

# Bulletin

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

## Calendar of Events

### Events:

**June 23, 2017**  
 NPA/NPAS Board Meetings  
 (11:00am (CST) by conference call)

### Webinars:

**May 3, 2017**  
 Design Between the Ears  
 (newspaper design with readers  
 in mind) - Ed Hanninger  
 10:00am CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**May 4, 2017**  
 Improving Communications  
 Skills - Tim Smith  
 2:00pm CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**May 12, 2017**  
 As a Partner, What Can Facebook  
 do for News Publishers?  
 10:00 - 11:00am (CST)  
 (PubAux/Online Media Campus)

**May 18, 2017**  
 Rural Journalism: Tracking  
 Agriculture  
 1:00 - 2:00pm (CST)  
 (Online Media Campus)

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



A copy of the  
**2016 Better Newspaper  
 Contest TAB**  
 has been mailed to all NPA member  
 papers, whether you attended  
 convention or not.  
 (Thank you to Darrah Fowler, Hastings  
 Tribune for printing this years' TAB!)

## 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
- \*Golden Pica Pole Awards

**PRESS RELEASES ARE  
 AVAILABLE ON THE NPA  
 WEBSITE (on HOME PAGE, scroll  
 to MIDDLE OF PAGE under NPA  
 NEWS) at [www.nebpress.com](http://www.nebpress.com)**



**Watch for the post-convention issue of the  
 Nebraska Newspaper, with  
 highlights, photos, convention  
 award-winners and more.**

## 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)

### **Violet Spader Kirk**

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

### **Christian Cardona**

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



## **Former Falls City Journal publisher, Scott Schock, dies at 68**

Retired Falls City Journal publisher and popular columnist Scott Schock died at his home on April 22, 2017, from an apparent heart attack. He was 68.



Scott was with the Journal for 38 years, first as a reporter and photographer in 1976 before being promoted to editor, then publisher. His column, "Off the Cuff," appeared regularly for nearly four decades. Scott retired in 2014, but remained part owner of the newspaper at the time of his death.

In 2007, Scott was named winner of the Nebraska Press Associations' Harpst Leadership Award, which recognizes a newspaper or publisher that best promotes, recognizes or fosters leadership in the community region or state. He also was awarded the Omaha World-Herald's prestigious Francis L. Partsch Award for Editorial Leadership, which included a \$10,000 cash award.

Scott was born and raised in Falls City, and graduated from Northwest Missouri State College in 1970 and taught high school social studies and coached the high school golf team in Moberly, MO, for five years before moving back to Falls City to work at the newspaper.

Scott is survived by his children, Amy (Dave) Meinzer, of Omaha; and Jason (Alicia) Schock, of Falls City; and his father, Bill, of Falls City. He was preceded in death by his mother, Dorothy, in 2007. A memorial service was held April 28, 2017, at Dorr & Clark Funeral Home in Falls City.

## **Longtime World-Herald artist, Ken Huber, dies at 76**

*Omaha World-Herald, Steve Jordon, April 16, 2017*

Ken Huber, who spent 40 years at the Omaha World-Herald as an artist, died April 13, 2017, after a battle with cancer.

The Omaha native graduated from Omaha Technical High School. He spent a year in a seminary in Missouri and worked as a Yellow Pages artist before joining The World-Herald in 1961, retiring in 2001.

His work included air-brushing photos, making graphics and maps in pre-computer days, handling photo spreads for Husker football games and processing color photographs as the newspaper increased its use of color printing.

"He was always working hard to make the paper look better and print better," said Allan Tubach, retired art director for The World-Herald. "He was very good, and that carried over to how well he worked with people, too."

Ken is survived by his wife of 54 years, Karen. A celebration of life will be scheduled at a later date.

## **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](mailto:lynne@nna.org), or 217-241-1400. Thank you!

# 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.

## **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.

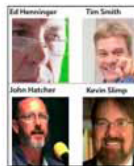
**NPA members who have received the Phillips Award:** 2008 - Jim Edgecombe, Minden; 2011 - Gerri Peterson, Mullen; 2016 - Chris Rhoades, Blair.

**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](mailto:lynne@nna.org).

“ If life was fair, Elvis would be alive and all the impersonators would be dead. ”

- Johnny Carson

## Video Training



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

Visit [newspaperacademy.com](http://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

Tim 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

## 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.

*Kevin Slimp takes a quick look at*

kevin@kevinslimp.com

# Favorite Apps for Journalists



**Kevin Slimp**  
The News Guru

In April, I was asked to speak on the topic, “New Tools for Newspapers” at an industry-related conference in Des Moines, Iowa.

Taking the easy way out, I quickly went online and asked newspaper professionals to share their favorite apps, programs and devices.

I quickly learned editors, designers, photographers, ad reps and other folks at newspapers have definite favorites to help with their daily tasks. Let’s examine a few.

## **Phonto** (free)

Phonto is a simple application that allows users to add text to pictures on their smartphones. Kim Shepherd, Dehi, New York, wrote that she used Phonto for weather updates online. She was even nice enough to send a couple of samples.

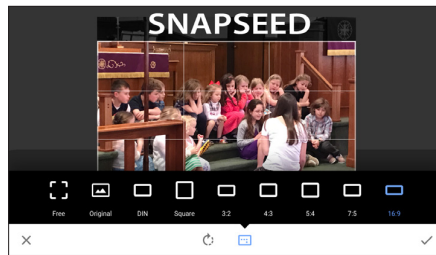
One was a photo of a postal carrier trying to deliver mail in the snow, with the words “No Mail Today” in bold red letters over the picture. Another reminded users a state of emergency was in effect for their county.



## **Tout** (free)

Several users wrote to tell me about Tout, an application which allows users to record, upload and distribute video using smart phones and tablets.

Michael Smith, Aiken, South Carolina, explained his daily newspaper used Tout to record and upload videos from the field, while an editor examined and approved the material using a desktop version of Tout



## **Slack** (free)

Nathan Simpson, Shelbyville, Kentucky, was the first to write to me about Slack, an app that allows teams to check off to-do lists while working together on a project.

I did a little research and found examples of sales staffs, designer groups and marketing teams using Slack to keep track of their progress while all working on the same project.

## **Fast Scanner** (free)

Kristi Nelson Bumpus, a metro reporter in Tennessee, was the first to comment about scanning software. She noted that her current favorite was Fast Scanner, a free app by Hang Nguyen.

Fast Scanner allows the user to take a pic on their phone, then quickly convert the image to a high-res PDF which can be sent directly from the app via email or messaging.

## **Percent Calculator & Percentage Calculator** (free)

Several ad reps wrote in about calculator apps. No one wants to pull out a pen and paper in front of a client to calculate percentages. Two apps, Percent Calculator and Percentage Calculator, were the most mentioned.

## **Adobe Sign** (free with Adobe CC)

Adobe Sign is another scanning application with an important twist. Using their fingers, Adobe Sign allows users to sign documents on their phone screens. Documents can be scanned, converted to PDF and signed, all in one sequence.

In addition, Adobe signature is legally binding, compliant with e-signature laws around the world.

## **Instapaper** (free)

Instapaper is a favorite of reporters and researchers who need to search and save information on the Internet. A simple click allows users to save web pages and stories to a phone, tablet or computer. Creating archives of web pages related to a topic is a breeze with Instapaper.

## **Snapseed** (free)

Snapseed may be the best photo editing application for the phone. Many of the tools available in Photoshop, Lightroom and other editing applications are available from within Snapseed.

Shadows & highlights, dodge & burn, spot repair, tuning and more are available all while working from a phone or tablet.

## **Camera+** (\$2.99 - \$4.99)

Simply stated, Camera+ is the best app for taking pictures on an iPhone or iPad. For photographers who want total control over their photos and wish to attain the highest quality reproduction, Camera+ is a must-have app.

I use Camera+ almost daily to shoot RAW images on my iPhone 7, which uses dual lenses to produce RAW images. Compared to the camera app that comes built-in with the iPhone, Camera+ produces results which are far superior.

I received dozens of suggestions, which made preparing for my session in Des Moines a snap. If you have a favorite app, I’d love to know about it for future columns. Send me a note at kevin@kevinslimp.com.

*Kevin Slimp is CEO of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@kevinslimp.com.*

Online Training for Newspapers  
newspaper  
**ACADEMY**  
ONLINE COMMUNITY  
newspaperacademy.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.

## Buy a 1-Year Subscription\* Get 4 Years FREE!

**Subscribe to the NIE Institute for ONE-YEAR at these discounted rates & get 4-YEARS FREE: \$75 (-10K circ.), \$125 (10-25K circ.) or \$195 (over 25K circ.).**

The NIE Institute provides you a **FREE** subscriber website with over 340 NIE and editorial resources. The site was recently redesigned. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page.

**ALL RESOURCES ARE FREE WITH YOUR SUBSCRIPTION!**

Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at:

[www.nieteacher.org/testnie](http://www.nieteacher.org/testnie)

Now all materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at:

[www.nieinstitute.org](http://www.nieinstitute.org)

To subscribe, just e-mail me your full contact information. Thank you for your consideration.

**Doug Alexander, President, NIE Institute**  
202-636-4847, [doug@niein.org](mailto:doug@niein.org)

\* Offer for new & restarting subscribers only.



## NPA Digital Hotline offers free newspaper website critiques

Is your website as good as it could be? Looking for ways to improve? Want to utilize social media to grow your newspaper readership and website audience? The NPA Digital Hotline can help.

You say you don't have a website? The folks at Courtside Marketing/NPA Digital Hotline can't create a website for you, but they can get give you reasons why you should have one and get you jump-started with a helpful tips.

**To set up your free website review**, call the NPA Digital Marketing Hotline at 402-590-8093, Ext. 702, or email [chris@courtside-marketing.com](mailto:chris@courtside-marketing.com).

## 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!**

“ Reality is the leading cause of stress amongst those in touch with it. ”

- Lily Tomlin

# Classified Advertising Exchange

May 1, 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, Online Media Campus Webinar flyers.

## 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).



# ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:



# PUB AUX LIVE

## As a partner, what can Facebook do for news publishers?

**Friday, May 12**

**10:00 a.m. CDT • 11:00 a.m. EDT**

### About this program:

If your newspaper company has (or wants) a thriving Facebook page, there are ways to improve reader involvement – and possibly generate revenue from the Page. Chris Thew and Jason White, manager of U.S. news partnerships for Facebook, will get you up to speed on recent changes, including the Facebook Journalism Project, that can build your social media presence and readership and also provide insights into the services that Facebook offers and how they apply to NNA members. While readership is important, monetizing content is a major issue for most publishers. The presenters will go over the current options available to publishers on Facebook, including Instant Articles, Branded Content and more.

**Registration fee: \$30**

**Registration deadline: Monday, May 8**

*Registrations submitted after the deadline will be subject to a \$10 late fee.*

**Register now for this webinar at**

**[www.regonline.com/FacebookForNewspapers](http://www.regonline.com/FacebookForNewspapers)**

*PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.*

### Leading the Discussion:

**HOST Stan Schwartz,**  
National Newspaper Association

### GUEST STARS

**Chris Thew & Jason White,** Facebook

**PUB AUX LIVE**  
**first Thursdays**  
**at 11 a.m. EDT/  
10 a.m. CDT**

**Follow us:**



Online Media  
Campus



OnlineMediaCamp

**Questions? Contact Jana Shepherd at 515-422-9051 or [jshepherd@inanews.com](mailto:jshepherd@inanews.com)**



*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*

## Rural Journalism: Tracking Agriculture

Presented by:



GateHouse Media™

Thursday, May 18

1:00-2:00 p.m. CDT • 2:00-3:00 p.m. EDT

Registration fee: \$35

Registration Deadline: May 15

### ***In this webinar...***

If you're in a rural area, there's a good chance that agriculture is one of the most important topics you can deliver to readers. But where do you start? And how do you keep coming up with relevant ideas? Al Cross from the Institute for Rural Journalism and Community Issues talks about strategies for community papers to attack agricultural issues.

*Group discounts are available.*

*Visit our website for more information.*

*Registrations submitted after May 15 are subject to a \$10 late fee.*

*Registration closes midnight May 17.*

### ***Presented in partnership with:***

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### ***The presenter...***



#### **Al Cross**

Al Cross is director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky. He publishes The Rural Blog, Kentucky Health News and the Midway Messenger. He was a reporter at The Courier-Journal in Louisville for 26 years, the last 15½ as the newspaper's chief political writer. He was national president of the Society of Professional Journalists in 2001-02. His awards include SPJ's top award, the Wells Memorial Key, and the Kentucky Journalism Hall of Fame.



Online Media  
Campus



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**