

# Bulletin

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## Calendar of Events

### Events:

#### **February 10, 2017**

NPA/NPAS Winter Board Meeting (Conference Call)

#### **February 20, 2017**

NE New Cameras in the Courts Rule Presentation, Grand Island

#### **March 12-18, 2017**

SUNSHINE WEEK

#### **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 15, 2017**

NPA and NNA dues must be paid (or deduct set up) before NPA contest entries can be judged

#### **February 16, 2017**

RSVP deadline for NE Cameras in the Courts Rule Presentation

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

NPA Foundation scholarship app deadline (postmarked by)

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

NPA awards nominations deadline

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

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

#### CONTACT INFO:

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## Nebraska's new cameras in the courts rule, presentation & discussion, February 20

Beginning March 1, Nebraska journalists will be able to expand their coverage of county and district court with still photos, video and live streaming. That is exciting news, but journalists must be aware of the many strict and complex rules that accompany the new reporting opportunities

For example:

- Coverage of jurors is prohibited, and judges may ask that journalists' coverage of certain witnesses be denied.
- Only journalists credentialed by the Nebraska Supreme Court will be able to bring equipment into courtrooms.
- The rules limit the types of equipment and number of cameras and recording devices journalists may bring into court.
- Journalists must wear identification that is clearly visible to the judge, court security, the public and members of the jury.

These and other complex and exacting rules will be involved as courts are opened to expanded coverage.

Nebraska Press Association members can learn about their responsibilities and rights during a special training session organized by NPA and Nebraska Supreme Court. ***It's important that we have good member attendance for this session! These judges are presenting this same (morning) session to the Nebraska Broadcasters in Lincoln and then travel to Grand Island to present the session to our members.***

Host: Allen Beermann, NPA executive director

Facilitator: Janet Bancroft, NE Supreme Court public information officer

Presentation by judicial faculty (based on availability):

Justice Jeff Funke, Nebraska Supreme Court

Judge Todd Hutton, County Court

Linda Bauer, County Court

Holly Parsley, County Court

Tom Otepka, District Court

Leigh Ann Retelsdorf, District Court

**DATE: Monday, February 20, 2017**

**LOCATION:** First National Bank Community Room,  
810 Allen Drive, Grand Island, 68803 (outer road along Hwy 281)

**LUNCH: 12:30-1:15 p.m.**

(sandwiches, chips, soft drinks - compliments of NPA Foundation)

**SESSION: 1:30-2:45 p.m.**

**RSVP BY Thursday, Feb. 16,**  
to the NPA office, [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

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### **Carolyn Bowman**

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### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

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



## **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.

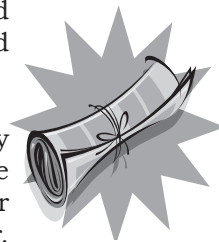
**Payments need to be received into the NPA office by February 15, 2017.**

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

## ***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.

## **NPA awards nominations being accepted through February 24**

- ***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!*

Awards guidelines and nomination forms are attached to the Bulletin.

## **Did you enter all your contest entries correctly this year?**

Here are a few of the mistakes we found:

1. Entries not entered in envelopes
2. In the photo categories, individual photos were entered when only a full page tearsheet containing the photo was allowed.
3. Online entries were mailed in.
4. Mailed entries were only uploaded online.

Do any of these things sound like your paper? While we didn't disqualify anyone for these errors, we do ask that you pay attention next year to save staff many hours in processing the entries. Thanks!

# 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!**

## 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.

**Association Members get \$10 off webinars at Newspaper Academy**

**License to Print Money**  
Ed Henninger • Feb 15

**Print First: Navigating the Digital-Print Conundrum**  
Dr. John Hatcher • Feb 16

**News Photo Editing: Getting Pics to Pop Off the Page**  
Kevin Slimp • Feb 24

**Prospecting That Pays**  
Tim Smith • March 2

**Saving Public Notices**  
Ed Henninger • March 9

Ed Henninger



Tim Smith



John Hatcher



Kevin Slimp



**Register using our discounted rate at:**  
[newspaperacademy.com/memspring](http://newspaperacademy.com/memspring)

Recorded Online Training available anytime at:  
[newspaperacademy.com](http://newspaperacademy.com)

**These classes and more available:**  
Growing Your Newspaper  
Sales by Numbers  
Time & Territory Sales Management  
10 Ways to Improve Your Design



## How much is too much?

As a newspaper company, do you ever wonder how much is too much when posting on Facebook? I mean, you are the source of local news. Many wonder how much they should share, for free, on their social channels.

As a business we want to get as many newspaper subscribers as we can. The more subscribers, the more money we bring in with annual subscription rates as well as advertising dollars.

Which leads me back to my original question, how much is too much, when posting news and updates on our social channels? The rule of thumb when posting as a business is 2-3 posts per week. As a newspaper, we usually post more because we have more to share. It's important to always lead the reader back to the original source. When you post on Facebook, share the original article from your newspaper website. This gets more traffic to your website, which will hopefully encourage them to subscribe to your newspaper or at least pick up a copy. Here's an example Facebook post of how to direct readers to your newspaper website:



You can also do 'teaser' Facebook posts. "For the full story, pick up your local newspaper at \_\_\_\_\_ or subscribe to \_\_\_\_\_" These encourage the reader to find another source to finish reading the story.

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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).

## Comment from member paper about NPA Better Newspaper Contest

The Nebraska Press Association office received this contest comment from a member newspaper, and we thought we'd share:

January 27, 2017

Dear Nebraska Press Association Officials:

We have registered the majority of our 2016 NPA Better Newspaper Contest entries on your website and we are sending those in which print versions were required.

We consider participating in the contest as an important part of our job as it encourages us to keep our standards high and ensure that we continue to meet established journalistic styles.

Sincerely,

Patti Jo Peterson  
Managing Editor, Plattsmouth Journal

## Media of Nebraska elects 2017 officers

Media of Nebraska held their annual winter meeting on January 24, 2017, at the Nebraska Club in Lincoln to elect officers for 2017.

Elected officers are:

President/Chair - Mike Reilly, Omaha World-Herald  
Vice President/Secretary - Jim Timm, NE Broadcasters Association  
Treasurer - Allen Beermann, Nebraska Press Association

Media of Nebraska represents media organizations, associations, radio and television stations and newspapers in Nebraska, whose mission is to keep the public informed, make records transparent and keep official meetings open to the public.

## 2017 drone journalism workshops announced

Poynter, the National Press Photographers Association, The Drone Journalism Lab at the University of Nebraska, Google News Lab and DJI have teamed up to bring drone journalism teaching.

In the next several months, they will host four three-day workshops around the country to help prepare for the 107 FAA drone pilot test. You will fly drones. Registration is open at all four locations. Seats are limited to the first 60 signups at each location. Newsrooms can send multiple people.

For workshop locations and more information go to: <https://nppa.org/news/national-press-photographers-association-announces-groundbreaking-training-initiative-drone>.

## 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 Jiyoun 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).

**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?

**NEWS MEDIA ALLIANCE**  
[www.newsmediaalliance.org](http://www.newsmediaalliance.org)

**Keep Public Notices in Newspapers.**

## Promote public notices with free ads

The News Media Alliance (formerly Newspaper Assn. of America) has released new house ads to promote the importance of keeping public notices in newspapers. **The ads are available to newspapers nationwide for free use.**

Ads can be published as is, or you can add your own logo. To download NMA ads go to: [https://www.newsmediaalliance.org/research\\_tools/public-notice-ad/?gatval](https://www.newsmediaalliance.org/research_tools/public-notice-ad/?gatval)

## **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

Feb. 6, 2017

**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, 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 217-241-1400.**

**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.