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Public Notices webinar: follow up

For those who couldn't attend the Sept. 28 webinar on public notices, below is the Dropbox link to access the PowerPoint presentation. The webinar was led 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. Karpel was formerly executive director of the American Society of News Editors and the Association of Alternative Newsweeklies.

The webinar covered trends in public notices and best practices for newspapers who publish them. One important take away from the webinar was that newspapers should not take public notices for granted or treat them like an entitlement.

Dropbox link to the PowerPoint presentation:

https://www.dropbox.com/s/f6ofja77fvrnphi/Best%20Practices%20for%20Public%20Notice_v4.pptx?dl=0

Find more information and public notices resources at the Public Notice Resource Center website: <https://www.pnrc.net>.

CNN reporter, Exeter native, Zeleny will discuss 2016 election at UNL lecture, Oct. 5 in Lincoln

Jeff Zeleny, a UNL alumnus and senior White House correspondent for CNN, will discuss what it was like to cover the 2016 presidential election, and how reporters cover a president who consistently derides their profession, Thursday, October 5, on the UNL campus.

Zeleny will deliver the Peter J. Hoagland Integrity in Public Service lecture, "Exercising the First Amendment: Covering the Trump Campaign and White House," at 6 p.m., Oct. 5 in the auditorium of the Sheldon Museum of Art, located at 451 N. 12th St. on the UNL City Campus. The lecture is free to the public. Opening comments will be given by G. Michael Fenner, professor of constitutional law at Creighton University.

Zeleny, an Exeter, NE, native, covers President Donald Trump and his administration. Before joining CNN in 2015, Zeleny was senior Washington correspondent for ABC News. Zeleny began his journalism career at the Des Moines Register, and started his political reporting career at the Chicago Tribune.

This is the third consecutive presidency Zeleny has covered, travelling across the country and the world with George W. Bush, Barack Obama, and now Donald Trump.

The Hoagland lecture series, which honors former Nebraska state senator and three-term Congressman Peter Hoagland, was created in 2008 with a gift to the UNL Foundation. The goal of the series is to inspire young people to dedicate themselves to public service.

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.

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.

Those who work at small newspapers are a gift to us all

By Ed Henninger, June, 2013

IT'S AMAZING WHAT WE CAN LEARN over the course of a career. So many people have taught me so much. And then, there are the many things I've learned by observing newspaper people at work.

In more than 45 years in newspapering, one of the most important things I've learned: Small newspapers are a gift. But the real gift is the people who work at those newspapers. Here's why:

The folks who work at small newspapers live in the town. Many of them grew up there. They go to church there. They shop there. Their kids go to school there. They know who's who and who would-like-to-be-but- isn't.

You'll not find harder workers than those who work at small newspapers. They put in long hours and rarely (if ever) complain, they'll visit an advertiser before sunrise and they'll report on those high school football games that run into double-overtime...at an opponent's stadium 28 miles away.

They try to improve with every issue. If they hear about a better way to do things, whether it's new software, digital photography, the web—whatever—most are willing to give the new technology a shot. Granted, some are old dogs. But even they are willing to learn new tricks.

They have the best interests of the newspaper—and the town—at heart. They want to see both succeed and flourish and they are willing to go the extra mile to make that happen.

They are boosters. They will offer a balanced report on how things are going in town. They'll tell the bad along with the good, but they look for the good and they focus on that because they firmly believe the town itself is a good place to live and work.

They are courageous. When that difficult story comes along, the one where they must hold up a mirror to the town and point out an ugly spot, they're not afraid to tell the unvarnished truth. And they do that because they know that the truth is what makes the town and its people stronger.

They lead. Perhaps the town needs a nudge in the right direction. There's a chance for growth—if the people are willing to take it. The publisher and editor will take up the cause and help to generate the momentum needed for positive change.

They appreciate core values. They're too busy for office politics and they really don't care for the gossip and back-biting that goes on at larger newspapers. They have no desire to go write for The New York Times or The Washington Post because they realize they are making a positive difference right where they are.

They treat each other like family. From the publisher on down, everyone on the staff at a small newspaper is "family." They know each other's kids. They talk about the things that bring them together. They trust each other. And when one of them is hurting, they care for each other.

Small newspapers are part of the lifeblood of their town. Whether it's a report on a hotly-argued county tax increase or a few sentences about a party for a bride-to-be, the people at a small newspaper take the time to get all the facts and figures correct, and all the names of the partygoers right. And...they work hard to give advertisers the service and support they need to be successful.

A town without the bright, dedicated people who work at a small newspaper is a town that struggles.



Omaha World-Herald reporter to be inducted into Central High School Hall of Fame

Omaha World-Herald reporter, Henry Cordes, is one of ten (Omaha) Central High School alumni to be inducted into the school's Hall of Fame on October 5. The inductees were selected by the Central High School Alumni Association for their achievements in business and community service and they will be recognized at the 19th annual CHS Hall of Fame induction ceremony at the school, 124 N. 20th St. in Omaha.

Cordes has been a journalist with the World-Herald for 36 years, beginning in the paper's sports department in 1981. Following his graduation from UNO, he began covering crime and then served six years as statehouse bureau chief.

He specializes in public policy, special projects and investigations. His investigate work has shined light on poverty in north Omaha, revealed a UNO financial scandal and uncovered excessive executive pay at Goodwill. He is the only five-time winner of UNL's Sorensen Award for Distinguished Nebraska Journalism. He has also written two books on Nebraska football.

Poll Shows Rural Nebraskans Confident in Ability to Spot Fake News

UNL Dept. of Agricultural Economics, Sept. 26, 2017

Most rural Nebraskans are somewhat or very confident in their ability to recognize news that is made up, according to the 2017 Nebraska Rural Poll.

“Media, Institutions and Voting: Perceptions of Non-Metropolitan Nebraskans,” go to:

<https://ruralpoll.unl.edu/pdf/17mediainstitutionsvoting.pdf>

Almost one-quarter of respondents are very confident and just under six in 10 are somewhat confident. People 30 to 49 are more likely than other age groups to be confident in their ability to recognize fake news, the poll shows.

According to the latest batch of findings from this year’s Rural Poll – the largest annual poll of rural Nebraskans’ perceptions on quality of life and policy issues – rural residents most trust information received from local and public news sources. Just over eight in 10 rural Nebraskans surveyed either somewhat or greatly trust information from their local television news organizations and their local newspapers. Almost seven in 10 somewhat or greatly trust information from PBS and public radio. They least trust information from social networking sites and blogs.

“That finding might surprise someone who views rural places as being uninformed,” said Randy Cantrell, rural sociologist with the Nebraska Rural Futures Institute. “But, really, most of us know well that social networking sites and blogs are filled with sketchy information from unknown sources and that ratings battles can bias mainstream outlets. Local news sources, especially to the extent that they deal with local information, are likely to be more reliable. Meanwhile, public TV and radio claim an absolute obligation to objectivity that has apparently been accepted by the public.”

Proximity matters with confidence in institutions just as it did with trust in information sources. Rural Nebraskans surveyed are most confident in their local institutions, such as public safety agencies and public schools in their community and voting and election systems in their county. Over half have a lot or a great deal of confidence in these institutions, the poll shows. On the other hand, rural Nebraskans have very little confidence in the U.S. House of Representatives (32 percent), U.S. Senate (31 percent) and the presidency and executive branch of government (28 percent).

“Trust in both local and national institutions is an extremely important element for our democracy,” said L.J. McElravy, assistant professor of youth civic leadership at Nebraska. “Public safety and K-12 schools are clearly recognized as a strength in communities

across rural Nebraska. The lack of trust in the federal government may be a reaction to the challenges to get federal legislation passed through the normal legislative process.”

Rural Nebraskans surveyed are in favor of some voting changes and some current policies. Most respondents support requiring all voters to provide photo identification at their polling place (86 percent); giving voters a chance to cast their ballot



before Election Day (77 percent); and implementing automatic voter registration for all citizens when they reach age 18 (53 percent). Almost half support online voter registration. Younger people are more likely than older people to support all of these policies.

When thinking about last year’s election, most rural Nebraskans surveyed believe both votes being cast by people not eligible to vote and eligible voters not being allowed to vote were a problem. Over one-third believe voter fraud was a major problem, while over four in 10 believe it was a minor problem. Two in 10 believe voter suppression was a major problem and just under four in 10 think it was a minor problem.

Community size affected their perceptions of these problems. People living in or near small towns and villages are more likely than those living in or near larger communities to believe voter fraud was a problem in last year’s election, the poll shows. However, people living in or near larger communities are more likely to believe voter suppression was a problem.

The 22nd annual University of Nebraska-Lincoln poll was sent to 6,244 households in 86 Nebraska counties in March and April. Results are based on 1,972 responses, a response rate of 32 percent. The margin of error is plus or minus 2 percent. Complete results are available at <http://ruralpoll.unl.edu>.

The university’s Department of Agricultural Economics conducts the poll in cooperation with the Nebraska Rural Futures Institute with funding from Nebraska Extension and the Agricultural Research Division in the university’s Institute of Agriculture and Natural Resources.

NPA members: please participate in promoting the “Pulse of Nebraska” shopping survey



The Nebraska Association is pleased to announce an exceptional member service that will help each of you generate more revenue in 2018.

We have partnered with Pulse Research to do a comprehensive

shopping statewide survey of members audiences. There is no cost to the association or you.

Summary:

Survey promotion will start October 4th and run until we reach a statewide sample of 400.

Your Part:

- All we ask you to do is regularly promote the survey in your paper and on your website.
- Link to the ads: www.pulseresearch.com/poa.html
- Each week we will get an update from Pulse on the survey sample.
- Pulse will deliver the survey results in mid-January 2018.

Benefit:

In early 2018, your revenue teams will have current shopping information of your audience that they can use in very effective presentations to help your local businesses.

If you have any questions, please contact Violet Kirk, vk@nebpress.com.



Oct. 12-13 RJI session 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: session is free

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

Classified Advertising Exchange

October 2, 2017

THE STANTON REGISTER IS FOR SALE! Established in 1879, this historic, northeast Nebraska, weekly newspaper has a good subscriber base and printing clientele with room for exponential growth! Located minutes from the city of Norfolk, the town of Stanton is the perfect place to retire or raise a family. The Stanton Register is the county seat newspaper, and the only publication in Stanton County. Building, all office equipment and printing supplies included with purchase. Be an integral part of a wonderful community! Contact Brian Hadcock at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

LOOKING FOR A TALENTED ASSISTANT EDITOR: Enterprise Publishing Company, a progressive regional publishing company headquartered in Blair, Nebraska, is looking for someone with news writing and photography experience, as well as online and social media skills, for our assistant editor role on our team. Candidate must have previous newspaper experience, and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper, as well as serve as our special section coordinator for niche and specialty pubs throughout the year. If you have the desire to bring new ideas to the table, and are tired of the same old news room, we'd love to hear from you! Please e-mail your resume and cover letter to Chris Rhoades, Associate Publisher, at crhoades@enterprisepub.com.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. 2017 Nebraska Journalism Hall of Fame Letter/Invitation/RSVP Form.

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.

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.

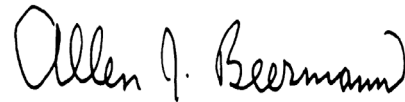
Respectfully requested,



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!)**