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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/>.

Deadline extended for Outstanding Young Nebraska Journalist Award nominations

The nomination deadline has been extended until March 17 (received by) for the Outstanding Young Nebraska Journalist award.

We know there are young journalists employed at our Nebraska newspapers that deserve to be considered for this award!

- Each year, two (2) nominees are selected from the weekly newspaper field and two (2) nominees from the daily field.
- First place nominees (weekly & daily) each receive a \$500 check and a plaque.
- Second place nominees (weekly & daily) each receive a plaque.
- Nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one (1) year with a legal Nebraska newspaper and for his or her current employer in Nebraska.
- Nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation.

The Outstanding Young Nebraska Journalist Awards will be presented at the Saturday (April 22) awards luncheon, as part of this year's NPA Convention in Lincoln.

Nomination guidelines and award criteria is attached.

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.

Hartington Cedar Co. News publishers, Norfolk Daily News editor featured in national magazine

Editor and Publisher, Feb, 2017

Hartington Cedar Co. publishers Rob Dump and Peggy Year, and Kent Warneke, editor of the Norfolk Daily News, were featured in the February issue of the national journalism trade magazine Editor and Publisher, for their work on developing a new regional news widget - NewsFirst.

Created by the Hartington-based Northeast Nebraska News Co. and the Norfolk Daily News, NewsFirst launched in November, 2016, as a new online widget that allows user to access content from 16 participating Northeast Nebraska newspapers in a centralized online location, featuring breaking news, photos and advertising.

“We were amazed and thrilled at how quickly all the publishers jumped on with this. They were really excited about the whole idea,” Year said. “It gives us that digital presence we’ve all been looking for.”

Since the article was published, Dump and Year have fielded numerous calls from newspaper publishers and press association offices across the country.

Kent Warneke, editor of the Norfolk Daily News, the only daily paper involved in the project, said “It’s really been a very straightforward and smooth process because the goal of the widget was to show collectively that newspapers in Northeast Nebraska - whether they are daily or weekly - are still the most accurate, reliable and thorough news source for our readers. To be able to work together to spread that message is pretty special.”

Links to content of participating newspapers can be found at www.newsfirstne.com.

Laboy named regional publisher

Fremont Tribune, Feb. 28, 2017

A familiar face will be at the helm of the Fremont Tribune once more, beginning the first week in March. Vincent Laboy has been promoted to regional publisher with oversight of the Columbus Telegram, the Fremont Tribune and related weekly newspapers.

Gary Loftus, who joined Lee Enterprises in July 2016 as publisher of the Tribune, retired the first week in March.

Laboy joined Lee Enterprises in 2005 as advertising director of the Fremont Tribune and became publisher there in 2013. He returned to Lee Enterprise in December after a two-year hiatus in Colorado.

“The regional publisher title means that my position in Columbus, David City and Schuyler is changing and my position in Fremont and Plattsmouth will be different than

the last time I was here as a publisher/ad director,” Laboy said. “It will be physically impossible for me to be in all properties at all times,” Laboy said. “The plan includes developing leaders who will run the day-to-day operations in each facility. Those leaders will also be the face of the newspaper in their respective communities.”

Lincoln Journal Star ad director named VP of sales

Natalia Wiita has been named vice president of sales for the Lincoln Journal Star and all of its Nebraska properties.

In her new role, she will oversee sales for the Lincoln Journal Star, Beatrice Daily Sun, Columbus Telegram and Fremont Tribune, along with their related weekly newspapers - David City Banner-Press, Schuyler Sun and Plattsmouth Journal. Wiita will also oversee the company’s new events division and in-house marketing agency, Amplified.

Wiita joined the Journal Star in 2004 as a part-time representative in the classified ad department, and has held various positions over the years, including online manager, classified manager and most recently served as the company’s director of advertising since 2012.

Wiita, a North Platte native and graduate of University of Nebraska-Lincoln, was recognized as one of Editor and Publisher’s “25 Under 35” and was instrumental to the Journal Star being named the 2015 Enterprise of the Year award by its parent company, Lee Enterprises.

“Middle age is when your broad mind and narrow waist begin to change places.”

- E. Joseph Cossman

Omaha World-Herald’s Morton wins award for reporting from D.C.

World-Herald Washington Bureau Chief Joseph Morton is the co-winner of this year’s David Lynch Memorial Reporting Award, announced at the Washington Press Club Foundation’s annual dinner on March 1.

The award is intended to recognize “excellence in coverage of Congress from a regional perspective.” Judges look for work that provides “insight into how actions on Capitol Hill impact the local community” and “coverage that provides a better understanding of the inner workings of Congress, with an emphasis on the local delegation.” This year’s other honoree is Sam Brodey of MinnPost.

Morton, 41, joined The World-Herald in 1999 and has been reporting from Washington for the newspaper since 2006.



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.

Omaha World-Herald's Jordon to be next 'Face on Barroom Floor'

Omaha Press Club, Feb. 10, 2017

50-year veteran World-Herald reporter, Steve Jordon, who covers Warren Buffett for the newspaper, will be honored March 18 as the Omaha Press Club's next "Face on the Barroom Floor." The World-Herald is co-sponsoring the evening to salute Jordon's half-century of service to the newspaper.

Jordon came to Bellevue, NE, in 1962 with an Air Force family and earned a bachelor's degree in journalism at the University of Nebraska-Lincoln. He was a student intern at the World-Herald when he wrote his first byline story on June 7, 1967, about Nebraska's first Job Corps graduates.

Since joining the World-Herald full-time in 1968, Jordon has covered police, county government, the courts, youth, education and - for the past 35 or so years - business and the economy. He was business editor of the World-Herald for a decade and helped build it into a separate section of the newspaper, now titled "Money." In 2008, Jordon began a weekly column called "Warren Watch," about Warren Buffett and Berkshire Hathaway, the Omaha company that has become one of the nation's largest corporations. In 2013, Jordon wrote a World-Herald book about Buffett titled, "The Oracle and Omaha: How Warren Buffett and His Hometown Shaped Each Other."

His stories have been recognized by the Society of American Business Editors and Writers, the Associated Press, and the American Newspaper Publishers Association. His stories have been nominated by the World-Herald for the Pulitzer Prize.

Jordon has served as president of the Omaha Press Club and was a founding trustee of the Omaha Press Club Foundation. He has served as an advisor for Junior Achievement and to UNO's student newspaper, The Gateway. He taught reporting and newswriting at Creighton University for about 20 years and is a regular speaker at UNO's "Genius of Buffett" course for executive MBA students.

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 com-

munity 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>.

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS

SOME GOVERNMENT AGENCIES WANT TO TAKE OFFICIAL NOTICES OUT OF LOCAL NEWSPAPERS AND BURY THEM ON GOVERNMENT-RUN WEBSITES. THIS IS LIKE PUTTING THE FOX IN CHARGE OF THE HEN HOUSE.

KEEP PUBLIC NOTICES IN NEWSPAPERS

N Newspaper Association of America
www.naa.org

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

Classified Advertising Exchange

Mar. 6, 2017

REPORTER/ADMINISTRATIVE ASSISTANT - The Chadron Record has an immediate job opening, which duties include general office work, pagination and high school sports coverage and other general reporting assignments. A passion for and knowledge of sports is desired, the ability to write clearly and concisely and to take photos a necessity. This position is based in Chadron, Nebraska. This is a regular part-time position of 30 hours per week including some evening and weekend hours. We offer a competitive salary and full benefit package including: medical, dental, vision, and 401k. To apply, go to www.rapidcityjournal.com/workhere, or drop your resume at the Chadron Record office at 248 W. 2nd Street, Chadron, NE, 69337.

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Outstanding Young Nebraska Journalist nomination form; Omaha World-Herald Service to Agriculture & Community Service Awards 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.



OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

NEBRASKA PRESS ASSOCIATION



PURPOSE OF THE AWARD

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

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

AWARD CRITERIA

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

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

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

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

NOMINATION GUIDELINES

1. The Young Nebraska Journalist candidate or his or her editor or publisher may submit entry nominations. The nominee newspapers, publishers or executives must be members of the Nebraska Press Association.

2. Entrant nominees must submit six examples of their work product within the past two years along with a statement from the editor or publisher, and a statement from a person of the nominee’s choice attesting to the nominee’s qualifications.

3. Each entry must include a statement of not less than 150 words written by the nominee telling of his or her journalistic goals and this statement must be included with all other entry materials. The nominee must also submit a photocopy of their Nebraska drivers license.

4. All entries should be sent to the NPA office at the Lincoln address noted below in a 9 X 12 envelope and labeled “Outstanding Young Nebraska Journalist Award.”

5. If certain entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of the nominees, may be used for education or instructional purposes by NPA/NPAS.

6. It is considered that the winning nominees give permission to NPA to have the samples or examples of their work published in contest newspapers that may be produced for conventions, or shown in any convention contest videos or presentations.

7. The EXTENDED deadline for contest entries by nominees will be March 17, 2017 (received by).

8. Information, instructions, guidelines and inquiries will be available from the Nebraska Press Association/Nebraska Press Advertising Service office located at 845 “S” St., Lincoln, NE 68508. The office can be reached by calling 1-800-369-2850 or 402-476-2851, or by fax at 402-476-2942. The e-mail address is nebpress@nebpress.com. Information can be found and downloaded from the web site: www.nebpress.com

EXTENDED deadline for nominations is March 17, 2017!



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.