

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

February 10, 2017

NPA/NPAS Winter Board Meeting (Conference Call)

March 15-17, 2017

NNA Community Newspaper Leadership Summit
Arlington, VA

April 21-22, 2017

NPA Annual Convention,
Country Inn & Suites-North,
Lincoln, NE

Webinars:

January 11, 2017

Ed Henninger - Designing a Better Newspaper
(Newspaper Academy)

January 12, 2017

50 Ideas in 50 Minutes
(Online Media Campus)

January 12, 2017

Tim Smith - Sales by the Numbers
(Newspaper Academy)

January 12, 2017

Notoriety with Left-Handed Editions (PUB AUX/Online Media Campus)

January 13, 2017

Classifieds 2017 - Feast or Famine? (Online Media Campus)

January 17, 2017

Tim Smith - Sales by the Numbers
(Newspaper Academy)
(repeat of Jan. 12 webinar)

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New 2016/17 officers elected to NPA Foundation

At the December 16, 2016, NPA Foundation board meeting, new officers were elected for the 2016/17 term. Elected President/Chair was Mark Rhoades, president and publisher, Enterprise Publishing Co.; Vice President, Darran Fowler, publisher, Hastings Tribune; Treasurer, Kurt Johnson, co-publisher, Aurora News-Register (three-year term); and joining the board is Secretary, Shary Skiles, publisher McCook Gazette (three-year term).

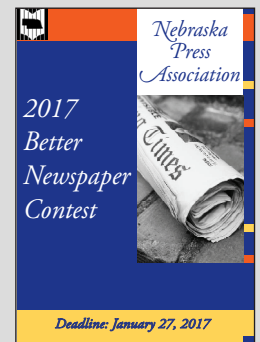
The mission of the Nebraska Press Association Foundation is to support the newspaper industry in publishing better newspapers for readers through accessible, practical and quality education. The Foundation works each year to raise funds for high school and college scholarships for students pursuing a newspaper journalism education.

Thank you to Rob Dump, co-publisher, Northeast Nebr. News Co., who served two chairs on the Foundation board, and to Julie Speirs, publisher, Kearney Hub, who served as Foundation treasurer. We appreciate your support!

It's NPA Better Newspaper Contest time!

Submit entries online now through Jan. 27

This will be year two of Nebraska Press Association's switch to an online/digital entry system for the NPA Better Newspaper Contest. The deadline for entries is January 27, and we encourage you to start submitting online entries now to re-familiarize yourself with how the online entry process works. A PDF of the 2017 NPA Call for Entries contest rules and instructions has been emailed to all newspapers, and you can also **download a PDF from NPA website, www.nebpress.com. (Login to MEMBERS area, click on MEMBER DOWNLOADS, select SPECIAL SECTIONS on drop-down menu).** Questions? Contact Carolyn Bowman at cb@nebpress.com.



Judges still needed for Kansas newspaper contest

We now have 30 judges, but we need a total of 50-60 judges! Would you be willing to help? Judging is done online, in front of your computer, between January 20 - February 5, 2017.

Brooke Pankonin, managing editor of the Grant Tribune-Sentinel, offered this added benefit to contest judging: *"Although judging contests is time consuming, it is a phenomenal way to get new ideas for your own newspaper! We have utilized several over the past couple years. It's like the Great Idea Exchange in front of your own computer! I highly recommend giving it a try for at least one year. Sign up to judge categories that your paper may be struggling with in order to get some fresh new ideas!"*

Judging sign-up form is attached to the Bulletin. Email or fax the form to Carolyn Bowman, cb@nebpress.com or FAX: 402-476-2942. Thank you for your help!

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Payment for November Election Death Penalty Referendum

Payment for the (Nov. 8 ballot) Death Penalty Referendum that ran in Oct/Nov 2016 will be sent to newspapers from NPAS when the Legislature approves the bill in 2017.

NPA has submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the state Constitution. Payment from the Nebraska State Treasurer is expected in June 2017.

As soon as NPAS receives payment from the state, newspapers will be paid.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

Save the dates!

NPA Annual Convention

April 21-22, 2017

Country Inn & Suites Conference

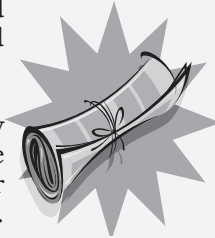
Center-North, Lincoln, NE

Call for entries!

2017 Omaha World-Herald

Community Service and Service to Ag

Last year, The World-Herald increased the prize amounts for these awards to encourage increased participation in the number of daily and weekly entries.



Prize amounts for both the Community Service and the Service to Agriculture Awards are \$1,000 for the daily winner and \$500 for each weekly class winner.

Entries must be postmarked by March 31, 2017. See the call to entry flyer attached to this Bulletin.

Thank you to the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage our members to participate by submitting your entries!

Winners will be announced at the Friday evening awards banquet on April 21, 2017, during the NPA Annual Convention in Lincoln, NE.

Matczak is first woman executive editor at Omaha World-Herald

Omaha World-Herald, Jan. 4, 2017

Melissa Matczak has been appointed the new executive editor at the Omaha World-Herald. The announcement was made January 4 by Matczak's predecessor, Mike Reilly, who is moving to a new role in The World-Herald parent company, BH Media Group. Reilly will serve as vice president for news. BH Media is a subsidiary of Berkshire Hathaway.

The appointment marks a milestone for the newspaper. "While we've had a long history of strong female leaders, Melissa will be the first woman to serve as The World-Herald's top editor," Reilly said.

Publisher Terry Kroeger said: "Melissa brings sound judgment, strong editing skills and great leadership to our top newsroom job. For years she's played critical editing roles as we have grown our digital readership while maintaining a thriving print edition. Under Melissa's leadership, we will continue to work hard to provide the most credible, complete news report available to our readers."

Matczak, 43, joined The World-Herald in 1997 and has served as the paper's managing editor for the past four years. She is a Wisconsin native and a graduate of the University of Wisconsin-Eau Claire, where she earned a degree in journalism and political science.

Reilly will remain involved in some major projects in The World-Herald newsroom, but otherwise turn over operations to Matczak. Reilly, 56 and a University of Missouri graduate, joined The World-Herald in 1990 and had been executive editor since December 2007.

Students devise marketing plan for Hastings Tribune app

by Shay Burk, youth/education reporter, Hastings Tribune

A group of area students wanting real-life experience at marketing a new product were given that opportunity through a partnership with the Hastings Tribune.

Six high school students from South Central Unified District No. 5 — five from Sandy Creek and one from Lawrence-Nelson — created a marketing campaign to help promote the Hastings Tribune App that the newspaper launched in September.



The students are part of the CAPS, or Center for Advanced Professional Studies, program through the school that gives students the opportunity to work on career-related projects while in high school.

It was during a community meeting about the CAPS program at Sandy Creek High School in September that teacher Crystal Hassenstab expressed an interest to a Tribune news reporter covering that meeting about possible working relationship with the newspaper for some of her students.

After meeting with Publisher Darran Fowler, the two decided a marketing campaign for the Tribune's new app would be a good project for the students to pursue.

Before the students got started, Fowler and two other Tribune employees met with Hassenstab and the six-student team at Sandy Creek where the students were able to get a feel for what the Tribune wanted. Fowler emphasized to them that they first needed to get familiar with the app themselves and told them that it was designed for users who are interested in free, local information whether it be news, sports, maps, advertisements or daily deals.

Those students who worked on the marketing campaign are seniors Audrey Fischer, Brianna Sorgen and Gavin Keeler of Sandy Creek, senior Kaytlynn Tockey of Lawrence-Nelson, and Sandy Creek juniors Austin Wilson and Dagan Stemple.

About a month later, Hassenstab and the students came to the Seaton Building at the Tribune where the students gave a presentation on what they had created for a marketing campaign for the Tribune to promote the app on its various print and digital platforms. "You made it clear that our main focus was to be local," Keeler said at the start of the presentation. "That was our first objective."

The students also understood that the Tribune wanted the campaign to remind people who download the app to keep using it.

With that in mind, the group created the slogan: "It's on the app. Get it. Use it."

The group created a number of print ads that specify each of the areas of local content that's available on the app. In addition, Wilson created a commercial that Sandy Creek is using on the livestreaming of school's basketball games. "For the commercial, we went for a different angle than asking questions," Wilson said. "We went with why you guys made the app. It also shows benefits of the app."

The commercial explains how the Tribune is growing its readership through print and digital media.

"The Hastings Tribune decided to give you the best of both worlds," the audio states.

Fischer, who was the project manager for the class, said the team really liked the app but said that keeping it up-to-date all the time with new content and new daily deals is key to getting people to "Get it. Use It."

"I agree," Fowler said. "If it doesn't change, why would you come back?"

Laura Beahm, a Tribune photojournalist who is the project manager for the newspaper's app, said she was thrilled to see the students so excited about the app.

"That rubs off on us," she said. "We've been working on this for a long time, so sometimes we run out of gas."

Overall, Fowler said he was impressed by the students' work and creativity. "I like it and now we need to hold up our end of it," he said. "You guys have done a good job and this motivates me and I hope it motivates everyone else here to keep this app useful to all those who download it for local information."



COURTESY PHOTO

Audrey Fischer, project manager, presents advertising material created by fellow Sandy Creek students for the Hastings Tribune App on Nov. 22, 2016 at the Tribune.

(This article ran in the Dec. 17, 2016, issue of the Hastings Tribune, and is reprinted with permission).

Classified Advertising Exchange

Jan. 09, 2017

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, KS Newspaper Contest Judging Form, International Society of Weekly Newspaper Editors (ISWNE) Golden Quill contest flyer, Omaha World-Herald Community Service and Service to Agriculture awards 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.



Calling All Judges!!!

The **Kansas** annual Newspaper contest is coming up soon, and they need 50-60 judges.

WHEN? January 20-February 5, 2017

WHERE? In front of your own computer

The entire contest will be online.

Judges Needed for **Features, News, Investigative, Series, Editorial Writing, Business, Government/Political, Religion, Ag, Youth, Education, Seniors, Health, Columns, Sports, Headlines, Environment, Story/Picture Combo, Public Notice, Photos, Infographic, Design & Layout, Front Page, Newspaper Redesign, Community Service, Web Site, Magazine, Editorial Cartoon, Online Video, Advertising**

If you do not specify a preference below, I will assume you are willing to judge anything.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



2017
Omaha World-Herald
Community Service
Award

Deadline:

Must be postmarked by March 31, 2017

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

2017
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Must be postmarked by March 31, 2017

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

Send Us

Deadline: February 1, 2017

Your Best Editorial

Enter the ISWNE's 57th Annual Golden Quill Award Contest

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

Eligibility:

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2016.

Cost: \$20 per person (two entries allowed per person) for ISWNE members and \$25 for non-members. Make checks payable to ISWNE.

How To Submit Entries:

Select up to four best editorials or signed opinion pieces from your newspaper. **Two is the maximum number of entries permitted from each individual.** Complete the PDF entry form at www.iswne.org (under Contests). Using a pen or marker, clearly indicate the Golden Quill entry on each tearsheet. Print two copies and mail along with two complete page tearsheets of each entry.

Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials in the Summer 2017 issue.

Entries must be postmarked by Feb. 1, 2017.

Please mark the envelope:
GOLDEN QUILL ENTRY.

Send to: Dr. Chad Stebbins
Missouri Southern State University
3950 E. Newman Road
Joplin, MO 64801-1595

You may also nominate an editorial or signed opinion piece by sending the required information with a copy of the article in the format indicated. Please enclose a letter telling ISWNE that it is a nomination, and a check for \$20.

Questions? stebbins-c@mssu.edu



The Golden Quill winner will be invited to attend ISWNE's annual conference in College Park, Maryland June 28 - July 2, 2017. The winner will receive a conference scholarship and travel expenses up to \$500.