

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

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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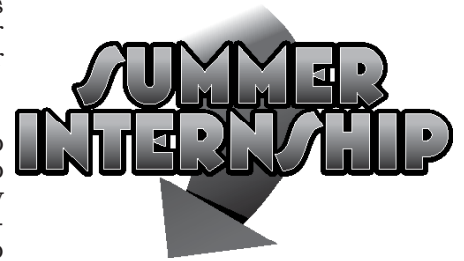
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NPA Foundation launches Summer Internship Scholarship Program for weekly newspapers

The Nebraska Press Association Foundation Inc. agreed at its annual meeting in December, 2016, to launch a new Summer Internship Scholarship Program for weekly newspapers. The Foundation will award five \$1,000 scholarships to current Nebraska college students who complete an eight-week summer internship program at a weekly newspaper in Nebraska.



The program was adopted as a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. It is the hope that with this type of experience under their belts, former interns will some day want to become more involved in community journalism either by going to work full-time at a Nebraska weekly or possibly buying a Nebraska weekly, continuing the vital role newspapers play in our rural communities.

Here are the guidelines for newspapers that wish to get involved in the program:

- This program is available only to students enrolled in a Nebraska college or university and majoring in journalism or communications.
- Participating newspapers must agree to pay the interns a living wage and a housing stipend.
- Participating newspapers must agree to provide the intern a hands-on experience in the newspaper operation.
- Interns can be involved in any aspect of journalism — reporter, photographer, videographer, graphic artist or advertising. Each employer will define the specifics of the job.
- Once the internship is successfully completed, the student will receive a \$1,000 scholarship from the Foundation to assist with the next semester's tuition.
- Internships would take place in the summer of 2017, with the selection process being completed no later than the end of March.
- Newspapers wishing to be involved in the program must contact the NPA office by March 1. A list of participating newspapers will then be made available to Nebraska journalism/communications programs.
- Students interested in participating in the program would be invited to submit letters, resumes and work samples to one of the participating newspapers.

If your weekly newspaper would like to participate in this program, contact the NPA office, 800-369-2850, or nebpress@nebpress.com.

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Humphrey Democrat joins northeast Nebraska NewsFirst network

Rob Dump, Hartington Cedar Co. News, Feb. 9, 2017

NewsFirst, the new digital news portal for Northeast Nebraska newspapers has just added its 16th member.

Humphrey Democrat publisher Patrick Murphy announced last week that his publication will now be part of the NewsFirst network.



NewsFirst was created by the Hartington-based Northeast Nebraska News Company and the Norfolk Daily News. Northeast Neb. News Co-Publishers Rob Dump and Peggy Year said the news widget, which is placed on members' websites, is a great vehicle for getting the important community news of Northeast Nebraska out to a new audience of digital news consumers.

Anyone interested in obtaining more information on joining NewsFirst may contact Dump or Year at the Cedar County News, or Kent Warneke at the Norfolk Daily News.

Kesterson joins Aurora News-Register staff

Janelle Kesterson, a December 2016 graduate from Chadron State College, is the newest addition to the Aurora News-Register staff.

Kesterson, who grew up in Bridgeport, graduated with a bachelor's degree in communication arts with an emphasis in journalism. While in Chadron, she worked for the college newspaper, The Eagle, as a reporter, lifestyles editor and opinion editor. She also worked as a part-time reporter for The Chadron Record.

As The News-Register news editor, Kesterson will handle a variety of reporting, page design, photography and editing duties.

Dorothy Kunzman, former Alliance Times-Herald lifestyles editor, dies

Alliance Times-Herald, Jan. 25, 2017

Dorothy Kunzman died January 23, 2017, at Box Butte General Hospital in Alliance, NE, at the age of 84.

She grew up in rural Box Butte County and received a teaching certificate from Kearney State Teacher's College and taught at rural schools for a short time. Dorothy was best known for her role as a "grammar nazi." She was adept at finding spelling, grammar and punctuation errors in the newspapers and books she devoured. Fortunately, she found her calling as an editor for many years at the Alliance Times-Herald, where she was paid to do what she did best - lovingly perfecting the written word.

Dorothy is survived by her eight children and their families. She was preceded in death by her husband, Leonard.

Burial was at Calvary Cemetery in Alliance on Jan. 27. Memorials may be sent to St. Agnes Academy Foundation, 1104 Cheyenne, Alliance, NE, 69301, or the Sisters of St. Francis, 1104 Toluca Ave., Alliance, NE, 69301.

NPA membership dues must be paid by February 15 (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.

Questions? Please contact Jenelle Plachy in the NPA office, 1-800-369-2850, or jp@nebpress.com.

NNA's Community Newspaper Leadership Summit

March 15-17, 2017
Crystal City Marriott
Arlington, VA



Visit with your congressional leaders on Capitol Hill. Get policy briefings on the issues that will affect your business. Talk business with your fellow publishers. For more information, or to register for the summit, go to: www.nnaweb.org.

Good journalism isn't fake news - we're working hard to keep your trust

By Mike Reilly, Omaha World-Herald, Feb. 5, 2017



Some evenings I flip the TV channels between Fox News and CNN to contrast their approaches to current events. Monday on Fox I watched Tucker Carlson interrupt an airport protester of President Donald Trump's travel restrictions who was trying to explain his views. Carlson pressed the nervous-

looking guest on whether he had actually read the text of Trump's executive order and whether he could name all seven Middle East countries impacted by the travel ban. He had not and could not.

Gotcha, Mr. Protester!

I switched to CNN as news broke that Trump had fired his acting attorney general for refusing to defend the order in court. Within moments the network was screaming the headline, "Monday night massacre." It was a wink to the infamous episode in the Watergate scandal, the "Saturday Night Massacre." Never mind that Richard Nixon covered up crimes while Trump and Sally Yates disagreed over policy.

Gotcha, Mr. President!

I have to say I am ashamed of some of the rudeness and hysteria that passes for journalism. That's not easy for me, someone who has worked as a newsman for 35 years, including 27 years at The World-Herald.

I am proud to tell you, though, that this news organization always strives to be better. It doesn't matter who is president, who is governor or who is on your city council or school board.

We go where the facts take us. We make judgment calls with honesty and integrity. We are undaunted in our commitment to fact-based, fair-minded journalism.

Let me explain how hard we work to stick to the facts. We consider getting it right our most important job. We know our level of accuracy directly affects your confidence in us. So we try to double check every name and every number and every unattributed bit of information we do not see or hear firsthand.

As often as practical, we insist on two separate, knowledgeable sources of information. When we have to rely on a single source, it is a source we know well and know we can trust. We minimize our use of anonymous sources in our staff-produced stories, and a reporter

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Congratulations, UNL College of Journalism & Mass Communications

NPA Executive Director, Allen Beermann, received this thank you from Dean Maria Marron on February 13:

Dear NPA Members,

It is a pleasure to report that the College of Journalism and Mass Communications has been recommended by the ACEJMC site team for full reaccreditation.

The recommendation will undergo review at the meeting of the Accrediting Committee on March 25 in Chicago and at the meeting of the Accrediting Council in May. It will not be until May that the college will be "reaccredited" for the next six-year cycle.

Thank you very much for your support in our reaccreditation quest. Allen Beermann participated in the luncheon last Monday with the site team members and his contribution to the discussion about the education/training of our students and their success in the workplace were invaluable. We greatly appreciate your partnership with us in our endeavors.

Thank you again.

*Dean Maria Marron
UNL College of Journalism & Mass Communications*

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

Recorded Online Training
available anytime at:
newspaperacademy.com

These classes and more available:

Growing Your Newspaper
Sales by Numbers
Time & Territory Sales Management
10 Ways to Improve Your Design

trust - cont. from 3

always must consult with supervising editors before using an unnamed source.

This rigor helps ensure we publish accurate, reliable information as often as humanly possible. And when we discover an error of significance, we correct it as quickly as we can.

We're not perfect, of course. Errors creep in as we publish scores of articles, photographs and informational graphics every day, many of them concerning breaking news we report on Omaha.com as it occurs.

But we are the opposite of fake news. We are not scammers concocting stories to profit off of advertising while purposely misleading the public.

Fake news is a real problem. You've heard a lot of talk about it lately. It is being ferreted out with vigilance by technology companies and by some of the news organizations we partner with, such as the Local Media Consortium and the Associated Press. From what I've seen, though, the best evidence suggests that fake news had little or no impact on the 2016 presidential election.

The more insidious problem with fake news might be the term "fake news." It has become a new bludgeon for politicians and others to undercut legitimate news reporting.

Unfortunately, real journalists' standing with the public is as low as I can remember. Some elected officials have always made us out to be the boogeyman. But now they can hit and run on Twitter and avoid skeptical questions more effectively than ever.

Journalism also is at fault.

Some of our media environment is fragmenting along partisan lines. This fragmenting has spawned sensationalism and nurtured groupthink as news outlets scrap for audience.

The World-Herald is not playing that game. We are not Fox or CNN. We're not Breitbart or BuzzFeed.

Our news coverage tries to advance issues factually, not inundate you with endless argument, one-sided polemic or shocking rumor.

Our editorial pages offer thoughtful commentary and analysis of all kinds, including well-reasoned guidance on our region's most important issues.

Our most vital role is that of watchdog for the public's interests. We look out for wrongdoing and wrongheadedness and protect your right to know, holding accountable government and other important institutions. We're not lap dogs on some public issues and attack dogs on others. We are watchdogs.

Let me tell you more about how we try to be fair. We talk daily in our newsroom about what it will take to give

readers our best mix of coverage, something that serves a variety of tastes, interests and viewpoints.

We examine individual news articles closely to ensure that people who are criticized have the right to respond to criticisms and that our overall tone feels reasonable and impartial.

We review our headlines, the prominence of articles on our websites and the presentation of content on our print pages with an eye toward fair-minded reliability.

We look at our smörgåsbord of topics to ensure that over time we are leaving a true impression of our community, our region, our nation and our world.

We make a lot of judgment calls, and many of them can be second-guessed.

Sometimes people judge us harshly because they look at our report through a narrowly partisan or ideological lens.

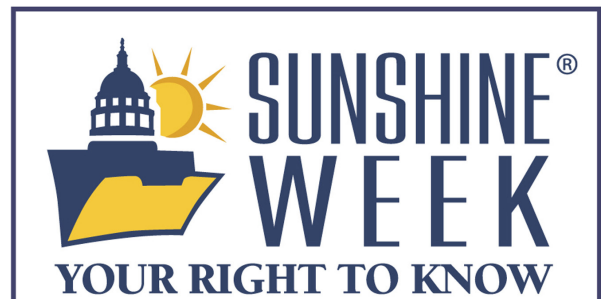
Sometimes people judge us harshly because we mess up.

Again, we're not perfect. But we strive to be fair and factual. We strive to be the opposite of fake news. The opposite of Gotcha!

We think our approach serves the public well. Our form of journalism is becoming increasingly rare. More distinct. More valuable.

We hope you agree.

Reilly, who is vice president for news for BH Media Group, was formerly The World-Herald's executive editor.



**Sunshine Week is
March 12-18, 2017**

Editorial cartoons and columns,
as well as other resources,
will be available soon at
www.sunshineweek.org.



Where are your readers getting the story?

If you remember, in our last blog we discussed how often to post on Facebook and how much to share about an article to your Facebook followers.

Some newspapers fear they are giving too much free news to the public. If you're always posting each article and update to your social pages, people are able to get all of their news online everyday at no charge.

Now, don't get me wrong, we love that they are coming to us for the news, but we also need to be promoting the actual newspaper. There are ways we can see where the reader is getting their news.

Always keep in mind the subscription numbers each month. If those are going down, you'll obviously want to look at all factors on why this is. It could be from lack of subscription promotions, dissatisfaction, or people getting their news elsewhere (online, social channels, etc.). A great way to figure this out is to do a survey.

These can be simple questions asked to people that have unsubscribed to your newspaper in the last 3 or so months. Think of ideas on how you can get people to fill out the survey.... "Return this survey and be entered in to receive a \$50 gift card, 6 month subscription or more."

Here's an example of a survey:

I'm choosing NOT to renew my subscription at this time because: (please mark **ALL** that apply)

- I'm not interested in what's in the paper
- I don't have the time to read the paper each week
- I get all the county and local news I need from your Facebook page
- I get all the county and local news I need from your newspaper website
- It costs too much
- I'm frustrated with delivery problems
- I have moved out of the area
- There isn't enough news to read

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.

NPA Members

NPAS Sales Director, Rob James, has 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.

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 to: Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508. Attn: NPAS Board of Directors.

Classified Advertising Exchange

Feb. 13, 2017

ADVERTISING SALES - Seeking an innovative and high energy individual for a full-time position opening at a progressive weekly newspaper based in Cozad, NE. Job involves traveling and making contacts with potential advertisers throughout a five community region that the newspaper covers extensively. Contact Kelly Ninas, Tri-City Tribune; PO Box 6; Cozad, NE 69130 or email: kelly@tricitytrib.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, 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

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.



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.