

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

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

Save the date to attend a free webinar on Thurs., Sept. 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>.**



Falls City Journal sold to local attorney Richard Halbert

Bill Schock, president of The Journal Publishing Co., announced the sale of the Falls City Journal to local Falls City Attorney Richard L. Halbert. The sale, which was effective Sept. 1, 2017, does not include the building, which has housed The Journal since it was constructed in 1956. The Journal was owned by Bill Schock, the estate of the late Scott Schock, and Laurie Schock Obbink of New York City. Bill Schock has been involved in the ownership since 1964, and the other two owners since 1995.

“We wanted the ownership to remain in Falls City,” Schock said, “and Richard, who also has a Journalism degree from the University of Nebraska, fit the bill in all ways.”

cont. on pg. 2

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Journal - from 1

Bill Schock has been associated with The Journal for 71 years. He started working at the paper when he returned home from his service in WWII. Bill recently celebrated his 99th birthday and still writes his column, "Hanging Out the Warsh," something that will still be encouraged by the new owner.

The current staff (Nikki McKim, Chelsie Alexander and Ron Dodds) have agreed to continue putting out the weekly paper. Lori Gottula will continue contributing feature articles, and Brian McKim will do more sports reporting.

The new owner insisted that the following be included in the (newspaper) purchase agreement: "George William Schock shall have the right, but not the obligation, to have a column or article at any time published in the Falls City Journal..."

In the article announcing The Journal sale, Richard Halbert said, "Like so many of the Falls City Journal readers, I have been reading the Journal all of my life. I am sure it influenced me to get my undergraduate degree from the University of Nebraska College of Journalism before going on to law college. Purchasing the Falls City Journal is the Halbert family's opportunity to give back to our community. With your continued support, I will see to it that "your paper" is taken good care of."

Employment Law Forum

Plan to attend this free seminar, sponsored by Cline Williams law firm. 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**

Registration is free, but RSVP is required.

Registration deadline is Sept. 13.

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

Bots, drones, augmented reality featured at National Mobile Journalism Conference, Oct. 20-21

Top digital journalists, innovators and researchers from universities and news organizations across the nation will lead this year's MobileMe&You conference, which is set for Oct. 20 and 21 at the University of Illinois at Urbana-Champaign.



MobileMe&You 2017 is a journalism and technology conference focused on storytelling on mobile media platforms while highlighting new and innovative techniques and best practices for newsgathering. The presenters, who include journalists from newsrooms such as The Washington Post, CNN, Quartz, Univision and the Onion, will talk about informing and engaging new audiences in the mobile era. They will cover a variety of techniques and reporting tools, including bots, drones, augmented reality, virtual reality, 360 video and mobile platforms. Speakers also will discuss geographically targeted place-based messaging, audience engagement and the latest mobile media research from the Pew Research Center.

This year's conference will feature demonstrations from the National Center for Supercomputing Applications, which is co-hosting the conference. The first major commercial web browser, Mosaic, was developed at the NCSA. Since its inception in 2015, MobileMe&You has helped more than 400 journalists and students learn how to better use mobile and digital tools in reporting.

The conference is organized by the University of Nebraska-Lincoln, the Knight Chairs in Investigative Reporting at the University of Illinois Urbana-Champaign and the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, Univision News and The Midwest Center for Investigative Reporting, with generous funding from the John S. and James L. Knight Foundation, the College of Media at Illinois, and the Knight Chairs.

To register, go to:

<https://www.eventbrite.com/e/mobilemeyou-2017-tickets-33531682164>

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.

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>.

Help Texas community papers with 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/nnaftpa>

Earlybird registration deadline is Sept. 16 for NNA convention, Oct. 5-7, in Tulsa, OK

The theme for this year's NNA (National Newspaper Association) convention is "Innovation Starts Here," and innovation is more important to our newspapers every day.

Convention headquarters is the Hyatt Regency Tulsa, October 5-7, 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.

Into the Issues

By Al Cross, Institute for Rural Journalism & Community Issues, August, 2017

Last month I shared the story of a community newspaper editor who showed an effective way to respond to concerns of readers, often not politely expressed, that his newspaper was liberally biased. Brian Hunt of the Walla Walla Union-Bulletin is an experienced editor, but an intern at a Kentucky weekly newspaper took a very similar approach in a manner that was just as professional. Here's an adapted version of our report on The Rural Blog:



Josh Qualls was having difficulty finding a source to help him explain how the House health-insurance bill might affect seniors on Medicaid in Lincoln County, Kentucky, where he recently completed a summer internship with The Interior Journal in Stanford. So he went to the Boone Newspapers weekly's Facebook page.

"The very first response echoed some of the most disheartening, gut-wrenching rhetoric we've seen directed toward journalists in recent months. Its author offered a scathing indictment of the news media and accused us of being liberally biased," Qualls wrote in his intern report to the Kentucky Press Association, relying on memory because the poster had deleted the post. "She talked about how much 'Obamacare' didn't help her health-hindered family, so I saw a way to connect with her."

Qualls wrote, "We appreciate your feedback ... and we're sorry to learn about your health problems and your family's health-care situation. Our hearts go out to you." He said no one at the newspaper "was happy with the Affordable Care Act allowing premiums to increase at an alarming rate," but said journalists must "seek the truth and report it," as the Society of Professional Journalists' Code of Ethics says.

"The truth, based on what we know about the American Health Care Act so far, is that these proposals may have long-term effects that are even more damaging than Obamacare," Qualls posted. "The Congressional Budget Office reported last Wednesday that while premiums would likely decrease for younger Americans, older Americans would likely see a substantial increase and lose many of their benefits."

Then he wrote this, which KPA highlighted in its report to members: "In this newsroom, we all have different political beliefs but respect each other. What we all have in common is that we're biased against the things that harm the community we serve, and by community we mean people like you." That is a thoughtful, engaging statement of which any editor could be proud.

Qualls reported to KPA, "The author quickly wrote back. She said that she never really thought about it that way and would consider what we wrote, that she appreciated our effort to connect with her and to explain what we were trying to accomplish." He and Editor Abigail Whitehouse, who had approved his message, "were ecstatic," yelling "We got through to someone!"

Though the reader soon deleted her post and the comments, Qualls said the episode showed the value of engaging with readers through social media: "People



may think now that they have carte blanche to denigrate journalists, but Abigail taught me that we don't have to cower in fear of what they might say or do — we must respectfully stand our ground. It simply comes down to this: People hate what they don't understand, and some people unfortunately don't understand journalists."

Josh Qualls

Qualls is a May graduate of the University of Kentucky School of Journalism and Media, which includes the Institute for Rural Journalism and Community Issues, which publishes The Rural blog. As you might guess, we're pretty proud of him.

National criticism of the news media continues to filter down to community newspapers, and James Warren reported on it for The Poynter Institute. Our blog item on it is at <http://bit.ly/2vbqPGh>.

Issues: The opioid epidemic is trending toward illegal drugs, so the national opioid-prescription rate declined from 2010 to 2015, but it rose in most counties, illustrating the rural nature of the epidemic. We ran county-level maps showing ranges of prescription rates and whether they had increased, stayed the same or decreased. They're at <http://bit.ly/2tzPOMF>.

The epidemic has driven up costs for local jails, but in states that expanded Medicaid, inmates' medical bills have been paid. A local jailer in Kentucky warned that the Senate health-insurance bill could leave counties holding the bag, The Anderson News reported it, and we picked it up at <http://bit.ly/2vw7wqG>.

Our business: The phenomenon of newspapers in small, rural counties merging across county lines to stay alive has crossed the Mississippi River, and we reported on it at <http://bit.ly/2tzD0ec>.

If you do or see stories that belong on The Rural Blog, email me at al.cross@uky.edu.

Al Cross edited and managed rural weekly newspapers before spending 26 years at The (Louisville) Courier-Journal and serving as president of the Society of Professional Journalists. Since 2004 he has been director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky. See www.RuralJournalism.org.

Disadvantages have their advantages

By John Foust, Raleigh, NC

Jared told me about a technique his sales team uses. "I learned it in a seminar years ago, and I've seen it used in different industries. It's based on presenting both sides of the story," he said. "It's natural for sales people to focus on positives, but prospects think about negatives. So we package presentations to show disadvantages along with advantages. It creates an atmosphere for open, realistic conversations."



"The first step is to learn the advertiser's needs and develop an overall campaign theme. The next step is to create three distinct choices – for ad placements, ad designs, etc. The third step is to pinpoint specific advantages and disadvantages of each choice. And the final step is to objectively discuss the choices with the advertiser."

I asked Jared why he recommends three choices. "Three is the right number," he explained. "Two can make one of the ideas look like an afterthought, and four can make the sales person seem indecisive – like the cliché of throwing spaghetti at the wall to see if something sticks. Three ideas seem deliberate, and they're easier to keep up with. After a close look, we can make a recommendation."

Let's examine how Jared's idea works as a presentation starter. The sales person might say:

(Introduction) "Based on our recent planning meeting, you want to reach your target audience with as many impressions as possible. You've been running in our print edition for a long time, but your local competitors are beginning to have a bigger online presence. You don't want to abandon print, but you'd like to make sure you're keeping your message in front of your customers. I believe we have three choices."

(First choice) "The first choice is to increase your print schedule and drive people to your web site. The advantage of this idea is that you would keep the print connection that you have built with your regular customers. The disadvantage is that you would need to beef up your web site and sync it with the specials you run in print."

(Second choice) "The next option is to cut back on your print schedule and shift the majority of your budget to our digital site. The advantage is that you would be more in step with your competition. The disadvantage is that you wouldn't have as much visual impact on the printed pages."

(Third choice) "The third option is to keep some print, run some digital and let us develop an email marketing campaign for you. The advantage is that this would put you in position to reach people on multiple fronts. The disadvantage is that it would take a little more time to set up, because we would need to merge your customer database with our lists."

Although this is an oversimplified example, it provides a glimpse of something that has helped Jared's ad team.

The objective is to give advertisers an honest look at the situation. Mentioning disadvantages can give sales people a real advantage in sales presentations.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

Does your newspaper have a plan?

September is National Preparedness Month, and you don't have to look any further than Texas or Florida to know that disasters and emergencies of all kinds can strike anywhere, at any time. Newspapers, as the major content providers and information sources for their



communities, should also have a plan of action for their business and employees.

How prepared is your newspaper for a natural disaster or emergency? Do you have a phone and/or email tree of employee and vendor contacts to quickly distribute information? How long would it take to get publishing again if your building was damaged? What is your computer backup situation for administrative records, archives and current editions?

Check out the publication, "Newspaper Disaster Checklist," created by the Oklahoma Press Association, to help newspapers develop an emergency plan for their own newspapers and their communities. **Go to:**

<http://www.nebpress.com/specialsections/Newspaper%20Disaster%20Checklist%20.pdf>

Postage rates may make a big leap

Washington, D.C. - A 60 cent postage stamp? The U.S. Postal Service would have to boost prices for mailing letters and packages by nearly 20 percent - the biggest one-time increase in its history - to avoid bankruptcy and improve delivery service, an industry analyst says.



That means the price of a first-class stamp could jump from 49 cents to nearly 60 cents - if the post office gets the power to raise stamp rates beyond the rate of inflation. The Postal Service is currently petitioning the agency that oversees it, the Postal Regulatory Commission, to grant the biggest change to its pricing system in a half century: the authority to lift a cap on postal rates. The commission's decision is expected within weeks.

Classified Advertising Exchange

September 11, 2017

WAKEFIELD REPUBLICAN SEEKING 30-40 hr. p/week employee to run the local news office. Ideal candidate would have Microsoft Office skills, be internet efficient, a willing learner and self-starter on projects, good time-management skills, attention to detail and have, or learn, a love for the community of Wakefield (pop. 1,451). Duties could include customer service, handling phone calls, managing e-mails, writing, graphic design, page layout, advertising, sales and photography – with room to grow. Flexible duties depending on candidate strengths. The Republican is poised for digital growth in multiple media platforms, while still providing a local, community newspaper. Bilingual/fluent candidates will be given preference (Spanish). Conversation/writing/reading a plus. Flexible hours, with exception of Mon. and Tues., when most of the newspaper work occurs. Candidate would be an hourly employee, starting at \$10 p/hr., with additional available for bilingual candidates; sales commission also available. The Republican is a solid community newspaper in a vibrant/growing northeast Nebr. community and needs a candidate ready to make a difference, to help promote the community's growth and record its history! Send resume to: Brook D. Curtiss, publisher, Wakefield Republican, 402-851-0009 or news@wakefieldrepublican.com.

REPORTER: We are looking for someone who gets excited about writing stories for our readers and moving forward with online adventures. The Seward County Independent Newspaper Group, a Nebraska award-winning group of four weekly newspapers, is looking for a reporter with established writing skills. Experience preferred but we will consider a promising rookie. The position is for our Wilber Republican and Friend Sentinel newspapers and will share duties with news, features, some sports writing, photography. This job also includes online news content and video for our online readers. Send cover letter, resume and story clips to kevinzadina@sewardindependent.com. Seward Co. Independent, PO Box 449, Seward, NE 68434.

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 to Chris Rhoades, associate publisher, at crhoades@

enterprisepub.com. 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 timothylinscott1@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, Husker Football Pre-Game 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

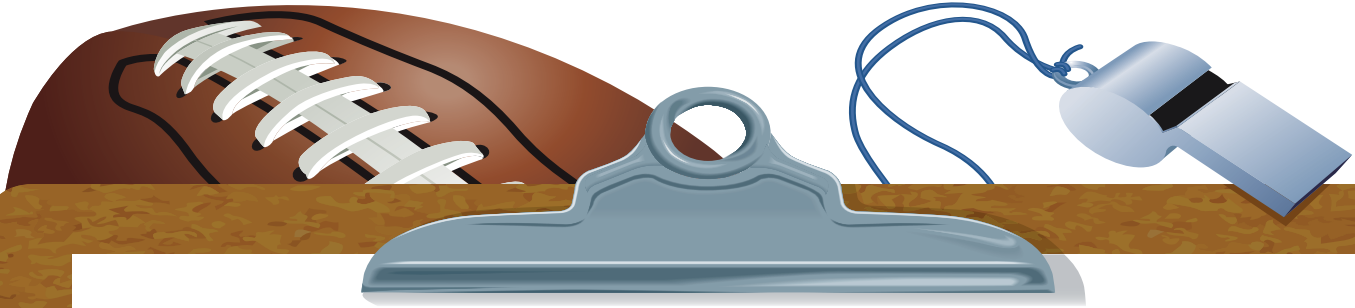
MENS SIZES: L, XL, 2X, 3X

WOMENS SIZES: L, XL, 2X, 3X (runs small)

\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

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.



To: NPA Members & Staff

Husker football pre-game!

Join us Saturday, September 16

prior to the game, for food & conversation

starts at 9:00 a.m.

at the NPA office, 845 "S" St, Lincoln, NE
(no parking available in our lot)

Huskers vs. Northern Illinois

Pre-game Sponsor:

NPPD (NE Public Power District)

Go Big Red!