressions. This is no longer a monthly rate either; however long it takes their ad to garner 30,000 views doesn’t matter, once they hit that mark, that’s when they pay. And once they do hit the impression mark, they can then decide if they would like to order another 30,000 (or whatever number they’ve chosen) impressions.

Why change it to this format? Because this way, your advertisers know that their ad(s) are being seen, and that they are having an impact on your website. Essentially, what it comes down to is, they are paying for what is being seen.

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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).

## **Are you ready? New rules are about to hammer your payroll**

NNA (National Newspaper Association) will host a webinar on the change to the overtime rules under the Fair Labor Standards Act, on Thurs., Nov. 3 at 10:00 a.m. Central.

The new rule governing overtime pay for employees will create disruption at small newspapers and will likely lead to more job cutbacks. The new rule is set to go into effect December 1, 2016. Tonda Rush, NNA's director of public policy, will explain the new rule, and how it changes current federal labor laws. She will describe which types of newspapers and employees are exempt, the policy implications of the change, and the limited options employers have to minimize its financial and operational impact.

**Registration fee is free to NNA member newspapers and \$65.00 for non-NNA members. Register now for this webinar at <https://www.regonline.com/NNAOTRules>**

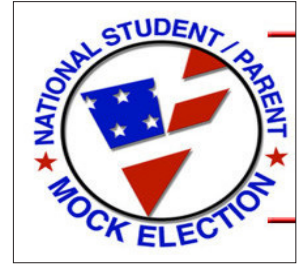
## **National Student/Parent Mock Election: nation's largest civic education project**

Since 1980, when this project began, over 50 million students, and often their parents too, in all 50 states, Washington D.C. and American schools all around the world, have learned what it means to be an American by participating in the National Student/Parent Mock

Election. This year, for the first time, thanks to our new partnership with Win My Vote, students will be able to vote by smartphone, tablet, ipad, laptop or any other internet enabled device. They will watch results changing in real time. Everything is free. **Go to their website at for details: <http://nationalmockelection.org/>**

Votes will be cast for President, Governor and Senators where there is a race, members of Congress, and on four national topics: Democracy, the Economy, Immigration and With Liberty and Justice for All. **Teachers Guides are on our website at <http://nationalmockelection.org/curriculum-2/2016-national-studentparent-mock-election-topics-and-guides/>.**

**Practice voting begins on our website on October 17th. Actual voting begins on October 24th. Results will be announced on November 3rd.**



In 2016 over one third of eligible voters will be young Americans, ages 18-31. They will have the power to determine the direction of our democracy. **See the attached documents to this Bulletin.** For more info, contact: Gloria Kirshner, President, National Student/Parent Mock Election, [nspme@aol.com](mailto:nspme@aol.com). **NPA member newspapers are asked to forward this Mock Election information to locals teachers in your area so that local students can participate. Thank you for your help!**



## **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 kicks 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 October webinars:**

Visit <http://newspaperacademy.com> to read full descriptions. Use these links to receive the discounted price (in US dollars):

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

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

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

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

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

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

### **NewspaperAcademy.com features live broadcast interviews**

Beginning in September, Kevin Slimp began hosting live interviews on "Newspaper Academy Radio," available free online. Aimed at newspaper professionals, the interviews are casual but cover serious issues, and listeners can ask questions using a "chat" screen during the live broadcast. See the October schedule of broadcasts at: <http://newspaperacademy.com>.

# Classified Advertising Exchange

Oct. 10, 2016

**SPORTS EDITOR:** Adaptable, dedicated, fun, positive, team player wanted to cover Washington County sports. Email Katie Rohman, [editor@enterpriseub.com](mailto:editor@enterpriseub.com). Who we are: [@entpubsports](mailto:@entpubsports), [www.enterpriseub.com](http://www.enterpriseub.com). EOE

**SPORTS REPORTER:** The Star-Herald is seeking a Sports Reporter to join our award-winning team. Candidates must have solid writing and photography skills, an understanding of Associated Press style, strong copy editing skills, and be able to design and lay out attractive-looking pages. The position is full-time and requires evening and Saturday work. The position offers a competitive wage and comprehensive benefits package, including health/dental/vision benefits, paid vacation, sick leave and holidays, and 401(k) with employer match. The Star-Herald is a proud member of Berkshire Hathaway Media Group. Please send resume and writing samples to: Star-Herald, Attn: Jeremy Woznick, 1405 Broadway, Scottsbluff, NE 69361, or email to [jeremy.woznick@starherald.com](mailto:jeremy.woznick@starherald.com).

**ADVERTISING SALES REPRESENTATIVE:** The Plattsmouth Journal in southeast Nebraska is looking for an energetic, self-motivated person to help grow the business. The right person will work with local business owners to develop advertising plans that increase their business. Previous sales experience is helpful but not required. Candidate needs reliable transportation, a valid driver's license, current auto insurance and a good driving record. Responsibilities include, but are not limited to selling and preparing ad copy for production, preparing billing summaries and aiding in the collection process. Candidate should enjoy working with people, be goal-oriented and possess an entrepreneurial spirit. Weekly base salary plus excellent commission opportunities. The Plattsmouth Journal, a division of Lee Enterprises, offers a competitive salary, medical, dental, vision, life insurance benefits, vacation, sick leave, holiday pay and 401k retirement plan. It is a drug-free workplace and all applications must pass a post-offer drug screen prior to being employed. Email your resume to [gloftus@fremonttribune.com](mailto:gloftus@fremonttribune.com).

**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@enterpriseub.com](mailto:editor@enterpriseub.com). EOE

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

Classified Advertising Exchange. Hall of Fame Invitation/Reservation Form, National Student/Parent Mock Election Letter & 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).

*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).

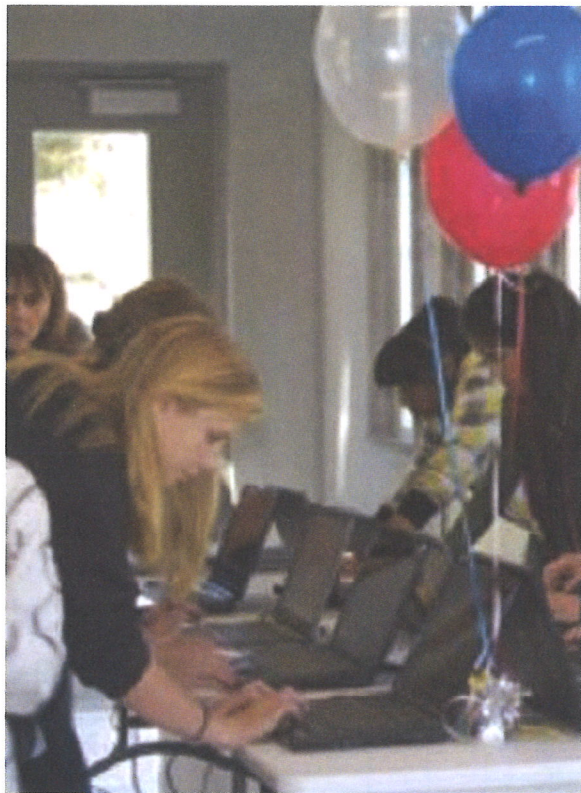
Total Number of Meals \_\_\_\_ @ \$46.00 per meal = \$ \_\_\_\_

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!)**





## National Student/Parent Mock Election

Partners:

National PTA, National Association of Elementary School Principals, National Association of Secondary School Principals, Council of the Great City Schools, American Association of School Administrators, The National Association of Secretaries of State



See our Website at:

[www.nationalmockelection.org](http://www.nationalmockelection.org)

e-mail: [nspme@aol.com](mailto:nspme@aol.com)

**“WHEN ELECTIONS END,  
THERE SLAVERY BEGINS.”**

—President John Adams

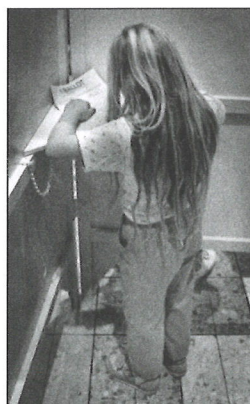
Honorary Co-Chair  
President Jimmy Carter

“They are telling us, ‘If you refuse to be slaves, we will kill you.’”

*The New York Times*

May 29, 2016

**Mock Election Day  
is November 3, 2016!**



**All Americans  
are invited to  
join the National  
Student/Parent  
Mock Election.  
There is never  
any charge to  
participate.**

From the 2016 National Student/Parent Mock Election Teachers Guide:

“Check out the history of the Weimar Republic in Germany, when the vast majority of voters sat on their hands and Adolf Hitler took power.

Why?”

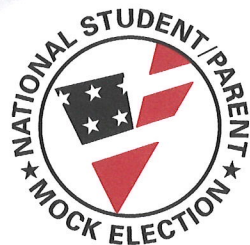
### Cooperating Organizations

- American Association of Colleges for Teacher Education
- American Association of Retired Persons (AARP)
- National Retired Teachers Association
- \*American Association of School Administrators
- \*American Association of School Libraries
- American Federation of Teachers
- American Library Association
- American Medical Association Alliance
- Association for Educational Communications and Technology
- Association for Supervision and Curriculum Development
- \*Barquin International
- Big Brothers Big Sisters of America
- Boy Scouts of America
- \*BrainPOP
- Broadcast Education Association
- Camp Fire USA
- Council of the Chief State School Officers
- \* Council of Greater City Schools
- \*Education Commission of the States
- Evangelical Lutheran Church in America
- General Federation of Women's Clubs
- Girl Scouts, USA
- International Reading Association
- Kiwanis International
- League of United Latin American Citizens
- League of Women Voters of the United States
- Lutheran Church Missouri Synod Lutheran Schools
- National Association for Gifted Children
- \*National Association of Elementary School Principals
- National Association of Schools of Public Affairs and Administration
- \*National Association of State Boards of Education
- \* National Association of Student Councils
- National Catholic Educational Association
- National Community Education Association
- National Conference for Community and Justice
- \* National Council for the Social Studies
- National Council of La Raza
- National Council of Teachers of English
- National Crime Prevention Council
- National Education Association
- National Parent Teacher Association
- National Retired Teachers Association
- \* National School Boards Association
- National School Public Relations Association
- National Urban League
- \*NIE Institute
- Rainbow/PUSH Coalition
- \*Rand McNally
- Skills USA
- Union for Reform Judaism
- U.S. Association of Former Members of Congress
- U.S. Chamber of Commerce
- \*USA Today
- Unitarian Universalist Association
- United Church of Christ - Division of Higher Education
- Win My Vote
- YMCA of the USA
- \*Contributing Partner

### Awards

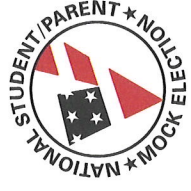
AASA, NASBE, NASSP, NASC, and LWV all sponsor awards for outstanding voter education projects in cooperation with the National Student/Parent Mock Election.

**The nation's largest  
voter education  
project.**





## Join the Nation's Oldest, Largest and Most Successful Voter Education Project



“No question, there is something mystic about elections for Americans... the fires of interest are very much alive and burst into flames when they are stirred... The National Student/Parent Mock Election offers a lively prospect, a great introduction to a national celebration, and a way to light, again, for a new generation, the torch of liberty.”

Edward Stanley, Co-Founder  
1903-1989

Enroll on our form below or at our website:  
[nationalmockelection.org](http://nationalmockelection.org)



### The National Student/Parent Mock Election Enrollment Form Enrollment Form for Individuals, Schools, and School Districts

**Any information you supply to use here will only be used by The National Student/Parent Mock Election and NSPME state coordinators for conducting the state and national mock election program.**

Your name \_\_\_\_\_

Email address \_\_\_\_\_

**ESSENTIAL INFORMATION: I will be participating in the NSPME primarily as a:**

- Classroom teacher conducting a mock election
- School mock election coordinator
- District mock election coordinator
- Library/Other mock election coordinator

My work telephone: ( ) \_\_\_\_\_ Ext. \_\_\_\_\_

My work mailing address \_\_\_\_\_

My work street address \_\_\_\_\_ (If different from above)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Fill out the following as they apply to you and your role in NSPME 2016 to the best of your knowledge.**

Name of your school \_\_\_\_\_

Name of your principal \_\_\_\_\_

Name of your school district \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of your superintendent \_\_\_\_\_

Name/Title of your school coordinator \_\_\_\_\_

Name/Title of your district coordinator \_\_\_\_\_

My home telephone (optional): AC \_\_\_\_\_ # \_\_\_\_\_

Estimate, if you can, how many of your students are likely to vote in the mock election? \_\_\_\_\_

How did you hear about us? \_\_\_\_\_ WEB \_\_\_\_\_ Friend \_\_\_\_\_ School \_\_\_\_\_ Administrator \_\_\_\_\_ The Press

\_\_\_\_\_ TV \_\_\_\_\_ Other \_\_\_\_\_

**fax(520) 742-3553**

**email: [nspme@aol.com](mailto:nspme@aol.com)**



## Who Will Students “Elect” in 2016?

*Submitted by Richard Palmer, contributing staff, Social Studies Professional, National Council for Social Studies, July 2016*

The National Student/Parent Mock Election gives American students, and parents too if they wish, all across the country and around the world, the opportunity to cast their votes for candidates in both the federal and state elections. They may also vote on the issues they care about.

This program builds on the 36-year history of the National Student/Parent Mock Election, the leading program in student voting. More than 50 million young voters have participated while learning about the importance of using their own voice to share their perspectives on important issues. In 2016, national student voting begins on October 24 and culminates on November 3, National Mock Election day, 5 days in advance of the nation’s election.

“The National Student/Parent Mock Election is proud to announce a new partnership for 2016,” said Gloria Kirshner, president. Win My Vote will be providing online ballots featuring multimedia candidate and ballot issue profiles for this project. Students, parents, teachers and home schoolers will be able to hear directly from each candidate (video) as well as the leading arguments "for" and "against" the ballot issues before casting their vote. The ballots are browser based (no downloaded needed) and can be easily accessible via any internet-enabled device (computers, tablets, smartphones, etc.). The ballots will also provide for real-time voting stats on how the candidates and ballot issues are doing.

Sixty national civic, educational, religious, and business organizations serve as cooperating organizations and partners. 2016 partners include: Win My Vote, American Association of School Administrators, Barquin International, BrainPOP, Council of the Great City Schools, Don’t Forget Ed, National Association of Broadcasters Education Foundation, National Association of Elementary School Principals, National Association of Secondary School Principals, National Association of Secretaries of State, National Association of Student Councils, National Council for the Social Studies, National School Boards Association, NIE Institute, Rand McNally and *USA Today*.

Teachers (including home school instructors) are encouraged to use the free materials and curriculum (<http://nationalmockelection.org/curriculum-2/>) developed for the program to create thoughtful lessons leading up to and around the upcoming election of the president, U.S. senators and state governors where there is a race, and U.S. representatives. Students can also express their opinions on national issues.

Social Studies educators who wish to volunteer as state or school district coordinators or co-coordinators are invited to email Gloria Kirshner at [NSPME@aol.com](mailto:NSPME@aol.com). Please include a phone number and convenient times to call you. This is an outstanding opportunity for you to demonstrate leadership in the profession.

Teachers Guides, updated for 2016, are slated to be posted by September. The topics (Democracy, Immigration, the Economy, and Liberty and Justice for All) will be discussed in terms the issues at stake in this election. There will be special emphasis on civil discourse.

The Mock Election will feature an online ballot option that's easily accessible from any Internet-enabled device: computer, laptops, tablets, and smartphones. With just a few clicks teachers and students can join the NSPME, review candidate profiles, discuss issues, and cast their vote. NSPME will tally the votes in real-time.

You may register entire school districts free. For more information and to register to vote, go to [www.nationalmockelection.org](http://www.nationalmockelection.org).