

CONFIDENTIAL

# Bulletin

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

## 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:

#### **February 17, 2017**

NPA Foundation scholarship application deadline (postmarked by)

#### **February 24, 2017**

NPA awards nominations deadline

#### **March 31, 2017**

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

## NPA Awards nominations now being accepted through February 24

Nomination forms and details are attached to the Bulletin:

- **Journalism Hall of Fame**
- **Master-Editor Publisher**
- **Outstanding Young Nebraska Journalist**
- **Leadership Nebraska (Harpst)**
- **Golden Pica Pole**

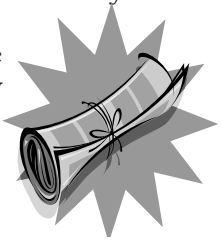
*Deadline to submit nominations is Friday, February 24, 2017!*

## Call for entries!

### 2017 Omaha World-Herald Community Service and Service to Agriculture

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.**

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.

**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>

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

## NPA/NPAS Staff

### **Allen Beermann**

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### **Violet Spader Kirk**

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



## **NPA membership dues must be paid prior to contest judging**

Your 2017 NPA dues and/or NNA dues need to be paid or set up for deduction from advertising checks before contest entries can be judged.

**Payments need to be received into the NPA office by February 15, 2017.**

Questions? Please contact Jenelle Plachy in the NPA office, 1-800-369-2850, or [jp@nebpress.com](mailto:jp@nebpress.com).

## **Crawford Clipper-Harrison Sun to change ownership**

On February 1, 2017, Wayne and Jessica Espinoza are purchasing the Crawford Clipper/Harrison Sun LLC from Diane Clark, who has owned the newspaper for the past 18 years.

Jessica Green Espinoza will be the new owner and editor, and Clark will continue to work at the newspaper as an employee for the next four years, when she plans to retire. Espinoza has worked at the Clipper-Sun since 1999, first as the reporter/photographer, then as the ad composer/production assistant, and now she's adding publisher/editor to the list. Sandy Murphy continues as photographer/reporter covering the Harrison Sun news and events. Murphy has been with the Crawford Clipper/Harrison Sun since September 2007.

Clark purchased the Crawford Clipper/Harrison Sun from Twila and Dave Vogl in April 1999, after having worked at the paper since 1992. The newspaper, which has had several owners over the years, began as the Crawford Bulletin in 1897 and became the Crawford Clipper in 1979.

## **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.

## **THIS IS FRED.**

THE DAY HE WAS BORN...

THE DAY HE WAS MARRIED...

THE DAY HIS SON WAS BORN...

***We were There.***



AND WHEN FRED PASSES AWAY, WE'LL BE THERE AGAIN.

**WHO ARE WE?**

**THE LOCAL NEWSPAPER**



**DIST. BY NEPA**

## 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).

Guidelines and application forms are available on the NPA website homepage (scroll down to middle of page), at [www.nebpress.com](http://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, click on MEMBER DOWNLOADS, on drop-down menu, click on SPECIAL SECTIONS). Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to receive house ad PDFs.

*Scholarship application deadline (postmarked by) is February 17, 2017!*

## 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:

#### **Tim Smith - Time & Territory Management**

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

#### **Tim Smith - Bonus Combo! Webinar & Video**

Thurs., Feb. 2 at 11:00 a.m. Central (50 minutes)  
You'll get a link to a recording of Tim's webinar, "Sales by Numbers," and you will attend his (Feb 2) live webinar, "Time & Territory Management"  
Normal Price: \$98; Assn. Discounted Price: \$69

#### **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

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

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

## 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

# The worst job in America? I don't think so

By Melanie Wilkinson, York News-Times, Jan. 12, 2017

I was stunned to hear, on morning television, a run-down of what someone decided were the 10 worst occupations to have in America.

The broadcasters went through the list from 10 to 1.

I agreed with some of the rankings, disagreed with others.

When a lumberjack was named the number two worst occupation to have – because of the danger involved – I was even more curious as to what number one would be.



They had already included firefighters, corrections officers and enlisted military personnel. All of them are obviously dangerous and come with high levels of stress.

What could be worse?

And then it came . . . drum roll please.

Are you ready? It's incredibly odd . . .

The television guy took a deep breath and proclaimed it to be that of . . . a newspaper reporter.

"What?" I exclaimed to an empty room containing only myself.

"Yes, a newspaper reporter," the man reiterated just in case all of us newspaper reporters in the world hadn't heard.

He read the criteria for determination and I read it later online so to let it more clearly sink in.

Apparently, this is a study conducted by some company called Careerlast.

And the Careerlast people said the horrible ranking for my job was based on "work environment, emotional factors, income level, outlook, employment prospects and stress."

The whole thing seems ridiculous to me.

So let's break it down.

As far as the work environment . . . well it changes from day to day, hour to hour, minute to minute. That's why we have 10 changes of outerwear in our offices and vehicles at all times, because we never know what kind of conditions we are going to be in.

Sometimes we are sweating, sometimes we are freezing, sometimes it just doesn't matter.

Sometimes we are in the office for long periods of time, sometimes we are out in the field. Sometimes we are stuck in long-drawn out meetings and sometimes we

are jumping from place to place in an effort to be everywhere at the same time.

We are in school gyms, along dirt roads, in the backs of classrooms, on the sidelines of football fields, at the front of council chambers, in the corners of courtrooms. We are standing behind a tree, in a ditch, behind the wheel, in standing water, in blowing smoke, below fireworks, on the sidelines of parades and in the middle of all types of life's triumphs and tragedies.

In this occupation, the work environment is an ever-changing kaleidoscope of faces, surroundings and speeds.

In other words . . . it's certainly never boring.

And if it is, for whatever reason, we can always rest assured that will soon change.

OK, then they said the ranking was based on emotional factors.

There is some level of truthfulness to that because life's stories hold all kinds of emotions . . . and we are just human. We try to never cry or throw up or get angry or laugh out loud in public because that wouldn't be professional. But we have all had moments after the fact where that's exactly what we did.

And we are very often the targets of criticism and mis-directed hatred . . . being called names and accused of bizarre motives is never fun.

But in that same token, I don't know what other type of job a person could have in which they could have a front row seat to the show called life . . . and be completely part of the experience, even though we are only "the watchers and the tellers."

Another reason for the ranking was income level. Yes, we do not make millions of dollars. No, we will never make millions of dollars.

But I remember, back when I was 18 and taking my first journalism class in college, I was already warned. Our professor, on the first day, said "If you think you are going to make a lot of money in this profession – and that's important to you – then you better leave right now and drop this class. Drop this major. Because you will never earn great monetary wealth doing this. Oh, but the wealth does come in different ways, if you are the right person with the right talent and the right work ethic and the right outlook."

None of us left the room. I don't know how many of us left the profession. But I, for one, am glad I stayed enthralled.

I guess another reason for newspaper reporting being such a horrible occupation is "outlook." I'm assuming they are referring to the outlook of the newspaper

**cont. pg. 5**

**Wilkinson - cont. from 4**

industry as a whole. I'm so tired of hearing that this is a dying industry because nothing could be further from the truth. In case no one has noticed, this industry has drastically changed over the last 20 years or so . . . and we have adapted along the way. We will keep adapting and soaring off to the next 20 years.

While the word "newspaper" might have different meaning today than it did say 40 years ago, the process and the employment is the same. Sure, a good majority of our news is delivered digitally now – but it is still the product that we have always gathered. All that's changed is in some of the ways it is brought to the consumers – not the way we gather, write, photograph, videotape and produce.

A co-worker read a saying he found fitting about this industry. "Saying you don't need newspapers for your news because you get it online is like saying you don't need farmers for your food because you get it in a grocery store."

Yep, it's exactly like that.

Then they list "employment prospects" as if that's a negative thing in our industry. I know many newspaper reporters that have been at this for very long periods of time . . . and many that will likely stay in the industry until their retirement. We aren't normal people. I know I'm not and I've known many longtime newspaper people. We have a certain addiction to being writers and news gatherers. We might hate it sometimes but if we ever quit we'd crave it.

Plus, I sometimes think to myself that I can't believe I'm fortunate enough to get paid for the one thing I've always loved to do . . . write.

The last criterion to making this the allegedly worst occupation in America is the stress level.

Yes, there are deadlines. Yes, we are always in a hurry. Yes, there are too many places to be and too many people we need to talk to. Yes, people love us one minute and hate us the next.

But after awhile, you grow accustomed to it all . . . and it just feels like that's the way life is.

Really, the only stress I'm feeling about my job right now is that it has been classified by some theorists as the worst occupation a person can have in this country right now.

Really? Really?

Sorry, I just don't think so.

“ You have enemies? Good. That means you've stood up for something, sometime in your life. ”

- Winston Churchill

## Submit editorial cartoons, columnists for Sunshine Week 2017

If you're an editorial cartoonist or writer, the American Society of News Editors hopes you'll contribute a cartoon or column for this year's Sunshine Week, March 12-18.



The special content will be made available for use that week by participating organizations to promote a dialogue about the importance of open government and freedom of information. To submit a cartoon or column, please send them to ASNE Communications Coordinator Jiyoung Won at [sunshineweek@asne.org](mailto:sunshineweek@asne.org).

ASNE launched Sunshine Week in 2005 as a national initiative. Since 2012, ASNE has partnered with the Reporters Committee for Freedom of the Press to provide support for news organizations, libraries, universities, civic groups, nonprofits and others who want to promote open government and access to information. For more information about Sunshine Week, visit [www.sunshineweek.org](http://www.sunshineweek.org).

## Sunshine in Government Initiative changes name to News Media for Open Government

*News Media Alliance, Jan 19, 2017*

After more than a decade of work to advance government transparency, the Sunshine in Government Initiative (SGI), a coalition of nine leading journalism associations, announced a new name and broadened focus on threats to newsgathering and open government. Going forward SGI will be known as News Media for Open Government (NMOG).

In 2005, the Associated Press and the Newspaper Association of America (now News Media Alliance) organized a media coalition called the Sunshine in Government Initiative to lobby Congress to reform the Freedom of Information Act. The coalition was successful in getting meaningful reforms enacted – twice – in 2007 and 2015. The coalition also worked to beat back attempts to criminalize the unauthorized receipt of classified information.

The coalition has been restructured into the News Media Coalition for Open Government and will work on a broader scope of free press/newsgathering issues, such as: FOIA law implementation; a reporters shield bill; "anti-leak" initiatives (e.g. Official Secrets Act), and press access issues. Members of the coalition include: American Society of News Editors, Association of Alternative Newsmedia, The Associated Press, National Newspaper Association, News Media Alliance, Online News Association, Radio Television Digital News Association, Reporters Committee for Freedom of the Press, and Society of Professional Journalists.

## **NPA Members**

On January 10, NPA made the announcement that NPAS Sales Director, Rob James, had submitted his resignation and plans to retire, effective March 31, 2017. The NPA/NPAS board of directors are now accepting applications to fill this position. The NPAS Sales Director job description is posted below.

**Interested applicants should submit their resume, references and additional credentials to the NPA/NPAS office by February 10, 2017.**

Please refer questions to NPA/NPAS Executive Director, Allen Beermann.

## **Nebraska Press Advertising Service Sales & Marketing Director**

The Nebraska Press Advertising Service, Inc., (NPAS) is seeking a self-motivated, on task person for the position of Sales & Marketing Director. You must be personable with the ability to establish and maintain great relationships with current and potential advertisers, co-workers and association members statewide. The position requires excellent customer service skills and a strong understanding of the newspaper business and advertising. This is a management position and the right person will lead a team oriented staff, and have the ability to report and guide the NPAS Board of Directors, as well as skillfully move the Nebraska Press Association (NPA) and NPAS in a strong, positive manner and direction.

### **JOB DESCRIPTION**

To sell print and digital advertising on behalf of NPA member newspapers. Develop new and innovative programs that benefit member newspapers, the NPAS, customers and association employees. In concert with the NPA Executive Director, make decisions, both financial and personnel-related, that allow for an effective and efficient operation of NPAS. Prepare the annual NPAS budget. Make general recommendations to NPA and NPAS Board of Directors that will benefit members, our customers and association employees. Promote newspaper advertising as a viable alternative to competing media, such as radio, TV, outdoor, etc. Maintain positive relationships with NPA members, advertisers and employees. Work closely with other press associations to provide services that will benefit the newspaper industry as a whole. As directed by the Executive Director, assist with programs, information, reports for the daily publisher's organization. Oversee final production of NPAS materials, booklets, rate book, etc. Coordinate certain NPA Foundation activities. Perform related tasks as assigned by NPA Executive Director. Oversee online digital marketing advertising. Oversee digital marketing hotline. Hold marketing committee meetings every year. Oversee project with Missouri Press (Nebraska newspaper online network). Conduct advertising workshops throughout Nebraska.

### **JOB REQUIREMENTS**

The ideal candidate will have 5-10 years of professional experience, demonstrated skills and experience in the design and execution of print and digital sales, as well as marketing proposals and other marketing materials, with strong management, writing and editing skills. Candidate must have a strong ability to communicate well both verbally and in writing, proven ability to work well in a team environment, the ability to represent both the NPA and the NPAS professionally, and the ability to maintain a high level of confidentiality. Candidate must also have the ability and know how to guide the NPA and NPAS to become a more visible association statewide, as well as in larger markets in Nebraska and the Midwest. A degree in Sales, Communications, Marketing, or a related field is preferred. Salary/Commission consideration will be discussed during the interview process.

### **CREDENTIALS**

Please submit a resume, references and additional credentials, prior to Friday, Feb. 10, to: Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508. Attn: NPAS Board of Directors.

# Classified Advertising Exchange

Jan. 30, 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: [timothy.linscott1@gmail.com](mailto:timothy.linscott1@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](mailto: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](mailto: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](mailto:nebpress@nebpress.com).

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

Classified Advertising Exchange, NPA Awards Nomination Forms (Master Editor-Publisher, Hall of Fame, Harpst Leadership, Outstanding Young Nebr Journalist, Pica Pole; Omaha World-Herald Community Service & Service to Ag Awards Rules 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).



**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.



## **Nominations for NPA awards accepted through February 24, 2017**

### **NPA Hall of Fame**

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted 100 journalists. It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession, to our state, and nation. Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities, state and/or nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

### **Master Editor-Publisher Award**

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper, which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

### **Golden Pica Pole Award**

If you know someone who has worked in the newspaper business for more than 50 years, they are eligible to receive the Golden Pica Pole Award.

### **Outstanding Young Nebraska Journalist Award**

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

### **Leadership Nebraska Award**

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes “that this award be given to the best newspaper coverage for future and present community leaders.”

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels” and this “is consistent with Governor Heineman’s leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders.”

**Deadline to submit nominations is February 24, 2017.** Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com) with questions. Forms are also available at [www.nebpress.com](http://www.nebpress.com). (On NPA website, log into MEMBER LOGIN and click on MEMBER NEWS (under QUICK LINKS)).



Nebraska Press Association  
 Master Editor-Publisher Award  
 Nomination Form

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The Best of  
**THE BEST**  


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 2017

**Eligibility:** This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska Newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member.

**The selection procedure:** The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

The selection shall be made, sometime after the New Year and at least a month prior to the annual state convention.

No committee member may be among the nominees. This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily.

The committee members will vote for the person they wish to receive the award based on this criteria:

- The nominee has worked hard and lived honorably;
- The nominee has thought soundly and influenced unselfishly;
- The nominee, through his or her newspaper connections, has been active in a variety of ways in his or her community or in the state or nation. This may or may not include being active in press association affairs;
- The nominee has been a practitioner of his or her craft in the production of a quality newspaper product.

Nominations will be retained for three years. After that an individual must be nominated again or dropped from consideration.

**I nominate:**

**Nominated by:**

\_\_\_\_\_

(name)

\_\_\_\_\_

(your name)

\_\_\_\_\_

(newspaper)

\_\_\_\_\_

(newspaper)

\_\_\_\_\_

(address)

\_\_\_\_\_

(address)

\_\_\_\_\_

(city, state zip)

\_\_\_\_\_

(city, state zip)

**Please include a biography and any letters of recommendation along with this nomination form to supply information that will be helpful in deciding the award winner. Information should be as complete as possible.**

**Deadline for entries is February 24, 2017.** The recipient will be announced at the Friday banquet at the NPA Annual Convention in April. Please complete and return this form to:

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



# Nebraska Newspaper Hall of Fame

Deadline for nominations is February 24, 2017.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Some other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous winners include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgcombe, John Edgcombe, Sr., Tyler Edgcombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, 100 journalists have been inducted.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2017

**Send nominations to:**  
**Susan Watson, Nebraska Press**  
**Association, 845 "S" St., Lincoln,**  
**NE 68508**

**Nominations must be received by February 24, 2017.**



# THE LEADERSHIP NEBRASKA AWARD

## Nebraska Press Association



**AWARD PROMOTES LEADERSHIP:** With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

**The deadline for submission of nominees will be February 24, 2017.**

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

### THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

### PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes “that this award be given to the best newspaper coverage for future and present community leaders”.

### AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- \*photo essay
- \*editorial or series of editorials
- \*news articles
- \*feature story or stories
- \*promotional activities
- \*reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels”.

### NOMINATION GUIDELINES

- 1. Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
- 2. Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
- 3. No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
- 4. Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
- 5. Any Nebraska Press Association member can submit a nomination.**
- 6. Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
- 7. No entry fee shall be required.**

### JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

### AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought “The Indianola Reporter” in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a “note and a prayer”! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

**Deadline is February 24, 2017**



# OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

## NEBRASKA PRESS ASSOCIATION



### PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

### AWARD CRITERIA

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska.

The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year).

The nominee is not eligible to apply the following year after winning first place in the competition.

A select panel of judges appointed by the Executive Director of NPA/NPAS will consider among other items, the nominee’s professionalism, creativity, comments or statements on goals, impact of their work on print journalism, the community or journalistic excellence.

### NOMINATION GUIDELINES

1. The Young Nebraska Journalist candidate or his or her editor or publisher may submit entry nominations. The nominee newspapers, publishers or executives must be members of the Nebraska Press Association.
2. Entrant nominees must submit six examples of their work product within the past two years along with a statement from the editor or publisher, and a statement from a person of the nominee’s choice attesting to the nominee’s qualifications.
3. Each entry must include a statement of not less than 150 words written by the nominee telling of his or her journalistic goals and this statement must be included with all other entry materials. The nominee must also submit a photocopy of their Nebraska drivers license.
4. All entries should be sent to the NPA office at the Lincoln address noted below in a 9 X 12 envelope and labeled “Outstanding Young Nebraska Journalist Award.”
5. If certain entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of the nominees, may be used for education or instructional purposes by NPA/NPAS.
6. It is considered that the winning nominees give permission to NPA to have the samples or examples of their work published in contest newspapers that may be produced for conventions, or shown in any convention contest videos or presentations.
7. **The deadline for contest entries by nominees will be on February 24, 2017.**
8. Information, instructions, guidelines and inquiries will be available from the Nebraska Press Association/Nebraska Press Advertising Service office located at 845 “S” St., Lincoln, NE 68508. The office can be reached by calling 1-800-369-2850 or 402-476-2851, or by fax at 402-476-2942. The e-mail address is [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Information can be found and downloaded from the web site: [www.nebpress.com](http://www.nebpress.com)

**Deadline for nominations is February 24, 2017!**



# Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)



## Nomination Form

Name of nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Current Mailing address of nominee: \_\_\_\_\_  
\_\_\_\_\_

Number of years employed in newspaper business: \_\_\_\_\_

Locations Worked:

No. of Years:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where presently employed? \_\_\_\_\_

Present job title: \_\_\_\_\_

Nomination submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_

Return this form by February 24, 2017 to:



Nebraska Press Association  
Attn: Susan Watson  
845 "S" Street, Lincoln, NE 68508-1226  
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942  
e-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)