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Summers joins Sidney Sun-Telegraph

Brandon Summers has joined the Sidney Sun-Telegraph as a reporter. Prior to his move to Sidney, Summers served for five years as a reporter at the Ft. Dodge (IA) Messenger, where he covered everything from education and courts, to county fairs and political campaigns.

Summers also served briefly as editor of the Perry (IA) Chief, and worked as a reporter at newspapers in North Dakota, Minnesota and Oregon. A native of Rapid City, SD, he has a master's degree from the University of South Dakota, which allowed him to teach as an adjunct instructor in Oregon and Iowa.

Lincoln Journal Star welcomes Pinion, promotes Thomas

Jake Pinion has joined the Lincoln Journal Star's sales team. Pinion has experience in the areas of business-to-business sales and marketing, and his focus at the Journal Star will be on retail advertising for special projects.

Kyle Thomas has been promoted as an account representative. Thomas has been part of their sales team for nearly two years, with experience in the area of business-to-business sales and marketing. Thomas' focus will be on retail advertising with local advertisers.

Tomasch joins Fairbury Journal-News

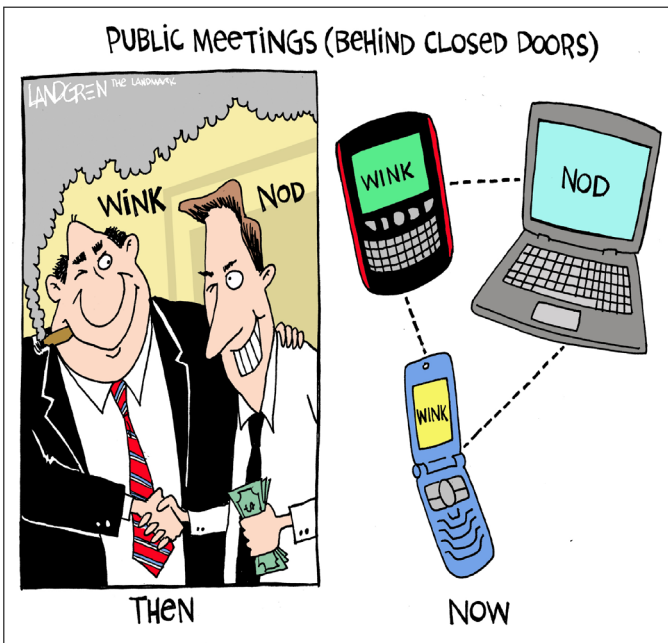
Minette Tomasch is the newest addition to the Fairbury Journal-News staff. Tomasch joined their staff in February as a reporter and photographer. An Ohio native, she graduated from Kent State University, with a Bachelor of Arts degree in English.

Grand Island Independent publisher receives award

Don Smith, publisher of the Grand Island Independent will receive the Grand Island Area Chamber of Commerce 2017 Richard Good Distinguished Service Award at their annual meeting, March 16, at the Riverside Golf Club.

Smith is being honored for his service to the Grand Island community, which includes serving on the boards of Heartland United Way, St. Francis Foundation, Rotary Club, Stuhr Museum Foundation, Goodwill Industries of Greater Nebraska and the chamber of commerce. He is vice chairman and co-founder of the Hall County Hero Flight program, chairman of Christmas Cheer, a CHI Health St. Francis trustee and a Nebraska State Fair volunteer.

Smith served as president of the Nebraska Press Advertising Service in 2012.



“ Anyone who doesn't take truth seriously
in small matters cannot be trusted
in large ones either.”

- Albert Einstein

Ten Commandments for Open Meetings

By Brian J. Hunhoff, Contributing Editor, Yankton County (S.D.) Observer

"I think heroic deeds were all conceived in the open air."

The quote atop this editorial is from Walt Whitman's Song of the Open Road — a cheerful 1856 tribute to freedom and the great outdoors.

Hopefully, Mr. Whitman would have approved use of his prose to promote open, well-aired government. It's unlikely the great poet favored government secrecy and closed-door meetings. He also wrote, "Out of the dark confinement, out from behind the screen!"

For today's purposes, Whitman's "screen" represents the executive session — a self-important term for a classic oxymoron: closed public meeting.

Too many elected boards seek every opportunity to meet out of sight of the public they serve. Some schedule executive sessions as a regular agenda item. Some hold up to three executive sessions in a single meeting. Some have executive sessions that last longer than the open portion of their meeting.

In most cases, executive sessions do not violate open meeting laws. The closed-door discussions are often suggested or encouraged by an elected board's legal counsel.

But legality and necessity are two different things.

Consider the following list for Fourth Estate counsel to county commissions, city councils, and school boards everywhere on executive sessions and general government openness. Citizens should hold their elected officials to the standards below. These are Ten Commandments for Open Meetings:

ONE: Do not gather as a quorum outside of regular meetings, and do not hold special meetings without giving at least 24 hours public notice.

TWO: Do not habitually add last-minute items to the agenda, and do not act on anything not listed on the posted agenda.

THREE: Do not abuse the litigation excuse for executive sessions to speculate about possible or imagined lawsuits.

FOUR: Do not stretch the personnel excuse for executive sessions to discuss policy issues. Example: Creating a new position or changing a department's job descriptions are policy decisions and not appropriate topics for a closed meeting.

FIVE: Do not dial up the "negotiations" excuse to suddenly exclude the public from discussion of controversial issues that were previously aired thoroughly in open session.

SIX: Do not allow executive session conversations to stray to other topics.

SEVEN: Do not violate the spirit of the open meeting law with frequent phone, email or text dialogues with other members. Reach consensus at the meeting.

EIGHT: Do not make a habit of whispering or passing notes at meetings. You were elected to speak for us. Tell what you have to say out loud and proud!

NINE: Allow public input at every meeting. Include it on every agenda.

TEN: Be as transparent as possible. Do not hold executive sessions simply because counsel advised it is "legal" to do so. Ask yourself: "Is it absolutely critical we discuss this privately?"

That should be the standard because legality and necessity are two different things.

We appreciate our local commissioners and board members. They serve for minimal compensation. They make tough decisions. They sometimes lose friends and make enemies. Their dedication to community is admirable.

We simply ask elected officials to think twice before kicking the public out of public meetings.

Strive for fewer. Less is more. A closed meeting should be a rare occasion, not a habit.

Brian Hunhoff writes for the Yankton County Observer in Yankton, South Dakota. His editorials about open government won the 2015 Freedom of Information award from the National Newspaper Association.



West Point News reporter, Wieler receives local community service award

Bev Wieler, who has been a reporter with the West Point News for over 30 years, received the West Point Chamber of Commerce Community Service Award at their annual Partners in Progress banquet on February 19.

Wieler was recognized for her involvement in many local fundraisers and civic promotions in the West Point community. She currently serves as vice president on the West Point chamber board, is secretary of the Nebraska Press Women, president of the West Point Library Foundation, helped with the West Point Sesquicentennial, and is a member of the Green and Growing Garden Club.



Omaha World-Herald writers earn five individual Associated Press Sports Editors awards

Omaha World-Herald, Feb. 28, 2017

The World-Herald, already among the most honored newspapers at this year's Associated Press Sports Editors contest, has been further recognized with multiple individual writing awards.

World-Herald writers won five awards in the APSE contest, an annual competition that selects the best in sports journalism from newspapers across the U.S. Judging by sports editors and journalists from across the nation took place February 22-26 in Lake Buena Vista, FL, and The World-Herald sports staff already won top honors for its daily and Sunday editions, special sections as well as its website. That combination of awards in the four major categories, the highest honor for any paper in the judging, is commonly referred to as the grand slam.

Three World-Herald writers combined to win the five individual writing awards during this year's contest:

- Dirk Chatelain received recognition in three categories.

His examination of college baseball's scholarship limit placed in the explanatory division, a series of stories about Sam Foltz was honored in the projects category, and he also earned distinction for column writing.

- Henry Cordes was recognized in the explanatory category for his reporting on former Husker I-back Lawrence Phillips' death.

- Sam McKewon earned honors in beat writing for his coverage of Husker football.

APSE judges initially recognize 10 winners per writing category. A second panel will meet this spring and rank the finalists.

Former World-Herald reporter, columnist Al Frisbie dies

By Steve Jordon, World-Herald staff writer, Feb. 25, 2017

Al Frisbie died February 24, 2017, at the age of 95, following a short illness.

His writing and reporting were a part of the World-Herald's pages for 39 years after World War II. Born in Grinnell, IA, his father A.L. Frisbie, was publisher of the Grinnell Herald Register. He enlisted in the Marine Corps in 1942 and entered the service the next year, taking part in the battle for Okinawa and earning a Purple Heart.

The World-Herald was his first job after leaving the military. Although best known to readers as a general assignment reporter, columnist, Frisbie was also a World-Herald sports writer, youth activities director, copy editor, makeup editor and Saturday edition editor. He brought his brand of humor to readers of his Sunday World-Herald columns by including back-and-forth conversations with his tomcat, Pepper.

A memorial service for Al was held March 4 at Heafey Hoffmann Dworak & Cutler Funeral Chapel in Omaha. He is survived by his daughter Victoria Roche, and son, Mark, both of Omaha, and a son Stephen of Grand Island and their families. He was preceded in death by his wife of 64 years, Marjorie, who died five years ago.

Cameras in Courts video link available

Here is a link to view the entire Cameras in Courts session that was held in Grand Island on February 20. While the session was well attended, many of our members could not attend.

https://www.youtube.com/watch?v=pwL1fQ_WxaQ&feature=youtu.be

Thank you to Grand Island Independent Publisher, Don Smith, and Videographer/Photographer, Zach Mayhew, for making this video available to our members.



What are the benefits of Videos on landing pages?

To start, what is a landing page? A landing page is your first page to your website, typically your home page. This is the first page users are directed to when clicking on your website link.

As a newspaper, I am sure that you have plenty of video clips of local sporting events, a recent fire, board meetings, etc. If not, it may be time to get the camera rolling.

Sharing your videos on social media pages are key, but don't forget to also share them on your website! Videos on landing pages increase conversions by 86 percent. Just like pictures, videos *show* the story and words *tell* the story. Videos are a great way to give your audience a chance to just click, play and watch! Here are a few points to keep in mind:

- The main goal on a landing page is to give your viewers something to talk about: conversation. When this conversation is started it gets your readers involved.
- Another goal of your website is to get your readers to stay on your site for as long as possible. You want them to explore your site and get familiar with your news and your brand. A video on your landing page will give your viewers more time to look around.
- Content is great and is what makes up the newspaper, but while online, readers may appreciate the change of pace with a video to go along with reading an article.

So as a reporter, next time you are out on the streets, try shooting a few videos... you may be surprised with the positive feedback!

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 Press Club fixture, freelance writer, Judy Horan dies at 74

Judy Horan, freelance writer, mentor, volunteer and familiar face at the Omaha Press Club, died March 1, 2017, from complications related to kidney failure.

Horan was a mentor for many young writers and public relations professionals. Before turning to freelance writing, she served for years as promotion and marketing director at WOWT-TV, one of the first women in upper management at the station.

She was very involved in the Omaha Press Club, where her husband, Jim, does the caricatures for the Face on the Barroom Floor honors.

Horan grew up in Fairbury, NE, and after graduating from high school, she moved to Lincoln and worked at an advertising agency before going to WOWT in Omaha. After working there for two decades, she wanted a change. She had been writing on her own and turned to it full time, with pieces for Omaha Magazine, The Omaha World-Herald and other publications.

She is survived by her husband of 49 years, Jim. A Celebration of Life to be announced. Heafey Hoffmann Dworak Cutler Funeral Chapel, 12100 West Center Rd., Omaha, www.heafeyheafey.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.**

Don't foul out with March Madness words in ads

It's that time of year to start filling out your brackets. It's also a time to be conscious of what words are trademarked by the NCAA.

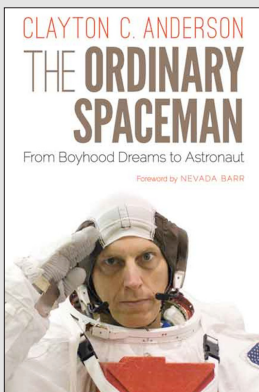


Here is a list of some protected words to avoid in your print and digital ad campaigns:

- Dribble™
- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- Midnight Madness®
- March Mayhem™
- Men's Elite Eight®
- NCAA Sweet 16®/NCAA Sweet Sixteen®
- Road to the Final Four®
- Selection Sunday™
- The Big Dance®

For the full list of trademarked words, go to: <http://www.ncaa.org/championships/marketing/ncaa-trademarks>

Book "The Ordinary Spaceman" provides opportunity for community service while gaining some good PR



Nebraska's own astronaut, Clayton C. Anderson, has written a book called "The Ordinary Spaceman: From Boyhood Dreams to Astronaut," about his experiences aboard the Space Shuttle and the International Space Station. The book is about more than space, it's about a small town Nebraska boy who followed his dreams, and overcame adversity to achieve his goal of being an astronaut.

For a minimal cost, you can purchase a copy of Clayton's book and donate it to your local library. (Optional, of course!). *Each copy will be personally autographed by Clayton.* The price, including shipping and tax is \$29.00 per book.

To place an order, call Marcia Jussel at 402-691-4557; 402-333-7942, CRM2662@bn.com Barnes and Noble Oakview Mall, 3333 Oakview Dr., Omaha, NE 68144.

Classified Advertising Exchange

Mar. 13, 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.

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; Thomas C. Sorensen Award flyer; 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!

**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.

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.

For additional information contact: Haley Hamel at 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.





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.