

Bulletin

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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

Webinars:

April 14, 2017
Staying Positive in a Negative
World - Tim Smith
Newspaperacademy.com

April 20, 2017
Communicating & Collaborating
Across Generations - Tim Smith
Onlinemediacampus.com

April 26, 2017
Creating a Digital Product
from Scratch - Nick Dumont
Onlinemediacampus.com

April 27, 2017
Design Between the Ears
(News design with readers in
mind) - Ed Henninger
Newspaperacademy.com

April 27, 2017
InDesign 2-Hour Class - From
Zero to Hero - Kevin Slimp
Newspaperacademy.com

**There will be no
4/17 Bulletin due
to convention week.
The next Bulletin
will publish 4/24.**

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Don't throw all 'media' in the same boat

Mark Rhoades, Mar. 28, 2017

Watching, listening or reading the news lately, it seems there isn't a day that goes by that someone, usually a politician, is pointing a finger to blame "The Media" for all of their troubles. Our president, Donald Trump, is leading the way in this blame game. Mr. Trump even went so far recently as to call "The Media" the "enemy of the people."



Those are very strong, and dangerous words, Mr. President. While it's true that there are fake news sites out there, those truly fake news sites literally just make things up. Often, it's a couple of guys, probably sitting in their mom's basement, trying to come up with any kind of wacky "news" that they feel people will click on. They call that "clickbait." These fake news sites get paid by the click, so all they really care about are getting traffic to their site so they can make some money. They have absolutely zero credibility, and, in my opinion, they are definitely an "enemy of the people."

If I had hair, it would stand on end when I hear people throw all media in the same boat. Newspapers, and especially community weekly newspapers, are a unique media. Every newspaper publisher I know would never even think of publishing fake news, or even doing one-sided, undocumented stories with unnamed sources. If we want to support or oppose something, we do it through our editorials, and in columns like this one. We're always doing our best to give both sides of every story, and get all the facts to our readers.

I've recently been reviewing applications to the Nebraska Press Foundation for Journalism scholarships

from Nebraska high school and college students. At a time when it seems that no young person would have any interest in journalism or newspapers, I was encouraged to see the large number of students clamoring for these scholarships. And, it did my heart good to read some of the comments about journalism and newspapers in these students' essays.

One high school student wrote, "Journalism is under assault ... Citizens are increasingly skeptical of what information they can actually believe... It is a bit scary to embark on a future career that is under such scrutiny. But as scary as it may seem, I feel it is so important to tell a story rightfully, with truth... It is crucial to be a journalist with integrity."

Another student wrote: "Journalism is one of the most important careers in the world. If not for journalists, millions of people would be either uninformed, or misinformed about the world around them. Fake news has become a hotly debated issue of late. Without good journalists, the world would be run by these false headlines." That's some deep thinking by these young people who have not yet even graduated from high school.

After reading pages and pages of essays like these, I'm feeling better that the ethical journalism world is not coming to an end. If these students actually do recognize the problem with the perception of today's news, and want to fix it, there is hope. As another student put it, "Even though the news might not always be what they want to hear, people still have a right to hear it."

I couldn't have said it better myself.

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Thank You!

To my NPA newspaper family:

Thank you so much for your cards and letters wishing me well in retirement. It's been a wonderful 40-year newspaper career - 23 of those proudly serving the fine members of this organization.

Much has changed in our industry, with more changes on the horizon, but that's what makes this such an exciting time.

Carla and our daughters, Brenna and Kristen, share with me in expressing our deep appreciation for your friendship and support.

We wish all of you the very best as you strive to serve your community with your words and deeds.

*Rob James
Your past NPAS Sales Manager*

Omaha World-Herald names two to senior editing posts

Omaha World-Herald, Mar. 16, 2017

Veteran journalists Paul Goodsell and Thad Livingston have been named to senior editing positions in The World-Herald newsroom. The promotions were announced by Executive Editor, Melissa Matczak, who became the newsroom's top editor in January.

Goodsell, 57, a longtime news reporter and assignment editor, has been named managing editor. He started with the company as a reporter and now is a deputy editor with the Metro/Region team. He was the editor for the recently published investigative series on Goodwill Omaha.

Livingston, 50, the paper's sports editor, will take on a new role as an assistant managing editor. He joined The World-Herald in 2005 as assistant sports editor. Livingston has led the Sports Department since 2006.

UNL honors Omaha World-Herald reporters for work on Goodwill series

Omaha World-Herald, Apr. 9, 2017

World-Herald reporters Henry J. Cordes and Matthew Hansen have won the 2016 Thomas C. Sorensen Award for Distinguished Journalism for their investigative series on Goodwill Omaha.

The award, presented by the University of Nebraska-Lincoln College of Journalism and Mass Communications, 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.

The series, which laid out Goodwill Omaha's corporate-style executive pay and a profit-driven culture, resulted in the resignation of CEO Frank McGree.

Judges said in their decision, "Acting on a tip, the reporters dug deeply into records, corroborated information with multiple sources, made logical and informative comparisons and wrote comprehensively about a topic that affected multiple clients and donors in the region. Furthermore, the stories effected change in the community. Extensive reporting, good writing and community impact - that's what good journalism is about. Congratulations to the reporters and editors at the World-Herald on their outstanding work!"



Celebrate Small Business Week

National Small Business Week is April 30 - May 6. I am sure most of your local newspaper supporters/advertisers are small businesses. Now is the time to show them your appreciation!

National Small Business Week recognizes the contributions of America's entrepreneurs and small business owners. More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the United States.

We have the opportunity to highlight the impact these individuals and businesses have made on our community. To start, ads in your newspaper are always great. These don't cost anything and you can spread your message about celebrating Small Business Week. Another great way is to include a flyer in your bills to advertisers. This could just be a basic flyer, or you could give them a deal on a subscription to your newspaper.

Have your sales reps talk to their clients ahead of time about this week and this could be a great selling point for new ads in the newspaper, whether it's a section blocked off for small businesses to advertise or just something they can do on their own!

You can request media information on the national website, <https://www.sba.gov/nsbw/nsbw>. Here is an idea that we are doing locally:



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.

2017 Nebraska Husker home game football tickets available

We have a pair of football tickets for each of the following 2017 home games:

September 2 - Arkansas State
 September 16 - Northern Illinois
 September 23 - Rutgers
 October 7 - Wisconsin
 November 4 - Northwestern
 November 24 - Iowa (Friday game)

- **Cost will be \$121.00 for the pair (per game)**
- **Seats are in the North Stadium, Section 39, Row 82**
- **Pre-payment required (MC or VS only, no checks)**
- **No holding tickets for later payment**

Please contact Jenelle in the NPA office (800-369-2850), if you are interested in any of these tickets.

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 2/13:

2x2

Hickman Voice News – Shane Gilster (paper made \$312.50)
 Hickman Voice News – Austin Roper (paper made \$300.00)
 Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
 Norfolk Daily News – Suzie Wachter (paper made \$162.50)
 Norfolk Daily News – Denise Webbert (paper made \$975.00)
 Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Aurora News-Register – Dani Lemburg (paper made \$147.50)
 Broken Bow Chief – Renae Daniels (paper made \$137.50)
 Hickman Voice News – Austin Roper (paper made \$130.00)
 Valentine Midland News – Dana Anderson (NCAN Special Free Ad)

Week of 2/20:

2x2

Crete News – Joan Allen (paper made \$150.00)
 Hickman Voice News – Austin Roper (2 ads) (paper made \$1,125.00)
 Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
 Imperial Republican – Jana Pribbeno (paper made \$487.50)

NCAN

Arapahoe Public Mirror - Tammie Middagh (paper made \$116.00)
 Aurora News-Register – Dani Lemburg (paper made \$147.50)
 Broken Bow Chief – Renae Daniels (paper made \$137.50)

Hickman Voice News – Austin Roper (paper made \$130.00)
 Oshkosh News – Kelly Reece (paper made \$75.00)

Week of 2/27:

2x2

Albion News – Jim Dickerson (paper made \$162.50)
 Blair Enterprise – Loraine Ellis (paper made \$162.50)
 Hickman Voice News – Shane Gilster (paper made \$150.00)
 Hickman Voice News – Austin Roper (4 ads) (paper made \$1,750.00)
 Imperial Republican – Jana Pribbeno (paper made \$487.50)
 Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
 Tekamah Plaindealer – Joe Zink (paper made \$162.50)

NCAN

Aurora News-Register – Dani Lemburg (NCAN Special Free Ad)
 Broken Bow Chief – Renae Daniels (paper made \$137.50)
 Hickman Voice News – Austin Roper (NCAN Special Free Ad)

Week of 3/6:

2x2

Albion News – Jim Dickerson (2 ads) (paper made \$325.00)
 Hebron Journal-Register – Jamie Knerl (paper made \$162.50)
 Hickman Voice News – Austin Roper (3 ads) (paper made \$962.50)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)
 Hickman Voice News – Austin Roper (paper made \$145.00)
 Mullen Tribune – Gerri Peterson (paper made \$75.00)

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites, where they may not be easily found.

2 OUT OF 3
 U.S. adults read a newspaper in print or online during the week.

Why try to fix something that isn't broken?

NEWS MEDIA ALLIANCE
www.newsmediaalliance.org

Keep Public Notices in Newspapers.

Classified Advertising Exchange

Apr. 10, 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.

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.