

Bulletin

Calendar of Events

Events:

June 23, 2017

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

Webinars:

June 1, 2017

Ten Surefire Ways to Improve
Newspaper Design
(Ed Henninger)
10:00-10:50am CDT
www.newspaperacademy.com

June 1, 2017

Selling Print in a Digital World
(Tim Smith)
2:00-2:50pm CDT
www.newspaperacademy.com

June 7, 2017

Building a Strong Service
Directory to Increase Revenue
1:00-2:00pm CDT
www.onlinemediacampus.com

**The NPA/NPAS
office will be
CLOSED
Monday,
May 29 for
Memorial Day**

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>



***"And I'm proud to be an American, where at least I
know I'm free. And I won't forget the men who died,
who gave that right to me."***

- Lee Greenwood

NPA Better Newspaper Contest: things to remember for next year

Here are errors that newspapers made when entering this year's contest:

1. You CANNOT enter the same entry twice. For example, you cannot enter the same photo in both a Photo Category & the Photo of the Year Category. You must choose one or the other.
2. You MUST enter ALL Photo Categories with a full page tearsheet as the photo appeared in your paper, NOT just the photo.
3. You MUST register all entries online first, even the mail in entries.
4. Print off info sheet (label) for mail in entries & attach to envelope containing the entry.
5. Send the list of entries or billing report that you print after registering in with your payment.
6. If you are submitting one entry that has three examples or tearsheets, submit all the files as one entry, NOT as three separate entries.
7. Entries can only be from dues paying newspapers only, including all digital entries.

**NPA Better Newspaper Contest tabs still available.
Contact the NPA office for extra copies.**

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



Bicak, who had an art history degree from the University of Nebraska at Omaha, joined the World-Herald in 1977. She started as an assistant to the city desk, moved between newsroom editing and writing, and finished her career covering the Henry Doorly Zoo & Aquarium in 2014.

Bicak's love of books and reading, combined with her favorite beat, the zoo, led her to write two popular children's book about zoo animals, *The Littlest Lion* and *Be Brave, Little Elephant*.

Funeral arrangements are pending through the Westlawn-Hillcrest Funeral Home.

New opinion editor joins Lincoln Journal Star

Nebraska native, John Schreier, joined the Lincoln Journal Star in early May as their opinion editor.

Schreier graduated from UNL in 2011 with a double major in journalism and history. While at UNL, he covered Husker sports at The Daily Nebraskan and also covered the Uni-cameral through a fellowship at the Omaha World-Herald.

Prior to joining the Journal Star, Schreier spent the past five years working at the Council Bluffs Daily Nonpareil.

Violi new Omaha World-Herald Community Relations Director

Sue Violi has been promoted to Community Relations Director for the Omaha World-Herald. In this role, Violi will build and strengthen relationships between The World-Herald and the greater Omaha community, including key partners, local non-profits, subscribers, the newspaper's advertisers as well as employees. She will also serve as Executive Director of Goodfellows, The World-Herald's longstanding charity.

Violi joined The World-Herald and parent company BH Media Group in 2012. She previously held positions at the Omaha Chamber of Commerce and the McCarthy Group. She replaces Joel Long, who became executive director of the Children's Scholarship Fund of Omaha on May 1.

Former Omaha World-Herald writer, editor Carol Bicak dies at 68

Carol Bicak, who built a 36-year newspaper career at the Omaha World-Herald while trying to decide what she wanted to do with her life, died suddenly on May 20, 2017.

Thank You!

Nebraska Press Association members
join in thanking
Don and Linda Russell,
(NPA Lifetime Members) of Sutton, and

Tory Duncan,
new NPAS president and managing editor of
the Sutton Clay Co. News,
for their help setting up and facilitating the
media tent at the State High School Track
Meet in Omaha, on May 19-20.

We appreciate your time & hard work!

***"Freedom is never more
than one generation away
from extinction."***

- Ronald Reagan

Editor follows in father's footsteps, captures every moment along the way

By Karina Hernandez, UNL College of Journalism & Mass Communications, April 27, 2017

Following the family business was not always in his plans, but when an old friend reached out with an opportunity Tory Duncan decided to make a personal and financial investment in a small-town newspaper.

"Community journalism takes a lot of time and effort," said Duncan during a phone interview. "It takes a lot of heart."

Duncan, 52, is the managing editor and partner at Clay County News in Sutton, Nebraska. The newspaper covers Clay Center, Deweese, Edgar, Fairfield, Glenvil, Grafton, Harvard, Inland, Ong, Saronville, Sutton, Trumbull and the surrounding areas.

Duncan grew up in Shelton, Nebraska, and after graduating from Shelton High School in 1983 he got his first job at his father's newspaper. His parents, Doug and Jerrylynn Duncan, sold their newspapers, the Shelton Clipper and the Gibbon Reporter, in 1989, so Duncan moved around several towns in Nebraska working mostly as a sports reporter.

Duncan left newspapers for about 12 years, working in the commercial printing field until May of 2009, when he took over as the managing editor of the Clay County News

Duncan said investing in the paper was the right opportunity at the right time.

"I had spent so much time in a bigger town," Duncan said. "The older I got the more I knew I needed to get back to the small community."

For Duncan and his three part-time and four full-time staff, the work day doesn't stop at 5 p.m. He and his staff work an average of 60 to 80 hours a week. He said the weekly routine doesn't change much, but the stories are always unique.

The staff meets every Wednesday to discuss which stories to cover that week. Duncan said it is a hard part of the job because they can't get to everything. They make a point to get to the bigger events and hope they can get to the smaller stuff too.

"There is open communication within staff and the communities," Duncan said. "We choose what we think is most newsworthy."

Duncan is not only following in the footsteps of his father, who bought his first newspaper at 18 years old, but on top of all the stories he covers, Duncan also writes a column called the "BULL." He chose the same name his father used for his column in his first newspaper.

"Ten years after my dad passed away, if they can't remember his name they call him 'Bull'," Duncan said. Duncan said he writes about anything in the column.

Although people like the lighthearted side, he said he also shares the harder and personal parts of life too.

He gave advice for young journalists wanting to go into the industry. He said don't let the business scare you and learn from strong leaders. Duncan said the job doesn't stop at 5 p.m. so you have to enjoy what you do.

"You gotta love it," he said.



Photo Courtesy Tory Duncan

Duncan said he enjoys many parts of working for his community's paper. One of his favorite parts of the job is that he gets to cover the schools and their students.

"(It)does my heart good when I see kids being prepared for the rest of their lives," Duncan said. "It gives me the biggest boost."

Duncan said he most enjoys photography and capturing moments for readers whether it's a sports, a musical or small-town event. He always has a camera in his hands and said that the camera in a reporter's hand is like a farmer riding a tractor.

"We pride ourselves in putting good quality photographs in our newspaper," he said.

The Clay County News has 120 online subscribers and 1,700 print subscribers. The paper goes as far away as California and even overseas.

Duncan said that people think that the newspaper industry is dying, but small-town community papers are still thriving strong. But there are changes. For example, staff use Facebook and Twitter.

"I'm thankful that I have younger staff that helps with digital stuff," he said.

Duncan said small-town newspapers are not going anywhere and neither is he.

"There is a running joke," he said. "(People say) unless ... someone runs him out of town he is not going anywhere."

NOTE: visit <http://unlediting.weebly.com/blog/category/tory-duncan>. This site showcases the final projects of UNL editing students. Each semester, students pick a journalist or communications professional to profile. Karina Hernandez is a graduate of Harvard (NE) High School and a UNL editing student. This article is her final project.

What Can You Believe?

What is the future of the printed word? It depends on who you ask.



Kevin Slimp
The News Guru

I don't know about you, but my life seems to get busier with each passing day. I just finished publishing my second

book in a month, began work on a major project to help raise funds for a press association, conducted more webinars than I can remember over the past few weeks, and summer convention season kicks in tomorrow in Winnipeg, even though summer is still a few weeks away.

My email is filled with messages each day from publishers and other newspaper colleagues who want advice about something going on at their papers. The questions come from the tiniest papers with just one or two folks, including the publisher, on staff, to folks running large regional and national groups.

If you think it sounds a little overwhelming, you're right. I recently read a biography of George Washington and learned, not surprisingly, he often felt as if he was in over his head. I know the feeling, George. I'm sure many of us share the same emotion.

Like a lot of people in our business, I sometimes want to throw my hands in the air and ask, "Am I really making any difference at all?"

Then someone like Joey Young, comes along. You've probably heard of Joey, the "whiz kid" from Kansas who keeps creating successful community newspapers in defiance of the choruses of "You can't do that." Joey has a habit of reminding me how well things are going out in Kansas

Then there are the publishers, editors and ad managers lining up at conventions to tell me how well their papers are doing, while

everyone seems to be telling them they should be dying.

I remember hearing from the CEO of Adobe Software several years ago. He wrote to thank me for the work I had done to make Acrobat a viable product. He told me, "What you did may have saved our company."

I was looking for an email yesterday and was surprised to find a five year-old message from a business leader in New Orleans who was excited about a plan I had created, at his group's request, to lure a new daily newspaper to the city after their long-standing daily newspaper moved to a digital-first format, abandoning their traditional daily model.

I felt a rush of adrenaline as I read the words he wrote five years ago, "I love it!"

Those of you who know me well know that one of my degrees is in theology, and I love keeping up with what various groups believe. I often say I have a little Quaker in me, even though I'm not Quaker, because I love the Quaker belief that a single individual, even when standing alone against great opposition, has a significant chance of being right.

When I was being told no one would ever print a newspaper ad or page from a PDF file, by the very people I thought would be most excited about the possibility, those voices didn't sway me. That's one of the things the head of Adobe thanked me for all those years ago.

When I read, as we all do, that newspapers are dying, it doesn't slow me down, because I know the truth.

Two months ago, a friend told me he attended a civic club meeting and the guest speaker was the daily newspaper editor from his town. My friend told me he was shocked when the editor told the group that newspa-



Kevin keeps this story from 1995 on his office wall to remind him of a time when "everyone" said no newspaper would ever print a page from a PDF file.

pers were near death and they would be better off to find alternative sources, primarily online news sites, to get their information.

My friend was surprised that I wasn't surprised. It's enough to get a guy down, but not me. At least not for long.

I just think about Roger Holmes and those papers in Western Canada and his work to move them back into local hands. And I think about Victor Parkins in Tennessee, who I just got off the phone with, and his papers. He told me they are doing really well, increasingly better each year.

I think about some of the biggest names in the business who contact me to let me know they read my columns and agree with my thoughts that local management of newspapers is the only way to keep them successful.

Last night, I was on the phone with legendary newspaper consultant Ed Henninger. We talk almost every day. The conversation moved toward the topic of newspapers, as it always does, and

our concern for groups that continually press the "newspaper is dying" message.

Then Ed told me about one of the national newspaper groups he works with as a consultant. He said, "You know what the difference is with them, and why I like working with their group?"

Obviously I asked. "The difference is, they leave the management of their papers in the hands of the publishers and staffs, and they have good newspapers because they do."

I know I'm preaching to the choir, but sometimes the choir needs to be reminded they sound good.

The printed word isn't dying. You can find the books I publish in bookstores and all the usual online retailers. The printed versions outsell the digital versions by a long-shot. Most of the studies I find show a 4 percent drop in digital book sales over the past year.

Why have some of our brethren fallen for the "print is dead" line? Well, that's another column for another day. My 800 words were used up 90 words ago.

Newseum's awareness campaign #WithoutNews launches June 5

The Newseum in Washington, D.C. will launch its third annual #WithoutNews nationwide campaign on June 5, to raise awareness about the threats to journalists around the world.

On June 5, all the front pages in the exhibit cases on their 6th floor, out in front of the Newseum and on their app will be "blacked out," and their text replaced with the Twitter hashtag #WithoutNews.

Over 2,200 journalists have died in the pursuit "of the story." Their names are on the Journalists Memorial at the Newseum in Washington, D.C.

Journalism isn't typically seen as a dangerous job here in the U.S., yet men and women put their lives on the line to create the news that many take for granted.

The Newseum has produced a set of print and digital PSAs (available for download here) <http://www.newseum.org/withoutnews/ads/> exclusively for those who would like to join them in reminding the world of the threats to those who gather and report the news.



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

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

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

* Offer for new & restarting subscribers only.

Kidsville NEWS!

"The Nation's Fun Family Newspaper" is proud to sponsor the ...

NEWSPAPER AND EDUCATION contest

Categories for traditional efforts:

- Educational Support & Civic Literacy
- Partnerships

\$10 for members
\$20 for non-members

Deadline: JULY 10

www.kidsvillenews.com

Classified Advertising Exchange

May 22, 2017

REPORTER WANTED: Gatehouse Media is seeking an enthusiastic individual to cover general assignment reporting for its three-publication newspaper group. Newspapers in the group are the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg (Iowa) Reporter. Duties include writing stories, taking photographs and assisting in production of our print and online products. Some evening and weekend hours are required. Candidates should possess good people and communication skills. Gatehouse Media offers competitive benefits (medical, dental and vision), a 401K plan and paid vacation and holidays. Please send resumes and writing clips to Kirt Manion, editor, via email to kmanion@ncnewspress.com, or by mail to 823 Central Avenue, Nebraska City, NE, 68410.

SPORTS REPORTER WANTED: Gatehouse Media is seeking an enthusiastic individual to cover sports for its three-publication newspaper group. Newspapers in the group are the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg (Iowa) Reporter. This is a full-time position. The sports reporter is responsible for producing sports pages, taking photos, covering games, writing stories, editing copy, coordinating with correspondents, posting to the websites and updating Facebook. This job requires night and weekend hours primarily, but not exclusively, and the sports reporter may be asked to perform other duties in the newsroom. Gatehouse Media offers competitive benefits (medical, dental and vision), a 401K plan and paid vacation and holidays. Please send resumes and writing clips to Kirt Manion, editor, via email to kmanion@ncnewspress.com, or by mail at 823 Central Avenue, Nebraska City, NE, 68410.

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

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. (plus postage)

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.