

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events:

#### April 21-22, 2017

NPA Annual Convention,  
Country Inn & Suites-North,  
Lincoln, NE

### Deadlines:

#### March 30, 2017

NPA Convention hotel room  
reservations deadline (NPA  
block room rate will be honored  
after March 30, subject to  
availability)

#### March 31, 2017

Omaha World-Herald Community  
Service & Service to Ag entry  
deadline (postmarked by)

#### April 3, 2017

NPA Convention registration  
deadline

### Webinars:

#### March 23, 2017

Kevin Slimp - Tips to Improve Page  
Design in Newspapers  
([www.newspaperacademy.com](http://www.newspaperacademy.com))

#### March 23, 2017

Engaging Readers Through Your  
Editorial Page  
([www.onlinemediacampus.com](http://www.onlinemediacampus.com))

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Web Site: <http://www.nebpress.com>

*Join us at convention for  
workshops, awards & networking!*

Session topics & presenters, agenda, hotel/  
meal info, registration form are attached



## *There's still time to enter...*

### **2017 Omaha World-Herald Community Service and Service to Agriculture**

Last year, The World-Herald increased the prize amounts for these awards to encourage increased participation in the number of daily and weekly entries. Prize amounts for both the Community Service and the Service to Agriculture Awards are \$1,000 for the daily winner and \$500 for each weekly class winner.

**Entries must be postmarked by March 31, 2017. Details attached to the Bulletin.**

Thank you to the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage our members to participate by submitting your entries! Winners will be announced at the Friday evening awards banquet on April 21, 2017, during the NPA Annual Convention in Lincoln, NE.

### **Wirth, Cather to be inducted into Nebraska Women Journalists Hall of Fame**

Two ground-breaking journalists will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame on Saturday, April 29, in North Platte.



Eileen Wirth and Willa Cather will be recognized during Nebraska Press Women's 2017 spring convention noon luncheon.

Wirth, a rural Nebraska City native, is professor emerita of journalism at Creighton University, as well as a journalist, author, public relations professional and advocacy volunteer.



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## **Clipper Publishing to debut one combined publication in April**

Beginning with the first issue of April, the Shelton Clipper, Gibbon Reporter and Wood River Sunbeam newspapers will be combined into one weekly newspaper, with all of the local news from the three communities included.

The legal name of the single publication will be the Shelton Clipper. Choosing The Clipper as the name enables the paper to remain a member of the Nebraska Press Association and continue as the legal newspaper for the three communities.

Each newspaper has been in existence for over 125 years, and publisher Steve Glenn has been at the helm of Clipper Publishing, Inc. for 27 years.

It was a hard decision to make for sentimental reasons, but a needed merger for business reasons. “For historical and sentimental reasons, this is a tough call to make, but times have changed and towns have changed with it,” said Glenn. “Although populations of all three communities have been steady, or grown slightly in the last couple of decades, the make up of the communities has changed. It shows in the dwindling number of locally owned businesses, and the more mobile families today.”



## **UNL speakers discuss fake news, the media's role**

*Daily Nebraskan, Ally Sargus, Mar. 13, 2017*

The University of Nebraska-Lincoln College of Journalism and Mass Communications and the College of Arts and Sciences co-sponsored this event on March 10, a day-long forum regarding the media and politics in the “post-truth” era. The event covered topics such as fake news, embattled relationships between politicians and the media and the changing demand for the media in today’s political climate.

**To view the “The Press and the Presidency in the Post-truth Era” live stream, go to <https://www.youtube.com/watch?v=bRae1DEML3Y>**

**To see the list of speakers and topics, go to <http://journalism.unl.edu/post-truth2017>.**

*Thank you to the UNL College of Journalism & Mass Communications for making this video available to our members.*

## **Schwartz is new editor of Fairbury Journal-News**

Ben Schwartz is the newest staff member to join the Fairbury Journal-News team as their new editor. Schwartz comes to the Journal-News from the Lexington Clipper Herald in Lexington.

Schwartz attended Brown College in Mendota Heights, MN, for radio broadcasting, working on small radio shows, and then as an editor, most recently at Lexington.

### **NE Press Women - cont. from 1**

Cather (1873-1947) grew up in Red Cloud and was a journalist for 20 years, writing more than 500 reviews and columns before authoring 12 novels.

Armed with degrees in journalism and political science, Wirth broke down barriers to women as an Omaha World-Herald reporter, in Union Pacific Railroad public relations and in higher education. Wirth's 25-year tenure at Creighton University (1991-2016) included chairing the Journalism, Media and Computing department she created through mergers. Her ethics-based, history-laden approach to teaching provided grounding and perspective for thousands of students. Wirth's books include the celebrated "From Society Page to Front Page: Nebraska Women in Journalism" (2013) and the history of the Henry Doorly Zoo and Aquarium, to be published this spring.

Much has been written about Willa Cather's fiction, though her career was forged as a Nebraska journalist. Born in Virginia, Cather moved to rural Nebraska in 1883 at age 9. The beautiful country and courageous people so inspired her that, when she could not find books on the subjects, she later wrote novels about them.

At the University of Nebraska (1890-1895), Cather edited the student newspaper and as a student helped teach journalism. She wrote for the Lincoln Courier and Nebraska State Journal, filling three large volumes of her works as a drama critic and columnist, even after she moved. Cather's career took her to Pittsburgh and New York City, where she worked at magazines and authored such books as "My Antonia" (1918) and the Pulitzer Prize-winning "One of Ours" (1923). Her journalistic works are being catalogued through the Willa Cather Archive/Cather Journalism Project at the University of Nebraska-Lincoln.

With Wirth and Cather, there will be 20 members in the Nebraska Women Journalist's Hall of Fame. For a list of those who have been inducted, go to <http://nebraskapresswomen.org>.

Induction ceremonies, which are open to the public, will take place during the Nebraska Press Women luncheon at MidPlains Community College North Campus on Saturday, April 29. Luncheon reservations of \$20 may be sent to Lori Potter/NPW, P.O. Box 1988, Kearney, NE 68848. The full conference registration is \$50. Details are at <http://nebraskapresswomen.org>.

## **Omaha World-Herald names two to senior editing posts**

Veteran journalists Paul Goodsell and Thad Livingston have been named to senior editing positions in The World-Herald newsroom.

Goodsell, a longtime news reporter and assignment editor, has been named managing editor.

Livingston, the paper's sports editor, will take on a new role as an assistant managing editor.

The promotions were announced by Executive Editor Melissa Matczak, who became the newsroom's top editor in January.

Goodsell, 57, started with the company as a reporter and now is deputy editor with the Metro/Region team. His key reporting roles have included City Hall, the Washington bureau, education and several international assignments.

Livingston, 50, joined The World-Herald in 2005 as assistant sports editor. He had previously worked in news and sports leadership roles at the Sun News in Myrtle Beach, South Carolina and at the Hastings (NE) Tribune. He has led the sports department since 2006.

## **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.

## **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](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.***

## 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>

## Longtime newspaperwoman, Helen Evans, dies at 91

Helen Evans, 91, of Clarkson, died March 15, 2017, at Clarkson Rehabilitation Center, surrounded by her family.

Helen was born and raised on a farm near Tarnov, Nebraska. At 16, she moved with her aunt and uncle to Renton, WA, and decided to work at Boeing Aircraft, helping to assemble B-29 bombers during World War II.

After the war she returned to Tarnov and fate intervened when she went to West Point and sold a raffle ticket to a young serviceman, Donald (Jim) Evans. In 1946 the couple eloped three days after their first date. They had one daughter, Helen, and in 1972 the couple decided to adopt two children, Tonya and Glenn, making their family complete.

Marrying Jim thrust Helen into the newspaper business, where she started to handset type for the newspaper and saw the newspaper industry grow for over 60 years. Over the years, Helen and Jim owned and published five newspapers: Clarkson Colfax Co. Press, Leigh World, Genoa Leader-Times, Meadow Grove News and Pilger Herald. They sold the Pilger and Meadow Grove papers.

The couple retired in 1992, but their retirement didn't last long when they again became owners of three papers. In 1993 they sold the three papers to their daughter, Tonya, who is still editor of the Clarkson and Leigh papers. Helen worked at the paper until retiring in 2012.

Helen was a member of the Nebraska Press Association, where she received a Golden Pica Pole Award for working in the newspaper business for over 50 years.

Helen is survived by her daughter, Tonya Evans and family of Clarkson; daughter Helen (James) Reick and family of Clarkson; and son Glenn Evans of California. She was preceded in death by her husband, Jim, in 1998.

Funeral services were held March 23 at SS Cyril and Methodius Catholic Church in Clarkson. Interment was in Clarkson Catholic Cemetery. Miller Funeral Home of Clarkson was in charge of arrangements. Condolences may be sent to [www.millersfh.com](http://www.millersfh.com).

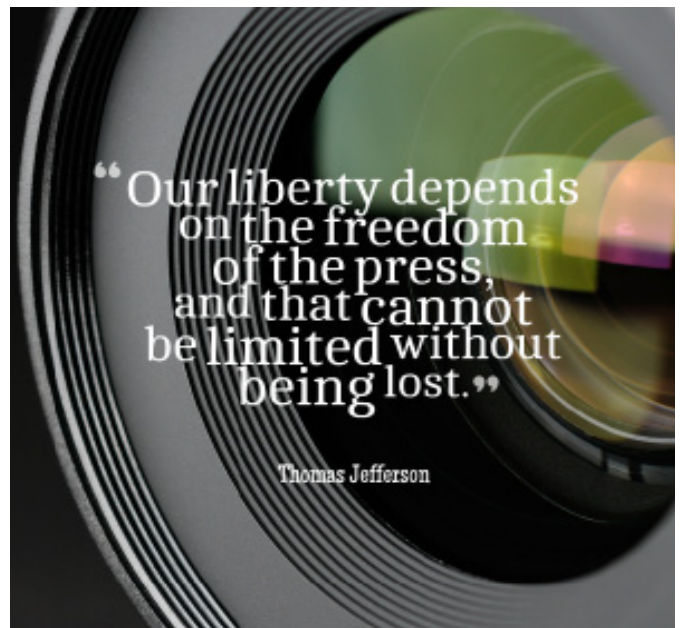
## Nebraska newspapers warn of scam advertising solicitations

The North Platte Telegraph and the Scottsbluff Star-Herald have alerted their advertisers to keep an eye out for communications that may look like an invoices.

Some western Nebraska advertisers have reported receiving solicitations from Employment Publishing, located in Wayne, Pennsylvania. Neither the Star-Herald or the Telegraph is affiliated with this company.

The North Platte Telegraph obtained a copy of a document sent to a local business that includes information about an employment listing as well as the statement, "Your advertisement to be listed as follows with your approval," and a total of more than \$948. At first glance, the document looks like a typical invoice; however, in bold print on the bottom states: "THIS IS NOT A BILL THIS IS A SOLICITATION."

Employment Publishing calls itself "an independent classified employment service." According to the Better Business Bureau, the company may also go by Employment911 and EPI. The company has 21 complaints listed on the BBB website, classified as "advertising/sales issues."



# Classified Advertising Exchange

Mar. 20, 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](http://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](mailto:nebpress@nebpress.com).

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Omaha World-Herald Service to Ag & Community Service 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).



**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.