

CONFIDENTIAL

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:

January 25, 2018
Tim Smith - First Steps to Gain
New Advertisers
10:00am CST
www.newspaperacademy.com

January 25, 2018
Steve Learn - Steps to Grow
Circulation With Minimal
Exposure
2:00pm CST
www.newspaperacademy.com

February 2, 2018
Mike Blinder - Leveraging Digital
to Support Print Advertising
10:00am CST
www.newspaperacademy.com

February 2, 2018
Kevin Slimp - Everything You
Need to Know About InDesign
Styles
12:00 Noon CST
www.newspaperacademy.com

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It's contest time!

The 2018 NPA Better Newspaper Contest call for entries deadline is January 31, 2018.

You're encouraged to log on to the website to start submitting your online entries and re-familiarize yourself with how the online process works.

Questions? Contact Carolyn Bowman in the NPA office, cb@nebpress.com.

NPA awards nominations now being accepted through February 9, 2018

Nomination forms and details are attached to the Bulletin:

- Master-Editor Publisher
- Outstanding Young Nebraska Journalist
- Leadership Nebraska (Harpst)
- Golden Pica Pole
- Journalism Hall of Fame*

All awards except Hall of Fame will be presented at the NPA Annual Convention, April 20-21, at the Cornhusker Marriott, Lincoln, NE.
(*Hall of Fame recipients will be announced late April/early May.)

Deadline to submit nominations is Friday, February 9, 2018.

Kudos to...

The Albion News & Petersburg Press.

They were the first newspapers to pay their 2018 NPA membership dues!

Reminder: Dues Payments

- Please pay your NPA/NNA dues together on one check
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.

Save the dates!

April 20 -21, 2018

Cornhusker Marriott

Lincoln, NE

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
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Carolyn Bowman

Advertising Manager
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Susan Watson

Admin. Asst./Press Release Coordinator
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Christian Cardona

Advertising Sales Assistant
email: cc@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.



\$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

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). **Application deadline is February 16, 2018. Print and online house ads are available to help promote scholarships. (For house ads, log in to MEMBER AREA, click on SPECIAL SECTIONS).**

Restrictions apply to unauthorized use of the words “Super Bowl”

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal. The NFL controls all marketing and proprietary rights with respect to the Super Bowl. Without the express permission of the NFL, marketers and advertisers may not use the terms below in their promotions:



Ads cannot contain:

- “Super Bowl”
- “Super Sunday”
- “National Football League” (NFL)
- “National Football Conference” (NFC)
- “American Football Conference” (AFC)
- Any NFL logo or uniform
- Any specific team name or nickname

Ads can contain:

- “The Big Game”
- “The Football Championship Game”
- The date of the game
- The names of the team’s home cities
- A generic football picture or graphic

Apply now for a 2018-2019 Reynolds Journalism Institute Fellowship

The Donald W. Reynolds Journalism Institute invites proposals from people and organizations who wish to partner with them on innovative projects that strengthen democracy through better journalism. Successful projects often include devising new strategies to take advantage of an opportunity or solve a problem, building new tools for news organizations, transforming an idea into a market-tested prototype or advancing a prototype so it’s ready for investment or a full product launch. Whatever your idea, its benefits should extend to other news organizations and the people who depend on them. To apply, please clearly describe your experience, relevant connections and expected outcomes during and immediately following your fellowship year. RJI Fellowships are open to U.S. citizens and news organizations as well as international news outlets.

For Fellowship details and application form, go to: <https://www.rjionline.org/stories/apply-now-for-2018-2019-rji-fellowship>. **Deadline to apply is midnight CST on Jan. 31, 2018.**

Connie Thompson, publisher/editor of St. Paul Phonograph-Herald dies

Connie Thompson, longtime publisher and editor of the St. Paul Phonograph-Herald, died unexpectedly at her home on Jan. 7, 2018, at the age of 70.



Services will be at 10:30 a.m. Fri., Jan. 12, at Trinity Lutheran Church in Wolbach, with burial in the Hillside Cemetery in Wolbach. Visitation Thurs., Jan. 11, from 2:00-4:00 p.m. at Peters Funeral Home in St. Paul, with further visitation held from 5:00-7:00 p.m. at Trinity Lutheran Church in Wolbach.

Connie grew up in Wolbach and graduated from UNL in 1970. After graduation she taught Social Studies and was the volleyball coach at Wolbach H.S., and then returned to Lincoln where she worked at Boomers Printing Co.

In 1975, she moved to St. Paul and began working at the family business, Tommy-Rene Printers, Inc., publishing the Phonograph-Herald and Wolbach Messenger newspapers, where she was still actively working at the time of her death.

Connie was active in her community and in her younger years participated in high school and town team sports. She served as president of the St. Paul Chamber of Commerce, served as NPAS president in 1989, and for many years taught photography at adult education classes in St. Paul.

She is survived by her three siblings, twin brother Tommy R. (Cindy), Beatrice; sister Mary Jo, St. Paul, and brother Jay (Dodie) of Wolbach. Memorials are suggested to the St. Paul and Wolbach Fire Departments/EMTs, or to the family's choice. Condolences and memories can be shared with family at www.petersfuneralhome.net.

Longtime Humboldt Standard publisher, Jack Cooper, dies

Jack Cooper, longtime publisher and editor of the Humboldt Standard, died Jan. 6, 2018.



Details on arrangements for services are pending, but a memorial service will be held in Falls City, NE, sometime after Jan. 14. Wherry Funeral Home in Humboldt will be handling funeral arrangements.

In 2014, Cooper received the NPA's Harpst Leadership Award, for his promotion of leadership in his community, region, or state. Cooper served as president of the Humboldt Community Foundation and the Quad Co. Golf Association; he was a member of the Humboldt Lion's Club, the Humboldt American Legion, and the Humboldt Chamber of Commerce.

An excerpt from his Harpst Award nomination reads: "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 of Jack Cooper in coalescing a community to continue to keep our town alive and relevant."

“ I told my psychiatrist that everyone hates me. He said I was being ridiculous - everyone hasn't met me yet. - Rodney Dangerfield ”

After 40 years at Kearney Hub, Dan Speirs put his final edition to bed

Assistant Managing Editor Dan Speirs retired on Dec. 22, 2017, after working at the Kearney Hub for 40 years.

According to a farewell column by Kearney Hub Managing Editor, Mike Konz, Dan edited all reporter-written stories and then funneled them to the page designers. If copy didn't pass muster, Dan would send the story back to the writer. Scores of reporters, photographers, editors and interns who worked with Dan over the years marveled at his commitment and expertise.

Mike Konz added that Dan knows the Associated Press Stylebook inside and out, is an encyclopedia of Kearney history and a storehouse of facts about the community and region, politicians, authors, music, world history and much more.

Dan's wife, Julie, who is publisher of the Kearney Hub, will also be retiring in March, 2018.

Reporter Harold Reutter retires after 39 years at the Grand Island Independent

After 41 years as a reporter, 39 of them working at the Grand Island Independent, Harold Reutter is retiring.

After graduating from Colorado State University in 1975, his first job was as the city government reporter at the Hastings Tribune. After two years at The Tribune, he took a job at The Independent as a sports reporter, but after about a week the city hall beat came open, so Reutter moved on to that. He then became the education reporter in the early 1990s.

Reutter is not quite ready to give up newspaper life completely. After taking a long break he plans to be a stringer for The Independent and write a few feature stories when needed.

Checklist for the New Year



Kevin Slimp
kevin@kevinslimp.com

I suppose any time is the right time to look over your newspaper operation and search for ways to make improvements., but the beginning of the year seems especially appropriate for such a task.

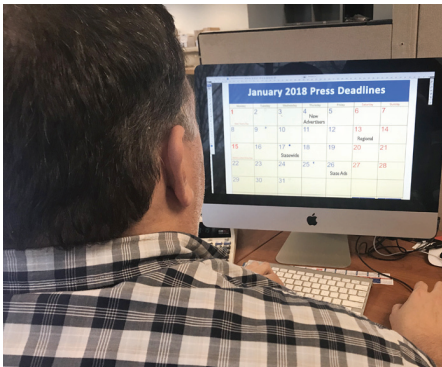
As I sat at my trusted keyboard to begin, I sent a note out to newspaper friends throughout North America to ask for their suggestions. Let me share a few of those first:

Tom in Mississippi

Tom writes, “Do what you do best the most. Fulfill your purpose to your community.”

Tom makes a great point. In study after study, we’ve learned it’s all about community. Successful community papers remain focused on local stories.

Look over your newspaper with the rest of your staff. How did you do in 2017? How can you be even more involved in your community in 2018?



Earl Goodman Goodman, Tennessee Press Service, looks over his January calendar.

Karen from Tennessee

Karen writes, “Why not try something new this coming year or replace an outdated tradition?”

Tradition is a good thing. Sociologists tell us it’s an important factor in binding families and groups together.

Author Frank Sonnenberg wrote, “Tradition contributes a sense of comfort and belonging. It brings families together and enables people to reconnect with friends.”

When I speak on the topic of “Getting People to Pick Up Your Paper,” I remind listeners of the importance of building

trust in our communities. One of the ways we build trust is by creating traditions in our newspapers.

However, Karen is right. The new year is the perfect time to look over our papers and ask ourselves which traditions build trust with our communities and which ones would be best left behind.

My son and I have taken an annual “Walk across Knoxville” each year on Labor Day. As he has grown into a young adult, it’s become obvious the tradition doesn’t fit neatly into his schedule due to changing obligations, as well as a greater number of options available to a young adult. So this year, I let it go. He went to DragonCon, dressed as the Joker, and had the time of his life.

We’ll walk across the city again, but it doesn’t have to be on Labor Day. Much like a newspaper, we’ll adjust to better fit our current lifestyles.

Gary in Missouri

Gary added the new year is a good time to take a look at your online presence. Find ways, we wrote, “to turn your website into a revenue stream rather than a revenue drain.”

When’s the last time you took a good look at your website? Does it represent your newspaper in a positive way? I would suggest your gather a group together once a year, and the start of the year is as good a time as any, and look over your digital presence.

Mark from South Carolina

Mark wrote the beginning of the year is a good time to go through old newspapers and find great stories to reprint. “Great stories are still great stories!” Mark added.

Amanda from Tennessee

“My dad always suggested we go through papers from the previous year and pick out certain events that are re-occurring and mark them on calendar. We tend to get so busy sometimes that we miss things.”

That’s a great checklist item, Amanda. Go through your pages from 2017. What are some events you want to be sure and cover in 2018? Put those down on a calendar.

Did you cover any stories that would make good follow-up stories in 2018? Put

those on the calendar. Who are advertisers that were running in early 2017 that aren’t in your most recent issues? Make a point to give them a call. We can garner a wealth of information by looking through pages from the past year.

Christina from Missouri

“Delete files. I do that at the beginning of every year. I often go back and find files five or more years old I don’t need anymore.”

That’s a great idea, Christina. Bulky hard drives really slow down a computer’s performance. Let’s take it a step further, though. In addition to outdated files, go through your computer and uninstall applications you no longer use.

I did this on my desktop last week and found more than 20 applications to throw away. They add up quickly.

Okay, now for my list

My friends made my job easy, leaving just a little space for my checklist of to-do items as we kick off 2018 at our newspapers:

- Create focus groups by inviting readers and non-readers to look over your newspaper as a group and make suggestions.
- Strategize staff training. Everyone needs training from time to time to improve skills and provide motivation. The first of the year is a good time to look through your newspaper staff and see what types of training would be most beneficial.
- Go through your list of advertisers. Who hasn’t run an ad in six months? Studies indicate it’s 20 times as easy to bring back an old customer than to recruit a new one.
- Go through your list of subscribers. Your efforts may be more fruitful if you focus on getting former readers to return before gaining new subscribers.
- Do an equipment inventory. Do you have computers, software or other equipment that is slowing down your production process. Now is a good time to begin planning to replace outdated equipment.

It’s a short list, but if you accomplish just one or two of these checklist items you’ll be well on your way to improving your newspaper’s outlook for 2018 and beyond.

Classified Advertising Exchange

Jan. 8, 2018

REPORTER WANTED: Enjoy meeting people and working in a fast paced environment? The Nebraska City News-Press/GateHouse Media are looking for a general assignment reporter who enjoys a job with a variety of duties.

Duties include writing stories, taking photographs and assisting in the production of our print and online products. Some evening and weekend hours are required.

Candidate should possess good people and communications skills. Valid Driver's License required. Submit resume/samples to: Kirt Manion, editor, Nebraska City News-Press, Inc., 823 Central Ave, Nebraska City, NE 68410, or kmanion@ncnewspress.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, NPA Awards Nomination Forms.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

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.