

Calendar of Events

Events:

June 23, 2017

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

Webinars:

May 10, 2017

Kevin Slimp - Photoshop:
Make Your Reds Red & Your
Blues Blue
1:00 - 1:35pm (CST)
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)

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

**Winner of the Workshop
Attendance Drawing
for the Apple iPad Air 2:**

HILLARY ROSECRANTS

*(Blair) Washington Co.
Enterprise & Pilot-Tribune*

**Winner of 2 FREE
CONVENTION REGISTRATIONS
(\$20 value) for 2018
CONVENTION IN LINCOLN:**

LYNN MCBRIDE

Shelton Clipper

Convention Raffle Winners:

- **2 NE Husker football tickets**
(10/14/17 home game)
Mark Vrbicky, Pender
- **Apple iPad Air 2**
Patrick Ethridge, Beatrice
- **2 NE Husker men's (SUITE)
basketball tickets**
(game TBD)
Mona Weatherly, Broken Bow
- **Sony 55" TV**
Thad Swiderski, eType Services

NPA Convention press releases available on the NPA website homepage:

- *Master Editor-Publisher Award
- *Outstanding Young NE Journalists
- *NPA Foundation scholarship recipients
- *New 2017-18 officers & board members
- *OWH Community Service/Service to Ag winners
- *NPA Better Newspaper Contest winners
- *Golden Pica Pole recipients

Scroll to middle of homepage: www.nebpress.com



**WATCH FOR POST-CONVENTION
ONLINE SURVEY.
Survey link will be emailed to you
later this week!**

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tenure, The Times has earned 15 Golden Leaf Awards from the Nebraska Collegiate Media Association. Nies has also finished her first year as president of NCMA during the 2016-17 school year. The Golden Leaf recognizes student excellence in print, radio, television and the web.

Nies is also the faculty advisor for the Peru State College Black Student Union. In 2010, the Union won the Nebraska Governor's Points of Light Award for outstanding community service. The Points of Light Award recognizes "Nebraska volunteers who give their time, talent and energy to help Nebraskans build stronger communities."

Nies joined the Peru State staff in 1999 as a part-time writer for the then-Office of Advancement. In 2001, she became the tutorial coordinator for the Student Success Services program, while also serving as an adjunct instructor of English. In 2009, she joined the School of Arts and Sciences as a full-time member of the English faculty, and in 2013 was promoted to assistant professor of English. Before moving to Peru in 1997, Nies was a reporter at a daily newspaper in central Illinois.

UNL student journalists win national award

By Chris Dunker, Lincoln Journal Star, May 5, 2017

A team of 11 student journalists from the University of Nebraska-Lincoln were recently awarded one of college journalism's top honors from the Robert F. Kennedy Foundation for Human Rights. Several students will travel to Washington, D.C., for a May 23 banquet to accept the award, presented by 89-year-old Ethel Kennedy at a ceremony hosted by the Newseum.

Their multimedia project, "Wounds of Whiteclay," details the issues surrounding the Nebraska town of roughly a dozen people that sells 3.5 million cans of beer annually. Most of that beer is sold to residents of the neighboring Pine Ridge Reservation in South Dakota, which has banned alcohol.

The UNL students spent nine months traveling to Whiteclay to document residents, as well as the rampant alcoholism, fetal alcohol syndrome, poverty and the suicide rate. Their work can be found at www.woundsofwhiteclay.com. Joe Starita, the College of Journalism and Mass Communications professor led the project.

Leaving after class on Fridays, the team would drive 400 miles to Whiteclay to spend the weekend interviewing residents of the town and nearby reservation, as well as shoot photos and video, before leaving at 5 p.m. on Sunday evening to make the long trek back to Lincoln. Starita said the class made more than a dozen trips west this school year.

The end result was praised by the New York Times, as well as Esquire and Economist magazines.

Team members were Alyssa Mae Ranard, Natasha Rausch, Chris Bowling, Jake Crandall, Lauren Brown-Hulme, Amber Baesler, Vanessa Daves, Matt Hanson, Marcella Mercer, James Wooldridge and Calla Kessler. Bowling, Crandall, Baesler, Daves, Wooldridge and Kessler are former or current Journal Star interns.

Omaha World-Herald staffers honored at regional competition

Omaha World-Herald, May 7, 2017

The World-Herald has been named the "Newspaper of the Year" in the Great Plains Journalism Awards contest. The regional contest for print, web, TV and magazines honors outstanding journalists in an eight-state region: Nebraska, Iowa, Oklahoma, Arkansas, Kansas, Missouri, North Dakota and South Dakota.

The World-Herald took the "Newspaper of the Year" award in 2015 and 2016 as well. The newspaper also took top honors in 18 other categories, and had numerous other finalists. Winners were announced earlier this month in Tulsa, Oklahoma.

Peru State College faculty advisor for collegiate newspaper receives 2017 Teaching Excellence Award

Peru State College Assistant Professor of English, Kristi Nies, received the college's 2017 Teaching Excellence Award, and was honored May 6 during Peru State College commencement ceremonies.

While teaching English composition and journalism classes, Nies serves as the faculty advisor for the collegiate newspaper, The Peru State Times. During her

Kidsville News! sponsors NNA's 2017 NAE contest

NNA (National Newspaper Association), May 3, 2017

For the sixth year in a row, Kidsville News!, a literacy and educational newspaper initiative based in Fayetteville, NC, has stepped up to sponsor the National Newspaper Association's Newspaper And Education contest.

"Since 1998, the Kidsville News! Literacy and Educational resource program has played an important role in the success of community newspapers," said Bill Bowman, president and founder of Kidsville News!



"We thank Kidsville News! for its generous support in helping us recognize the significant role newspapers play in supporting community educational programs," said NNA Contest Chair David Fisher, president of the Fisher Publishing Co. in Danville, AR. "This generous sponsorship will ensure each of the contest's first-place winners will receive a check for \$100 and an award certificate," he said.

NNA believes successful newspaper education partnerships should be celebrated, so it has created this enhanced Newspaper In Education contest to highlight newspaper/school partnerships (levels K through community college) that focus on developing fully informed citizens. This year, all newspapers will compete in the same division in two classes. Class 1: Educational Support & Civic Literacy and Class 2: Partnerships.

The contest is open to NNA member and non-member newspapers. It will recognize newspapers that have established internships, supported school programs, assisted student journalists and helped local education through activities that reach beyond news coverage. Entries must have been published or carried out between July 1, 2016, and June 30, 2017. **The deadline for entries is July 10, 2017.** More information can be found on NNA's website <http://www.nnaweb.org/newspaper-and-education-contest>.

Contest winners will be informed by August 2017 if they have won, and will also be acknowledged during the NNA's 131st Annual Convention & Trade Show, Oct. 5-7, 2017, in Tulsa, OK. Newspapers interested in more information about bringing Kidsville News! into their community, can find more information by visiting their website at www.kidsvillenews.com. Questions? Contact Lynne Lance at 217-241-1400 or at lynne@nna.org.

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
 - November 4 - Northwestern
 - November 24 - Iowa (Friday game)
- **Cost is \$121.00 for the pair (per game)**
 - **Seats are in the North Stadium, Sec. 39/Row 82**
 - **Pre-payment required (MC or VS only, no checks)**
 - **No holding tickets for later payment**
 - **Contact Jenelle in the NPA office, 800-369-2850, if you're interested in tickets.**

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Snapchat for Journalists

What is Snapchat? Some of you may know, while others may think this is some new language! Snapchat is a Mobile App that allows a user to create short videos and pictures that go away after a few seconds. All of these videos and pictures are collected into what is called your 'Story'. In this blog, I would like to introduce the idea of journalists using Snapchat and in our next blog I will dig a little deeper.

Journalists will be familiar with the uses of Snapchat, but it takes time to get familiar with all of its perks! Some familiar pieces are the 'Photo Stories' and 'Pieces to Camera'.

The best way to get started is to understand the Photo Stories. The photo stories are collecting images/videos to tell a story. Just like on your camera phone, Snapchat allows you to take pictures and videos of your choice. After you take the photo or video, you are able to add captions right on the screen. When you are ready, you can send your snap to an individual, group or to your story (everyone that follows you).

Next is 'Pieces to Camera': The 'speaking to camera' element is why broadcasters seem to do much better on Snapchat. This feature is used to give the story some value with human connection. It's also great to add a little something extra to your content by doing interviews. You can start the story off by introducing the topic, then interview individuals to get others input on the situation. Keep in mind, each video is a maximum of 10 seconds.

There are a lot of elements to get familiar with before using Snapchat as a journalist. We would suggest getting a personal Snapchat set up, that way you can use it and get to know all of the features. Stay tuned for the upcoming blogs to learn more about Snapchat!

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.



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.



Social media questions? NPA Digital Marketing Hotline can help

The Digital Hotline launched in August, 2016 to help our newspapers with social media questions, help on implementing their own digital products for their readers and one-on-one website evaluations. Courtside Marketing is ready to help, Monday-Friday, 8:00 AM to 5:00 PM (CST).

Not sure what questions to ask? Here are a few suggestions:

- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate in the web stats?
- How should I respond to this guy who is ripping us on Facebook?
- We have a negative review on-line... what should we do? What can we do?
- What are some good video editing software programs we can use?
- How do we get a verified Facebook or Twitter account?
- Vendor lists for web services.... websites, contests, e-mail marketing, daily deals, etc.
- How can I get my staff to embrace/use social media more?
- I have a customer who doesn't believe in print/only uses Facebook to market their business.... what do I do?
- What ad sizes should I offer on my website so that agencies and national programs can buy space?
- What remnant ad programs are out there for my website, so I can get incremental revenue from unsold space?
- What are some ideas to get around this restrictive news feed algorithm you keep talking about?

Free for NPA members - Digital Hotline: 402-590-8093, EXT. 702.

Classified Advertising Exchange

May 8, 2017

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

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.