

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

Deadlines:

January 27, 2017

NPA Better Newspaper Contest (online) entry deadline

February 17, 2017

NPA Foundation scholarship applications (postmarked by)

March 31, 2017

Omaha World-Herald Community Service & Service to Agriculture Awards (postmarked by) entry deadline

CONTACT INFO:

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

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

NPAS Sales Director announces his resignation

January 10, 2017

Rob James made it official he will be leaving Nebraska Press Advertising Service after a 23-year stint as the organization's sales manager. His last day as a full-time employee of NPAS will be Friday, March 31, 2017.

Rob's newspaper career began when he was hired as an advertising salesperson at the Topeka (KS) Capital-Journal in 1977. He worked his way up through the ranks with Stauffer Communications. His last position with Stauffer was as publisher of the Brookings (SD) Register. From there he moved on to become retail advertising manager at the Lincoln Journal-Star. Two years later he joined NPAS as the sales director.

Sandra George, who was the Nebraska Press Association executive director at the time, hired Rob. His first day on the job was October 17, 1993. Rob said when he asked Sandra what the job entailed, she replied something along this line..."I'm confident you will figure it out." Rob said that's what he's been trying to do these past 23 years. He's still not sure he's figured it out. "The world is changing fast, and keeping up with it really keeps you on your toes," Rob said. When he started, his office was essentially a closet upstairs in the old NPA office at 1120 "K" Street in Lincoln. "We've come a long way since then," Rob said. He takes a lot of pride in the fact he will be leaving the association on very solid ground financially. NPA and NPAS are in a great position to prosper in the years ahead.

Rob said he's very gratified by what's been accomplished these past 23 years. **cont. page 3**

Judges still needed for Kansas newspaper contest!

We now have 31 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!

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com

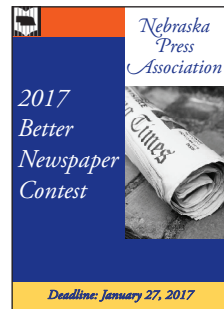


It's Better Newspaper Contest time!

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.



Download PDF from the 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.

Reminder: Dues Payments

- Please pay your NPA/NNA dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.

Thank you in advance for your cooperation. Questions? Contact Jenelle at 800-369-2850.

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.

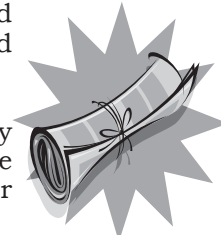
NPA has submitted the necessary documents for payment. This timetable has not changed for 89 years. It is in the state Constitution. Payment from the Nebraska State Treasurer is expected in June 2017.

As soon as NPAS receives payment from the state, newspapers will be paid. If you have questions, contact Carolyn Bowman or Jenelle Plachy at 402-476-2851/(NE) 800-369-2850.

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.

The NPA/NPAS 800 number is working again!

Toll-free (NE) 800-369-2850

Thank you for your patience.

Save the dates!

Nebraska Press Association Annual Convention, April 21-22, 2017
Country Inn & Suites-North, Lincoln, NE

Sales Dir. - from pg. 1

He attributes the success of NPA and NPAS to outstanding co-workers, two extremely supportive executive directors and strong support from board members over the years. "Working for Nebraska's newspapers has been like being part of a big happy family," Rob said.

Rob says he's not actually retiring. "I will continue to work, but as I've gotten older the idea of punching a clock is much less appealing. There are a lot things I still want to accomplish, so I think stepping aside while I'm relatively young and still in good health is the right thing to do. My departure will give someone else a chance to forge a new path for the association's ad service, and it will provide Carla and me the opportunity to pursue other lifelong interests," Rob said.

If you have any questions, contact NPA/NPAS Executive Director, Allen Beermann.

Upcoming webinars at Newspaper Academy

InDesign guru, Kevin Slimp's latest venture is <http://newspaperacademy.com>, an online community for newspapers. The Newspaper Academy offers webinars, live broadcasts and podcasts.

UPCOMING WEBINARS:

Kevin Slimp - InDesign Scripts: The Hidden Gem

Thurs., Jan. 19 at 10:00 a.m. Central (35 min.)
Normal Price: \$29.00; Assn. Discounted Price: \$24.00

Tim Smith - Time & Territory Management

Thurs., Feb. 2 at 11:00 a.m. Central (50 minutes)
Normal Price: \$49; Assn. Discounted Price: \$39

Kevin Slimp - Getting People to Pick Up Your Paper

Thurs., Feb. 2 at 2:00 p.m. Central (35 minutes)
Normal Price: \$40; Assn. Discounted Price: \$32

Ed Henninger - License to Print Money

Wed., Feb. 15 at 2:00 p.m. Central (50 minutes)
Normal Price: \$49; Assn. Discounted Price: \$39

For webinar descriptions and to register using the discounted rate, go to:

<http://newspaperacademy.com/association/>

“ Faith is taking the first step even when you can't see the whole staircase. ”

- Martin Luther King Jr.

Fox joins Sidney Sun-Telegraph staff

The Sidney Sun-Telegraph has hired Dan Fox as its new community reporter. Fox will cover Sidney's city government and the local school districts, as well as other beats for the paper. Previously, Fox worked as the associate editor for West Newsmagazine in St. Louis, MO, and covered local news and politics for several St. Louis area municipalities.

South Sioux City Dakota Co. Star promotes Watkins

Dakota Co. Star, Jan. 5, 2017

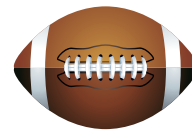
Chad Watkins of South Sioux City has been promoted to the Dakota County Star's editorial staff as a full-time reporter and photographer. Watkins was initially hired part-time in mid-September, covering sports and taking photos.

"From the moment I met Chad, I could tell he's a hard working family man who has a lot of pride in what he does," said Jason Sturek, Dakota County Star publisher. "His contributions in sports, general writing and photography so far have made the Star a better newspaper and having him on board full-time is only going to add to that."

Watkins is a retired combat photographer from the U.S. Air Force, and also teaches photography at Western Iowa Tech Community College in Sioux City.

Restrictions apply to unauthorized use of the words "Super Bowl"

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal. The NFL controls all marketing and proprietary rights with respect to the Super Bowl. Without the express permission of the NFL, marketers and advertisers may not use the terms below in their promotions:



Ads cannot contain:

- "Super Bowl"
- "Super Sunday"
- "National Football League" (NFL)
- "National Football Conference" (NFC)
- "American Football Conference" (AFC)
- Any NFL logo or uniform
- Any specific team name or nickname

Ads can contain:

- "The Big Game"
- "The Football Championship Game"
- The date of the game
- The names of the team's home cities
- A generic football picture or graphic

Free public notice ads from News Media Alliance

News Media Alliance, Jan. 10, 2017

Throughout our nation's history, government agencies have been required to alert citizens of certain government activities that may impact a local community, providing citizens with an opportunity to stay informed and take action when necessary. Newspapers have long partnered with government agencies by publishing public notices, enabling the government to be fully transparent and accountable to citizen taxpayers. In recent years, state legislatures – most recently in New Jersey – have proposed to move public notices out of printed newspapers and onto government-run websites.

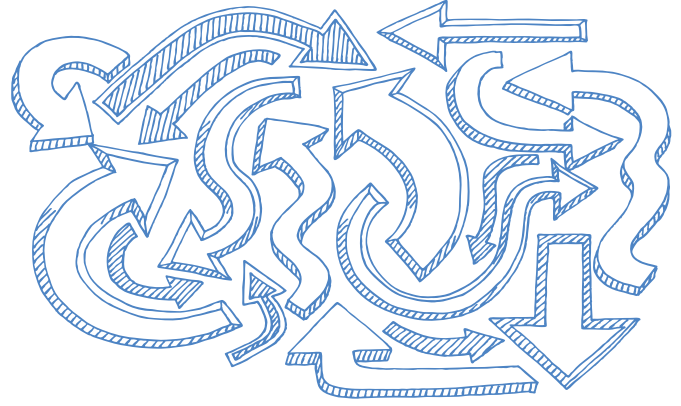
Publishing public notices in newspapers informs a wide audience in a local community of a government agency's action; reaching citizens that are passive information seekers that would not be aware of the fact that notices impacting the community are on a government agency's website. Publishing public notices through the local newspaper also serves an important audit role as the newspaper acts as an independent third party able to legally verify that the government agency has given the public notice.

The News Media Alliance has created ads highlighting the importance of keeping public notices in newspapers. We encourage you to run these advertisements in your newspaper over time to help educate the public. **Ads can be published as is, or you can add your own logo. Access the ads at https://www.newsmediaalliance.org/email-gate/?submit=/research_tools/public-notice-ad/?gatval.**

If you have any questions about the ads, please email Lindsey Loving at lindsey@newsmediaalliance.org.

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites, where they may not be easily found.



2 OUT OF 3

U.S. adults read a newspaper in print or online during the week.



Why try to fix something that isn't broken?

Keep Public Notices in Newspapers.



Help promote NPA Foundation scholarships

The NPA Foundation 2016-17 scholarship applications for current college students and high school seniors are now available.

The Foundation will offer up to four total scholarships of \$2,000 each. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been mailed to Nebraska high schools, colleges and universities. We also encourage our members to promote the scholarship in your newspaper(s).

Scholarship OPPORTUNITIES

\$2,000 Nebraska Press Association Foundation Scholarships

Selection based on:

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by February 17, 2017

For more information and application form, go to: www.nebpress.com or call 402-476-2851/800-369-2850

Guidelines and application forms are available on the NPA website homepage (scroll down to middle of page), at www.nebpress.com.

Scholarship house ads (print and online) are available through the NPA office and are also available on the NPA website (login to the MEMBERS AREA and to SPECIAL SECTIONS). Contact Susan Watson, nebpress@nebpress.com, to receive house ad PDFs.

Scholarship | Opportunities

\$2,000 Nebraska Press Association Foundation Scholarships

Selection based on:

- Scholastic Ability • Good Citizenship in School
- Good Citizenship in Community • Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.

Applications must be post-marked by February 17, 2017

For more information and application form, go to: www.nebpress.com or call 402-476-2851/800-369-2850

Classified Advertising Exchange

Jan. 16, 2017

NEWS EDITOR/REPORTER - Full-time position opening at progressive weekly newspaper in Fairbury, NE. Job involves writing, editing, photography, social media and page design. Contact Timothy Linscott, The Fairbury Journal-News, P.O. Box 415, Fairbury, NE 68352 or email: timothylinscott1@gmail.com.

CLASSIFIED ADVERTISING MANAGER - We are seeking an innovative, high-energy leader with a proven record in sales and management to assist advertisers, grow revenues, coach and develop our 4-person sales staff, and build brand integrity. The Grand Island Independent is a Berkshire-Hathaway Media Group newspaper. Compensation commensurate with experience. Send resume to molly.holcher@theindependent.com.

REPORTER - Enjoy meeting people and working in a fast-paced environment? The Syracuse Journal-Democrat and Nebraska City News-Press are looking for a general assignment reporter who enjoys a job with a variety of duties. Duties include writing stories, taking photographs and assisting in production of our print and online products. Some evening and weekend hours are required. Candidate should possess good people and communication skills. Submit resume/samples to: Tammy Schumacher, general manager, Nebraska City News Press, Inc., 823 Central Ave., Nebraska City, NE 68410, or email tschumacher@ncnewspress.com.

NEWSPAPER FOR SALE - Northeast Nebraska Newspaper. Solid weekly newspaper with commercial printing. Good client base and room for growth with new businesses in town and jobs coming to community. Motivated sellers and price reduced. Bloomfield Monitor contact Joe Skrivan, 402-373-2332 or 402-841-1027. Includes business, real estate and all equipment.

NEWSPAPER FOR SALE - Want to be your own boss? Good mom and pop newspaper for sale. Great community, with great support, located two hours from Lincoln. Run it right and you will make a good profit. Inquire: Box X, Nebraska Press Association office, 845 "S" St., Lincoln, NE 68508, or nebpress@nebpress.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, KS Newspaper Contest Judging Form, 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.