

CONFIDENTIAL

# 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

### Convention:

**Convention hotel room reservations (NPA block room rate of \$89.00) will be honored after March 30, subject to availability)**

**Convention registrations are still being accepted (\$10 late fee applies for registrations received after April 3 deadline)**

## And the nominees for 2017 are...

Pursuant to new by-law provisions adopted by the membership on April 22, 2016, to decrease the number of board members in NPA to six plus the past president, no replacement board member is to be elected at the annual meeting on Friday, April 21, in the calendar year 2017. It is only necessary for the Board of Directors at their April 20, 2017, meeting to re-nominate one board member, elect officers and a past president.

The NPA nominating committee, chaired by Dennis Morgan, publisher of the Elgin Review, has re-nominated to three-year terms: Tom Shaal, publisher of the Alliance Times-Herald; Lori Pankonin, co-publisher of the Imperial Republican and Terrie Baker, publisher of the North Platte Telegraph. The committee also nominated Peggy Year, co-publisher of the Hartington Cedar Co. News as president, Kevin Zadina, publisher of the Seward Co. Independent as vice-president and Tom Shaal, publisher of the Alliance Times-Herald as treasurer. Nominated to a one-year term as Immediate Past President was Jason Frederick, publisher of Trenton Hitchcock Co. News.

The NPAS nominating committee, chaired by Shary Skiles, publisher of the McCook Gazette, has nominated Vickie Hrabanek, advertising manager for the Norfolk Daily News, for a three-year term on the Board of Directors.

Re-nominated to a three-year term is Chris Rhoades, general manager of the Blair Newspapers. The committee also nominated Tory Duncan, managing editor of the Sutton Clay Co. News as president and Chris Rhoades, general manager of the Blair Newspapers as vice-president. Nominated to a one-year term as Immediate Past President was Gerri Peterson, publisher of the Mullen Hooker Co. Tribune.

**No additional nominations were received by the April 1 deadline. The nominations stand as nominated by the committees. The NPA Bulletin of March 6 was the first time the above nominations were listed.**

## Spader Kirk named new NPAS sales & marketing manager

The selection committee, as selected by the Nebraska Press Association Executive Board, is pleased to announce that Violet Spader Kirk has been selected from a field of seven applicants to take over as the Nebraska Press Advertising Service's new sales and marketing manager, effective April 1, 2017.

Spader Kirk brings a vast knowledge and background in the newspaper business and has served since entering into the industry in 2006, as an intern with the York News-Times. She earned her Bachelor's degree in journalism and public relations from Concordia University in December 2007. Upon graduating from Concordia University, she served as an education reporter for the Enid News & Eagle, which at the time was a 50,000+ circulation daily newspaper, in Enid, Oklahoma. A native of Waco, Nebraska, she returned to Nebraska where she joined the staff of the Wisner News-Chronicle and West Point News from 2008-2012.

**cont. pg. 2**

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>

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



### ***Kirk - cont. from 1***

She and her husband of nearly 10 years, Jim Kirk, moved to Lincoln in 2012, at which time Spader Kirk accepted the position of advertising associate with the Nebraska Press Association and Nebraska Press Advertising Service, a position she has held until being announced as the new sales & marketing manager for NPAS.

Violet and Jim, a foreman with Friesen Landscaping of Lincoln, have two daughters, Evangeline, age six and Brielle, age four. Spader Kirk takes over the sales and marketing manager's position from long-time Sales Manager, Rob James, who officially retired from the position on Friday, March 31. James was with NPAS for over 23 years.

In her introduction to the selection committee, Spader Kirk offered her leadership philosophy as a style that is both collaborative and team-based. "I believe in open, honest and thoughtful communication." She added that she is genuinely interested in people, her co-workers, board members, newspaper colleagues and clients and that she is flexible and willing to hear out new ideas.

Additionally, Spader Kirk offered that since her first day at NPAS, her goal has always been to serve and strengthen member newspapers of the Nebraska Press Association. "For 61 years, the Nebraska Press

Advertising Service has helped clients reach a valuable audience — newspaper readers. Our clients know what we can deliver — an audience of powerful consumers, educated citizens and involved business and government leaders — and know that we'll make the process easy and efficient." Spader Kirk added, "but the newspaper industry is changing. Though reports of our death have been greatly exaggerated, there are undoubtedly challenges ahead for the future of NPAS in order for it to remain a valuable resource in the rapidly evolving marketing landscape."

The new leader of the NPAS noted, however, "while there is

tremendous opportunity in print advertising, there is no denying the fact that many advertisers are allocating more of their marketing budgets to digital advertising. I believe NPAS



needs to be diligent in pursuing these clients and securing their digital business to strengthen the future of the advertising service and the Nebraska newspaper industry."

"As a former journalist, I have a healthy appreciation for the industry our sales efforts support. I know that our member newspapers run the gamut — from weekly newspapers staffed by one person to daily newspapers that employ hundreds, and everything in between. Just like a good marketing plan will be customized to an individual client, so too can NPA membership benefit each newspaper uniquely. I look forward to meeting with you in the days ahead and finding strategic solutions to make your NPA membership an even greater asset to your newspaper."

Her personal goals for NPAS as the sales and marketing manager expands across three areas in which she will focus, including the generation of new revenue streams by introducing digital products to the NPAS inventory, while maintaining and expanding the traditions of print advertising placement. An additional leading goal for Spader Kirk includes creating and generating a greater engagement with member newspapers within the association, and plans to reach out to all member newspapers within the first 12-18 months of her career as the sales and marketing manager, making personal visits, and/or contact with all member newspapers of NPA.

As she begins her new career with NPA/NPAS, Spader Kirk offered these thoughts, as well, "I believe NPAS needs to be

*cont. pg. 3*

**Kirk - cont. from 2**

aggressive in pursuing these clients and securing their digital business to strengthen the future of the advertising service. I'm excited to be in a position to help the association begin to serve clients with additional digital products, which will strengthen both the association and Nebraska's newspapers."

Association members who were selected to lead the search, as the selection committee, by the NPA/NPAS Executive Board, included current NPA President Jason Frederick, publisher of the Trenton Hitchcock County News, NPAS Past-President Shary Skiles, publisher of the McCook Gazette, NPA Board member, Terrie Baker, publisher of the North Platte Telegraph, Greg Viergutz, retired publisher of the Gothenburg Times, and committee chair and NPAS Vice-President, Tory Duncan, managing editor of the Clay County News in Sutton.

## 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.

## Former newspaper owner, Thelma (Smith) Hill, dies at 101

Thelma Hill, died March 31, 2017, in York, NE, at the age of 101.

Thelma and her husband, Hazen Smith, purchased the Taylor Clarion in 1941 from Hazen's parents. They continued to operate the newspaper for 35 years.

As owners of the Clarion, they won several NPA awards, including General Excellence Award in 1969, and for Thelma's weekly column, "Right Around Home."

The Smiths sold the Clarion in 1976 and retired to Long Pine, NE. Hazen died of a heart attack in 1979.

Thelma was a big advocate for writing and assisted many high school students with their journalism class, always saying, "now spell that correctly."

Thelma married Paul Hill in 1982, and lived in California and Oregon. After Paul's death in 1987, Thelma returned to Nebraska to be near her family, and resided in York since 2002. She was proud of being 101 and still living alone.

She was preceded in death by husbands Hazen and Paul; and daughters Elaine and Carole. She is survived by daughter, Jeanette Lewis of Taylor; sons, Leland Smith of Foster, MO; David Smith of Norfolk; and Dan Smith of Council Bluffs and their families. Funeral services will be held Wed., Apr. 5, at 10:30 a.m. at Hitchcock Funeral Home in Burwell, with burial in the Brewster Cemetery near Brewster.

### Convention raffle prizes:

- 2 Husker home game football tickets (Ohio State on 10/14/17)
- 2 Husker men's basketball tickets (suite seats) (home game TBD)
- Sony Bravia big screen TV - 55" screen, full HD, 1080p, wi-fi, W650D
- Apple iPad Air 2 - 32GB, wi-fi, color: Silver



### Please donate an item for the NPA Foundation Silent Auction!

Donation form attached - see details

All proceeds from raffle ticket and Silent Auction sales go toward NPA Foundation scholarships for Nebraska high school/college students pursuing careers in print journalism.

## This years' (Apple iPad) convention workshop attendance drawing sponsored by Wells Fargo

For each workshop you attend, if you sign the attendance sign-in sheet and complete a workshop evaluation, your name will go into the drawing for an Apple iPad Air 2, 32GB, wi-fi, color: Space Gray).



# Nebraska Press Association Convention April 21-22



- ***Sign up for a one-on-one newspaper design consultation with Ed Heninger***

Ed is an expert on the design of community newspapers. Don't miss the chance for a 20-minute consultation. Contact Susan Watson in the NPA office to sign up.  
*Friday & Saturday time slots are available!*

- ***Bring ideas, get ideas at the Great Idea Exchange***

Saturday 8:00 - 9:00 a.m.

Share ideas (promotions, circulation, advertising, etc.) that have worked for your newspaper. NNA President, Matt Paxton, will be the moderator.

- ***Don't miss the Flash Sessions***

*Saturday 3:30 - 5:00 p.m. Each 30-minute session has a moderator.*

Move from one session to another:

### **Mentoring the future of community newspapers**

Tory Duncan, managing editor of the Sutton-Clay County News will present how he and his staff are working with students in all three schools that his newspaper covers in Clay County. The staff at CCN has hosted students through internships, as well as assisting students with "newspaper related" projects within each of schools' journalism curriculum, with the hopes of creating interest from students in the community newspaper business and preparing students interested in a career in journalism to better understand the life of a reporter, photographer, editor and maybe someday, even as a publisher.

### **Selling against social**

We've all encountered this from our customers.... "I don't need to advertise, I have Facebook." Or something along those lines. Many sales reps and publishers respond with blank stares or a weak attempt at combatting the objections. In this session, we'll learn what to say when faced with this dilemma, and go over multiple reasons why Facebook isn't quite the wonderful marketing tool that business owners think it is. Chris Rhoades, president of Courtside Marketing, the digital agency that provides expertise for our NPA Digital Hotline, will lead the discussion.

### **Boost your paper's revenue with network ads - plus advertising Q & A**

Want to know how to bring in extra \$\$\$ for your newspaper with the 2x2 and Classified Network ads? Do you have questions on how much to charge for legals, or understanding insertion orders from NPAS? Get your NPAS advertising questions answered and learn how to increase your revenue with network ads. Carolyn Bowman, advertising manager of Nebraska Press Advertising Service, will answer these questions and more.

### **The State Budget and what it really means for Nebraskans**

Numbers matter. Legislative decisions about Nebraska's budget have implications throughout the state, particularly for public education, health care, public safety and other critical programs and services. Join Tiffany Seibert Joekel, policy director at OpenSky Policy Institute, to learn more about the impact of the 2017 state budget and tax debates and what they could mean for state agencies and the Nebraskans they serve.

# Classified Advertising Exchange

Apr. 3, 2017

**EDITOR & GENERAL MANAGER:** The Archdiocese of Omaha is seeking an experienced media professional to direct all aspects of the Catholic Voice newspaper. Reaching almost 48,000 homes, the Catholic Voice plays a key mass media role in the 23-county archdiocese. Responsibilities include print and online news and advertising, production management, special projects and advertising promotions, circulation promotion, budget and personnel. Bachelor's degree in journalism/related field required, with 5-7 years as writer/editor, a minimum of 5 years of publication supervisory/management experience, with a demonstrated commitment to the mission of the Church and fidelity to Church teachings. For more information and a complete job description, go to: <http://archomaha.org/about/careers/>. All applications and resumes must be submitted through this link.

**PLATE DEVELOPER WANTED:** If you know where we could find a plate developer in decent condition, please call the Holdrege Citizen and ask for Dan Jordan. Phone 308-995-4441, or email [holdregecitizennews@gmail.com](mailto:holdregecitizennews@gmail.com).

**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](mailto: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](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, NPA Foundation Silent Auction donation form.

## 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).

# SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION 2017 SILENT AUCTION!

Proceeds from the Silent Auction provide support for NPA Foundation scholarships, educational endeavors and programs that benefit NPA members.

**Help make the NPA Foundation auction a success  
by donating an item (or items) for the auction.**

*We appreciate your support!*

(Items will be displayed for bidding beginning 12:30 p.m., Fri, Apr 21. Auction ends Sat, Apr 22 at 6:30 p.m.)

**We ask that all items be valued at \$40 or more.**

**Some examples of popular items at past auctions have included:**

- Gift baskets/gourmet foods from local businesses
- Overnight stays (hotels, bed-and-breakfasts) or admission to local attractions
  - Sports/Husker items
  - Art work (framed or unframed)
  - Newspaper heritage items

## 2017 NEBRASKA PRESS ASSOCIATION FOUNDATION SILENT AUCTION DONATION FORM

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Auction Item: \_\_\_\_\_ Value: \_\_\_\_\_

Item Description: \_\_\_\_\_

**Email or fax your completed form to Susan Watson by Friday, April 14, 2017!!**

(email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com); fax: 402-476-2942)

**Bring your item(s) to the NPA Convention Registration Table  
at the Country Inn & Suites-North, Lincoln, NE,  
before 10:00 a.m., Friday, April 21.**