

Bulletin

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Calendar of Events

Events:

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 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

September 21, 2017
The BASICS of Reporting: What
You Really Need to Know
(John Hatcher); 10:00am CST
www.newspaperacademy.com

September 28, 2017
What Newspapers Must Do to
Keep Public Notices
Free for NPA members; 10:00am CST

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Statement of Ownership filings due Sept. 29

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster. **Since Oct. 1 falls on a Sunday this year, plan to submit your form by the close of business on Sept. 29.**

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- **Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.**
- **Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.**

Download Forms

- All publications except requestors: <https://about.usps.com/forms/ps3526.pdf>
- Requester publications: <https://about.usps.com/forms/ps3526r.pdf>
- Additional forms can be found at: <https://about.usps.com/forms/periodicals-forms.htm>

For more information, go to the Domestic Mail Manual on USPS.com: http://pe.usps.com/text/dmm300/dmm300_landing.htm

Nov. 3 Nebraska Journalism Hall of Fame banquet to honor three inductees

The 2017 Nebraska Journalism Hall of Fame banquet and induction ceremony will be held Friday evening, November 3, at the Nebraska Club in Lincoln, NE.

This year, The Nebraska Press Association and the UNL College of Journalism and Mass Communications will honor three inductees: Larry King, Maxine Moul and Eileen Wirth. The Hall of Fame honors persons who have distinguished themselves in print journalism.



Larry King retired in 2015 from the Omaha World-Herald after a four-decade career as a reporter, city editor, executive editor, and vice president for news and content.

Maxine Moul began her journalism career as a reporter and photographer at the Sioux City Journal, and in 1972, she and her husband, Francis, became co-publishers of the Syracuse Journal-Democrat, which expanded into Maverick Media. She served as Nebraska's lieutenant governor from 1991-93, became director of the NE



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Hall of Fame - from pg. 1

Department of Economic Development until 1999, was president of the NE Community Foundation from 2001-03, and became head of the USDA program in 2009, retiring in 2016.



Eileen Wirth retired in 2016 as chair of Creighton University's Department of Journalism, Media & Computing, after a 25-year career at Creighton. She led the JMC department for 19 years, and taught and mentored hundreds of students over those decades. Before her career at Creighton, Wirth worked at the Omaha World-Herald for 11 years as a reporter. She was one of the first three women writing for city news at the paper.

The Hall of Fame banquet is hosted by the Nebraska Press Association and the UNL College of Journalism of Mass Communications. The award was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. Since the Hall of Fame began, 102 journalists have been inducted.

Members of the Nebraska Press Association are invited to attend the banquet. Watch for an emailed banquet invitation and RSVP form from NPA later this week.

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/IwRXTt8UpPInE3>.**

What Newspapers Must Do to Keep Public Notices

Thursday, Sept. 28 at 10 am CT
Presenter: Richard Karpel, Public Notice Resource Center

PN RC Public Notice Resource Center

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, SEPTEMBER 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.

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>

New mobile app "Push" for small, medium-sized news organizations

For cash-strapped small and medium-sized news organizations a custom-built mobile app is a pipe dream, at best. In response to this problem, RJI Fellow Christopher Guess is improving his open-source mobile app "Push," during his year-long fellowship at the Donald W. Reynolds Journalism Institute. I thought your audience would be interested in following his project.



Learn more here: <https://www.rjionline.org/stories/rji-fellow-expands-work-on-mobile-news-app-for-smaller-news-organizations>



National Newspaper Week is coming up!

An exciting time of year is coming up for newspapers all around. Do you know what it is??? If not, you not only didn't read the title of this blog, but you aren't aware of the business you are in!

October 1st - 7th marks the 77th anniversary of National Newspaper Week! This is always a great time to take advantage of promoting your newspaper, giving out fun door prizes and continuing to sell yourself as the top source of local news.

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. The perfect resource to get some great ideas along with the national logo and ads is at www.nationalnewspaperweek.com.

As a newspaper, now is the time to start thinking of internal ideas to really take advantage of this week. It's your week...your time to shine, so have fun with it! Not only is it important to run fun ads and/or contests in the newspaper, but make sure you are using your online resources. Show your audience you can be successful at giving them their news on several different platforms. This year, more than ever, is the time to do that-as this is the purpose of their theme, "Real Newspapers... Real News!"

In the next blog, we will give you more defined ideas on how you can have fun promoting your newspaper during this week. This can be done through ads, plus with your editorial department-work as a team and come up with great ideas as a group. Looking forward to sharing more soon!

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.



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 Marketing Hotline launched one year ago

One year ago, the Nebraska Press Association launched the Digital Marketing 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, and call them at 402-590-8093, Ext. 702.**

Free online training - Lynda.com - available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting

a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. **To request a license, email Violet Kirk at vk@nebpress.com or call 1-800-369-2850.**

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.

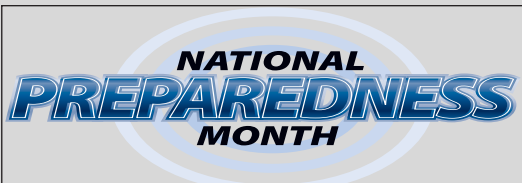
Newspapers, as the major content providers

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.

To access the checklist, go to www.nebpress.com and login to MEMBER LOGIN; click on MEMBER DOWNLOADS; on drop-down menu, click on SPECIAL SECTIONS.



Classified Advertising Exchange

September 18, 2017

DIGITAL SALES TEAM LEADER: The Northeast Neb. News Company has an opening for someone to lead our digital sales department. Qualified applicant must have solid communication, sales and organizational skills. Send resume, cover letter to Rob Dump, ccnews@mac.com, or PO Box 977, Hartington, Neb. 68739.

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 timothy.linscott1@gmail.com, or jennifer@fairburyjournalnews.com.

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

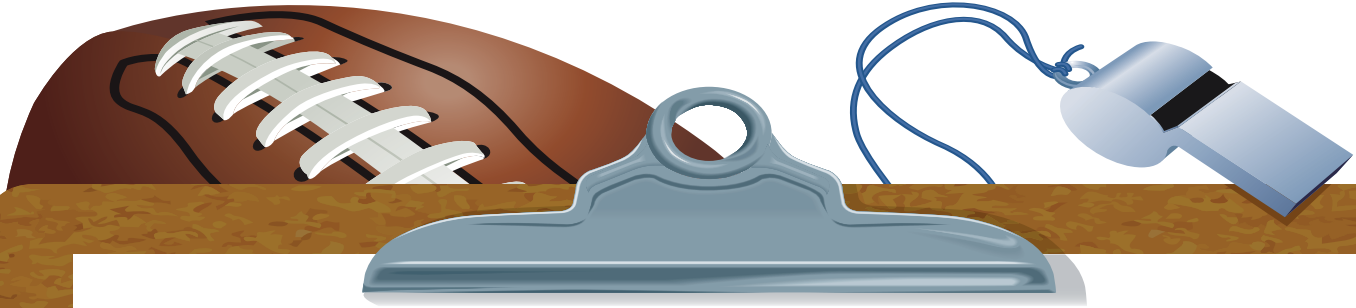
MENS SIZES: L, XL, 2X, 3X

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 23

prior to the game, for food & conversation

starts at 12:30 p.m.

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

Huskers vs. Rutgers

Pre-game Sponsor:

***Neligh News & Leader AND
Nebraska Press Women***

Go Big Red!