

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events:

August 17, 2017

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

September, 2017

Cline Williams Employment
Law Forum

- Sept. 14 - in Kearney
- Sept. 19 - in Omaha
- Sept. 27 - in Lincoln

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 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>

August 25, 2017

Automatic InDesign -
(Russell Viers)
1:00pm CST

www.onlinemediacampus.com

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Last call for Husker football season parking spots!

A few NPA Husker football season parking stalls are still available. These are COVERED stalls, located in the Pinnacle Bank Arena West Garage, about a block and a half west of the NPA office.



This is year two of leasing the parking lot to the University of Nebraska through IMG, their Partner Services Manager. As decided by the NPA/NPAS Boards of Directors, IMG will use the lot for each of the seven home games for "under the tent" private tailgate parties. NPAS will receive \$24,000 again this year for leasing the lot to IMG.

- **All parking spaces are being offered to NPA members first, on a first-come basis.**
- **The cost for a 2017 season parking stall is a suggested donation of \$100.00, made payable to the NPA Foundation (tax deductible), as voted on by the NPA/NPAS Boards of Directors.**
- If you're interested, complete the attached NPA Parking Agreement and submit to the NPA office, along with your check for \$100.00 (payable to NPA Foundation; tax deductible) *NOTE: If you were a season parker last year, you must submit a signed parking agreement along with your \$100.00 to be considered for 2017 parking.*
- Those who receive a season parking stall will be mailed a parking permit and parking map prior to the first Husker home game.

The pre-game hosted meal function will continue to be held at the NPA/NPAS office (845 "S" Street) prior to each home game (time to be announced each week in the Bulletin).

Women and Media Conference, Sept. 25, in Sioux Falls

Women in media in the upper Midwest are invited to attend a Women in Media Conference set for September 25 in Sioux Falls.

Teri Finneman, a South Dakota State University professor and former North Dakota journalist, organized the event, which is co-sponsored by the South Dakota Newspaper Association.

"Research continues to find that the number of women in leadership in newsrooms is far below what it should be and that women, particularly in television, continue to struggle with sexism, especially with the rise of social media," Finneman said. "The conference is an opportunity for mentorship, skills training and discussing gender issues."

Kimbriell Kelly of The Washington Post will be the keynote speaker. Mary Jo Hotzler of Forum Communications will moderate a session on leadership,

cont. pg. 2

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Cummings has worked for the Times-Herald for nearly two and a half years, serving as the sports editor since March 2015, before taking the director of operations role in July 2016.

After graduating from Alliance High School in 2010, Cummings earned his bachelor's of journalism degree from the University of Nebraska-Lincoln in December 2013. Upon graduation, he joined the Columbus (NE) Telegram as a sports reporter for about a year before returning to Alliance to fill the sports editor position.

Cummings was named Outstanding Young Nebraska Journalist in 2016 by the Nebraska Press Association for his coverage of local sports in Box Butte County.

Hulinsky joins Sutton Clay Co. News staff

Jordyn Hulinsky, a May 2017 graduate of Chadron State College, joined the Clay County News staff in early August as sports writer and photographer.

Hulinsky, a graduate of St. Paul (NE) High School, grew up playing any and all sports, and went to Chadron State College to study communication arts with an emphasis in journalism, with the goal of being able to watch sports for the rest of her life.

She joined the staff of Chadron State's student newspaper, The Eagle, on the second day of classes her freshman year, and was promoted to sports editor during the second week of classes. During that time she was under the management of Ashley Swanson, the current news reporter for the Clay Co. News. When Swanson graduated in Dec. 2014, Hulinsky took over her role as managing editor of The Eagle, where she remained until graduating in May.

Conference - from pg. 1

and Karen Speidel of the News-Monitor will moderate a session on setting boundaries in a 24-7 job. Other North Dakota moderators include Sadie Rudolph of NDSU on Media Moms and Emily Welker of KVRB discussing Sexism from Social, Sources and SOBs.

Other sessions will cover Snapchat, marketing on social media, covering native communities, being a rookie reporter and video apps.

Registration is \$35, and women can register at <https://tinyurl.com/mo6x313>. The event begins at 8 a.m. and concludes by 5 p.m. on Sept. 25 at the Holiday Inn-City Centre in Sioux Falls. **The group code for hotel reservations is PQ9. Registration is limited to 100 people. Register by Sept. 11.** Questions? Email Teri at finnemte@gmail.com.

Cummings named Alliance Times-Herald publisher

Kyle Cummings has been named the new publisher for the Alliance Times-Herald, effective August 1.

Cummings replaces Tom Shaal, who has stepped down from the position after serving as the publisher for the last six years.

September: Cline Williams Employment Law Forum

The seminar is free, and all NPA members are invited to attend. A variety of topics will be covered, which are both timely and informative.

Cline Williams continues to get employment-related questions from NPA members via the Legal Hotline, which indicates a need for this type of seminar for our members.

Questions about the seminars? Contact Trish Kylo at tkylo@clinewilliams.com.

See attached flyer for dates, locations & details.

Bryce joins Scottsbluff Star-Herald team

Charissa Bryce has joined the Star-Herald staff as a reporter. Born in Tyler, TX, she received a degree in agricultural communications and journalism from Texas A & M University in 2017. Bryce will cover arts and entertainment, education and religion, along with stories about western Nebraska.

Newspapers make for an ideal educational tool

By Metro Creative Connection

One valuable educational resource may be delivered to your subscribers every day, or every week.

Many of today's classrooms are filled with all types of emerging technologies, which educators use to enhance their students' educational experiences. However, the humble newspaper has long been a staple in the classroom and at home and remains one of the best tools for learning. Newspapers can be used to further children's academic abilities in a variety of ways.

Improve reading fluency

Fluency, comprehension and inference of text are lessons that begin as soon as a child begins learning how to read. Children need access to a variety of reading materials so they can expand their knowledge and vocabulary base, and it's never too early to introduce youngsters to the newspaper as not only a source of local and national information, but also as a reading tool.

Parents can go through the newspaper with their children and select articles that may be of interest. A section devoted to local events or a particular theme, such as sports or fitness, may be good starting points.

Children can have fun matching headlines with photos and following the sequence of the stories that continue on another page. They're also bound to be exposed to a number of new words and phrases as they read newspaper articles, which helps improve their vocabulary.

Strengthen writing skills

Newspaper articles are written differently than books. Exposing children to a journalistic style of writing can help them with their own writing assignments.

Teachers often stress that narratives and other writing assignments should follow a certain format so students learn to express themselves clearly. Students are urged to validate statements with proof and to have a logical flow to their work.



By reading articles in newspapers, students can gain an understanding of how to introduce a subject, expand on facts and summarize a point. Students who tend to be more pragmatic

writers may connect with the journalistic style of writing more so than students who excel at creative prose.

Children can practice reporting on different events in and around their communities, emulating the style of writing presented in newspapers. They also can learn the differences between editorial and opinion pieces.

Make current events accessible

Newspapers are an inexpensive connection to culture and information from around the world. Through newspaper articles, students can better understand political, financial and entertainment issues spanning the globe. Staying abreast of the latest news from around the world can help students become more well-rounded and learned.

Students who may have read about events in a history book can compare those accounts to current information on what is happening in the world today.

Develop an eye for photography

Stunning, award-winning photographs are published in newspapers nearly every day. A picture is worth a thousand words, and newspaper photography helps readers interpret stories and bring the words to life through imagery. Access to newspaper photography can open up an entirely new world for children. It also may inspire their own creative works.

Students may be inundated with technological resources both at school and home. But perhaps no classroom resource can match the array of benefits provided by newspapers.



Nebraska journalism scholarship honors late Don ‘Fox’ Bryant and his wife, ‘Pedie’

Hickman Voice News, July 27, 2017

Don “Fox” Bryant, who enjoyed a long and notable career in communications and administration with the University of Nebraska athletics, has now been honored with a named scholarship fund at his alma mater.

The Don “Fox” and Joan “Pedie” Bryant Scholarship Fund was established with a \$25,000 gift from the Bryant family to the University of Nebraska Foundation.

Together with contributions from family and friends, the scholarship is now a \$33,000 permanently endowed fund that will forever provide annual awards to senior journalism majors who have financial need. The scholarship is also specially designed to help students who are interested in careers in sports journalism.

The gift from the Bryant family also provides support for Our Students, Our Future, the University of Nebraska’s current initiative seeking broad support for students.

After serving in the U.S. Marines, Don Bryant served as sports editor at the Lincoln Star from 1954 to 1963. He then served as UNL’s sports information director for 31 years, as assistant athletic director for 18 years, as director of the Bob Devaney Sports Center for eight years and as associate athletic director for communications for five years. Toward the end of his career, he taught sports public relations as associate professor at UNL’s College of Journalism & Mass Communications.

Throughout his career he received many awards and recognitions, including induction into the Nebraska Journalism Hall of Fame in 1995. Bryant died in 2014, in Lincoln.

Fox and Joan “Pedie” Bryant were married for 63 years, and Pedie, who grew up in Oakland, NE, continues to live in Lincoln.

Kearney Hub adds new sports reporter

Dan Zielinski has joined the Kearney Hub staff as sports reporter. Zielinski graduated from the University of Wisconsin-Milwaukee in May 2017, where he covered a variety of amateur and professional sports.

In college, he freelanced for the Milwaukee Journal Sentinel and the West Bend (WI) Daily News, and covered Green Bay Packer and Milwaukee Brewers home games for SportsRadio 105.7 The Fan, in Milwaukee.

Promote public notices with free ads

In recent years, many state press associations are battling to keep public notices in their printed newspapers. The threat is only increasing, as many state legislatures have proposed moving public notices out of printed newspapers and onto government-run websites.

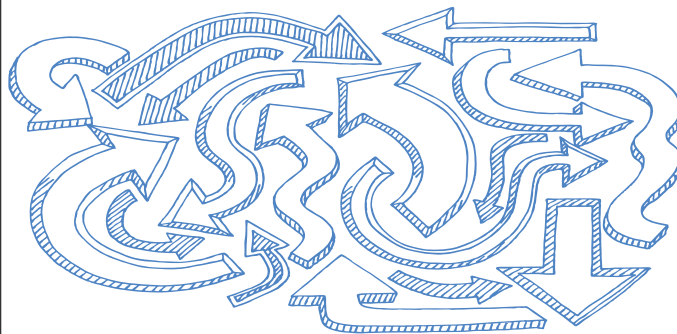
The News Media Alliance (formerly Newspaper Assn. of America) has created ads highlighting the importance of keeping public notices in newspapers. **These public notices ads are available to newspapers nationwide for free use.** Ads can be published as is, or you can add your own logo.

To download NMA ads go to:

https://www.newsmediaalliance.org/email-gate/?submit=/research_tools/public-notice-ad/?gatval

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites, where they may not be easily found.



2 OUT OF 3

U.S. adults read a newspaper in print or online during the week.



Why try to fix something that isn't broken?

Keep Public Notices in Newspapers.

NEWS MEDIA ALLIANCE

www.newsmediaalliance.org



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.

NPA Digital Hotline launched one year ago this month

Last August, the Nebraska Press Association launched the Digital Hotline as a free service for our members about digital marketing.

Courtside Marketing, a digital marketing agency based in Blair, NE, can answer digital questions, help expand your newspaper's digital footprint, or offer suggestions on how to sell effectively against a digital competitor in your market.

The Digital Hotline can benefit newspapers of all sizes. Even if your paper doesn't have a website, how do you respond to those who say they just use Facebook for their advertising and don't need an ad in your paper?

Chris Rhoades, president of Courtside Marketing, and his team are available to help.

Take advantage of this free digital marketing resource!



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.



Programmatic Advertising

I am sure you've heard of the advertising term, programmatic, and thought to yourself, "What does that mean?". It's one of those terms, when you're at a convention or meeting that you'll hear and spend the rest of the time Googling acronyms. Well this term is no longer the new kid on the block, so let's get familiar with it!

You might be a programmatic veteran or a newbie that is really excited to figure this out once and for all! Programmatic is an automated process of buying and selling digital advertising inventory with results your clients can bank on. This is a way to generate big revenue from your remnant ad inventory.

For example: If you have an online newspaper website and on that site, you sell advertising spots.... let's say you have an ad spot where you rotate 4 advertisements, but right now you only have 2 businesses advertising. With this program, you can have 50% (the other 2 ads) be programmatic advertising. These are national (some behavioral/demographic) ads that will be plugged in upon your request. Your newspaper will make a certain percentage from the ad you're letting be placed on your website ad positions.

This program can also get very creative. If you have a photo gallery on your newspaper website, after every 4th picture you can have an ad be the next image they see. You can also do this with local videos that you are posting to your site. Have it open up with a pre-roll video ad.

This may be a lot to take in, so do your research and get in touch with your ad placement partner or your website developer- they will be able to help introduce you to the program!

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.

Classified Advertising Exchange

August 14, 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, NPA Husker Season Football Parking Letter/Parking Agreement, Cline Williams Employment Law Forum 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)
\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

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.

NPA/NPAS 2017 Husker Football Parking

July, 2017

NPA Members,

It's time to start thinking about Husker football and 2017 season parking!

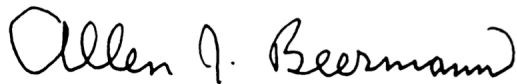
The NPA/NPAS Boards of Directors voted at their summer meeting to again lease our parking lot to the University of Nebraska through IMG...their Partner Services Manager, for each of the seven (7) Husker home games, to be used for "under the tent" private tailgate parties. (NPAS received \$24,000 again this year from IMG for the parking lot lease).

In exchange, NPA/NPAS will receive 30 covered season parking stalls, located in the Pinnacle Bank Arena West Garage. The covered stalls are a block and a half west of the NPA office.

- **All parking spaces are on a first-come basis to our members.**
- **The cost for a 2017 season parking stall is a suggested donation of \$100.00, made payable to the NPA Foundation (tax deductible), as voted on by the NPA/NPAS Boards of Directors.**
- *If you're interested in season parking, complete the attached NPA Parking Agreement and submit to the NPA office, along with your check for \$100.00 (payable to NPA Foundation; tax deductible) **NOTE: If you were a season parker last year, you must submit a signed parking agreement along with your \$100.00 to be considered for 2017 parking.***
- Those who receive a season parking stall will be mailed a parking permit and parking map prior to the first Husker home game.

Our pre-game hosted meal function will continue to be held prior to each home game (time to be announced each week in the Bulletin) at the NPA/NPAS office.

GO BIG RED!



Allen J. Beermann
NPA/NPAS Executive Director

2017 Husker Football NPA Parking Agreement

**YES, I'd like to sign up for one Husker
football (home game) season parking
stall:**

_____ Covered stall (*located in Pinnacle Bank
Arena West Garage*)

**I understand all parking stalls are on a first-come
basis and my completed parking agreement, along
with my \$100.00 check, must be received by the NPA
office for a stall to be considered reserved.**

*(parking permit & parking map will be provided
prior to first home game)*

NAME: _____
(Please print)

NEWSPAPER: _____

MY CHECK FOR \$100.00 IS ATTACHED: _____
(Make payable to NPA Foundation; tax deductible donation)

PHONE #: _____
(Best # to reach you on game days, if necessary)

DATE: _____



(402) 476-2851
(800) 369-2850 (NE only)

FAX: (402) 476-2942
845 "S" St. | Lincoln NE 68508

Nebraska Press Association

CLINE WILLIAMS

Presents the 19th Annual

EMPLOYMENT LAW FORUM

We invite you and members of your organization to attend our complimentary 2017 Employment Law Forum to learn about the latest developments in labor, employment, and employee benefits laws. Cline Williams' Employment Law Forum is geared toward business owners, executive employees, human resource professionals, and in-house legal counsel.

Attendance at this educational seminar is free. Credit for this seminar has been sought from the Nebraska CLE Commission, Iowa CLE Commission, HR Certification Institute, Society for Human Resource Management, and Nebraska Board of Public Accountancy.

AGENDA

1:00 - 1:30 p.m.	Employee Benefits Legal Update Michelle L. Sitorius and Katie A. Joseph
1:30 - 2:00 p.m.	The ADA and FMLA: Legal Trends Applied to Real-Life Scenarios Tara A. Stingley and Jason R. Yungtum
2:00 - 2:30 p.m.	Key Developments in Wage and Hour, Labor, and Employment Law Jody N. Duvall and Lily A. Carr
2:30 - 3:00 p.m.	A Pop Culture Primer on Avoiding Employment Claims: Best Practices for Conducting Employee Evaluations, Workplace Investigations, Employee Discipline, and Terminations Henry L. Wiedrich and Jordan R. Hasan
3:00 - 3:20 p.m.	BREAK
3:20 - 3:45 p.m.	Fiduciary Best Practices for Employee Retirement Plans Keith T. Peters and Chris L. Wagner (Lutz)
3:45 - 4:15 p.m.	Top Ten Things Every Employer Should Know About Immigration Law Daniel W. Oldenburg
4:15 - 4:45 p.m.	Catching the Bad Guys Without Punishing the Good Guys: Managing the Information Security Risks of Your Workforce Richard P. Jeffries
4:45 - 5:00 p.m.	Q & A SESSION

LOCATIONS

Kearney

Thursday, September 14, 2017

Younes Conference Center

1:00 - 5:00 p.m.

Registration begins at 12:30 p.m.

[CLICK HERE TO REGISTER](#)

Omaha

Tuesday, September 19, 2017

Embassy Suites, La Vista

1:00 - 5:00 p.m.

Registration begins at 12:30 p.m.

[CLICK HERE TO REGISTER](#)

Lincoln

Wednesday, September 27, 2017

Nebraska Innovation Campus Auditorium

1:00 - 5:00 p.m.

Registration begins at 12:30 p.m.

[CLICK HERE TO REGISTER](#)

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