

Bulletin

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

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

November 10, 2017
NPA Foundation Board Meeting,
Nebraska Club, Lincoln, NE

Webinars:

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

September 29, 2017
How to Sell the Value of Digital
Without Overselling Your Client
www.onlinemediacampus.com

October 6, 2017
Automatic InDesign - Part 2
(Russell Viers); 1:00pm CDT
www.onlinemediacampus.com

October 12, 2017
Six Ways to Make Your FOIA/
Public Record Requests More
Effective
(Gatehouse Media); 1:00pm CDT
www.onlinemediacampus.com

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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>

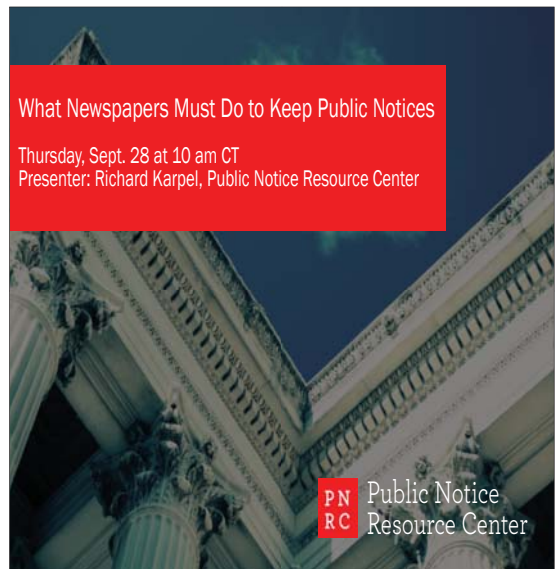
For more information, go to the Domestic Mail Manual on USPS.com:
http://pe.usps.com/text/dmm300/dmm300_landing.htm

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.**

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/IwRXTt8Up1nE3>.



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Husker football tickets for sale!

The Nebraska Press Association has two (1 pr) football tickets for sale

**Huskers vs. Wisconsin
Saturday, October 7 game**

\$114.00 (pr) - MC/VS ONLY

**Seats: Gate 8; Section 28;
Row 2; Seats 5-6**

First come, first served

Call the NPA office:
402-476-2851/800-369-2850

“

Of all the paths you take in life,
make sure a few of them are dirt.

”

- John Muir

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 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. **See the Hall of Fame letter, invitation and RSVP form attached to the Bulletin. Deadline to RSVP is Mon, Oct. 23.**

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 are now available for download 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.

New editor joins Red Cloud Chief

Marianne Reynolds has joined the staff of the Red Cloud Chief as editor.

Reynolds, a native of Merriman, NE, moved to Red Cloud in September, 2015 after living in Baltimore, Maryland for 25 years.

Michael Happ appointed to fill NPA board position

Michael Happ, owner and publisher of the Elm Creek Beacon-Observer and the Palmer Journal, has been appointed to fill the NPA board member position left vacant by Tom Shaal, who left his position as publisher of the Alliance Times-Herald in July, making him ineligible to continue his term on the NPA board.

The NPA/NPAS Executive Committee voted to appoint Happ to fill the position effective Sept. 13, 2017 through the remainder of the term, which ends April 20, 2018.

The Executive Committee is made up of the current NPA and NPAS presidents (Peggy Year and Tory Duncan); vice-presidents (Kevin Zadina and Chris Rhoades); and immediate past presidents (Jason Frederick and Gerri Peterson).

Two UNL students win journalism award

Lincoln Journal Star, Sept. 23, 2017

Two University of Nebraska-Lincoln undergraduate students received the MOEY Best in Show journalism award this month for work published in the Lincoln Journal Star.

"A mom for all ages: Hours from Whiteclay, caring for

kids with fetal alcohol disorders," was written last year by Marcella Mercer and photographed by Calla Kessler, a former Journal Star photo intern.

Mercer and Kessler's story was selected from 4,000 entries and announced Sept. 8 at the Excellence in Journalism Conference in Anaheim, California.

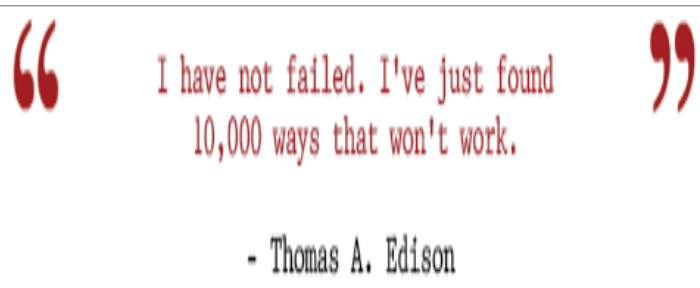
The story was part of "The Wounds of Whiteclay: Nebraska's Shameful Legacy," an in-depth student reporting project that won the prestigious Robert F. Kennedy Human Rights Journalism Award earlier this year - notable for being the first college students to win.

Nebraska Press Women fall conference Sept. 30 in Osceola

Osceola, NE, is the setting for the Nebraska Press Women's fall conference, Saturday, September 30, in the St. Vincent Ferrer Catholic Church parish hall.

The conference will include to panel discussions: "The Nuts and Bolts of Freelancing," and "How They Did It: Contest Winners Give Us the Inside Scoop," and the Communicator of Achievement luncheon.

Conference registration deadline is Sept. 25. For registration and conference details, go to: <http://nebraskapresswomen.org>





National Newspaper Week ideas

National Newspaper Week is fast approaching, this is the perfect time to showcase all you have to offer as a local newspaper. If you haven't started thinking about some ideas yet, let's get going! The theme this year is "Real Newspapers... Real News!" They have wonderful resources at www.nationalnewspaperweek.com, so make sure to visit that website.

Besides those suggestions, we've got a few to share that may help you along the way. Teaming up with local businesses is always a plus. Try giving out complimentary newspapers at a few local businesses (with their permission)... inside those complimentary newspapers, include a flyer explaining that you're celebrating NNW and to enjoy this newspaper with a special deal. This will encourage people that are not subscribers to try out your paper and sign up at a discounted rate.

Another thought would be to incorporate your social media pages (mainly Facebook), by running a contest online. Encourage people to like and comment on your post, one random person will win a door prize. You can also use Facebook by posting reasons why newspapers are still important. Do a fun post each day (Oct 1-7) centering your thoughts around NNW and their theme.

Encourage your editorial staff to do some fun write ups as well as running the NNW ads that are given on their website. Now is the time to really drive it home that your newspaper is the place to go for local coverage on events, sports, news and more! Have a great time and happy National Newspaper Week!

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.

Nominations sought for 2018 Women Journalists Hall of Fame

Nominations are being sought for the 2018 Marian Andersen Nebraska Women Journalists Hall of Fame.

Nebraska Press Women friends, members and the general public are encouraged to submit nominations from the fields of broadcast, print or online, news, advertising or public relations.

The Women Journalists Hall of Fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities. It was named for Marian Andersen, a UNL journalism alumna and Phi Beta Kappa member who made her mark through community service.

Deadline for submissions is Jan. 22, 2018, and honorees will be recognized during the 2018 spring convention in Omaha. **For nomination guidelines and form, go to: <http://nebraskapresswomen.org>.**

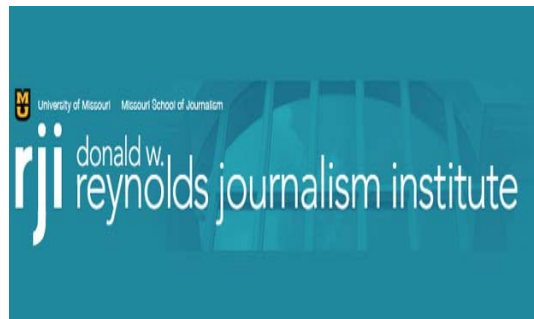


Attend this free event, Oct. 12-13 - Revenue Models That Work: The Challenge of Creating the Most Engaging Content While Maintaining Profits

Donald W. Reynolds Journalism Institute

What: Journalism, as a practice and a profession, stands at a financial crossroads. For much of its history, the money ledger has resided on the “other side” of the journalism business. While journalists pursued truth, advertisers seeking an audience provided the cash flow. Traditional approaches are being supplemented with dynamic, leading-edge practices that demand that content creators and editors understand more about the financial health of their media entities.

This fall, the Donald W. Reynolds Journalism Institute and the Missouri School of Journalism will host an intimate, powerful, and resonant conversation on the importance of creating engaging content while maintaining a monetization strategy that works. The opportunities for making money with strong foundational content have never been greater. The group will look at best practices for how journalists, editors, and other media leaders are engaging audiences while increasing the bottom line.



Sessions will include Funding the Membership and Nonprofit Model; Events as a Revenue Source; Funding Startups and Independent Journalists; Emerging Payment Platforms and Strategies; Creating Value Outside Traditional Pay Models, and more.

Keynote speakers will be Ken Doctor of Newsonomics, Raju Narisetti of Gizmodo and Don Marti of Mozilla.

Other speakers and panelists will include:

- Jeff Sonderman of American Press Institute
- Kate Butler of The Associated Press
- Jason Taylor of GateHouse Media
- Bob Silvy of American City Business Journals
- Glynelle Wells of KMOX Radio
- Jason Abbruzzese, Mashable
- Seth Rogin, Nucleus Marketing
- Sue Cross, Institute for Nonprofit News
- Abby Ellin, former NYT columnist
- Katherine Stewart, Boston-based freelancer
- And more

When: October 12-13, 2017

Where: Donald W. Reynolds Journalism Institute at the Missouri School of Journalism

How much: Free

Register/view schedule: <https://www.rjionline.org/events/revenue-models-that-work>

Keep us in the loop!

Notify the NPA office with changes:

- New/changed email address(es)
 - Staff changes
- Ad rate/color rate changes
- New mailing or delivery address
- Publication day or page format changes

Thank you!

Classified Advertising Exchange

September 25, 2017

OFF-SITE GRAPHIC DESIGNER: The Northeast Nebraska News Company is looking for an off-site graphic designer to work on print and web ads 3-5 hours a week. Please send resume, cover letter, and salary requirements to: Rob Dump, ccnews@mac.com.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. Hall of Fame Letter/Invitation/RSVP Form.

Nebraska Press Association Polo Shirts



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

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

\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

- *Page & Tuttle brand
- *100% polyester jersey, moisture wicking
- *Embroidered NPA logo
- *Colors: navy, red
- *Flat knit collar; button placket; hemmed sleeves; clean finished hem w/side vents
- *Machine wash/dry

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.

September, 2017

Invitation

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, November 3, 2017, are: Larry King, Maxine Moul and Eileen Wirth.

The event this year will be held at The Nebraska Club, 233 South 13th St., 20th Floor, US Bank Building, Lincoln, NE. (Parking is available in the US Bank Bldg., on the street and other parking garages in the area.) There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner will be \$46.00 per person, featuring your choice of Herb Roasted Chicken Breast or Panko Crusted Tilapia. Salad, dessert, coffee and tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists.

Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. Deadline for dinner reservations is October 23, 2017. Seating is limited and reservations are first-come, first-served.

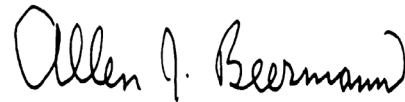
Respectfully requested,



Peggy Year
President
Nebraska Press Association



Maria Marron
Dean
UNL College of
Journalism & Mass
Communication



Allen J. Beermann
Executive Director
Nebraska Press Association

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, November 3, 2017
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2017 Honorees are:
Larry King
Maxine Moul
Eileen Wirth

**This event is sponsored by the
Nebraska Press Association and the
University of Nebraska -
College of Journalism and Mass
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. **Deadline for dinner reservations is October 23, 2017. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS office, 402-476-2851 or nebpress@nebpress.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club
November 3, 2017

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Baked Chicken - herb crusted & garlic infused bone-in
breast, Roasted Red Potatoes & Corn O'Brien
OR

Panko Crusted Tilapia with lemon dill sauce,
Rice Pilaf & Vegetable Medley
(Meal includes salad, dessert, coffee and tea.)

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

(For children's menu/price, contact NPA office).

Total Number of Meals _____ @ \$46.00 per meal = \$ _____

Please return this form, along with your check
made payable to NPAS, to
Susan Watson, Nebraska Press Association,
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is
October 23, 2017 (Seating is limited!)**