

Calendar of Events

Events:

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

April 20-21, 2018
NPA Annual Convention
Cornhusker Marriott Hotel
Lincoln, NE

Webinars:

October 18, 2017
How to Win Over Objectionable
Customers (Tim Smith)
1:00pm CDT
www.newspaperacademy.com

October 26, 2017
How to Create a Significant
Revenue Stream at Newspapers
by Publishing Books
(Kevin Slimp); 10:00am CDT
www.newspaperacademy.com

November 2, 2017
You're Just My Type!
Understanding Type is Crucial
to Understanding Design
(Ed Henninger); 10:00am CST
www.newspaperacademy.com

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See pages 4-6
of the Bulletin
for examples of local
National Newspaper
Week
promotions.



Ten NPA/NNA members represented Nebraska newspapers at the National Newspaper Association's annual convention, October 5-7, 2017, in Tulsa, OK. (Front 1 to r): Ginny Rhoades, Enterprise Pub. Co.; Jo Edgecombe, Geneva Nebr Signal; Lou Ann Sornson, Regional Sales Mgr., Metro Creative Graphics; Peggy Year, NPA president, Hartington Cedar Co. News; Brooke Pankonin, Grant Tribune-Sentinel; Samantha Goff, Grant Tribune-Sentinel; (back 1 to r): Ken Rhoades, Enterprise Pub. Co.; John Edgecombe, Jr., Geneva Nebr Signal; Willis Mahannah, West Point News; Tory Duncan, NPAS president, Sutton Clay Co. News; and Rob Dump, Hartington Cedar Co. News. *courtesy photo*

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. 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/f6ofja77fvnrpfi/Best%20Practices%20for%20Public%20Notice_v4.pptx?dl=0

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Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of Sept. 11:

2x2

Aurora News-Register – Dani Lemburg (paper made \$162.50)
Crete News – Jennifer Zapata (paper made \$150.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Austin Roper (paper made \$150.00)
Kearney Hub – Becky Hilsabek (paper made \$162.50)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)
York News-Times – Leah Kuskie (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Callaway Courier – Mike Wendorff (NCAN Special Free Ad)

Week of Sept. 18:

2x2

Crete News – Jennifer Zapata (paper made \$150.00)
Hebron Journal Register – Mike Edgcombe (paper made \$150.00)
Hickman Voice News – Austin Roper (4 ads) (paper made \$750.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Ogallala Keith Co. News – Brian McElvain (paper made \$112.50)
Sutton Clay Co. News – Tory Duncan (paper made \$150.00)

Week of Oct. 2:

2x2

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Darren Ivy (paper made \$150.00)
Hickman Voice News – Austin Roper (3 ads) (paper made \$600.00)
Kearney Hub – Becky Hilsabeck (paper made \$162.50)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Nebraska City News-Press – Erin Johnson (paper made \$112.50)
Ogallala Keith Co. News – Brian McElvain (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

Week of Oct. 9:

2x2

Cambridge Clarion – Cody Gerlach (paper made \$312.50)
Hickman Voice News – Darren Ivy (paper made \$150.00)
Hickman Voice News – Austin Roper (2 ads) (paper made \$462.50)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

NCAN

Aurora News-Register – Dani Lemburg (paper made \$137.50)
Broken Bow Chief – Renae Daniel (paper made \$137.50)
Wisner News-Chronicle – Marilyn Raabe (paper made \$161.50)

What is your organization doing now that you weren't doing a year ago?

Jennifer Nelson, RJI, Oct. 4, 2017

The Reynolds Journalism Institute at the Missouri School of Journalism has launched a Q&A series featuring innovation and experimentation taking place in newsrooms and ad agencies. We're looking for folks who would be willing to be interviewed for the series and share what they're learning with others.



What kinds of projects are we looking for? The sky is the limit. Are you using a new technology like AR/VR, Periscope or drones? Maybe you've found a new way of interacting or engaging with your audience — online or in person. If it's new, different and worth sharing, we'd like to hear about it.

Take the survey here: https://www.rjionline.org/forms/whats_new_qa.

Check out the series here: <https://www.rjionline.org/stories/series/whats-new-qa>. If we've already written about the technology you're using, feel free to submit your project anyway. Not all learning experiences are the same.

Questions? Contact Jennifer Nelson, Sr. Information Specialist, Donald W. Reynolds Journalism Institute, 573-884-5599.

North Platte Telegraph wins award for color photo reproduction

The Inland Press Association awarded the North Platte Telegraph first place for color photo reproduction in the under 10,000 circulation category of the 2017 Print Quality contest. Awards were presented during the association's convention, Sept. 10-12, in Colorado Spring, CO. Participating papers competed by publishing identical photos over several days in August. The Telegraph has won several Inland Press awards in recent years.

Bloomfield Monitor under new ownership

After 93 years of ownership by the same family, the Bloomfield Monitor is now under new leadership. Longtime publishers Joseph and Mary Skrivan plan to retire after selling the newspaper to Pitzer Digital, LLC, and owned by Carrie and Wade Pitzer. Carrie Pitzer will become just the fifth publisher in the history of the paper. Joe Skrivan purchased the paper from his father, Bill, in 1981.

The Pitzers own the online-based Knox Co. News since 2014, and also own the Orchard Antelope Co. News and Living Here Magazine. Carrie Pitzer has spent 20 years in Northeast Nebraska media, having spent the first 15 years of her career at the Norfolk Daily News, beginning in sports, then news and finally in online news and advertising.

Under the new ownership there will be noticeable changes made with the Bloomfield Monitor, from design, to color photos, and an emphasis on technology and social media, changes the Skrivans are excited to see happen.

Pitzer Digital has already hired Cory Loomis, a 1988 Bloomfield graduate with strong ties to the community, as a reporter and photographer. Jessy Loomis has also joined the company as an ad rep and will work with all of the company's publications.

Enterprise Publishing announces new managing editor

Leeanna Ellis, assistant editor of the (Blair) Washington Co. Enterprise and Pilot-Tribune, and editor of the Arlington Citizen, has been promoted to managing editor. Ellis started at Enterprise Publishing in May 2012. This staff change was announced last week as Katie Rohman, managing editor since 2013 accepted a position at Forum Communications in Duluth, MN, where she will serve as regional editor of five weekly newspapers. Rohman's last date at Enterprise Publishing was Oct. 13.

North Platte Telegraph makes changes to news, advertising staff

Two Telegraph staff members have moved into new roles in the news department, and a new face has joined the advertising department. Andrew Bottrell, sports editor since April 2014, has been named news editor and will be succeeded as sports editor by Derek Noehren. Mark Rees has become The Telegraph's advertising manager.

Bottrell will be second in command of the newsroom, reporting to Managing Editor Joan von Kampen. He will supervise copy editing and page design as well as work with news reporters. He joined the Telegraph in July 2011 as the crime, courts and city reporter. A graduate of Chadron State College, he was a reporter and editor at a weekly paper in Missouri before joining The Telegraph.

Noehren started at The Telegraph in May 2014 as a sports reporter. An Omaha native, he is a graduate of University of Nebr-Omaha.

Rees has over 15 years experience in advertising in print, radio and digital media. A Detroit native, he built his career on the Front Range of Colorado. After four years on the East Coast, he relocated to North Platte to become The Telegraph's advertising manger.

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. 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.

RSVP deadline is Monday, October 23!

“Real Newspapers ... Real News!”

National Newspaper Week Oct. 1-7



The Fairbury Journal-News is YOUR Local News Source.

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What if...
there was no
local newspaper?

What if there was no local newspaper?

In August, more than 220 Minnesota newspapers printed blank front pages as part of Minnesota's Newspaper Association's 150th anniversary which posed the question...

What if there was no local newspaper? Thank you to our staff and loyal advertisers, you don't have to find out!

BECAUSE I SAID SO
Brooke Pankonin
Our staff here at the Grant Tribune-Sentinel: Samantha Goff, Bonnie Becker and myself, work tirelessly every week to

make sure you have a quality newspaper filled with your local news. And I for one am very proud of it.

We also couldn't do it without our contributing photographers and writers! Thank you Nora, Tandy, Dad, Larry and LaDonna!
Without our advertisers, we wouldn't be able to support a community newspaper at all. While newspapers do provide a service to their communities, people often forget that we, too, are a business needing revenue to survive. It's our advertisers who make the newspaper world go round. So thank you!

This week we are celebrating National Newspaper Week with the theme Real Newspapers...Real News. And nothing describes the Grant Tribune-Sentinel better than that.

In a world where once reputable news sources are being accused of fake news, the Tribune has been bringing you real, local news for 150 years. While I'm a fan of social media, I've discovered it has become more and more difficult to trust what is real versus what is fake.

While we don't claim to be perfect, one thing I can guarantee is you won't be finding any fake news here!
Grammatical errors? Sure. Misspelled name? Guilty. Incorrect date? Done that a few times. Some of you are more understanding than others. Your kind words about the work we put into this paper go miles and miles. We truly appreciate you from the bottom of our hearts. Bless you! It really does make it all worth it.
One definitely doesn't go

into this profession for the warm fuzzies.

A previous editor and friend always said you have to have thick skin and broad shoulders to work in this industry. Boy is she right. Criticism comes with the territory. That's something granddad WAX before taking on the position of editor over a year ago. When you grow up in this business, where the topics of holiday conversations involve the five family-owned newspapers at which your grandpa and granddad and mom and dad and aunt and uncle work, you have an idea of what you're getting yourself into.

Criticism will come and go. It stings a bit, yes. But I also know it takes no effort to tell us what you THINK we're doing wrong. But as Elvis Presley once said, "Don't criticize

what you don't understand."

I assure you I know what I'm doing, as does our staff, and when I don't, I have many, many mentors to consult with. I certainly take comfort in that fact, and know Granddad would be proud.

This is exactly where I'm supposed to be. I love what I'm doing, as does our staff, and when I don't, I have many, many mentors to consult with. I certainly take comfort in that fact, and know Granddad would be proud.

As I hear so often, ink is in my blood. Please! Come visit us! We love to hear from you! We work every day to make this newspaper BETTER for our community!

And each week you can look forward to reading this real newspaper...with real news.

IN BRIEF

MAMMOGRAMS: Perkins County Health Services will be offering mammograms until 7 p.m. every Wednesday through the month of October in honor of Breast Cancer Awareness Month. See ad on page 5.

FARM-FRESH CHICKENS: Seifer Farms Pasture Poultry will be delivering farm-fresh chickens to Grant on Saturday, Oct. 7. See ad on page 10.

MOVING SALE: A moving sale for the Geraldine Klug Estate will be Saturday, Oct. 7 from 8 a.m. to 3 p.m. in Venango. See ad on page 5.

HISTORICAL SOCIETY: The Perkins County Historical Society will host their annual meeting on Monday, Oct. 9 at 7 p.m., at the Perkins County Museum. The agenda for the meeting will include the election of a new board and the reorganization of the newly remodeled exhibit hall. The meeting is open to all residents of Perkins County.

FLU SHOTS: Perkins County Health Services is hosting a flu shot clinic on Monday, Oct. 9 at Grant Medical Clinic. No appointments necessary. Self-pay only. See ad on page 5.

VETERAN PHOTOS: The Veterans Portrait Project, which includes photos of Perkins County veterans, will be on public display beginning Monday, Oct. 9 through Veterans Day on Nov. 11.

MEADOWLARK GALLERY: The Meadowlark Gallery will feature quilts made by Karrie Dolezal and Eileen Anderson during the month of October. See ad on page 5.

TOPS MEETING: TOPS weight loss support group meets every Tuesday from 4-5:15 p.m. at New Life Fellowship Church. Everyone is welcome. For more information, call 308-352-4083.

FLAGS HALF-STAFF: Governor Pete Ricketts, in accordance with a proclamation from President Donald J. Trump, announced that all U.S. and Nebraska flags are to be flown at half-staff in honor of the victims of the act of violence in Las Vegas, Nevada. Flags will be flown at half-staff until sunset on Oct. 6.

OUTSIDE



Looking Ahead
Thurs.: Scattered storms, 69
Fri.: Partly cloudy, 65
Sat.: Sunny, 78
Sun.: Partly cloudy, 61
Mon.: Partly cloudy, 57
Tues.: Sunny, 56
Wed.: Sunny, 60

Looking Back

Date	High	Low	Moisture
Sept. 26	69	43	0.10
Sept. 27	71	39	
Sept. 28	67	39	
Sept. 29	62	51	
Sept. 30	71	52	0.09
Oct. 1	78	52	
Oct. 2	62	45	0.58
2017 Moisture:			20.94

24 hr moisture readings: 7 a.m. Source: Tom Anderson, Madrid

INSIDE

CLASSIFIEDS	9
COMMUNITY	5
NOTICES	8
OBITUARIES	2
OPINION	4
SCHOOL	5
SPORTS	6, 7

Nuisance property motions fail due to abstained vote

BY BROOKE PANKONIN
GRANT TRIBUNE SENTINEL

Two motions concerning nuisance properties failed to pass at the Sept. 26 Grant City Council meeting. Two factors came into play as to why the motions failed to receive the necessary three votes for passage.

Mayor Mike Wyatt and council member Andrew Bruggeman were absent; and Councilman Matt Greenwood abstained on both votes.

Councilmen Darrell Pierce and Robert Bounds voted for the motions.

Karl Elmshaeuser, executive director of West Central Nebraska Development District, made a presentation to the council to update them on the nuisance properties on the agenda.

740 CENTRAL AVE.
The property at 740 Central Ave., where Bullock Chevrolet is located, was declared a nuisance on July 25, despite Greenwood abstaining from that vote.

Elmshaeuser said some broken windows have been repaired since the nuisance was declared.

He pointed out Nebraska State Statute 60-1411.03 says any vehicle for sale by a licensed motor vehicle dealer shall be in operable condition. The actual language of the statute reads, "Unless otherwise specified, a motor vehicle, motorcycle, or trailer advertised for sale shall be in operable condition."

Elmshaeuser showed the council photos of the property, including aerial photos from 2011, the last time they had worked with the owners to clean up the property.

Currently, a mobile home is sitting on blocks and not secure, as well as a fence that is partially up. There are a multitude of vehicles with broken windows and/or windshields, flat tires or tires half buried in the mud, and

trash and weeds throughout the property.

"If you drive by you know the condition of the lot," said Elmshaeuser.

He said part of the motion to abate is to send a letter to the Nebraska Motor Vehicle Industry Licensing Board, advising them that the property has been declared a nuisance and that they are in violation of state statute for inoperable vehicles.

A letter would also be sent to the property owner letting them know they have 30 days to remove the inoperable vehicles or make them operable. At the end of those 30 days, the city would then impound any vehicles that are inoperable.

After a motion and second to abate the property, Greenwood said he had talked to the property owners. They had indicated to him they were working hard to correct the violations.

"Someone went back in and would 'em all back up, and now we're right back where we were," Greenwood said.

He said he didn't know what the correct answer was to fix the problem, but he didn't believe abating the property was it.

"We need to sit down with these people and try to work this out peacefully," he said. Councilman Pierce said they had been working with them for four months, and the council needed to keep after them.

Elmshaeuser said if the council takes no action, there was no more action for him to take as the city's appointed nuisance officer.

Bounds and Pierce voted to abate the property, Greenwood abstained. Since Bruggeman and Wyatt were absent and three yes votes were needed to pass the motion, the abatement failed to pass.

Pierce asked Elmshaeuser if the property owners had been in communication with them.

Elmshaeuser said they have not. In 2011, WCND found a recycler who would come in at no charge to the property owners, haul them off, weigh them, deduct a fee and send them a check. They agreed until a week later it was supposed to happen.

He said they could have asked for a show cause hearing to state their case but they did not.

804 LOGAN AVE.

Elmshaeuser recommended to the council to declare 804 Logan Ave., owned by Rodney Chadwick, a nuisance property.

"Sometimes, by the time you see us, you don't realize how much has already been done beforehand, because we are trying to take care of as much as possible to get the property owner to comply voluntarily before we have to come before the council," Elmshaeuser explained.

He presented photos of the violations of the property, and said the first letter went to the property owner on May 17 with the identified items. These included unlicensed vehicles, tires, cinder blocks and a collection of other items. The property owner called WCND on May 18 and discussed what needed to be done.

Another letter was sent on June 16, with the property owner calling on June 21. WCND sent a letter on June 22 confirming their agreement discussed by phone. Another letter was sent on Aug. 16 listing violations that still needed to be taken care of. The property owner spoke with WCND the day of the city meeting and was present at the meeting to voice his concerns.

Elmshaeuser explained that if the council approved the resolution to declare the property a nuisance, the property owner would be

sent another letter to give him so many days to clean up the property. The property owner could also request a show cause hearing, at which point he could bring evidence before the council and discuss with them why he believes it's not a nuisance.

Bounds moved to pass the resolution to declare the property a nuisance with Pierce abstaining.

Chadwick told the council he has a place in Oshkosh where he is in the process of buying a new house, but he first has to clean up that property.

He said he has not had a pickup for the last month because "somebody decided it would be funny to dump water in my tank."

"I am trying to clean up my property and if it's not as fast as you need it to, I'm sorry. I have disabilities and I can only go so fast," said Chadwick.

He said he suffers from epilepsy, and the stress this situation has put him under has caused him seizures.

He continued to explain his situation and went on to question if he was being "picked on," giving examples of other properties in Grant in disarray.

City Attorney Phil Pierce interrupted to tell Council President Darrell Pierce there was one motion on the floor, which didn't concern any other properties.

He explained if the property was declared a nuisance, WCND would send another letter giving Chadwick so many days to clean up the property before it would be abated. If Chadwick cleaned up the property, the nuisance would be rescinded.

Bounds and Pierce voted to pass the resolution. Greenwood abstained so it did not pass.

Chadwick again explained his plans to clean up his property.
"My vote will change the

next time this comes up," Greenwood told Chadwick.

Elmshaeuser asked if he was not cleaned up by next month and they brought it back to the council if it would be declared a nuisance.

Greenwood reiterated he would not abstain next time.

844 LOGAN RESCINDED

The council unanimously voted to rescind the resolution which declared 844 Logan Ave. a nuisance property. The property was first declared a nuisance at the June 27 meeting, and then abated on July 25.

Elmshaeuser said all the vehicles have been licensed with the plates affixed, and the windows have been boarded.

"The property owners complied and did everything they were required to do," he said.

WAGE ORDINANCE

At the Sept. 12 meeting, the mayor broke a tie to waive the three readings of the wage ordinance and pass it. However, it was discovered after that meeting that according to Nebraska State Statute 17-614, ordinances shall be read on three different days unless 3/4 of the city council vote to suspend this requirement.

The waiving of the three readings only consisted of a 3/5 vote, therefore it failed to pass, causing the following vote to adopt the ordinance to be voided as well.

The second reading of the ordinance took place at this meeting. No action was taken to waive the last reading.

NEW FLAG POLE

City Superintendent Dana Harris said they have received proposals for a new flag pole at the park. She said the mayor is a veteran and even though "everything is fine and exactly the way it should be," they have approved the proposal for a new flag pole.

N

The reception will be streamed at <http://netnebraska.org/stream/larry>.

You're invited to

Larry Walklin's

Retirement Reception

4-6 p.m.

Friday, Oct. 27, 2017

Nebraska Educational Television
1800 N. 33rd St.
Lincoln, NE 68503

*RSVP by Oct. 18 at
go.unl.edu/walklin.*

"Music is probably the only real magic I have encountered in my life. There's not some trick involved with it. It's pure and it's real. It moves, it heals, it communicates and does all these incredible things."

- Tom Petty

to tackle transformation and innovation. Better News curates best practices, organizes them, and structures them for execution, and includes best practices across a wide range of publishing challenges, from growing revenue and understanding audiences to building new products. Check out Better News at <https://betternews.org/>.

Mueller and Robak named in best lawyers

Lincoln Journal Star, Oct. 9, 2017

William Mueller and Kim Robert of Mueller Robak, LLC, have been selected for inclusion in the 2018 edition of "The Best Lawyers in America" in the field of government relations law. Mueller and Robak has been named "Best Lawyers" the past ten years.

The guide, which is created from over 7 million peer evaluations, is comprised of the nation's top attorneys in key practice areas. Mueller and Robak are both graduates of the University of Nebraska-Lincoln and the University of Nebraska College of Law and are admitted to practice law in the state of Nebraska.

Mueller Robak LLC is one of the premier lobbying and government relations firms in Nebraska and has been the long-time lobbying first for the Nebraska Press Association.

Three journalism students join Nebraska News Service

As the fall semester is underway at the University of Nebraska-Lincoln, three reporters from the College of Journalism and Mass Communications will be covering state government-related news this semester:

Corey Oldenhuis, a senior journalism major from Omaha with concentrations in English, history and political science, has written for the Daily Nebraskan, worked for the Community Health Endowment of Lincoln, and is editor of Jacht, the CoJMC student advertising agency.

Bailey Schulz, a senior from Adel, Iowa, has a double major in journalism and advertising/public relations with a minor in Spanish. Schulz was a cops and general assignment reporter intern at the Lincoln Journal Star, and during the summer was a business reporter intern at the Las Vegas Review-Journal. After graduating in December, she hopes to work as a business reporter.

Carissa Soukup, a senior from O'Neill, with a passion for community journalism, will graduate in May with a degree in journalism and minors in English and business. Soukup has been an intern for two summers at the Neligh News & Leader, and when she graduates will fill the News & Leader job as sports editor.

American Press Institute and Knight Foundation release news resource for news innovation

The American Press Institute and the Knight Foundation just released Better News, a new resource for journalists and newsrooms trying

New documentary, 'Inside Stories,' chronicles the legacy of North Dakota newspapers

Sean Stroh, Editor and Publisher, Sept. 13, 2017

A very different type of summer blockbuster made its premiere in Fargo, ND this past June. A documentary, 'Inside Stories,' which was produced for the North Dakota Newspaper Association's Education Foundation, chronicles the history of the state's newspapers and the key people behind them.

Teri Finneman, assistant professor of journalism at South Dakota State University, conducted extensive oral history interviews with each subject. The file was put together by documentary students at the University of Missouri, where Finneman received her master's degree and doctorate in journalism. Eight newspaper people are featured in the film, which has been shown a number of times in various towns across North Dakota.

Save the dates!
NPA Annual Convention
October 20-21, 2018
Cornhusker Marriott
Lincoln, NE



Adapt and survive

As you know, strategies and platforms are evolving in the digital age. Consumers are engaging products and services on channels that didn't really exist just a few short years ago. The goals for marketing our product (newspapers) and helping our clients market themselves remains constant. The goal of a marketer is to communicate the right message, raise brand loyalty and awareness, drive traffic (subscriptions), and implement methods that lead to sales!

A few key trends in marketing to prepare for if you haven't already are: the talent gap, social marketing and video marketing. The talent gap is simply what it sounds like. As a business, you need to make sure and keep up with the techniques by increasing training in digital marketing, a great way to do this is through webinars.

Social Marketing is what we've touched on in several blogs. Making sure you are on the appropriate social channels to gain exposure because this is typically a low-cost marketing approach. As a newspaper, you want to make sure and not share too much news updates because you want to encourage your crowd to subscribe or pick up the local newspaper.

Lastly is video marketing. Just like a picture says 1,000 words, videos do the same. Many audiences now like to watch video content, especially on their devices (smart phones). If you can figure out what motivates the viewer to want to click on a certain video and watch it, your viewer/readership could jump a great deal. Newspapers can easily engage in this practice by taking clips of local sports games, community parades, or even internal office shenanigans!

Remember... if you adapt you will survive!

To contact the Digital Marketing Hotline, you can call us at Courtside Marketing, at 402-590-8093 ext. 702, or email us at chris@courtside-marketing.com.

Classified Advertising Exchange

October 16, 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 Nebraska 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, 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.

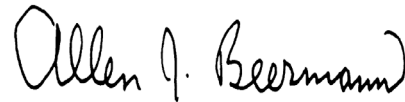
Respectfully requested,



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!)**