

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

August 17, 2017
NSAA Media Meet & Greet
Thurs., August 17, 2017
9:30am CST
NSAA Office, Lincoln, NE

October 5-7, 2017
National NNA Convention
Tulsa, OK

Webinars:

June 29, 2017
Designing Great Ads with
Ed Henninger, 10:00am CST
newspaperacademy.com

July 6, 2017
How to Sell to Different
Personalities with Tim Smith,
2:00pm CST
newspaperacademy.com

July 13, 2017
Cyber Security: What is Your
Newspaper's Liability?
10:00am CST
onlinemediacampus.com

**The NPA/NPAS office
will be
CLOSED
Monday & Tuesday,
July 3 & 4
for the
July 4th Holiday**

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Save the date: NSAA Media Meet & Greet, August 17

The NSAA (Nebraska Schools Activities Association) will host their 2017-18 Media Meet & Greet on Thursday, August 17, at the NSAA office in Lincoln, beginning at 9:30 a.m. CST.

Many legislative changes occurred in 2016/17 and those changes will be discussed during this meet and greet. An official invitation and RSVP will be available in the coming weeks.

It's important that our newspapers are well represented at this event, so please mark the date on your calendars and plan to attend.

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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Jerry and Karla Huse provided considerable leadership and financial support to a host of community endeavors over the years.

Survivors include her husband of 60 years, Jerry, of Norfolk; a son, William (Ann) of Peachtree City, GA; and a daughter Mary (Brad) Elizabeth of Arnold, MD, and their families.

Memorials may be directed to the Norfolk Arts Center.

Former co-publisher of Kimball Western Nebraska Observer, Carol Pinkerton, dies at 84

Carol Pinkerton died June 22, 2017, in Anthem, AZ, after a battle with cancer.

She and her husband, Bob, published the Kimball Western Nebraska Observer for 30 years. Bob served as NPA president in 1972, received the Master Editor-Publisher Award in 1995, and was inducted into the Journalism Hall of Fame in 2005.

Survivors include her husband of 63 years, Bob; and four daughters: Becky MacMillan, Pam Mavroudis, Sherry Blanche, all of Anthem, AZ, and Linda Davis of Fulton, MO, and their families.

A private celebration of life will be held for Carol at a later date. Condolences can be sent to Bob and family at 41427 N. Fairgreen Way, Anthem, AZ 85086.

Former publisher inducted into Omaha Press Club Hall of Fame

A former publisher of the Neligh News and Leader was honored by the Omaha Press Club on May 27, and inducted into their Journalism Excellence Hall of Fame.

Alfred "Bud" Pagel publisher the News and Leader from 1957 until 1963. He is an emeritus associate professor of journalism at the University of Nebraska-Lincoln where he taught courses from 1982 to 1997.

Karla Huse, longtime Norfolk community supporter, dies at 78

A longtime supporter of the arts and the Norfolk community, and wife of former Norfolk Daily News president, Jerry Huse, died June 15, 2017, at the University of Nebraska Medical Center in Omaha after a brief illness.

Her funeral was held June 19 at First United Methodist Church in Norfolk. Arrangements were made by Home for Funerals in Norfolk.

Karla was a founding director of the Norfolk Arts Center in 1978, and continued to be a supporter of the arts in a variety of ways, both locally and on the state level.

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

Cather, Wirth inducted into Marian Andersen Hall of Fame

By Cheryl Alberts Irwin, *Nebr. Press Women*, May, 2017

The induction of ground-breaking journalists Willa Cather and Eileen Wirth into the Marian Andersen Nebraska Women Journalists Hall of Fame brings the total membership to 20. The ceremony took place during NPW's spring convention noon luncheon April 29 at North Platte's Mid-Plains Community College. Accepting the awards were Tracy Tucker, education director for the Willa Cather Foundation; and Wirth, Creighton University professor emerita and author.

Wirth "broke down barriers" to women as an Omaha World-Herald reporter, in Union Pacific Public Relations and in higher education. Her 25-year tenure at Creighton University (1991-2016) included chairing the Department of Journalism, Media and Computing that she created through mergers. It was a rare feat for a woman to achieve the rank of full professor, and even rarer to chair the department. Wirth's ethics-based, history-laden approach to teaching provided solid grounding and perspective for hundreds of students.

In accepting her award, Wirth said the communications field is needed more now than at any time in history, both for truth tellers and story tellers. "Our profession is not dying – it's changing. You can create opportunities or shut them off for other women," Wirth said. "You can do anything if you have to do it."

The Nebraska City native authored "From Society Page to Front Page: Nebraska Women in Journalism" in 2013. The book describes women who, like Wirth, paved the way for other women to enter the field of journalism. Her book on the history of the Henry Doorly Zoo and Aquarium is coming out in 2017.

Wirth also is on the board of the Nebraska State Historical Society and works with Lutheran Family Service's refugee program. She also has long served groups such as the Omaha libraries, Omaha Press Club and multiple schools.

When former NPW President Ruth Brown approached Harold and Marian Andersen about supporting the Hall of Fame that now bears Marian Andersen's name, Wirth endorsed the concept, sealing its fate.

Tucker, also a certified archivist, accepted Cather's award and read a letter written by Cather in June

1927 to her friend Will Owen Jones. Jones was city editor and later managing editor of the Nebraska State Journal. The occasion was the newspaper's 60th anniversary, with Cather reflecting on her first article published in that newspaper. It was an essay about Thomas Carlyle.

Wrote Cather: "It was a splendid example of the kind of writing I most dislike; very florid and full of high-flown figures of speech, and, if I recall aright, not a single 'personal characteristic' of the gentleman was mentioned!"

Another early column was a series of vignettes built from observations Cather gathered while walking around Lincoln. The newspaper paid \$1 for each of Cather's two weekly columns.

Cather said the experience of seeing her name in print changed her course of study from science to literature. She also recalled the patience, kindness and character of her first journalism editor, Charles Gere.

Noted Tucker: "We owe a debt of gratitude to Charles Gere and Will Owen Jones for their work in helping shape Cather's career." Cather went on to write for *The Lincoln Courier*, *The Home Monthly* magazine in Pittsburgh, and was editor for the *Pittsburgh Leader* before penning novels such as the Pulitzer Prize-winning *One of Ours* and other works.

Born in Virginia, Cather moved to Red Cloud in 1883 at age 9. At the University of Nebraska (1880-1895), Cather edited the student newspaper and taught journalism. Her journalistic works are being catalogued through the Willa Cather Archive/Cather Journalism project at the University of

Nebraska-Lincoln.

Portraits of the HOF honorees hang in the second floor of Andersen Hall, home to the College of Journalism and Mass Communications. Established in 2011, the HOF is named for Marian Andersen, a UNL journalism alumna and Phi Beta Kappa member recognized for extensive community service. Her late husband Harold was retired CEO and CEO of the Omaha World Herald Company. The hall recognizes women journalists for their talent, initiative, intelligence and stamina, making a difference for their profession, their communities and those who follow. Nominations for 2018 will be sought later this year.



Ruth Brown, past president of Nebraska Press Women, holds portraits of the 2017 Marian Andersen Nebraska Women Journalists Hall of Fame honorees Eileen Wirth and Willa Cather. At left is the plaque honoring Marian Andersen, who with her late husband Harold, provided support for the HOF. The HOF is located on the second floor of Andersen Hall, home of UNL's College of Journalism and Mass Communications.



Photo Contest

Let's continue from the last blog on contests and their benefits. Anymore, everyone is on social media, including local businesses. This is a good and bad thing. It's good because it's a great way to communicate and get your message out. It could be bad, because you have to be more creative to make sure your message doesn't get looked over and lost in the shuffle.

Social contests are a great way to engage the reader. Last time we touched on vote contests; we will now go over photo contests. With this contest, you are really relying on the public to make it happen! They are the ones who need to enter their photos for the contest.

This is a way for the reader/public to show off their photos and for newspapers to be able to use these photos. You can have them post their photos on a social channel or even just submit them via email. The best way to do this is to pick an event that just happened (local parade, community activity, etc.). Encourage entrants to share a certain number of photos from the recent event and have prizes for the best photos.

The prizes could be a free subscription to the newspaper or even to have their photos featured in an upcoming story about that event!

Here's an example of our local newspaper asking for pictures of a recent storm that went through our county. This wasn't a contest, but still a great way to engage with the readers using social media and photos!



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.

What it means to be a news reporter

By Steve Jordon, Omaha World-Herald

I am a reporter.

My job is covered in the U.S. Constitution, the First Amendment's guarantee of a free press. It's a duty that I take seriously, and it carries responsibilities — fairness, accuracy, objectivity, thoroughness, constancy.



The goal is to be the eyes, ears and brains for people who can't be everywhere but want to stay informed.

I'm uncomfortable using "I" a lot as I write this, because I don't think of injecting my own views into a story. It's a practice I learned early on, reinforced by years of looking at all sides of the issues, not my own opinions, and telling readers those views.

It's not just a matter of writing style. It's the whole idea of keeping my personal views out of news stories. I may not like a person's attitude, or I may think a proposal is wrong-headed. But my job is to gather facts so readers can decide what's right, wrong or not worth thinking about.

I don't expect readers to read every word. That's why someone invented headlines. If a topic doesn't interest you, move on. (This is one reason I love printed newspapers. For me, it's easier to scan headlines on a page than on a screen, phone or pad.)

I think my work carries value, and I believe that people should pay for the value they receive. At the same time, I love reading other newspaper websites for free. That represents a conundrum the news industry has yet to resolve. But we're working on it.

Sometimes the job is easy. I learn about something, talk with people who know what's going on, get all sides of a story, write it, run it through the editors, and it's published.

Sometimes the job is hard. Things are happening nobody will admit, or there's an active cover-up underway. It's tough to build trust with people who want to keep a secret or are afraid to deal with a reporter. Maybe they think they were treated unfairly in the past. The deadline clock is ticking. It's a challenge.

Along the way, I've seen things.

Immigrant workers, without papers, supporting their families by installing drywall on a big public project in Omaha.

The body of a robber who killed a bystander before being fatally shot in a gunbattle with police.

The husband of a woman killed in a bank robbery, gathering his thoughts to talk about her while in the yard she had lovingly landscaped.

An abandoned ranch house whose former owner was in prison for fraud.

The funeral for a Boy Scout killed in a tornado.

A bank president rushing into his bank to find it shut down by federal regulators.

A trapper checking his traps along the Platte River.

A mother and father holding the first baby of the year.

I am no different from other reporters, except that we are all different — different backgrounds, different habits, different tastes, different opinions, different styles, different ways of reporting and writing. But the sameness is what counts: We want our readers and listeners to be informed, to be smarter about things and people, to make better decisions.

I want a better world. I want to end the bad stuff — poverty, violence, war, ignorance and all that comes with them. Or at least see improvement.

There are things I am not.

I am not influenced to write untruths. Being a human, I am not immune to errors. I am not an enemy of the people. I am not engaged in a conspiracy. I am not separate from society. I am not special compared with other reporters — only older than most. I am not understanding when it comes to people who don't subscribe to their local paper.

I am a seeker of truth. I am a chronicler of live history. I am caring about readers. I am passionate about my role. I am dedicated to doing the best job I can.

I am a reporter.

This column originally ran June 4, 2017, in the Omaha World-Herald and is reprinted here with permission.

Oct 5-7, 2017
NEWSPAPER
INSTITUTE
version 21

Classified Advertising Exchange

June 26, 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

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, July 4th Advertising Deadlines Flyer.

Nebraska Press Association Polo Shirts



- *Page & Tuttle brand
- *100% polyester jersey, moisture wicking
- *Embroidered NPA logo
- *Colors: navy, red
- *Flat knit collar; button placket; hemmed sleeves; clean finished hem w/side vents
- *Machine wash/dry

MENS SIZES: L, XL, 2X, 3X
WOMENS SIZES: L, XL, 2X, 3X (runs small)
\$32 (L, XL); \$34 (2X); \$36 (3X) (includes shipping)
Contact NPA office to order; checks payable to NPA

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.



Early Deadlines for 2x2 and Statewide Classified Ad Networks

Due to the Nebraska Press Advertising Service office being closed on Monday, July 3, and Tuesday, July 4, there will be early deadlines for ads running the week of 7/10/17. These deadlines are firm. Thanks!

Holiday Deadlines are as follows:

2x2 Network: Friday, June 30, 4:00 p.m. (Early deadline)
Statewide Classified Network: Wednesday, July 5, 10:00 a.m.
(usual deadline)



For questions, please contact:
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