

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events:

**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 24, 2017**  
NPA awards nominations deadline

**March 31, 2017**  
Omaha World-Herald Community  
Service & Service to Ag entry  
deadline (postmarked by)

## **Two full days planned for NPA Convention, April 21-22, in Lincoln**

Here's your chance to learn from the best, share ideas & solutions, and network with your newspaper colleagues. Don't miss out!



### **Ed Henninger - Newspaper Design**

*Three NEW Friday & Saturday sessions:*

- Saving Public Notices
- Designing Great Ads
- 25 Things Every Publisher Should Know
- PLUS one-on-one design consultations (Fri & Sat)



### **Kelly Wirges - Sales Training, ProMax**

*Three Saturday sessions:*

- RAVE - Retain Advertising by Providing Value & Experience
- Don't Be an Average Joe (or Josephine)
- Addressing Objections is Easy as 1-2-3



### **Lisa Griffin - Adobe Products Specialist - Boone Newspapers**

*Three Friday & Saturday sessions:*

- InDesign Favorites
- Newspapers & Technology
- Illustrator 101



### **Chris Snider - Multi-Media/Digital Media, Drake University, Des Moines**

*Two Friday & Saturday sessions:*

- Creating Great Videos Using Your Smartphone



### **Sue Burzynski Bullard - Editing, Reporting, Multi-Media - UNL-College of Journalism & Mass Communications**

*Two Friday sessions:*

- 9 Ways to Elevate Your Editing
- How Headlines Matter for Print, Web & Mobile Audiences



### **Tim Schmitt - Gatehouse Media**

*Two Friday & Saturday sessions:*

- 50 Ideas in 50 Minutes
- Revamping Your High School Sports Coverage Plan



### **Chris Rhoades - Social Media, Enterprise Publishing**

*One Saturday session + Flash Session participant:*

- Social Media: Industry trends, NPA Digital Hotline, newspaper website evaluations, selling against social

**PLUS:** Legal Hotline session, Great Idea Exchange, Flash Sessions and more! **Watch for convention details this week.**

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

Editorial cartoons and columns, as well as other resources, will be available soon at [www.sunshineweek.org](http://www.sunshineweek.org).

## **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](http://www.nnaweb.org).

## **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](mailto:nebpress@nebpress.com).



## Reynolds Journalism Institute to host Google and Facebook conference for community newspapers

Both Google and Facebook have created – and continue to develop – tools to help journalists, including those in the smallest news organizations, do better work, improve workflow issues and track results.

Plan now to join your peers April 6 to 8 at the Donald W. Reynolds Journalism Institute on the beautiful campus of the University of Missouri in Columbia for Google and Facebook: New tools to enhance storytelling, reach and engage local audiences. During this latest edition of the Walter B. Potter Sr. Conferences you'll learn how community news organizations – weeklies, small dailies and their websites – can reach deeper into their audiences, and grow their audience with new opportunities created with tools from Google and Facebook.

From Google you'll learn how to use:

- Search for journalists.
- Public Data Explorer.
- Scholar for journalists.
- Google Maps for journalists.
- Street View 360 for journalists.
- Live streaming for journalists and more.

From Facebook you'll learn:

- How News Feed works
- Best practices for Facebook Live
- How to get access to Facebook's partner portal
- Where to find online resources to train others in your newsroom
- The pros and cons of pages and profiles
- More about what the Facebook Journalism Project is doing for local newsrooms and more.

For more information and to register: <http://bit.ly/2jFY9mR>



## NPA Digital Hotline offers free newspaper website critiques

Is your website as good as it could be? Looking for ways to improve? Want to utilize social media to grow your newspaper readership and website audience? The NPA Digital Hotline can help.

You say you don't have a website? The folks at Courtside Marketing/NPA Digital Hotline can't create a website for you, but they can get give you reasons why you should have one and get you jump-started with a helpful tips.

**To set up your free website review**, call the NPA Digital Marketing Hotline at 402-590-8093, Ext. 702, or email [chris@courtside-marketing.com](mailto:chris@courtside-marketing.com).

“ If I only had a little humility, I'd be perfect. ”

- Ted Turner

## Social media questions? NPA Digital Marketing Hotline can help

The Digital Hotline launched in August, 2016 to help our newspapers with social media questions, help on implementing their own digital products for their readers and one-on-one website evaluations. Courtside Marketing is ready to help, Monday-Friday, 8:00 AM to 5:00 PM (CST).



### **Not sure what questions to ask? Here are a few suggestions:**

- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate in the web stats?
- How should I respond to this guy who is ripping us on Facebook?
- We have a negative review on-line... what should we do? What can we do?
- What are some good video editing software programs we can use?
- How do we get a verified Facebook or Twitter account?
- Vendor lists for web services.... websites, contests, e-mail marketing, daily deals, etc.
- How can I get my staff to embrace / use social media more?
- I have a customer who doesn't believe in print / only uses Facebook to market their business.... what do I do?
- What ad sizes should I offer on my website so that agencies and national programs can buy space?
- What remnant ad programs are out there for my website, so I can get incremental revenue from unsold space?
- What are some ideas to get around this restrictive news feed algorithm you keep talking about?

**Free for NPA members: hotline number is 402-590-8093, EXT. 702.**



## 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).



# Flood of public notice bills hit state legislatures

*Public Notice Resource Center, Feb. 7, 2017*

At least 62 bills relating to public notice in newspapers have been introduced in 25 different states through the first week of February, according to a review of bill-tracking software used by the Public Notice Resource Center. In addition, no fewer than 16 other bills targeting public notice in three states carried over from 2016 and are still active.

Many of the new bills merely add or change requirements for particular categories of notice, but at least 12 states are considering legislation that would move all or most of their official notices from newspapers to websites operated or controlled by government units. The potential that any of these bills will become law varies by state, according to newspaper lobbyists, but nobody is taking any of them lightly.

In Connecticut, several different bills that could eliminate newspaper notice in some form or fashion were introduced in the House in January, each by a different Republican member of that body.

In Michigan, the second bill introduced in the House this year would create separate “tiers” of public notice, each allowing or requiring some level of notice by government website. House Bill 4002, which would phase out newspaper notice by 2024, is a “replica” of a bill introduced in the last two legislative sessions by a former representative, according to the Michigan Press Association.

The bill in Kansas that would allow notices to be published on designated “internet websites” is also similar to legislation that has been introduced in the state in the past, according to Kansas Press Association Executive Director Doug Anstaett. It was read in the House last week on the same day KPA members were visiting the capital for the association’s annual lobbying day.

In Missouri, bills have been introduced that could move both government and foreclosure notices out of newspapers. Senate Bill 47 would permit all notices required by law or the courts to be published on an “official government legal notice website established and maintained by the secretary of state.” The bill would allow the secretary of state to charge \$10 for each notice. Separate companion bills in the Missouri House and Senate would allow foreclosure notices to be published on websites “hosted by an entity that maintains such website for the purposes of providing web-based notice of foreclosure sales.”

Legislation in South Dakota and Virginia would permit jurisdictions meeting certain population thresholds to move their public notices to government websites. In South Dakota, House Bill 1167 would allow municipalities with population above 5,000 to designate an “official Internet

website” that could be used to publish notices in lieu of newspapers. The bill would also require the municipalities to publish two annual newspaper notices specifying where to find documents and other information relating to their notices. A hearing on HB 1167 is scheduled for this Thursday.

In Virginia, House Bill 286 would allow localities with populations of 50,000 or above to satisfy notice requirements by publishing notices on their own websites, or by broadcasting them on a local radio or TV station. Another bill in the Virginia House would allow cities within certain counties in the Washington, D.C. area to post notices on their websites in lieu of newspapers. Both bills were introduced in January 2016 and were carried over to the current session by voice vote.

The two public notice bills in New Jersey that received so much attention in December also carried over to the current session. Governor Chris Christie, who vigorously lobbied for the bills’ passage, has served notice that he will continue to pursue the issue in 2017. Christie issued a letter last month (pdf) claiming that his “office had uncovered additional information that demonstrates the amount of money wasted (on public notice in newspapers) is exorbitant.”

Most of these bills would provide government units with discretion over whether to publish notices in newspapers or on their own websites, which would give government officials the power to punish local papers for coverage they deemed insufficient. However, Iowa Senate File 158, sponsored by 11 Republican Senators, would completely eliminate newspapers’ traditional role of providing notice, requiring all government notices in the state to be published on government websites.

Bills that would permit most public notices to be published on government websites have also been introduced in Illinois, New York, Oregon and Texas. The Oregon bill would move the notices to the websites of associations that represent counties, cities and other state government units. One Texas bill would allow political subdivisions in the state to satisfy notice requirements by posting them on “a social media website.” Another would allow them to publish notices on “any other form of media.”

Not all of the public notice legislation introduced this year would subvert government transparency. At least 22 bills would establish or enhance newspaper notice in particular categories, like gravesite relocations (Florida), government budgets (Mississippi), redevelopment plans (Nebraska), bond measures (Oklahoma, Texas) and issuance of cannabis licenses (New Mexico). Minnesota and Nevada were blessed with three bills in each state — four in Minnesota if you count companion bills — that would increase newspaper notice.

*Update: Since this article published, the South Dakota bill was defeated, so newspapers will continue to publish public notices.*



## **Former Lincoln Journal Star intern takes first in national contest**

*Lincoln Journal Star, Feb. 20, 2017*

Chris Bowling, a junior at the University of Nebraska-Lincoln, has taken first place in the National Hearst Journalism Awards competition for his enterprise story on the tragic and painful history between Whiteclay and South Dakota's nearby Pine Ridge Reservation.

Entitled "A Day in the Life (and Death) of Whiteclay," Bowling's story was selected as the prize winner among 119 entries submitted by 67 journalism colleges.

Bowling, a former Lincoln Journal Star intern, will receive a \$2,600 scholarship and is now eligible to compete in the Hearst National Writing Championship Finals in San Francisco in May.

Bowling was also an intern at the Norfolk Daily News, was a Fellow at the Omaha World-Herald, and is a Fellow representing Nebraska at the NNA (National Newspaper Association) Leadership Summit, next month in Washington D.C.

Another UNL journalism major, Natasha Rausch, finished sixth in the competition for her story, "The Price of a Can of Beer," published January 1 in the Journal Star.

Both Bowling and Rausch are graduates of Lakota East High School in Liberty Township, Ohio.

## **Miller joins Mullen Hooker Co. Tribune as new assistant editor**

Amanda Miller, a December 2016 graduate of Hastings College, is the new assistant editor at the Mullen Hooker Co. Tribune.

A Colorado native, Miller came to Nebraska to attend Hastings College after graduating with her associate degree from Cottey College in Nevada, MO.

She received her bachelor's degree in journalism and has experience working at the Nevada Daily Mail, in the Office of Marketing and Communications at Hastings College, on the student-led media team at Hastings College and as a freelance photographer for the Grand Island Independent.



## **Upcoming Webinars**

### **Best Practices for Public Notice**

**Thursday, March 2**

*Presenters*

*Richard Karpel, Brad Thompson,  
Eric Barnes*

### **Engaging Readers Through Your Editorial Page**

**Thursday, March 23**

*Presenter*

*Michael Smith,  
Spartanburg (S.C.) Herald-Journal*

**Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)**

*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*

## **Upcoming Newspaper Academy webinars**

InDesign guru, Kevin Slimp's Newspaper Academy offers webinars, live broadcasts and podcasts:

**Kevin Slimp - Getting Pictures to Pop Off the Page**  
Friday, February 24

**Tim Smith - Prospecting That Pays**  
Thursday, March 2

**Ed Henninger - Saving Public Notices**  
Thursday, March 9

**For webinar descriptions and to register using the discounted rate, go to:**  
**<http://newspaperacademy.com/webinars/list/>**

## **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.

# Classified Advertising Exchange

Feb. 20, 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](mailto: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](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, Sorensen Distinguished Nebraska Journalism Award 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).

**You are invited to enter a competition for the  
2016 Thomas C. Sorensen Award  
For  
Distinguished Nebraska Journalism**

Thomas C. Sorensen was a former Nebraska journalist who left the state to pursue a career in government service. Sorensen graduated from the University of Nebraska-Lincoln with a degree in journalism and political science. He was assistant night editor at the *Lincoln State Journal* and later served as news director and commentator on KLMS radio in Lincoln. Sorensen served with the United States Information Agency. Later he was an investment adviser, first with The Advest Group, Inc., and then with The Capital Group Companies, Inc. Sorensen came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels.

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**Eligibility:** Any story distributed through Nebraska's mass media, whether cablecast, telecast, published in a newspaper, a magazine or online or broadcast over the radio, from January 1, 2016, through December 31, 2016.

**To Apply:** Submit one copy (or link) to your published work and a letter of entry that provides background information and reasons for the story's assignment. Submit your entry at <http://go.unl.edu/knce>.

You may submit up to three entries. Non-English entries must be accompanied by an English script or translation.

**There is no entry fee, and winners will receive cash awards.**

**Deadline:** Entries must be received by 5 p.m. CT on March 24, 2017. The winner will be notified by April 14, 2017, and invited to attend an event to honor winners at the College of Journalism and Mass Communications on May 5, 2017.

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For additional information contact: Haley Hamel at [hbush2@unl.edu](mailto:hbush2@unl.edu) or 402-472-3341.

*The University of Nebraska does not discriminate based upon any protected status. Please see [go.unl.edu/nondiscrimination](http://go.unl.edu/nondiscrimination).*

