

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:

July 19, 2017

Photoshop Zero to Hero!
(Kevin Slimp)
1:00pm CST
<http://newspaperacademy.com>

July 20, 2017

Data Viz: Using Info.gram,
Piktochart, Google Fusion,
Plot.ly, Graphiq
1:00pm CST
www.onlinemediacampus.com

July 27, 2017

When WRITE is WRONG
(Ed Henninger)
10:00am CST
<http://newspaperacademy.com>

July 28, 2016

Effective Prospecting: Five
Steps to More Conversions
1:00pm CDT
www.onlinemediacampus.com

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Nebraska newspapers among winners announced for 2017 NNA better newspaper contest

Winners of the NNA (National Newspaper Association) 2017 Better Newspaper Contest and Better Newspaper Advertising Contest have been announced. Winners will be recognized at the awards breakfast to be held Friday, October 6, during NNA's 131st Annual Convention & Trade Show in Tulsa, OK.

General Excellence award winners will be announced at the awards breakfast. Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and is the one of the largest newspaper associations in the country.

Nebraska award winners:

- **Best Special News, Sports or Feature Section or Edition** (daily/non-daily circ 3,000-9,999) - 2nd Place - Blair Pilot-Tribune - 2016 Progress section - staff
- **Story Series - Best Feature Story** (non-daily circ 2,000-3,999) - 3rd Place - Blair Pilot-Tribune - Witness to History - Leeanna Ellis
- **Story Series - Best Investigative or In-Depth Story or Series** (non-daily circ 3,000-9,999) - 2nd Place - Blair Pilot-Tribune - Ft. Calhoun Nuclear Station Shutdown - staff
- **Best Humorous Column** (circ less than 3,000) - Honorable Mention - Hartington Cedar Co. News - Rob Dump
- **Freedom of Information** (daily/non-daily) - 1st Place - Hartington Cedar Co. News - Rob Dump, Peggy Year, Wayne Stroot
- **Best Photo Essay** - (circ less than 3,000) - 2nd Place - Hartington Cedar Co. News - Swim Meet - Tyler Schank
- **Best Sports Photo** (circ less than 3,000) - 1st Place - Hartington Cedar Co. News - Wynot State Title - Jeremy Buss
- **Best Serious Column** (circ less than 3,000) - Honorable Mention - Sutton Clay Co. News - Tory Duncan
- **Best Sports Column** (circ less than 3,000) - 3rd Place - Sutton Clay Co. News - Tory Duncan
- **Best Special News, Sports or Feature Section or Edition** (circ less than 3,000) - Honorable Mention - Sutton Clay Co. News - staff
- **Story Series - Best Feature Story** (non-daily circ less than 2,000) - Honorable Mention - Sutton Clay Co. News - Ashley Swanson
- **General Excellence** - (non-daily circ 3,000-5,999) - Blair Pilot-Tribune - (winners announced at NNA convention)
- **General Excellence** - (circ less than 3,000) - Imperial Republican - (winners announced at NNA convention)

Lists of winners by categories and by newspaper are available on the NNA website, <http://www.nnaweb.org/better-newspaper-contest>.

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2017 Nebraska Husker home game football tickets still available!

Tickets are available for these Husker home games:

- 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 the NPA office, 800-369-2850, if you're interested in tickets.**

“ If you think your teacher is tough, wait until you
get a boss. He doesn't have tenure. ”

Bill Gates

Baker named Grand Island Independent's general manager, Klein named new publisher of North Platte Telegraph

North Platte Telegraph publisher, Terrie Baker, has been named the new general manager for The Grand Island Independent. Baker served as publisher of the Telegraph since 2015.

As general manager, she will oversee the Independent's advertising department and work closely with Publisher, Don Smith.

Before going to North Platte, Baker was publisher of the Lexington Clipper-Herald for 13 years. She also worked for the newspaper in Clinton, IL, where she was general manager for eight years, and publisher for 12 years.

Baker is a NPA board member and will continue to serve on the board.

Dee Klein, longtime advertising director for The North Platte Telegraph, will take over as publisher of the Telegraph.

Klein has worked for the Telegraph for 27 years, beginning as a marketing representative in 1990. She was promoted to sales director in 1994. She recently has been the point person for digital advertising sales in BH Media's Midwest Division.

The Telegraph's advertising team was recognized earlier this year as the top BH Media Group company in digital sales growth year-over-year.

Baker and Klein officially begin their new jobs on July 10, but Baker will remain involved in North Platte for 30 to 45 days during the transition.

The appointments were announced late last week by Shon Barenklau, vice president of the Midwest Division of BH Media Group, which owns both newspapers.

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.

New editor, general manager named at Omaha Catholic Voice

Deacon Randy Grosse retired the end of June as editor and general manager of the Omaha Catholic Voice after working at the newspaper for the past 16 years.

Dan Rossini, most recently director of communications and editor-in-chief of The Prairie Catholic monthly newspaper of the Diocese of New Ulm, MN, has been named the new editor and general manager.

Rossini's seven years with The Prairie Catholic included serving as coordinator of the diocese's pastoral center staff, and he was managing editor of The Catholic Times diocesan newspaper in the Diocese of La Crosse, WI, from 2003 to 2009.

Christner new editor of Wauneta Breeze

Christi Christner will take on editorial responsibilities at the Wauneta Breeze this month after current editor, Sheri Hink-Wagner accepted a full-time teaching position at Mid-Plains Community College in McCook starting this fall.

Christner, a Wauneta native, has worked at the Imperial Republican since January, writing news and feature stories, as well as newspaper production and page layout. While attending Wauneta-Palisade High School, she served as an intern at The Breeze.

Christner and Hink-Wagner will work together for a month as Christner she makes the transition from Imperial to Wauneta, and before Hink-Wagner moves on to her position with the college.

Mullen publisher, Peterson, featured in Columbia Journalism Review article

Gerri Peterson, publisher of the Mullen Hooker Co. Tribune, was featured in a recent article in the Columbia Journalism Review - *Small newsrooms in out-of-the-way places*.

The article featured five small town community newspapers from across the country who publish their weekly paper with just a one or two-person shop and minimal resources.

View the article here: <https://www.cjr.org/.../small-newsrooms-in-out-of-the-way-places.php>

April, 2017 NPA/NPAS board meeting & annual business meeting MINUTES are available.

Contact Susan Watson in the NPA office for a copy.



American Independent Business Alliance, AMIBA

Independent Retailer Month dedicates July to celebrate independent retailers across the country. Independent retailers are the backbone of our communities, the mom and pop shops adding diversity along the main street and the family-owned businesses where we come together to live, work, and play.

Getting consumers to make purchases in their hometown shops and stores is a great way to boost the local economy and Independent Retailer Month is a campaign designed with the aim of doing just that. It takes place annually to highlight the importance to their community of small, locally owned and operated retailers. It encourages these types of enterprises to arrange fun events and activities to draw people in and help them understand the benefits of shopping locally.

Reasons to Celebrate Independent Retailers

A dollar spent at an independent retailer is usually spent 6 to 15 times before it leaves the community. From \$1, you create \$5 to \$14 in value within that community. Shopping with an independent retailer supports local traders, their suppliers and the people they depend on to run their businesses. Buying from an independent retailer boosts your local economy, rebuilding confidence in the community, enabling local businesses to prosper and grow.

When you spend \$1 at a national chain store, 80% of the money leaves town immediately. When you shop with your local independent retailers you are doing your bit to keep your community 'open for business'.

Independent Retailer Month Objectives:

***ENGAGE** independent retailer associations, small business organizations and retail thought leaders to demonstrate the importance of independent retail to the local, national and global economy.

***CONNECT** consumers and communities to local independent retailers reminding them of the benefits of shopping independent.

***IMPACT** community growth, the independent retail sector and the local, national and global economy.

For more about Independent Retailer Month, go to:

- <http://indieretailermonth.com/>
- <http://independentretailer.com/>



Caption Photo Contest

As we continue our discussion on contests that are great to interact with your social audience, we will now expand on the photo contest to photo caption contest. For this contest, you will have to count on the audience again on participating the most. It takes more effort for the users then it will for the newspaper as they are the one coming up with the caption.

It's very important to choose a photo that will resonate with as many people as possible. By asking your readers to "caption this photo" you are diving into an area that leaves the audience open for their opinion. It should be a fun contest and we always hope that no one ruins the point of doing it.

The caption photo contest will create more user engagement which can develop a connection with your story, newspaper and of course, photos!

Here is an example of a photo caption contest:

We'll choose our favorite captions at the end of the week and publish them in the _____ newspaper . We'll also post our favorites here on Friday. This week's photo comes to us from Indianapolis.

When you post your top few captions, you can put them in your newspaper as well as on your Facebook page. Then you can post what the caption actually was if there was one.

Have fun with this!



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.

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 6/5:

2x2

Clarkson Press – Tonya Evans (paper made \$162.50)
Hickman Voice News – Austin Roper (3 ads) (paper made \$612.50 + \$309 out of state)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Columbus Telegram – Tryci Greisen (paper made \$132.50)
Ogallala News – Brian McElvain (paper made \$297.50)

Week of 6/12:

2x2

Clarkson Press – Tonya Evans (paper made \$162.50)
Creighton News – Sandy Schroth (paper made \$162.50)
Hickman Voice News – Austin Roper (3 ads) (paper made 787.50)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
Wayne Herald – Jan Stark (paper made \$127.50 out of state)

NCAN

Blair Enterprise – Lynette Hansen (paper made \$112.50)
Broken Bow Chief – Renae Daniel (paper made \$137.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)
Ogallala News – Brian McElvain (NCAN Special Free Ad)

Week of 6/19:

2x2

Ainsworth Star Journal – Rod Worrell (paper made \$487.50)
Deshler Rustler – Dawn Schleif (paper made \$487.50)
Hickman Voice News – Austin Roper (2 ads) (paper made \$462.50)

NCAN

Blair Enterprise – Lynette Hansen (paper made \$112.50)
Broken Bow Chief – Renae Daniel (paper made \$137.50)
Central City Republication Nonpareil – Penni Jensen (paper made \$112.50)

Week of 6/26:

2x2

Crete News – Jennifer Zapata (paper made \$150.00)
Fremont Tribune – Vincent Laboy (paper made \$487.50)
Hickman Voice News – Darren Ivy (2 ads) (paper made \$300.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
Wayne Herald – Melissa Urbanec (paper made \$162.50)

NCAN

Blair Enterprise – Lynette Hansen (paper made \$112.50)
Broken Bow Chief – Ranae Daniel (paper made \$137.50)
Cozad Tri-City Tribune – Teri Hanson (paper made \$377.50)

Keep us in the loop!

Notify the NPA office with changes:

- New/changed email address(es)
 - Staff changes
- Ad rate/color rate changes
- New mailing or delivery address
- Publication day or page format changes

Thank you!



Missouri Drone Journalism Workshop, July 22 at Reynolds Journalism Institute

What: The Missouri Drone Journalism program will host a drone workshop that provides the latest issues, regulations and trends on the use of unmanned aircraft for journalists. The one-day seminar includes presentations on videography techniques and the steps to earn the Remote Pilot License to legally fly for journalistic purposes, plus an afternoon of hands-on flight.

When: Saturday, July 22 from 9 a.m. to 5 p.m.

Where: Donald W. Reynolds Journalism Institute - Fred W. Smith Forum, Missouri School of Journalism, Columbia, MO. 65211

Cost: The seminar is **\$195.00**, available for the public to attend. **Payment will be due on the day of the conference.** You will be able to pay by check or credit card.

(NOTE: On the registration page, it says "free," because they are not taking payments for the workshop online. But the workshop is not free. Attendees will need to pay when they get to the workshop).

REGISTRATION IS REQUIRED.

For more info and to register:

<https://www.rjionline.org/events/missouri-drone-journalism-workshop1>

Questions? Contact Jennifer Nelson, Sr. Information Specialist, Donald W. Reynolds Journalism Institute, 573-884-5599, nelsonjenn@rjionline.org.

Classified Advertising Exchange

July 10, 2017

ASSISTANT GROUP PUBLISHER: Main Street Media Inc. is currently seeking an Assistant Group Publisher for 27 weekly newspapers in Kansas, Missouri and Nebraska. Based in Russell, KS, birthplace of Bob Dole, Main Street Media is seeking someone with a basic understanding of the industry as well as someone willing to “roll up the sleeves” and work. The right candidate will have the opportunity to not only work up to the top managerial slot, but will also have the opportunity to become part owner. If you’re the right one and ready to join our team, send your resume to: Frank Mercer, PO Box 513, Russell, KS 67665 or fmercer@mainstreetmedia.us.

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.

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.