

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events:

April 20, 2017 (7:00-9:00pm)
 NPA/NPAS Board Meetings
 Country Inn & Suites-North,
 Lincoln, NE

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

CONTACT INFO:
 Telephone: 800-369-2850 or
 402-476-2851
 FAX: 402-476-2942
 Legal Hotline: 402-474-6900
 E-mail: nebpress@nebpress.com
 Web Site: <http://www.nebpress.com>

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



Ed Henninger - Newspaper Design

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

Friday & Saturday sessions:

- InDesign Favorites
- Newspapers & Technology
- Illustrator 101



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

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

Friday & Saturday sessions:

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



Chris Rhoades - Social Media, Enterprise Publishing

One Saturday session:

- Social Media: Industry trends, NPA Digital Hotline, website evaluations
- **PLUS (Sat) Flash Session: Selling Against Social**

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

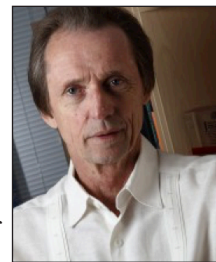
Advertising Sales Assistant
email: sales@nebpress.com



Sandy was preceded in death by her husband, Larry. She is survived by her son, Shane, and family of Wilber; daughter Heather Cruise and family of Kearney; and daughter, Amber Roland and family of Lincoln.

Funeral mass was held March 22 at Wenceslaus Catholic Church in Wilber. Kuncl Funeral Home was in charge of arrangements. Memorials to the family for future designation. Condolences may be sent to the family at www.kunclfh.com.

UNL journalism professor Joe Starita to receive 2017 Chief Standing Bear Hu- manitarian Award



The Nebraska Commission on Indian Affairs (NCIA) has announced that University of Nebraska College of Journalism and Mass Communications professor, Joe Starita, will receive the 2017 Chief Standing Bear Humanitarian Award.

This award is recognition for a lifetime of telling the stories of the First Peoples of the Plains. Starita's relentless research, passion and creative work have earned him the trust and respect of Native people throughout Nebraska and the United States.

Starita will be presented his award at the 2017 Chief Standing Bear Breakfast on May 12 at 7:30am at the Embassy Suites Ballroom, in Lincoln. This event honors and celebrates Chief Standing Bear's enduring message of "Equality before the Law" on the 138th Anniversary of the Standing Bear v. Crook decision.

Longtime Wilber Republican reporter, photographer, Sandy Smith dies

Longtime Wilber Republican reporter and photographer Sandy Smith passed away March 18, 2017, at the age of 68.



Smith was the backbone of the Republican for many years, covering everything from city council, school boards, county commissioners to school and youth events. She retired from the Republican to dedicate more time to her children and grandchildren in 2003, but still remained active with the paper contributing photos periodically.

"Sandy had a passion for the community and it came out in her work," former Wilber Republican owner Timothy Linscott said. "You could tell she truly loved the community as it showed in everything she did and I was honored to have worked with her."

She graduated from Wilber-Clatonia high school 1966-Salutatorian. Graduated University of Nebraska Lincoln in 1970 with a Bachelor of Science degree in Early Childhood.

Keep us in the loop!

Please notify our office when you have changes:

- New/changed email address(es)
- New phone/fax numbers
- Staff changes (publishers, managers, editors, advertising contacts)
 - Advertising/color rate changes
 - New mailing or delivery address
- Publication day change or format changes

Thank you!

**Join us at convention
for workshops, awards, networking
and...**

- Legal Hotline Q&A
- Great Idea Exchange
- Flash Sessions



**National Newspaper Association call
for awards nominations**

Every year, the National Newspaper Association announces 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.

NPA members who have received the Amos Award: 1993 - Jack Tarr, David City; 2008 - Ken Rhoades, Blair; 2012 - Zean Carney, Lincoln.

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.

NPA members who have received the McKinney Award: 1990 - Elna Johnson, Imperial; 2002 - Beverly Pollock, Ogallala.

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.

NPA members who have received the Phillips Award: 2008 - Jim Edgecombe, Minden; 2011 - Gerri Peterson, Mullen; 2016 - Chris Rhoades, Blair.

The deadline to submit award nominations is May 15, 2017. For more information and forms: <http://www.nnaweb.org/contests-awards>, or contact Lynne Lance, NNA director of membership & member services, lynne@nna.org.

News Media Alliance creates *The Three S’s of Fake News* graphic

The News Media Alliance developed the three S’s to ensure people using social media do not become fake news perpetrators. All great lessons come in threes: “Stop, drop and roll,” “Stop, look and listen.” Now introducing, “Stop, search and subscribe.”

NEWS MEDIA ALLIANCE

THE THREE S'S OF FAKE NEWS

Follow these steps before you share

STOP
Do not share before reading. Decide click-bait v. sensationalized title

SEARCH
Check publication, date and author. Cross reference headline with a Google search.

SUBSCRIBE
Invest in quality journalism and trusted news to stop being taken advantage of by false news

www.maybefakenews.com/3995084582-94

NEWS

SENATOR ADMITS HE HATES PUPPIES

April 1, 2016
By Ima Lyer

On February 31st, 2016, the Senator announced to a crowd he absolutely hates puppies, especially fluffy ones. He prefers snakes and toads. If the Senator says things like this, how can we nonimate him for President?!

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.

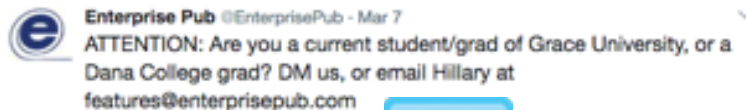


Effectively utilizing social media marketing

When it comes to your business' social media channels, you want to be able to create a brand identity as well as a unique voice for your customers. It's important to identify a brand strategy as well as to create a unique voice that your customers can grow accustomed to. You should implement your brand strategy on up to three of your business' social media channels, including all of your posts while growing your fan base and improving the customer-relationship experience.

Of course, Facebook is the most popular social media channel and I am sure most of your newspaper's followers go there to catch any news updates. But Twitter is another important channel to be active on. Twitter is a constant online conversation. Where Twitter and Newspapers go hand in hand are: news alerts, scores to a local sporting event, warnings, and more! Twitter is used to get the news out immediately as it will soon be overpowered by other active tweets.

Tweets on Twitter are mainly short and sweet, while on Facebook you are able to spread a longer message. Here are a few examples:



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.

Classified Advertising Exchange

Mar. 27, 2017

FOLDER WANTED: Looking for a tabletop folder in good condition. Please contact Chris Zavadil, Emanuel Printing, 130 N. Main St., Fremont, NE 68025; ph: 402-721-4421; email: epbusiness@neb.rr.com

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.

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.