

Bulletin

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Calendar of Events

Events:

September, 2017

- Cline Williams Employment Law Forum
- Sept. 14 - in Kearney
 - Sept. 19 - in Omaha
 - Sept. 27 - in Lincoln

October 1-7, 2017

National Newspaper Week

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:

September 14, 2017

The Basics of Newspaper Design: Starting from Scratch (Ed Henninger); 10:00am CST
www.newspaperacademy.com

September 20, 2017

The Basics of Newspaper Production: Most Important Skills (Kevin Slimp); 2:00pm CST
www.newspaperacademy.com

September 21, 2017

Headlines that Pop! (Gatehouse Media); 1:00pm CST
www.onlinemediacampus.com

CONTACT INFO:

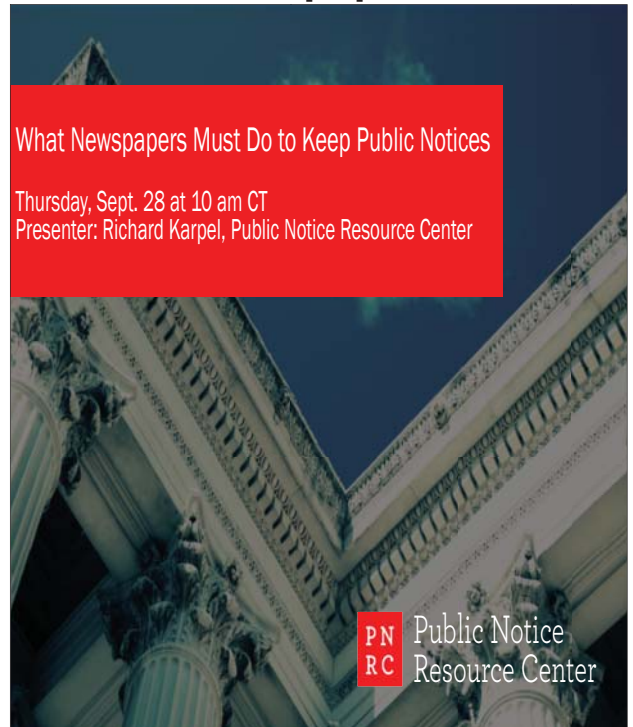
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Free Sept. 28 webinar: What Newspapers Must Do to Keep Public Notices

Save the date to attend a free webinar on Thursday, September 28 at 10 a.m. CST regarding trends in public notices and best practices for newspapers who publish them. **The webinar is free to NPA members.**

“It’s important for all of NPA’s members to ensure they are using best practices to maintain the integrity of this traditional pillar of government transparency,” said Allen Beermann, NPA Executive Director. “We always face the problem of an amendment ‘popping up’ on the floor on any given bill that could jeopardize public notices. With term limits, we are constantly meeting and greeting a large group of new senators, who may or may not understand the value of printed public notices.”

The webinar is presented by Richard Karpel, president of APW Management, an association management company based in Falls Church, Virginia. APW represents the Public Notice Resource Center, American Court and Commercial Newspapers and other newspaper industry clients. He was formerly executive director of the American Society of News Editors and the Association of Alternative Newsweeklies. **Register online at: <https://goo.gl/forms/IwRXTrItt8UpPlnE3>**



Help Texas community newspapers through NNA Foundation's GoFundMe.com



Community newspapers in Texas are fighting to survive after Hurricane Harvey. You can help by donating to the National Newspaper Association (NNA) Foundation's GoFundMe site.

The collected funds will be devoted to public service messages in affected areas of Texas stressing the importance of an informed public during a catastrophe. Help these papers help their readers. Donations are tax-deductible.

Go to <https://www.gofundme.com/nnaf-tpa>

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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.

Seminar dates and locations:

- **Kearney - Thurs., Sept. 14**
- **Omaha - Tues., Sept. 19**
- **Lincoln - Wed., Sept. 27**

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.

**Registration is free, but RSVP is required.
Registration deadline is Sept. 13.**

To RSVP, contact: Trish Kylo at tkylo@clinewilliams.com.

**See attached flyer
for dates, locations & details!**

National Newspaper Week - October 1-7

This year we mark the 77th anniversary of National Newspaper Week (NNW), October 1-7.

The annual observance celebrates and emphasizes the impact of newspapers to communities large and small all over.



This year's theme is "Real Newspapers ... Real News!" The aim is to applaud and underscore newspaper media's role as the leading provider of news in print, online or in palms via mobile devices.

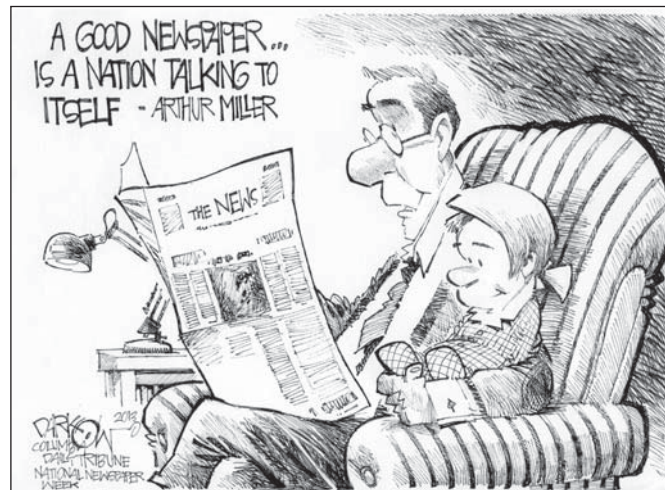
Materials will be available for download beginning Monday, Sept. 25, at <http://www.nationalnewspaperweek.com/>

The content kit contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North

American trade associations representing the industry on a state and provincial, regional and national basis.

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

PLEASE ALSO MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.



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 July 31:

2x2

Crete News – Jennifer Zapata (paper made \$150.00)
Hickman Voice News – Austin Roper (2 ads) (paper made \$462.50)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$325.00)
West Point News – Karey Rahn (paper made \$325.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

Week of August 7:

2x2

Crete News – Jennifer Zapata (2 ads) (paper made \$300.00)
Hickman Voice News – Austin Roper (paper made \$325.00)
Imperial Republican – Jana Pribbeno (paper made \$487.50)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tecumseh Chieftain – Bev Puhalla (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)
Superior Express – Bill Blauvelt (paper made \$112.50)
York News-Times – Cheri Knoell (paper made \$132.50)

Week of August 14:

2x2

Crete News – Jennifer Zapata (paper made \$150.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hartington Cedar Co. News – Joann Wiebelhaus (paper made \$162.50)
Norfolk Daily News – Denise Webbert (paper made \$162.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

Week of August 21:

2x2

Fairbury Journal-News – Jennifer Lewis (paper made \$150.00)

Hickman Voice News – Austin Roper (paper made \$300.00)
Hickman Voice News – Bridget Wilkinson (paper made \$150.00)
Lexington Clipper-Herald – Heather Heineman (paper made \$487.50)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)

Week of August 28:

2x2

Cambridge Clarion – Jolene Miller (paper made \$162.50)
Crete News – Jennifer Zapata (paper made \$150.00)
Fremont Tribune – Kourtney Muller (paper made \$487.50)
Hickman Voice News – Austin Roper (2 ads) (paper made \$462.50)
Hickman Voice News – Bridget Wilkinson (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Callaway Courier – Mike Wendorff (paper made \$112.50)
Hickman Voice News – Austin Roper (paper made \$112.50)
McCook Daily Gazette – Brenda Gillen (paper made \$377.50)
Verdigre Eagle – Lisa Wessendorf (paper made \$112.50)

Week of September 4:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Crete News – Jennifer Zapata (paper made \$150.00)
Fairbury Journal-News – Jennifer Lewis (paper made \$300.00)
Hickman Voice News – Austin Roper (paper made \$150.00)
Norfolk Daily News – Suzie Wachter (paper made \$325.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
Tekamah Plaindealer – Deanna Ray (paper made \$325.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Callaway Courier – Mike Wendorff (paper made \$112.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)

Constitution Week is September 17-23

Constitution Week is the commemoration of America's most important document, celebrated annually during the week of September 17-23. The aim of the Constitution Week celebrations are to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787.

For more information, go to: <http://constitutionweekusa.com>, or: <http://www.dar.org/national-society/education/constitution-week>.



Enterprise Publishing Co., Blair, featured in Editor & Publisher article on family owned community newspapers

Enterprise Publishing Co. in Blair, NE, was featured in a Sept. 1 article in Editor & Publisher magazine, entitled “With roots in their communities, local newspaper owners find ways to flourish and prosper.”

Editor & Publisher spoke to a few community newspaper leaders to get their perspective on the decline in local ownership, and the changing landscape of the newspaper industry, particularly at the local level.

Featured in the article were Mark Rhoades, publisher of Enterprise Publishing Co. in Blair, which publishes a dozen community newspapers in Nebraska and Iowa, and his son, Chris Rhoades, associate publisher and president of Courtside Marketing, a digital marketing agency, which was formed in 2015.

Mark is president of the Nebraska Press Association Foundation. Chris is a board member for Nebraska Press Advertising Service.

Read the full article, go to <http://www.editorandpublisher.com/feature/with-roots-in-their-communities-local-newspaper-owners-find-ways-to-flourish-and-prosper/>

“Innovation Starts Here” - NNA convention, October 5-7, in Tulsa

This year’s NNA (National Newspaper Association) 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.

Earlybird registration ends September 16, 2017! Register online now at www.nnaweb.org/convention.

Rotary 14 welcomes international students to Sept. 10 picnic in Lincoln

Lincoln Downtown Rotary Club 14 invites international students attending college and universities in Lincoln and surrounding areas to its Annual International Student Picnic, Sunday, September 10 from 2:30-5:30 p.m. at Holmes Park in Lincoln (Area #2).

As an official “American Welcome,” the picnic provides newly arriving students from around the world the opportunity to meet and mingle, play games, win prizes and even learn to husk corn. Food provided by Rotary 14 includes barbecue, corn on the cob, Valentino’s pizza, Runzas, Pepsi products and dessert.

Nebraska Lt. Governor Mike Foley and Lincoln Mayor Chris Beutler will make welcome remarks. Rotary members will also be on hand to welcome students.

The picnic is a fun and festive opportunity for Rotary Club 14 to accomplish its goal of “Peace Through Service.” Typically more than 100 students attend this annual event.

For more information about the picnic, contact Christina Usher at 402-875-1351, or email clu@mattsonricketts.com. For more information about Rotary Club #14, visit www.rotary14.org.

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



Twitter updates you may have missed

As you may know, Twitter is an online news and social networking platform. Users post and interact with messages, "tweets", with a maximum of 140 characters. Enrolled users can post tweets, but those who are not enrolled can only read them. We like to refer to Twitter as an ongoing conversation!

Recently Twitter made some changes to tweet replies. Which include, whenever you reply to a group or an individual user, the user names of those people won't deduct from your tweet's 140 character count. This is a great feature because it will let the user have more room to express themselves.

Twitter also introduced some new features that will let you filter out more notifications and content that you don't want to see. Some will be identified by Twitter, such as an account engaging in abusive behavior. The platform will limit them so only their followers can see their tweets, not everyone they choose. To update this, you can head over to the notifications timeline and go to your Settings to make your choices.

Another interesting feature Twitter is considering offering; a paid version of Tweetdeck. Right now the Tweetdeck can be used to schedule posts and analyze the reaction of others- this is important and useful for business pages! The premium version would be tailored toward marketers, brands, and other power users. Twitter is surveying users to check interest about possible features and rates. The paid version would include advanced analytics, alerts and more that would help business users stay on top of Twitter trends!

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

September 5, 2017

COME JOIN OUR SALES TEAM! Enterprise Publishing Company, a progressive regional publishing company based in Blair, Nebraska, is looking for a qualified sales and marketing associate to join our team. We are looking for driven individuals who can work independently and have an entrepreneurial mindset. Job duties would include assisting customers with regionalized print and digital marketing products and solutions. Prior sales experience is highly recommended, but not necessarily required. Position pays a competitive base salary, plus commissions, and has opportunity for yearly compensation growth. If you are energetic, like working with people, are independently motivated, and driven to succeed, we'd like to hear from you. Serious inquiries can be made to Chris Rhoades, Associate Publisher, via e-mail at crhoades@enterprisepub.com. Please include your resume, cover letter, and references.

GENERAL ASSIGNMENT REPORTER: The Fairbury Journal-News is in need of a general assignment reporter. \$25,000-\$35,000 per year, plus benefits, based on qualifications, experience. Will train the right candidate for any aspect of journalism sought by candidate. Limited nights and weekends with flexible schedule. The Fairbury Journal-News is a twice a week (Wed. print, Fri. digital) publication just an hour south of Lincoln. FairburyTV is our online station and we have a comprehensive social media network. To learn more about the position, call Timothy Linscott or Jennifer Lewis at (402)-729-6141 or email timothy.linscott1@gmail.com or jennifer@fairburyjournalnews.com.

PRESSMAN: Full or part time; must have mechanical aptitude, an eye for detail and the ability to lift at least 60 pounds. Experience is helpful, but we are willing to train the right candidate. Interested candidates, send resume to Custer County Chief, PO Box 190, Broken Bow, NE, 68822, or email: publisher@custercountychief.com.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 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.

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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