

Bulletin

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Calendar of Events

Events:

February 2, 2018
NPA/NPAS Board Meetings
by conference call

March 14-15, 2018
NNA Community Newspaper
Leadership Summit
Washington, D.C.

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

Webinars:

December 14, 2017
Free & Cheap Tools Your
Newsroom Should Use;
1:00pm CST
www.onlinemediacampus.com

December 14, 2017
Kevin Slimp: Getting People to
Pick Up Your Newspaper
10:00am CST
www.newspaperacademy.com

Deadlines:

January 31, 2018
NPA Better Newspaper Contest
entries deadline

CONTACT INFO:

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<http://www.nebpress.com>

Help promote NPA Foundation scholarships

The NPA Foundation 2018 scholarship guidelines and application forms have been distributed to all Nebraska colleges, universities and high schools.

The Foundation will offer up to four total scholarships of \$2,000 each. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Guidelines and application forms are available on the NPA website. (On home page, scroll down to middle of page under NPA NEWS at www.nebpress.com).

Please help promote these scholarships in your newspaper. **Print and online house ads are available to help promote scholarships. (On NPA website, log in to MEMBER AREA, click on SPECIAL SECTIONS).**



\$2,000 Scholarships

Nebraska Press Association Foundation

Selection based on:

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by February 16, 2018

For more information and application form, go to:
www.nebpress.com or call 402-476-2851/800-369-2850

It's contest time!



The 2018 NPA Better Newspaper Contest call for entries (guidelines and instructions) were distributed in November - to give you more time to sort through your newspaper to fine your best work to submit.

You're encouraged to start submitting online entries now to re-familiarize yourself with how the online process works. **Contest entries deadline is January 31, 2018.**

New NPA Foundation officers elected

At the November 10, 2017, NPA Foundation board meeting, the board voted for a bylaws change, increasing the number of board members for the 2017/18 term from four to six, and adding the immediate past president to the board for a one-year term.

Current board members elected to serve full terms: President/Chair, Kurt Johnson, Aurora and Vice President, Shary Skiles, McCook. New trustees elected: Treasurer, Kent Warneke, Norfolk (full term); Secretary, Don Smith, Grand Island (full term); Dennis Morgan, Elgin (one-year term); Rod Worrell, Ainsworth (one-year term); and Immediate Past President, Mark Rhoades, Blair, will serve a one-year term.

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NPA/NPAS Staff

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Humboldt Standard sold to local businessman

Jack Cooper, owner, publisher and editor of the Humboldt Standard for 42 years, sold the newspaper to local businessman George Marburger effective December 1, 2017. Cooper purchased The Standard in April, 1975 from Wayne Friedly.

Jan Hogue will continue with The Standard as office manager, and Roxanne Sailors will take on editor responsibilities.

Marburger's commitment to the community and countless hours of volunteer work in the City of Humboldt will be a good match for the future of The Standard. He was one of several local people concerned that the paper remain in the community, for the community.

The Marburger family name has been a part of Humboldt since the mid-1800's. Marburger Shoes opened its door in 1879. George took over the family business in 1996, and plans to continue working the Marburger Shoe Shop and his repair business.

Upon presentation of his new office key, Marburger said he had received lots of advice about running the newspaper, which mainly boiled down to "stay out of the girls' way."



EARLY DEADLINES!

NCAN(classified) Ads:
Ads running wk of 12/25/17
- DL Tues., 12/19/17 at 10 a.m.
Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

2x2/2x4 Display Ads:
Ads running wk of 12/25/17
- DL Mon., 12/18/17 at 4 p.m.
Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 25 & 26, 2017,
& CLOSED Jan 1, 2018.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman.



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com, cb@nebpress.com

During his newspaper career, Cooper received many awards from Humboldt businesses and organizations for his work and involvement in the community. He was awarded the Nebraska Press Associations' Harpst Leadership Award in 2014 for his leadership and ongoing participation in his community.

The Harpst nomination letter to NPA stated in part: "For practically his entire career, Jack has set a positive and hopeful record by focusing on our community and its importance within the county, region and state. No other person has had the influence as Jack Cooper coalescing a community to continue to keep our town alive and relevant. His leadership can be counted upon in practically any situation; his cooperation is guaranteed."

Save the dates!

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

Foundation - cont. from 1

The mission of the Nebraska Press Association Foundation is to support the newspaper industry in publishing better newspapers for readers through accessible, practical and quality education. The Foundation works each year to raise funds for high school and college scholarships for students pursuing a community journalism education. In 2017, the board established a new internship scholarship program, which provides Nebraska college/university journalism students the opportunity to gain hands-on newspaper experience by working at a weekly Nebraska newspaper during the summer. After a successful first year, the board voted to increase the number of available internships for the 2018 program, from five to seven.

UNL grad, one of first female White House reporters, dies at 83

Washington Post, Dec. 5, 2017

Marianne Means, a graduate of the University of Nebraska-Lincoln, and one of the earliest female White House correspondents, covering the Kennedy and Johnson administrations, died December 2, 2017, at her home in Washington, D.C. She was 83.

Means' career started at newspapers in Nebraska, where as a student she made a crucial connection with then-Sen. John F. Kennedy, and rose to the White House and the halls of Congress, where for five decades she covered politics and policy making in a widely syndicated Hearst Newspapers column. Means was in the lead press car in Dallas, reporting on Kennedy's re-election campaign, when the president was assassinated on Nov. 22, 1963. She covered the Johnson administration for two years, then began writing her column in 1965.

Marianne Hansen was born in Sioux City, IA, and received a bachelor's degree from UNL in 1956, and that year married a classmate, Cecil Paul Means. She graduated from George Washington University's law school in 1977. Means was a managing editor of the Nebraska student paper and planned to work as a copy editor. Her ambitions changed because of a move to Washington, where she was asked to be a reporter, and because of the earlier chance meeting with Kennedy. Kennedy and Means sparked such a connection that Means was assigned to cover his presidential campaign for Hearst Newspapers, which she joined in 1959. Kennedy reportedly asked Hearst if she could stay on as a White House correspondent.

Senate and House move bills without limitations on advertising deductibility

News Media Alliance, Dec. 7, 2017

The Senate and the House are currently in conference reconciling the differences between each chamber's tax reform bill, which lowers the corporate tax rate and at-

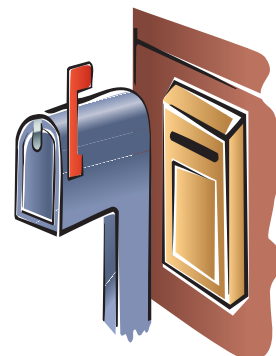
tempts to provide middle-class relief.

The News Media Alliance has aggressively urged Congress to maintain the deduction of advertising costs as an immediately deductible "ordinary and necessary" business expense. Alliance members sent over 3,000 grassroots emails, phone calls, and letters to support maintaining the deduction. We are pleased to report that neither bill has included a limitation on advertising deductibility. We are very pleased with leadership and legislators who recognize the importance of keeping the advertising deduction in place, as it remains the engine of the U.S. economy and critical to the future of journalism.

Postal Regulatory Commission seeks comments on changes to the postal ratemaking process

News Media Alliance, Dec. 7, 2017

The Postal Regulatory Commission (PRC) on December 1 concluded its nearly year-long review of the current postal rate system for establishing rates for market-dominant classes of mail, including Marketing Mail (Total Market Coverage products) and Periodicals (both In and Outside County).



The Commission determined that the system has, overall, failed to achieve the objectives set for it by law. Specifically, the Commission stated that the current system has not increased pricing efficiency, has not ensured the financial health of the Postal Service, has not allowed the setting of rates to cover costs for some classes, and has not fostered high-quality service standards. The Commission is proposing major modifications to the current price cap system in order to better achieve the statutory objectives.

The PRC is specifically proposing to allow the Postal Service to raise rates by a "supplemental" two percent rate authority (over the Consumer Price Index cap) per mail class per year for five years, and another one percent as "performance-based" rate authority based on operational efficiency and service quality. All told, assuming CPI stays at two percent per year for the next five years, the effect of the proposed two percent above the CPI increase over each of the next five years, and the one percent extra to charge for good service, mailers could see rates after five years that are 27.6 percent higher than today.

For "underwater" products, such as Periodicals, the PRC is proposing even higher rate increases. The public, including the Alliance, will have an opportunity to file comments in March on the questions posed by the PRC in its notice of proposed rulemaking. We will keep you informed as the process moves forward.

Rookies make mistakes

Ed Henninger, Henninger Consulting, December, 2017

Let's face it: If you have a "new kid" doing design on your staff...well, you'll have some design mistakes in your paper from time to time.



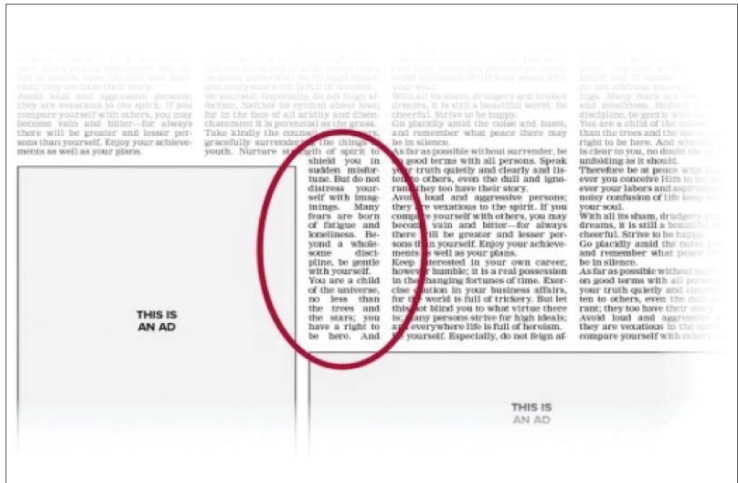
It takes a while—perhaps months—for the design rookie to learn what works and what doesn't. And during that time, he'll do some things that may make you cringe. It's OK—as long as you work with him to make sure he doesn't repeat them.

Here are a "top ten" mistakes you can watch for—and correct:

1. A DROP CAP in an indented paragraph. This a mistake common to many new designers, but one that's obvious. Your readers may not know how it happens, but most of them know it's just not right.

2. CENTERING indented type. Like the indented drop cap, it's an easy enough mistake to make—and correct.

3. JUSTIFYING TEXT vertically to have the type fill a deeper space than needed. Those who have been doing design for some time may continue to make this mistake, because it's a quick and easy way to fill a hole. But it's lazy and it contributes to design sloppiness.



Narrowing text type to wrap it around an ad...yep, that's a rookie design mistake.

4. USING THE SPACE BAR instead of the tab key to align columns in tabular material. It may be a quick solution, but it's uninformed and it contributes to a "whatever works" approach to design.

5. USING A TINT BLOCK behind a story. This is a design approach whose time has gone. Rookies may try to resurrect it, but it's just something we don't do anymore.

6. POOR USE OF COLOR. The rookie may choose to use color type in a headline. That's OK (sometimes even preferable) on features pages, but not in news. The rookie

may be tempted to run a sports headline about a big win in your high school team's school colors. Let's help him get past that.

7. ALLOWING HYPHENATION in a headline. Think this just can't happen at your paper? Well, it does happen, so just watch out for it.

8. ALLOWING HYPHENATION in a pullout. Just like a headline, a pullout is a display element. And if hyphenated type is the default in your design software, then it's easy enough for the new kid to make this mistake.

9. NARROWING TYPE next to an ad. When he has to deal with a story that runs above ads, the rookie may think that part of the solution is to narrow the text next to the ad (see illustration). Nope. This makes the text difficult to read and it can create word-spacing and letter-spacing problems.

10. USING FUNKY FONTS. When dealing with a story about a snowstorm, the rookie may be tempted to run the headline in a typeface where the letters are snow-covered. Or he may look for a headline face with animals in it for a feature on pet adoption. Let's make it clear to him that we just don't do that.

Rookies will make mistakes. A young basketball player may sink a shot in his own goal. A new driver may signal left...and then turn right. It's OK. Mistakes happen. We need to help our rookie designers learn from those mistakes...and not repeat them.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com; 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's web site: www.henningerconsulting.com.

Can you tell real news headlines from fake? Take this quiz!

News Media Alliance, Dec. 5, 2017

Fake news websites derive nearly 42 percent of their traffic from social media platforms, with readers clicking links they see posted on Twitter, Facebook, Instagram and other social sites. But those links offer only headlines, making it difficult for even educated news consumers to know if what they're seeing is real or fake news.

To test your ability to tell real news from fake from headlines alone, take this quiz that will test your media smarts and skills at spotting fake news:

<https://www.newsmediaalliance.org/fake-news-quiz/>

Classified Advertising Exchange

December 11, 2017

ADVERTISING COORDINATOR: The York News-Times has an immediate opening in our advertising department for the position of Advertising Coordinator. Join our talented and fun team today! Friendly, organized and computer savvy? We want you! This is a full-time position with benefits. No experience necessary. The York News-Times is a BH Media newspaper, a Berkshire Hathaway Company. To apply send resume to sales manager Garrett Schwarz at garrett.schwarz@yorknewstimes.com.

MANAGING EDITOR: The award-winning Kearney Hub newspaper is seeking a Managing Editor to lead an experienced staff of reporters, editors and image specialists looking to the future of digital and print publishing. The successful candidate must be a professional journalist with at least five years of daily newspaper experience and a bachelor's degree or equivalent experience.

This Managing Editor must be forward-thinking and innovative with a focus on producing the best content possible to excite our readers and grow our audience. Candidate must be knowledgeable about technology and how to deliver news on every digital platform as well as producing a quality print edition. Strong editing and story development skills a must with the ability to coach staff. Managing Editor will be responsible for editorial writing and all departmental administrative duties.

The Kearney Hub publishes Monday through Saturday in a community of 30,000 and covers nine counties in central Nebraska. Kearney is a very progressive community home to the University of Nebraska at Kearney with vibrant arts and entertainment offerings, sporting events including a USHL hockey team and outdoor activities.

This position offers a competitive salary and benefits package. The Kearney Hub is a BHMedia newspaper, a Berkshire Hathaway Company. To apply send resume and cover letter to publisher Julie Speirs at julie.speirs@kearneyhub.com

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."

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange; NPA Foundation Christmas Letter.

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

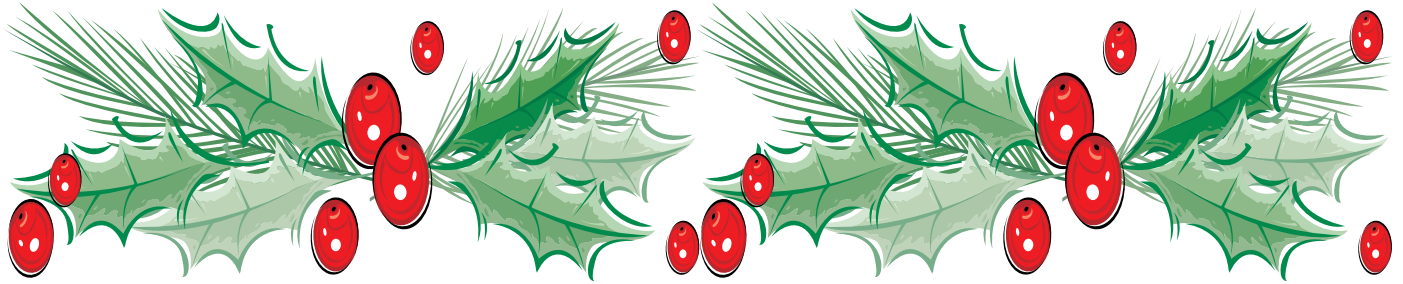
MENS SIZES: L, XL, 2X, 3X

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.



Nebraska Press Association Foundation, Inc.

*“We make a living by what we get, but we make a life by what we give.”
~ Winston Churchill*

Dear Colleagues, Employees and Friends of Nebraska newspapers:

As 2017 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of community journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,

Kurt Johnson
President/Chair, Foundation Trustees