

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

November 3, 2017
NPA/NPAS Board Meetings,
Lincoln, NE

November 3, 2017
Nebraska Journalism Hall of
Fame Banquet, Nebraska Club,
Lincoln, NE

Webinars:

August 3, 2017
How to Sell to Different
Generations - (Tim Smith)
12 Noon CST
<http://newspaperacademy.com>

August 10, 2017
Getting People to Pick Up
Your Paper - (Kevin Slimp)
10:00am CST
<http://newspaperacademy.com>

August 17, 2017
5 Ways to Use Facebook Live
(plus how-to) - (Gatehouse Media)
1:00pm CST
www.onlinemediacampus.com

August 18, 2017
Designing Front Pages to
Grab Readers - (Ed Henninger)
10:00am CST
<http://newspaperacademy.com>

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NNA convention October 5-7: "Innovation Starts Here"

By NNA President, Matt Paxton

I remember my first National Newspaper Association convention vividly. It was in Atlanta, in 1988. The News-Gazette had been an NNA member for many years, but no one from the newspaper had ever attended the convention. My reason for going was because a major national retailer was building a large store in our town, and the company's marketing director was speaking at the convention. I felt I needed to hear more about the retailer's marketing and advertising strategy, particularly as it applied to newspapers.

I wasn't disappointed. Because of what I learned, we created a new publication to serve that retailer's needs and those of other advertisers who were using other media. That publication was a profitable part of our company for more than 20 years.

Every NNA convention we have attended since has provided insights into new revenue and cost savings opportunities. The networking with other newspaper people opened our eyes to different, and often better, ways of doing things. We found products and services at the trade show that made a difference in our business.

This year's convention in Tulsa, OK, from Oct. 5 through Oct. 7, should be every bit as productive as previous ones. The theme is "Innovation Starts Here," and innovation is more important to our newspapers every day.

- There will be sessions on new ways to increase traditional newspaper revenue, as well as using new technologies to reach additional readers and serve advertisers.
- Find out how you can remove postal bottlenecks to get the best possible service for your subscribers.
- See what's new with vendors you currently use, and what other vendors may have that could help your newspaper.



- Appreciate the impact of award-winning community journalism as an integral part of maintaining civic engagement in our local towns and counties.
- Gain insights into managing staff—long-term employees and those newly-hired millennials.
- Come away with an idea from another newspaper that will be applicable to your publication.
- Besides all of the nuts and bolts content of the convention—the speakers, the flash sessions, trade show and idea exchanges—the convention planners have a terrific evening planned at Tulsa's Philbrook Museum. The 72-room Italian Renaissance-style mansion was built in the 1920s by Tulsa oilman Waite Phillips.

The convention's headquarters is the Hyatt Regency Tulsa, adjacent to Tulsa's art deco downtown and an easy walk to shopping, restaurants and funky art districts. **You can register online now at www.nnaweb.org/convention.**

The NNA convention is our association's town hall meeting. I hope to see you in Tulsa in October, and with you, get new ideas, refresh my enthusiasm for the civic role we play, see old friends and enjoy meeting new ones. Register today!

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available. “We will do a book drive at the newspaper and it will be a partnership (with the library) but these will be adopted and run by the community. This is for the community. These free Little Libraries foster reading, as they get kids reading earlier.”

“I think it’s a great idea,” said Council member Diane Wolfe.

Colburn said the newspaper is converting seven racks so they will be available in seven different locations in the community. She also noted that the locations have not yet been decided and she was welcoming input from the city and the library as to the most effective places for the most children to have access.

“Do they need to be in areas that are relatively secure?” asked Mayor Orval Stahr.

“Vandalism is always a concern, but they will be in very well-lit areas and it would also take two people to move a rack,” Colburn said.

When the project launches, the locations will be published so parents know where their children will have access to this fun and educational opportunity.



News-Times Graphic

Unused newspaper racks are being transformed into “Little Libraries” that will be placed throughout the York community so local kids will have easy and fun access to borrowing and leaving books. The goal is to encourage reading and expand young minds.

Little Library movement coming to York

Unused newspaper racks are being transformed

By Melanie Wilkinson, York News-Times, July 27, 2017

YORK - A free and fun project is underway that will provide local kids with easy access to books in their community. This past week, York News-Times Publisher Carrie Colburn shared information about the project with the York City Council, explaining her desire to bring the “Little Library” movement to York.

“We are working with the Friends of the Library on this project,” Colburn explained. “The concept is ‘take a book, leave a book.’”

The News-Times had unused newspaper racks at their facility – and Colburn saw them as perfect weather-proof vessels that could be placed in a number of locations throughout the city. The size of the newspaper racks is perfect for access by children, as well.

The racks are currently being refurbished and colorful graphics added. Books will be placed in the racks and the coin mechanisms will be taken out as this will be a free opportunity requiring no money on the recipients’ parts.

Colburn explained that kids will be able to just pull down the rack door to gain access.

“Children will be able to borrow a book and return a book to any of the locations,” Colburn said, explaining that this is how the racks will continue to have books

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Open the Room Project provides system for streaming public meetings, events, sporting contests

Earlier this month, the Reynolds Journalism Institute and two of its fellows launched the Open the Room Project, which provides community journalists, citizen activists and town administrators with step-by-step directions to build a scalable, affordable system for streaming public meetings, events and sporting contests. The project was inspired by citizen activists who are streaming town council meetings via smartphones to Facebook Live.

Open the Room solutions include software automation that negates the need for traditional broadcast television equipment or crews. Some hardware options are portable; others require permanent installation. The fellows have highlighted emerging technologies that will allow users to cover more local meetings and events — even local sports — with better than acceptable video and audio quality at a much lower cost.

Learn more and check out the guide here: <https://www.rjionline.org/stories/open-the-room-project-helps-journalists-citizens-and-towns-broadcast-on-fac>

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 7/3:

2x2

Blair Enterprise – Lynette Hansen - (paper made \$162.50)
Fairbury Journal-News – Jennifer Lewis (paper made \$300.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Austin Roper (2 ads) (paper made \$450.00)
Sutherland Courier-Times – Trenda Seifer (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Stapleton Enterprise – Marcia Hora (paper made \$112.50)

Week of 7/10:

2x2

Hickman Voice News – Austin Roper (2 ads) (paper made \$450.00)
North Platte Telegraph – Julie Murrish (paper made \$312.50)
Seward Independent – Patrick Checketts (paper made \$150.00)
Sutherland Courier-Times – Trenda Seifer (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
Waverly News – Grant Fiedler (paper made \$312.50)
York News-Times – Leah Kuskie (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Nebraska City News-Press – Erin Johnson (2 ads) (paper made \$225.00)
Ogallala Keith Co. News – Brian McElvain (paper made \$112.50)

Week of 7/17:

2x2

Fairbury Journal News – Jennifer Lewis (paper made \$150.00)
Hickman Voice News – Austin Roper (8 ads) (paper made \$2,662.50)
North Bend Eagle – Nathan Arneal (paper made \$162.50)
Oshkosh News – Kelly Reece (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Ogallala News – Brian McElvain (paper made \$112.50)

Week of 7/24:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)
Fremont Tribune – Kourney Muller (paper made \$487.50)
Hickman Voice News – Austin Roper (4 ads) (paper made \$1,725.00)
Nebraska City News-Press – Betty Travis (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Bayard Transcript – Alisha Siebenthal (paper made \$112.50)
Broken Bow Chief – Renae Daniel (paper made \$137.50)
Fairbury Journal News – Jennifer Lewis (paper made \$112.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)
Ogallala News – Brian McElvain (NCAN Special Free Ad)
York News-Times – Cheri Knoell (paper made \$132.50)



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

2017 NSAA MEDIA MEET & GREET

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Breakfast will be provided for attendees!

TIME: 9:00 am – 9:30 am – Credential Pick-Up & Breakfast

9:30 am – 11:00 am - Discussion

DATE: Thursday, August 17TH, 2017

PLACE: NSAA Media Room, 500 Charleston St

PLEASE RSVP with attendee names by Monday, August 14th:

amccoy@nsaahome.org

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

It's important that our newspapers are well represented at NSAA's Meet & Greet event, so please save the date and plan to attend.

Hershberger brings community journalism experience to Sidney Sun-Telegraph

Forrest Hershberger has joined the staff of the Sidney Sun-Telegraph as news editor. He will be writing sports, local government and features in addition to other duties as assigned.

Hershberger comes to Sidney will more than 20 years of community newspaper experience.

Over the years he's worked at newspapers in Colorado including the Alamosa Valley Courier, Julesburg Advocate, Sterling Journal-Advocate, and the South Platte Sentinel, starting as a reporter, news editor and editor.

In a recent article announcing Hershberger's hiring, Sun-Telegraph Editor, Don Ogle, said, "I've known Forrest for a long time and his dedication to the community and readers has always been impressive. To have him on staff, with his experience, is going to benefit the community greatly."

BH Media Group announces advertising team promotions, new hires

Deb McChesney has been named director of classified advertising for The Omaha World Herald. In her 20-year newspaper career, McChesney has held several positions with the World-Herald and the Roanoke (VA) Times, both owned by BH Media Group.

Lisa Hagstrom has been promoted to real estate manager at The World-Herald, having been with the paper for 14 years. Before that she worked for the Metro Omaha Builders Association (MOBA).

Dayatara Craddock has been promoted to an outside real estate account executive role, and Gayleen Quinn will become a digital specialist, focusing on World-Herald automotive and real estate categories, as well as its custom magazine division.

The newspaper's advertising team welcomes Aaron Consalvi as its recruitment and call center manager. Prior to joining The World-Herald, Consalvi managed sales teams at Dex and served as the digital manager for the Lincoln Journal Star.

"Dean of Supreme Court Reporters," Denniston retires after nearly 60 years of reporting on U.S. Supreme Court

Nebraska City native, Lyle Denniston, 86, retired the end of June after covering the U.S. Supreme Court for 58 years. He is a graduate of the University of Nebraska-Lincoln and Georgetown University, where he received a masters degree in political science and history.



Denniston, who began his career at the Nebraska City News-Press, and then at The Lincoln Journal, became the most respected reporter at the high court. During his years on the beat, he has written for The Wall Street Journal, The Washington Star, The Baltimore Sun and The Boston Globe. He is the author of "The Reporter and the Law: Techniques for Covering the Courts." There have been 113 Supreme Court justices in American history and Lyle Denniston has reported on 31 of them.

Since 2004, he had been the lead reporter for SCOTUSblog, the indispensable source of news about the court, until he joined the National Constitution Center of Philadelphia last year, where he continued to write about the law. Denniston lives with his wife in Prince George's County, MD, just outside of Washington, D.C.

Lyle Denniston was inducted into the Nebraska Journalism Hall of Fame in 2015.

Omaha Catholic Voice wins four Catholic Press Association awards

The Omaha Catholic Voice won first place, third and two honorable mentions in the 2017 awards of the Catholic Press Association, announced June 23 in Quebec City, Canada. Two of the winners were also among the newspaper's awards received in April from the Nebraska Press Association's Better Newspaper Contest.

Competing in the CPA against non-weekly diocesan newspapers across the U.S. and Canada with circulation of 25,001 or more, Catholic Voice graphic designer John Bosco's advertisement for the National Black Catholic Congress titled, "It's Not Black and White," won first place in the category Best Single Ad Originating with the Publication.

The Catholic Voice's staff won third place for Best Reporting on a Special Age Group: Senior Citizens, for its Senior Living section; and two honorable mentions - one for Best News Writing on a Local or Regional Event with news editor Joe Ruff's article on Catholic school enrollment, and another in Best News Writing on a National or International Event with senior writer Mike May's article about the 2016 March for Life in Washington, D.C.

“ The difference between genius and stupidity is; ”
genius has its limits.

- Albert Einstein

UNL Sports Media and Communication major receives final approval

The new major in Sports Media and Communication received final approval from the Nebraska Coordinating Commission for Postsecondary Education on June 15, 2017. This marks the final step in the year-long process of approval for the new major.

This interdisciplinary major will draw on the college's strengths in advertising and public relations, broadcasting and journalism to provide students with a one-of-a-kind program in sports. Students will take core courses to build foundational skills in sports media and communication and select electives to focus their education and future career path.

Placement in a Big10 institution, strong relationships with Husker Athletics, HuskerVision and the Lincoln Saltdogs, along with faculty expertise in sports, provide the College of Journalism & Mass Communications with a unique position to offer a world-class program in sports media and communication. Students can begin enrolling in the new major in fall 2017.



Lincoln Journal trailblazer, Nancy Porter, dies at 94

Nancy Porter, 94, one of the first female editors to work on the news desk at The Lincoln Journal, died July 18, 2017, in Lincoln.

She applied for an editing position on the Journal news desk in the late 1950s, and loved her work there. Although her legal name was Nancy Schwieder, she wrote an advice column under the pen name "Mary Gordon." She also edited news stories and wrote headlines. In her spare time, she served as the newspaper's book editor. She wrote book reviews under her own byline, which led to a job later at the University of Nebraska Press.

Porter graduated from UNO with a bachelor of arts degree with honors. In 1946, she and her husband moved to Kearney, where they raised two children. They returned to Lincoln in 1956.

Survivors include her daughters, Susan Kinyon of Lincoln and Sara Kennedy of Tampa, FL; stepson George Porter of Portola Valley, CA; and stepdaughter Patricia Porter of Menlo Park, CA. Funeral services are pending.

Nebraska writer, reporter, Jim Tische, dies at 92

Jim Tische, age 92, of Papillion, died May 11, 2017. Born in Ainsworth, Tische joined the U.S. Navy after graduating from high school, and served on the USS Langley aircraft carrier in the Pacific Theater during WWII. He graduated from the UNL School of Journalism in 1950.

During his career, Jim worked as a police reporter for the Lincoln Journal Star, a writer for the Scottsbluff Star-Herald and the Kankakee (IL) Daily Journal, and the Nebraska Game & Parks Outdoor Nebraska Magazine (now called Nebraskaland Magazine). He then worked as chief of the Lincoln Journal Star's copy desk, retiring in 1986, when he and his wife, Patty, moved to Johnson Lake near Lexington, where they lived for 26 years.

Jim was preceded in death by his wife of 59 years, Patty Ann, and his son, Kirk. He is survived by his daughters Roxanna Miller-Kempkes of Bellevue and Denise Want of Milford and their families.

A memorial service was held July 29 in Lexington at LexChristian Church. At his request, Jim's body was donated to the University of Nebraska Medical School to help train medical students.

Memorials can be directed to Children's Hospital and Medical Foundation in Omaha, the University of Nebraska College of Journalism in Lincoln, or the LexChristian Church in Lexington. Reynolds-Love Funeral Home in Lexington assisted with arrangements. To share online condolences, go to <http://www.reynoldslovefuneralhome.com>.

Omaha World-Herald employee, McHugh, dies at 58

Jolene McHugh, photo and video imaging specialist at the Omaha World-Herald, died June 24, 2017, after a 10-year battle with breast cancer.

In a June 27 World-Herald article about McHugh, Jeff Bundy, the newspaper's director of photography, video and broadcast, said McHugh "was much more than a colleague to all of us at The World-Herald. Many people referred to her as their 'work mom.' She was always interested in our personal lives, quick with a smile and always had a full treat jar. Jolene took great pride in her work, and it showed."

Survivors include her husband Joe; daughters Charity O'Neill; Erin (Ken) Long; Kellie (Steve) Kovar and son Kevin (Susan) O'Neill and their families. Funeral services were held June 29 at St. James Catholic Church in Omaha, with interment at Evergreen Memorial Park. Heafey Hoffmann Dworak & Cutler funeral home were in charge of arrangements. Donations to the family for distribution to Jolene's favorite causes.

Classified Advertising Exchange

July 31, 2017

TABLE-TOP WAXER WANTED: Please contact Stephanie Dawson, The St. Edward Advance, 402-678-2771.

EDITOR: The Northeast Neb. News Company has an opening for an editor to guide one or two of our community newspapers. Qualified applicant must have solid reporting, editing and organizational skills. Send resume, cover letter to Rob Dump, ccnews@mac.com, or PO Box 977, Hartington, Neb. 68739.

WRITING/EDITING/PHOTOGRAPHY: Full-time position opening at progressive weekly newspaper in ag-based Nebraska community. Job involves writing, editing, photography. Competitive wages of \$25-\$35K/yr, DOE, plus benefits. Contact Jennifer Lewis, (402)-729-6141, jennifer@fairburyjournalnews.com.

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



MENS SIZES: L, XL, 2X, 3X
WOMENS SIZES: L, XL, 2X, 3X (runs small)
\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

- *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

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.