

CONFIDENTIAL

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
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Calendar of Events

Events:

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

April 19, 2018
NPA/NPAS Board Meeting
Lincoln, NE (time TBA)

April 19, 2018
NPA Foundation Fundraiser
Lincoln, NE (evening event - details TBA)

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

October 19, 2018
Nebraska Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars:

February 15, 2018
Ed Henninger - Designing Special Sections to Sell Newspapers - 10:00am CST
www.newspaperacademy.com

February 15, 2018
Video Strategies for Newsrooms to Grow Audience - 1:00pm CST
www.onlinemediacampus.com

February 21, 2018
John Hatcher - Getting Better Interviews: Honing Your Interview Skills - 10:00am CST
www.newspaperacademy.com

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NPA awards nomination deadline

(postmarked by) **Feb. 9, 2018** for:

- Master-Editor Publisher
- Outstanding Young Nebraska Journalist
- Leadership Nebraska (Harpst)
- Golden Pica Pole

NPA award nomination deadline

(postmarked by) **Feb. 23, 2018** for:

- Journalism Hall of Fame*

For nomination forms, go to:

<http://www.nebpress.com/wp-content/uploads/2018/01/NPA-Awards-Nomination-Forms-2018-REV.pdf>

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.)

CALL FOR ENTRIES:

Omaha World-Herald Community Service & Service to Agriculture Awards

- Prize amounts for each award: \$1,000 for the DAILY winner and \$500 for each WEEKLY class winner.
- Winners will be announced at convention at the Friday Awards Banquet on April 20 at the Cornhusker Marriott in Lincoln.
- **Entries must be postmarked by March 30, 2018.** Submit entries in a 3-ring binder and mail to the NPA office (this is not an online entry).

See the attached PDF for contest rules and details.

Thank you to the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage newspapers to participate by submitting your entries!

Contact the NPA office if you have any questions.

Save the dates!

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

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Still bringing communities together!



Custer Co. Chief has new general manager

Broken Bow Custer Co. Chief, 11/16/17

Donnis Hueftle-Bullock joined the Broken Bow Custer Co. Chief as the new general manager on Nov. 13, 2017.

Prior to joining the Chief she served as executive director of the Broken Bow Chamber of Commerce, worked as a probate assistant for a law firm and worked as a full-time professional photographer for 28 years. While Hueftle-Bullock brings a wealth of experience in marketing and photography to the Chief, she also brings with her a love for Broken Bow and Custer County.

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

Newspapers asked to support new NE Endangered Missing Advisory as important public service

Last week, Governor Ricketts and NE Attorney General Peterson announced the creation of a new Nebraska Endangered Missing Advisory (EMA) System, to assist in the recovery of vulnerable, missing persons.

Papers are encouraged to support and participate in this new EMA plan as an important public service when needed. The Nebraska Broadcasters Association is also distributing this information to their members.

To support and participate in this new EMA system:

- Please consider publishing the media release below as a service to your readers.
- Sign up for EMAs directly from the Nebraska State Patrol at the link below:

<http://statepatrol.nebraska.gov/vnews/display.v/ART/5a201cc89bd7a>

- Sign and return the attached (PDF) NE AMBER & EMA PLANS-AGREEMENT FORM to the Nebr Press Assn office **by Monday, February 12, 2018 (extended deadline)**.
- Nebr Press Assn will forward the signed forms that we receive to the appropriate (NE) government office.

A Nebraska native, she grew up on a farm and ranch south of Cozad, and after graduating from Eustis High School took an apprenticeship in a photography studio. She opened her own photography studio in Gothenburg in 1977, and was named executive director of the Broken Bow Chamber of Commerce in 2013.

Hueftle-Bullock acknowledges the essential place of digital in today's world, yet believes there is a place for the traditional community newspaper. "It's still very important to have the hometown newspaper. We want to get people the local news," she said. In addition to working with the ad staff and their clients, Hueftle-Bullock will oversee the day-to-day operation of the paper as well as work to increase the Chief's online presence.

A formula for testimonial quotes

By John Foust, Raleigh, NC

Testimonials can be convincing elements in advertising campaigns. Will Rogers once said, "Get someone else to blow your horn and the sound will carry twice as far." It's true that happy customers' statements can be more credible than many of the things advertisers say about themselves.



Not all testimonials are created equal. I'm sure you've seen ads with testimonial quotes like this: *"Golf City is a great resource for golfers. Their inventory is outstanding. They do repairs on all types of clubs. And they offer a wide selection of package deals on local courses. I recommend them highly."*

This quote represents a nice try, but it's like a flat stone skimming across the water. It touches down several times, but there's no depth. A better strategy would be to produce three different testimonials – one for each point in the quote – and add a little more depth to each one. For example:

Quote 1: *"Golf City has an outstanding inventory of golf clubs and equipment. I've always found exactly what I'm looking for, whether it's a new set of irons or a pair of golf shoes."*

Quote 2: *"Golf City does a great job with repairs. They recently regripped my clubs, and it's like having a brand new set."*

Quote 3: *"Golf City offers excellent golf packages on local courses. With their combination deals, I have been able to play some of the best courses in the area for much less than the regular cost."*

How do you get tightly focused quotes like this? It's all in the questions you ask. Instead of asking "What's your opinion of this company?" and hoping the subject will say something usable, it's better to go into the interview with a strategy. In the case of Golf City, you know you want separate quotes on inventory, repairs and package deals. So you create a progression of questions which are designed to narrow the quote to something which will support the ad's message. It works like this:

Question 1: *"Thank you for taking a few minutes to talk to me about Golf City. What do you think of them?"*

Question 2: (After a positive response to that open-ended question, ask about something specific. It helps to have advance information from your advertiser.) *"I understand that you just upgraded to a new set of clubs. What was your experience with that?"*

Question 3: *"What would you say to people who are thinking about going to Golf City for new clubs?"*

Three single-focus testimonials are better than one that covers all three areas at once. So talk to three different people about three different features of Golf City – and

you'll have material for a series of ads. Include a photo and a name with each quote, and the campaign will have the ring of authenticity. You can run one quote per ad and even feature all three in a larger ad.

Then "rinse and repeat" with three more customer interviews. That's using the power of testimonials.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

Media of Nebraska elects 2018 officers

Media of Nebraska held their annual winter meeting on January 19, 2018, at the Nebraska Club in Lincoln to elect officers for 2018.

Elected officers are:

President/Chair - Dave Bundy, Lincoln Journal Star
Vice President/Secretary - Jim Timm, NE Broadcasters Association
Treasurer - Allen Beermann, Nebraska Press Association

Media of Nebraska represents media organizations, associations, radio and television stations and newspapers in Nebraska, whose mission is to keep the public informed, make records transparent and keep official meetings open to the public.

**Freedom of speech
and of the press
are essential to the
enlightenment of a
free people and in
restraining those
who wield power.**

– Felix Frankfurter

Postal rates could climb significantly with new rate-setting approach

Paul Boyle, News Media Alliance, 1/25/18

Publishers could see an extreme rise in their mailing costs in the next five years because of recently proposed changes to the current price structure for Marketing Mail and Periodicals.



On December 1, 2017, the Postal Regulatory Commission (PRC) concluded a year-long review of the current system for regulating rates for market-dominant classes of mail, including Marketing Mail (Total Market Coverage products) and Periodicals (both In and Outside County). Most importantly, the PRC ruled that the current Consumer Price Index (CPI) price cap system has not (1) ensured the financial health of the Postal Service, (2) allowed rates to cover costs for some classes, or (3) fostered high-quality service standards.

To fix these failures, the PRC proposes major changes to the current price cap system, which has largely kept rates reasonable and predictable over the last 10 years. First, it would allow the Postal Service to raise rates by a “supplemental” 2 percent (above the CPI price cap) per mail class per year for five years. Second, it would allow an extra 1 percent “performance-based” increase per year indefinitely based on certain measures of operational efficiency and service quality standards. Third, for mail that does not cover its costs — which is the case for both In and Outside County Periodicals — an additional 2 percent would be allowed any time they are still “underwater” when rates are increased.

If adopted, the total cumulative increases could be imposing. Assuming CPI stays at 2 percent per year for the next five years, after five years the proposed 2 percent increase would result in a 21.67 percent increase after compounding (more than twice the increase allowable under today’s price cap). Add the separate 1 percent for efficiency and service, and the cumulative increase after five years could be 27.6 percent.

Thus, in five years, newspapers that mail Total Market Coverage (TMC) products could see rates that are 27.6 percent higher than today. In contrast, under the current rate cap structure, rates for Total Market Coverage products (4.0 ounces; HD Plus; DDU entry) experienced a cumulative rate decrease of 12.5 percent over the last five years.

For “underwater” products, such as Periodicals, the PRC is proposing even higher rate increases. Again assuming 2 percent annual inflation, Periodicals rates — both for In and Outside County — could rise by more than 40 percent after five years.

If the U.S. Postal Service uses its new-found authority to raise rates in this way, the proposed rate-setting system would be very damaging for newspapers that mail TMCs and newspapers. The Alliance will be weighing in on this proposal in comments that are due on March 1.

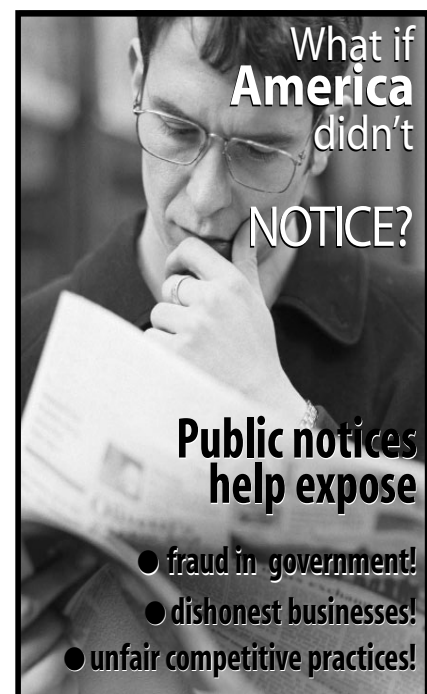
Celebrate open government March 11-17 with Sunshine Week 2018

Sunshine Week is March 11-17, hosted by The American Society of News Editors and the Reporters Committee. Sunshineweek.org provides participants with myriad resources in the Toolkit section, including op-eds, editorial cartoons, Sunshine Week logos and more.



ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included print, broadcast and digital media outlets; government officials at all levels; schools and universities; nonprofit and civic organizations; libraries and archivists; and individuals interested in the public’s right to know. Since 2012, ASNE has partnered with the Reporters Committee to oversee the national coordination of resources and provide support for participants.

For more information and to access the Sunshine Week Toolkit, visit <http://www.sunshineweek.org>.



Classified Advertising Exchange

Feb. 5, 2018

FREE LIGHT TABLE: Old large wooden angled light table; FREE to a good home. Measures: 70" tall in the back, then angles to 40" tall in the front; 28.5" deep. Three (3) drawers along the top with 27 pull-out shelves underneath, with a storage compartment on the left side. If interested, contact Tonya Evans at Clarkson Colfax Co. Press, ccpress@qwestoffice.net, or call 402-892-3544.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Nebr. Endangered Missing Advisory System Sign-Up Form; Omaha World-Herald Community Service & Service to Agriculture Awards - Call for Entries.

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.



2018
Omaha World-Herald
Community Service
Award

2018
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Must be postmarked by March 30, 2018.

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Must be postmarked by March 30, 2018.

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

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Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

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What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

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Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

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State of Nebraska AMBER and EMA Plans Memorandum of Understanding Between Nebraska Law Enforcement, Nebraska Media and the Nebraska AMBER/EMA Plan Committee

This agreement governs the use of both the Nebraska AMBER and EMA Plans – a collaborative effort between Nebraska law enforcement agencies, broadcast and print media, and the Nebraska AMBER/EMA Plan Committee to respond to the abduction of children and the recovery of endangered missing children and adults. “AMBER” is an acronym for America’s Missing: Broadcast Emergency Response, and is a protocol for alerting the public of a child abduction to solicit information useful in the investigation and recovery of abducted children. “EMA” is an acronym for Endangered Missing Advisory and is a protocol for alerting the public of an endangered missing child or adult to solicit information useful in the investigation and safe recovery of vulnerable persons who do not meet all elements of the AMBER Alert criteria but who are otherwise missing and at risk of serious bodily injury or death.

REQUIREMENTS FOR PARTICIPATION BY LAW ENFORCEMENT AGENCIES

Participation in the Nebraska AMBER / EMA Plans by law enforcement agencies is voluntary and is permitted upon satisfaction of the following requirements:

1. The Agency has established a *Standard Operating Procedure* governing the use of the Nebraska AMBER Plan; AND
2. The Agency has established a *Standard Operating Procedure* governing the use of the Nebraska EMA Plan; AND
3. The Agency’s representative(s) has completed Nebraska State Patrol (“NSP”) training regarding AMBER Alert and Endangered Missing Advisory activation and review processes; AND
4. The Agency agrees to submit requests for AMBER Alerts and Endangered Missing Advisories (“EMAs”) to the NSP with the understanding that a NSP AMBER Alert / EMA Verification Officer will then confirm satisfaction of AMBER Alert or Endangered Missing Advisory criteria before issuing the Alert or Advisory; AND
5. The Agency agrees not to refer to any alert or advisory as an “AMBER alert,” an “Endangered Missing Person Advisory,” an “Endangered Missing Advisory,” or an “EMA” unless and until all criteria as outlined in the AMBER / EMA plans have been satisfied and verified to the Agency’s representative by NSP; AND
6. The Agency maintains trained officer(s) on staff to activate the Nebraska AMBER / EMA Plans and has provided the Nebraska AMBER/EMA Plan Committee with the officer(s)’ contact information.

REQUIREMENTS FOR PARTICIPATION BY MEDIA ENTITIES

Participation in the Nebraska AMBER / EMA Plans by Nebraska media entities is voluntary and is permitted upon satisfaction of the following requirements:

1. The Broadcast Station has established a *Standard Operating Procedure* governing the receipt and broadcast of AMBER Alerts; AND
2. The Media Entity, if a broadcast station, agrees to broadcast AMBER Alerts received by Nebraska State Patrol as received through the Emergency Alert System (“EAS”); AND
3. The Media Entity agrees not to refer to any alert or advisory as an “AMBER alert,” an “Endangered Missing Person Advisory,” an “Endangered Missing Advisory,” or an “EMA” by broadcast, social media, or any other means until verified and activated by the Nebraska State Patrol (“NSP”); AND
4. The Media Entity agrees to broadcast or disseminate through its website and respective social media platforms all Endangered Missing Advisories verified by NSP within its designated geographic region(s).

(Continued)

Responsibilities of the NEBRASKA AMBER / EMA Plan Committee

The AMBER / EMA Plan Committee:

1. Agrees to monitor the Nebraska AMBER / EMA Plan from the Nebraska Attorney General's Office, and to review all issued alerts and advisories at least quarterly to ensure compliance with the criteria, AND:
2. Agrees to maintain the conduit through which to file suggestions or grievances pertaining to the use of the Nebraska AMBER / EMA Plan, AND:
3. Agrees to act as liaison with Nebraska media, Nebraska State Patrol, state emergency management agencies, county and municipal law enforcement, telecommunications entities, federal agencies and other relevant organizations and officials to administer the Nebraska AMBER / EMA Plan.

EFFECTIVE DATE

The terms and conditions of this agreement shall become effective on the date that the representative of the requesting party signs this agreement. The provisions of this agreement shall remain in full force and effect until such time that this agreement is modified or terminated by the parties.

SIGNATURES

Agency / Entity Name

Agency / Entity Representative Signature (Title/Position)

Date

Nebraska AMBER/EMA Plan Committee Chair

Date

****If your agency / entity has its own Standard Operating Procedure, please attach a copy to this Memorandum.***