

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
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



and his father worked at the North Platte Telegraph. Four years later, he left the daily when he bought the Mullen Hooker Co. Tribune. As a teenager, Kendall worked at his parents' paper, learning the business from the ground up. His parents retired in 1993 from the Burwell Tribune and Kendall took over operations at the three-county paper. The Tribune also ran the Sargent Leader in Custer Co. and was printing the Taylor Clarion and Wheeler Co. Independent.

Kendall and his wife Peggy moved to Auburn in 1999 and took over the Nemaha Co. Herald. At that time, the Auburn Press Tribune was still printing once a week as well, so they put together two papers every week for several years.

Katja Schultheiss of Pawnee City has joined the Chieftain staff as advertising manager. She started working at the Pawnee Republican in 2008 and was a familiar face at the Chieftain for the past couple years.

Ann Wickett has been working at the Tecumseh Chieftain since 1984 and will continue as the news editor at the Chieftain. Ann grew up in Laurel and earned a Journalism degree at Wayne State College.

Carol Sisco began writing for the Pawnee Republican, Tecumseh Chieftain and Wymore Arbor State in 1992. She worked her way up to becoming editor of the Pawnee Republican in 2004. In the fall of 2017, Carol began working in the Chieftain office two days a week and was named editor of the Chieftain when Kendall took over operations on Dec. 28, 2017.

Huethers purchase Gordon Sheridan Co. Journal-Star

Effective January 1, Jordan and Rachel Huether have purchased the corporation Sandhills News, Inc., which owns the Sheridan Co. Journal-Star.

The Huethers began managing the newspaper in 2011 after Tim Huether purchased the paper to keep the local, small-town ownership going.

No major changes are planned to the paper. In the ownership announcement in their January 3 issue, Editor Jordan Huether said, "We're going to continue to do our best to bring the news to all the people of our county and beyond."

New Year brings changes to the Tecumseh Chieftain

The Tecumseh Chieftain started the New Year with a new owner, Kendall Nieman of Auburn. Nieman bought the paper from Ron and Bev Puhalla, effective Dec. 28, 2017.

Kendall grew up in the newspaper business. His father was the ad manager at the McCook Gazette when Kendall was born. The family moved to North Platte in 1972

For journalists
every day
is national
coffee day
(and gettin'
the job done
day, too)
#newspapersthive

Steph Peyatt joins York News-Times

Steph Peyatt joined the York News-Times newsroom on Jan. 3 as a full-time lead feature writer and photographer.

A West Virginia native, Peyatt graduated in 2014 from West Virginia University with a bachelor's degree in English. She and her husband moved to Nebraska a couple years ago and now have two small children.

Peyatt takes over a job previously held by Steve Moseley, a 12-year employee of the News-Times, who is now semi-retired. Moseley will, however, maintain the lead for board of director coverage at the school district and Upper Big Blue NRD, and features at the Nebraska Correctional Center for Women.

New Year, new name for Enterprise Publishing Co. in Blair

With the start of a new year, Enterprise Publishing Co. in Blair has officially changed its name to Enterprise Media Group.

While Enterprise Publishing Co. publishes 11 newspapers (nine in Nebraska and two in Iowa), in recent years the company has been building three other areas of its operations - printing services, creative services and its Courtside Marketing Division, which offers online and digital marketing and design services, as well as a full line of apparel offerings and promotional items.

In the name-change announcement article earlier this month, Chris Rhoades, associate publisher for Enterprise Media Group said "You have to continually adapt and offer new products and services and do new things to diversify yourself. I think that is just smart with any business."

"It's time that our name matched who we are, and who we're going to be in the years to come," Chris and his father, company president Mark Rhoades, said.

Mark and Chris are fifth and sixth generations of the Rhoades family to be part of the company. "The Enterprise name has been in our family for generations, so it was vitally important that we make that the focal point of our new name and identity," the two said.

New NPAS policy implemented to reduce advertising DNRs

In 2017, the total of advertising DNRs (Did Not Run) was **\$18,389.06**.

When clients have more advertising options than ever, we as the Nebraska newspaper industry don't need to give them a reason not to use our publications.

The NPA/NPAS Boards of Directors have approved the following new policy, effective Jan. 1, 2018, to reduce advertising DNRs:

A 15% charge will be applied to make-good advertising orders. If a make-good is not possible, a flat fee of \$25.00 will be charged to the newspaper that didn't run the ad.

We understand that mistakes happen; however, advertising DNRs reflect badly on individual newspapers, the association and the industry.

If you have questions about this new DNR policy, please contact Violet Kirk, NPAS sales & marketing manager at vk@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).**

**See
State of Nebraska
Political Campaign
Yard Sign
Guidelines
attached to Bulletin.**

“ Our lives begin to end the day we become silent about things that matter. ”

- Martin Luther King Jr.

Statement: we will fight newsprint tariffs

David Chavern, president & CEO, News Media Alliance & American Press Institute, Jan. 10, 2018

We are stunned that a single U.S. mill in Longview, WA (NORPAC) has been able to manipulate the trade laws to their gain, while potentially wreaking financial havoc on newspapers and other commercial publishers across the country.



On January 9, in response to NORPAC's petition, the Department of Commerce issued a "preliminary" decision to impose countervailing duties on Canadian imports of uncoated groundwood paper.

This decision and its associated duties likely will lead to job losses in U.S. publishing, commercial printing and paper industries.

NORPAC petitions do not reflect the views of the domestic paper industry and demonstrate a lack of understanding of the market. The well-documented decline in the U.S. newsprint market is not due to unfair trade, but to a decade-long shift from print to digital distribution of news and information. Now, we will all literally pay for one manufacturer's manipulation of our country's trade laws. These tariffs will saddle publishers with additional costs that will hasten the newspaper industry's shift to digital and, consequentially, accelerate the decline in both the printed newspaper and newsprint industries. There will be no winners.

We oppose the NORPAC petitions and these tariffs, and we will take every possible measure to fight this misguided case as it moves through the investigation process at the Department of Commerce and International Trade Commission. **For background information on these newspaper tariffs, go to:**

<https://www.newsmediaalliance.org/background-newsprint-tariffs/>.



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

Fidler retires after years in the printing business

Chris Fidler has retired after nearly 46 years in the printing business. For almost 34 years Fidler has been the production superintendent for the Imperial Republican, and for 12 years before that he worked at several printing businesses.

Fidler's job at the Republican included running various presses, ordering materials, ad design, page layout and consulting with customers on their commercial printing needs. He also coordinated printing schedules with the three other Johnson Publications newspapers - The Wauneta Breeze, Grant Tribune Sentinel and Holyoke (CO) Enterprise.

His first stint in the newspaper business was in high school when he worked at the Perkins Co. Newspaper for two years before it closed. After graduating in 1972, he worked at printing companies in Ogallala, McCook and Ft. Collins, CO, before moving back to southwest Nebraska in 1979 to work at The Benkelman Post for then-owner Jiggs Crapson.

At The Post Fidler did everything from writing news and feature stories to photography and production work. He left The Post in 1983, and soon after was hired by the Imperial Republican.

Fidler has many retirement projects planned, but one thing will stay the same - he plans to continue reading The Imperial Republican each week.

Classified Advertising Exchange

Jan. 15, 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, Nebraska Political Campaign Yard Sign Guidelines.

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.

CAMPAIGN SIGNS

September 2016

OFFICE OF THE LANCASTER COUNTY ELECTION COMMISSIONER

601 North 46th Street
Lincoln, Nebraska 68503-3720

Telephone (402) 441-7311
FAX: (402) 441-6379

Web Site:
www.lancaster.ne.gov/election

CAMPAIGN SIGNS

Campaign signs are one of the most visible aspects of a campaign. Frequently, overzealous campaign workers place signs where they violate city, county, state and/or federal laws. In some instances, illegal signs pose a threat to public safety, especially where they appear in intersections, medians, on bridges, utility poles or alongside sidewalks. Other times signs are placed on public property or private property without the owner's permission.

The Lancaster County Election Office receives many calls each year regarding political signs, and the laws that govern their use. However, the Lancaster County Election Commissioner does not have the statutory or legal authority to enforce the vast majority of these laws and/or ordinances. This information has been prepared to inform candidates and political committees about the laws that govern the use of political signs. In addition, information is provided about the penalties for non-compliance and the various agencies charged with the responsibility of enforcing the rules and regulations governing political signs.

POLITICAL SIGNS WITHIN THE CITY OF LINCOLN AND LANCASTER COUNTY

Where can signs not be posted?

It is unlawful for any candidate for any public office, or for any person acting for or on the candidate's behalf, to fasten or attach in any manner whatsoever any political or campaign sign, poster, advertisement or notice upon:

- any curbstone
- any portion between any sidewalk and street
- any tree, post, pole, hydrant, bridge
- or other public structure within the limits of any street
- or upon any public property within the jurisdictional area of the city (which would include the 3 mile limit)

Similarly, it is unlawful to fasten or attach in any manner whatsoever any political or campaign sign, poster, advertisement or notice upon:

- any private wall, window, door, gate, fence or sign
- or any building
- or upon any residential property
- without having first obtained the consent of the owner or agent thereof.

What are the penalties for violating the ordinances which govern the placement of political signs?

Minimum of \$200 and a maximum of \$500. (L.M.C. Section 22.05.210)

Who should be called if someone is suspected of violating any of the ordinances governing political signs?

Complaints should be directed to the Dept. of Building & Safety at (402) 441-7521 within the City Limits or County Engineer Maintenance Shop at (402) 441-7797, if outside the city limits. Owners of signs will be notified. If the owner cannot be located, signs will be removed.

How large can campaign signs be?

In residential areas signs cannot exceed ten (10) square feet in area. In commercial, business and industrial areas signs cannot exceed forty (40) square feet in area, or six (6) feet in height. Call Dept. of Buildings & Safety, (402) 441-7521, if you question your area as to residential.

CAMPAIGN SIGNS ALONG INTERSTATE AND PRIMARY HIGHWAY

Where can signs not be posted?

No campaign signs, posters, political advertisements shall be placed within a highway's right of way. This includes intersections, medians, entrance and exit ramps, sidewalks, and the ditches and land that make up the right of way bordering the length of each highway. The "right of way" can often be visually determined by markers, fence-lines, or the placement of utility poles.

State Law (39-1302.06) expressly prohibits the erection of signs on the highway right of way. The penalty (39-1320.10) is a Class V misdemeanor with a maximum fine of \$100.00.

Campaign signs erected on the interstate and primary highway "right of way" will be removed without notice to the owners and stored at the nearest maintenance yard.

LB120 - Prohibits signs erected “off of the right of way” along interstate and primary highways without a Class III advertising permit from the State Department of Roads.

Large political signs must be placed on legally erected billboards. The Federal Beautification Act and Nebraska Outdoor Advertising Statutes and Rules and Regulations prohibit the erection of new advertising signs on the interstate or primary highway systems. The only exception is in the commercial or industrial zoned area along the primary highway system. In this instance, a permit from the Department of Roads is required. The fee for the permit is \$15.00. Primary highways are 2, 6, 33, 34, 43, 77, L55W and L55X. The owners of illegally erected campaign signs which are not on the right of way, will be notified by mail to remove such signs.

The District Permit Officer at the Nebraska Department of Roads Office is in charge of the Advertising Control Program. If you have any questions concerning the placement of political signs along state and federal highways, call (402) 471-0850, Ext. 1132.

CAMPAIGN SIGNS AND POLLING PLACES

No electioneering (posting of signs, handing out campaign literature, gathering petitions signatures, etc.) is allowed within 200 feet of any portion of a building where a polling place is located. A person may display yard signs on private property within 200 feet of a polling place or building designated for voters to cast ballots if the property is not under common ownership with the property on which the polling place or building is located.

STOLEN OR VANDALIZED CAMPAIGN SIGNS

In cases where political signs are being stolen or vandalized, depending on the jurisdiction, the Lincoln Police (402) 441-7204 or the Lancaster County Sheriff’s Office (402) 441-7721 should be contacted to file a formal complaint.