

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

June 23, 2017

NPA/NPAS Board Meetings
(11:00am (CST) by conference call)

Webinars:

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

Thank you to all who attended the
NPA Convention. We hope you
enjoyed it! Our convention would
not be a success without you, our
members.

We'll will send out an online survey
soon to get your input and comments on
this years' convention, and suggestions
on ways to make next years' convention
even better.

It's important that we get your feedback
so we can provide the topics, speakers
and content that you want at convention.

Watch for an online convention survey coming soon!



**A COPY OF THE BETTER NEWSPAPER CONTEST TAB
will be mailed to each member newspaper SOON,
whether or not you attended convention.**

Get all the 2017 NPA press releases for:

- *Master Editor-Publisher Award
- *Outstanding Young Nebraska Journalist Awards
- *NPA Foundation Scholarship recipients
- *Newly elected 2017-18 NPA/NPAS officers & board members
- *Omaha World-Herald Community Service & Service to Ag Awards
- *NPA Better Newspaper Contest Winners

**PRESS RELEASES WERE EMAILED TO ALL
NEWSPAPERS OVER THE WEEKEND, and ARE
AVAILABLE ON THE NPA WEBSITE
(on HOME PAGE, scroll down to MIDDLE OF PAGE)**

www.nebpress.com

*Convention photos, winners & recap coming soon on the
NPA website & the post-convention issue of the Nebraska Newspaper!*

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

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

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

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



Omaha World-Herald public relations director to join Children's Scholarship Fund

Omaha World-Herald, April 15, 2017

Joel Long will become executive director of the Children's Scholarship Fund of Omaha beginning May 1.

Long, 55, has served as public relations director for The World-Herald for the past 10 years after joining the newspaper in 1993. He also has led the newspaper's Goodfellows charity program, which provides assistance for local people in need.

Sue Violi, 49, will become the newspaper's community relations director. Violi joined The World-Herald and BH Media in 2012.

The Children's Scholarship Fund provides scholarships for low income students to attend private schools. Long will replace Sandra Reding, who is now president of the Knights of Aksarben Foundation.

National Newspaper Association call for awards nominations - deadline is May 15

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.

AMOS AWARD:

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.

McKINNEY AWARD:

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.

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Can you help? NNA (National Newspaper Association) is looking for contest judges

*Judging is done online and is extremely user-friendly

*Their Better Newspaper Contest consists of about 1,700 total entries. **Judges will be assigned in early May and the deadline to complete the judging will be late May.**

*NNA is also asking for volunteers for the Newspaper & Education Contest. This is a small contest, around 20 entries. **Judges will be assigned mid-July and the judging deadline will be Friday, July 29.**

Sign up to be a NNA judge here:

<https://nna.formstack.com/forms/judgenna2017>

Questions? Contact Lynne Lance, lynne@nna.org, or 217-241-1400. Thank you!



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 (toll free) 800-369-2850, if you are interested in 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 3/13:

2x2

Hickman Voice News – Shane Gilster (2 ads) (paper made \$625.00)
Hickman Voice News – Austin Roper (3 ads) (paper made \$962.50)
Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Benkelman Post – Trenton Frederick (paper made \$170.00)
Broken Bow Chief – Renae Daniels (paper made \$137.50)
Chadron Record – Brett Nachtigall (paper made \$137.50)
Hickman Voice News – Austin Roper (paper made \$145.00)
Mullen Tribune – Gerri Peterson (paper made \$75.00)

Week of 3/20:

2x2

Hickman Voice News – Austin Roper (3 ads) (paper made \$600.00)
Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
Lexington Clipper-Herald – Heather Heineman (paper made \$162.50)
Orchard News – Carrie Pitzer (paper made \$162.50)
Tekamah Plaindealer – Kelly Adamson (paper made \$625.00)
Wayne Herald – Melissa Urbanec (paper made \$325.00)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)
Hebron Journal-Register – Jami Knerl (paper made \$112.50)
Hickman Voice News – Austin Roper (NCAN Special Free Ad)
Kearney Hub – Becky Hilsabeck (paper made \$112.50)
Mullen Tribune – Gerri Peterson (NCAN Special Free Ad)

Week of 3/27:

2x2

Albion News – Jim Dickerson (paper made \$162.50)
Hickman Voice News – Shane Gilster (paper made \$300.00)
Hickman Voice News – Austin Roper (paper made \$150.00)
Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
Ravenna News – Sherry Thom (paper made \$325.00)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)
Hebron Journal-Register – Jami Knerl (paper made \$112.50)
Nebraska City News-Press – Erin Johnson (paper made \$122.50)

Week of 4/3:

2x2

Cambridge Clarion – Jolene Miller (paper made \$162.50)
Hickman Voice News – Austin Roper (paper made \$325.00)
Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)
Hebron Journal-Register – Jami Knerl (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (paper made \$120.00)

Week of 4/10:

2x2

Cozad Tri-City Tribune – Teri Hanson (paper made \$162.50)
Crete News – Jennifer Zapata (paper made \$150.00)
Hickman Voice News – Austin Roper (3 ads) (paper made \$925.00)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)

Week of 4/17:

2x2

Crete News – Jennifer Zapata (paper made \$150.00)
Hickman Voice News – Austin Roper (4 ads) (paper made \$925.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renee Daniels (paper made \$137.50)
Kearney Hub – Becky Hilsabeck (paper made \$112.50)

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.

NNA Awards - cont. from 2

PHILLIPS LEADERSHIP AWARD:

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.

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.

Former Springview Herald publisher dies at 90

Don Rossenbach, owner and publisher of the Springview Herald for 25 years, died March 31, 2017, in Valentine at the age of 90. Don was born and raised in Ainsworth, and served in the U.S. Air Force as a gunnery instructor for three years. He and his wife, Mary Anne, farmed, ranched and raised a family near Norden, before moving to Springview in 1975.

Don started his own tax, accounting and insurance business, and then decided to learn the newspaper business, purchasing the Springview Herald, which he operated until his retirement in the mid-1990s. In 1997, he and Mary Anne moved to Harlingen, TX, and when Mary Anne died in 2012, Don moved to Valentine, NE, where he made his home until his death.

Don is survived by sons Dennis of Ainsworth; Roger of Emmett, ID; and John (Connie) of Ainsworth; daughter Denise (Tim) Anderson of Twin Valley, MN; and many grand children and great-grandchildren. He was preceded in death by his wife, Mary Anne. Funeral services were held April 5, 2017, at St. Pius X Catholic Church in Ainsworth. Military honors were provided by the Springview American Legion Post #98. Hoch Funeral Home of Ainsworth was in charge of arrangements. Memorials to Children’s Hospital and Medical Center Omaha-Neonatal Intensive Care Unit. Online condolences may be made to the family at www.hochfuneralhome.com.

Former Trenton Hitchcock Co. News co-publisher, dies at 80

Virginia Cole-Scarborough retired from the Trenton Hitchcock Co. News staff in July, 1998, after working at the paper for more than 12 years, serving as business manager and co-publisher. During her time with the paper she was the only full-time employee, handling the duties of receptionist, bookkeeper, advertising sales rep, typesetter,

Video Training



Many of our webinars are recorded and offered for viewing at a later date.

Visit newspaperacademy.com to see a full list of online classes.

Growing Your Newspaper

Kevin Slimp: Getting People to Pick Up Your Paper

Sales

Tim Smith: Sales by Numbers

Tim Smith: Time & Territory Management

Time Smith: Prospecting that Pays

Design

Ed Henninger: Ten Surefire Ways to Improve Your Newspaper’s Design

Ed Henninger: License to Print Money

Kevin Slimp: Page & Ad Design Tips for Newspapers

Web Design

Kevin Slimp: Introduction to Adobe Muse for Website Design

Adobe InCopy

Kevin Slimp: Learning to Use the InCopy/InDesign Editorial Workflow System

Adobe Illustrator

Kevin Slimp: Introduction to Adobe Illustrator for Designers

Adobe InDesign

Kevin Slimp: InDesign Basics for New or Newer Users

Kevin Slimp: InDesign Skills for Experienced Newspaper Designers

Kevin Slimp: Mastering the Pens and Paths in InDesign

Kevin Slimp: InDesign Scripts: Increasing Your Productivity

Adobe Muse

Kevin Slimp: Introduction to Adobe Muse for Website Design

Adobe Photoshop

Kevin Slimp: The Basics of Adobe Photoshop

Kevin Slimp: Making Your Pics Pop Off the Page Using Photoshop

Kevin Slimp: Make Your Reds More Red and Your Blues More Blue

Adobe Creative Cloud

Kevin Slimp: Learning to Use Tools in Creative Cloud

proof reader and page layout. She liked the challenge of newspaper work and liked meeting and visiting with people.

Virginia passed away at her home in Trenton on April 8, 2017, at the age of 83. She was a native of Trenton, but lived in Denver, CO, for 22 years, returning to live in Trenton in 1982.

Her first husband, Joseph Cole, preceded her in death. Her second husband, Gary Scarborough, survives her. Virginia had six children, two stepdaughters and many grandchildren, great-grandchildren and great-great-grandchildren.

Funeral services were held April 15, 2017, at the Church of God in Trenton. Burial in the Cornell Cemetery in Trenton. Friends may leave on-line condolences at www.herrmannfh.com. Memorials may be addressed to the Trenton Rescue Squad.

Classified Advertising Exchange

Apr. 24, 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.