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## Former Omaha World-Herald reporter, Steve Buttry, dies at 62

*Omaha World-Herald, Feb. 22, 2017*

Steve Buttry, a former reporter for the Omaha-World Herald, died February 19, 2017, of pancreatic cancer. A memorial service will be held in Minneapolis.

After graduating from Shenandoah (IA) High School in 1972, Buttry attended Texas Christian University on a National Merit Scholarship and began writing for the student newspaper. He spent two semesters as editor in chief.

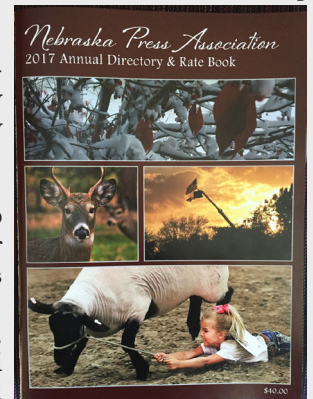
After graduating from TCU, Buttry returned to Shenandoah as a news reporter for the local newspaper, the Sentinel. He later became managing editor. His career included stops at the Des Moines Register, Kansas City Star and Times, Minor (ND) Daily News and The World-Herald. Buttry spent most of his career as a reporter and editor, but also worked as a newsroom mentor and writing coach.

He traveled the country speaking as an advocate for digital journalism and media innovation. In 2010, Buttry was named editor of the year by Editor & Publisher magazine.

In 2014, Buttry went to Louisiana State University's Manship School of Mass Communication as a visiting scholar, and accepted the position of student

## Hot off the press - 2017 NPA directory and ratebook

The 2017 NPA directory and ratebook was mailed out last Friday to every member daily and weekly newspaper.



Thank you to those who submitted photos for front cover consideration. Selected photos were submitted by Dennis Morgan, Elgin Review; Laura Vroman, Valentine Midland News; Nikki McKim, Falls City Journal; and Barrett Stinson, Grand Island Independent. And thank you to Fred Arnold and his staff at McBattas Printing and Packaging in Fairbury for printing the 2017 directory.

media director in 2015. He also taught media writing and advanced print news-gathering at the school.

Buttry is survived by his wife, Mimi, and sons Mike, Joe and Tom. The family asks that memorials go to a scholarship fund created in Buttry's honor at the Manship School of Mass Communications.

### **Internship - cont. from 1**

Here are the guidelines for weekly newspapers that wish to get involved in the summer internship 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 you'd like to participate in the program, please contact the NPA office, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

## Call for entries for 2016 Thomas C. Sorensen Award for Distinguished Nebraska Journalism

The University of Nebraska-Lincoln College of Journalism and Mass Communications invites entries for the 2016 Thomas C. Sorensen Award for Distinguished Nebraska Journalism.

The Thomas C. Sorensen Award for Distinguished Nebraska Journalism is given to a journalist for any story distributed through Nebraska's mass media, whether cablecast, telecast, newspaper, magazine, online or radio.

Thomas C. Sorensen was a former Nebraska journalist who left the state to pursue a career in government service. He came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels. **Entry deadline is March 24, 2017. Details attached to this Bulletin.**

## NNA call for nominations for Amos, McKinney and Phillips Awards

The National Newspaper Association (NNA) has announced the Call for Nominations for the Amos, McKinney & Phillips Awards, which are the highest honors awarded to working and retired newspapermen and women who have exhibited distinguished service to the community press.

The General James O. Amos Award was established in 1938 by E.C. Amos, publisher of The Sidney Daily News, to honor his father, General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association.

The Emma C. McKinney Award was created in 1966 to honor Emma C. McKinney, co-publisher and editor of the Hillsboro (OR) Argus for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women and in 1957 received the Amos Voorhies Award, the highest state honor that can be awarded to an Oregon newspaper person. Mrs. McKinney was inducted into the Oregon Journalism Hall of Fame in 1982.

The Daniel M. Phillips Leadership Award was established in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer and photographer who passed away in 2005 at the age of 47.

For more information and forms: <http://www.nnaweb.org/contests-awards>.

“To argue with a person who has renounced the use of reason is like administering medicine to the dead.”  
- Thomas Paine

# Thank You!

The Nebraska Press Association joins NSAA (Nebraska School Activities Association) in thanking

**Butch Furse**  
and  
**Sondra Steele**  
(Ravenna News)

for serving as “den mothers” and press check-in facilitators February 16-18, at the State High School Wrestling Tournaments at CenturyLink in Omaha.

*We appreciate your help and hard work!*

## Celebrate open government March 12-18 with Sunshine Week 2017

Sunshine Week is March 12-18, hosted by The American Society of News Editors and the Reporters Committee. Sunshineweek.org provides participants with myriad resources in the Toolkit section, including op-eds, editorial cartoons, Sunshine Week logos and more.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information.

Participants have included print, broadcast and digital media outlets; government officials at all levels; schools and universities; nonprofit and civic organizations; libraries and archivists; and individuals interested in the public's right to know. Since 2012, ASNE has partnered with the Reporters Committee to oversee the national coordination of resources and provide support for participants.

For more information and to access the Sunshine Week Toolkit, visit <http://sunshineweek.rcfp.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

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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).

# Classified Advertising Exchange

Feb. 27, 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).

**BLOOMFIELD MONITOR 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.

**RAVENNA NEWS FOR SALE** - Want to be your own boss? The Ravenna News is for sale. Great community, with great support, located two hours from Lincoln. Run it right and you will make a good profit. Inquiries to: 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; UNL's Liberty-Press & the Presidency flyer; Omaha World-Herald Service to Agriculture & Community Service Awards flyer; NPA Convention Workshops, Agenda, Registration Form & Hotel Registration flyers.

## **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.

**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).*

