

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## 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](http://www.newspaperacademy.com)

#### February 15, 2018

Video Strategies for Newsrooms to Grow Audience - 1:00pm CST  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

#### February 21, 2018

John Hatcher - Getting Better Interviews: Honing Your Interview Skills - 10:00am CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

#### CONTACT INFO:

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402-476-2851

FAX: 402-476-2942

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E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

## NPA award nomination deadline

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

- Journalism Hall of Fame\*

**Nomination form is attached to the Bulletin.**

\*Hall of Fame inductees will be announced late April/early May 2018.

## 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.**

Contact the NPA office if you have any questions.

## The Voice News of Western Nebraska is new member newspaper of Nebraska Press Association

At their February 2, 2018, board meeting, the NPA board voted to approve a new newspaper member to the Nebraska Press Association.

The Voice News of Western Nebraska, a weekly newspaper located in Mitchell, Nebraska, applied for membership after having completed the required steps needed to qualify as a legal Nebraska newspaper.

Legal newspaper status requirements include: an affidavit from Postmaster that the newspaper has been entered as Periodicals matter for at least 52 consecutive weeks and has an average paid-in-advance subscription list of 300 or more during that time; completion of NPA's Rate & Data form along with a Statement of Ownership; sending four checking copies of each newspaper issue to the NPA/NPAS office; and payment of yearly membership dues.

Darren and Cassie Ivy are the owners and publishers of both the The (Hickman) Voice News and the Voice News of Western Nebraska. After the Mitchell Index ceased publication in June, 2016, the Ivy's saw an opportunity and a need to reestablish a local newspaper back into the community. The Voice News of Western Nebraska covers the communities of Minatare, Mitchell, Morrill, Lyman, Henry and the Panhandle.

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

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Sales Manager  
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Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

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Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## **Lauber named Director of Digital Advertising for Omaha World-Herald**

*Omaha World-Herald, Feb. 11, 2018*

The Omaha World-Herald, and parent company BH Media announced that Steven Lauber has been named Director of Digital Advertising and will lead all digital sales efforts for the newspaper.

In his new role, Lauber will lead local account executives in creating digital marketing solutions for clients The World-Herald serves. He will report to Keely Byars, The World-Herald's Vice President of Advertising.

Lauber's 29-year career as a media executive includes advertising sales, strategy and management in both corporate and local roles. Most recently he served as Director of Regional Advertising with the Houston Chronicle. Lauber holds a bachelor's degree in Communications from Denison University in Granville, OH.

## **Save the dates!**

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

## **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

## **Only 14 papers have signed up to support new NE Endangered Missing Advisory System!**

On January 23, 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, but **as of today only 14 papers (four dailies & ten weeklies) have signed up to support the new system.** 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>**

- Please sign and return the attached (PDF) NEBR AMBER & EMA PLANS-AGREEMENT FORM to the Nebr Press Assn office.
- Nebr Press Assn will forward the signed forms that we receive to the appropriate (NE) government office.

## **Omaha attorney Bryan Slone appointed president of NE Chamber of Commerce**

Effective May 1, 2018, Bryan Slone will be the next president of the Nebraska Chamber of Commerce and Industry.

Slone will replace longtime President Barry Kennedy, who is retiring after 32 years at the chamber.

Slone is a tax attorney at Koley Jessen in Omaha. Before his stint at Koley Jessen, he was a managing partner in professional services firm Deloitte's Omaha office. He also ran for Nebraska governor in 2014.

## Aurora News-Register editor, Kesterson, testifies on Student Journalism Protection Act at NE Senate Judiciary Committee Hearing

On February 8, 2018, the Nebraska Senate Judiciary Committee Hearing was held on LB886 (Student Journalism Protection Act), which protects the First Amendment rights of Nebraska's high school and college journalism students who participate in school-sponsored media.

Several people testified in front of the committee, including Aurora News-Registers' News Editor, Janelle Kesterson. Here is Kesterson's testimony:

Good afternoon Chairwoman Ebke and members of the judiciary committee.

First, I would like to thank you all for allowing me the opportunity to testify in support of LB886.

I graduated from Chadron State College in 2016 with a degree in Communication Arts. I was also an editor for The Eagle, the campus' student-run publication. During my tenure at The Eagle I learned many things. I learned that there are times when the correct decision about whether or not something belongs in a newspaper is not clear cut. And I learned that being a journalist means not being afraid to put my name in print over words that may upset people.

Being a journalist means being a watchdog of the government and others in power. The watchdog concept, according to which the media is expected to monitor the activities of government, is one of the core journalistic beliefs. The phrase, as it applies to journalism, is attributed to Edmund Burke who was referring to the political power possessed by the press in the late eighteenth century.

Furthermore, in the 1971 landmark United States Supreme Court case *New York Times Co. v. United States*, Justice Hugo Black stated "In the First Amendment, the Founding Fathers gave the free press the protection it must have to fulfill its essential role in our democracy. The press was to serve the governed, not the governors...The press was protected so that it could bare the secrets of government and inform the people."

High school and college students are essentially governed by administrations. To that end, should they not be awarded the same right to be informed of their government's doings? The student journalists who dutifully report on administrations are playing their role as the watchdogs of their government.

While working for The Eagle, there were times when my peers and I felt compelled to fulfill our role as watchdogs -- and we were able to do so without censorship. We did so with the backing of a trusted advisor, who taught us how to be responsible and ethical about our reporting. We learned that real journalism includes signing our real names, checking our facts, correcting our errors, verifying our sources and considering the ethical and legal impact our words have. With the guidance of our advisor, we had a safe venue to explore our role and someone to hold us accountable for, and correct, mistakes that could have potentially had legal implications.

This education has proved invaluable to me as I have continued my career in journalism. After graduating from Chadron I was hired as the editor of the Aurora News-Register. Almost immediately after stepping into my role at the News-Register, I was faced with decisions about how the newsroom would handle controversial stories. Had I not been given the opportunity to learn and practice adhering to strong journalistic principles in college, I would have been ill-equipped. Instead, I was able to step into my new position without hesitation.

During a time when the public's distrust of the media is growing -- fueled by political divide and "fake news" controversy -- it is more important than ever that we protect student journalists' right to learn how to practice ethical journalism in a controlled environment. It is unrealistic to expect students to know how to adhere to the highest journalistic standards when entering the workforce if they have not been afforded the right to truly learn them in high school and college.

This bill is important as it will protect students' rights, but it is even more important as it is protecting the next generation of ethical, responsible watchdogs. As Justice Black stated, the press fills an essential role in our democracy. Nebraska needs LB886 to protect a facet that plays a vital role in our own democracy.

*LB886 is pending in committee.*



# Keep us in the loop!

## Notify the NPA office with changes:

- New/changed email address(es)
  - Staff changes
- Ad rate/color rate changes
- New mailing or delivery address
- Publication day or page format changes

## Thank you!

## High School journalism judges needed

The Nebraska Schools Activities Association is again looking for judges for its journalism preliminary judging (March 1-March 23, 2018) and its state journalism contest (April 23, 2018). You can do either – or both – from the comfort of your home or office! Please share this info with colleagues who may be interested in judging, too.

### **Preliminary Judging:**

All preliminary judging will be completed on the NSAA website. You will be provided a login to the NSAA website where you will be able to view all submitted entries as either PDFs or JPGs. As the judge you will select and rank the top 15 entries. Entry deadline is March 1, and **you would have until Friday, March 23rd to complete your judging.**

### **State Judging:**

The NSAA State Journalism Contest will be hosted at Northeast Community College in Norfolk on Monday, April 23rd. Judging can be done in person in Norfolk, or remotely via email. **Either way you must be available between 10 a.m. and 2:30 p.m. during the day on Monday, April 23rd.**

If you are interested in judging the preliminaries and/or the state contest, **please email Jennifer Schwartz at [jschwartz@nsaahome.org](mailto:jschwartz@nsaahome.org). Please also indicate which categories you would be interested in judging.**

There are 21 PRELIMINARY categories and 18 STATE contest categories for both Class A and Class B.

### **Categories:**

1. Advertising
2. Newspaper Column Writing
3. Newspaper Editorial Cartooning
4. Newspaper Editorial Writing
5. Entertainment Review Writing
6. Headline Writing
7. Newspaper Feature Writing
8. Info Graphic Illustration
9. In-Depth Newspaper Coverage (*Preliminary Submission Only*)
10. Newspaper Layout

11. Newspaper News Writing
12. Photo/Artistic Illustration
13. Newspaper Sports Feature Writing
14. Sports News Writing
15. Sports/Action Photography (*Preliminary Submission Only*)
16. News/Feature Photograph
17. Yearbook Feature Writing
18. Yearbook Layout
19. Yearbook Theme Development (*Preliminary Submission Only*)
20. Yearbook Sports Feature Writing
21. Yearbook Theme Copy Writing

### **If you have questions about judging, please contact:**

Michelle Carr Hassler, Asst. Prof. of Practice/Journalism  
College of Journalism and Mass Communications  
243 Andersen Hall, Lincoln, NE 68588-0443  
Ph: 402.472.7050; Email: [mhassler3@unl.edu](mailto:mhassler3@unl.edu)

Your support of NSAA high school journalism is greatly appreciated!

## Nov '17 NPA/NPAS board meeting minutes are available

Minutes from the Nov. 3, 2017, board meetings are available to NPA member newspapers. Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to request a copy.

## 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. 12, 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](mailto: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; 2018 Nebraska Journalism Hall of Fame Nomination Form; Omaha World-Herald Community Service & Service to Agriculture Awards - Call for Entries Flyer.

## **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](mailto: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](mailto:nebpress@nebpress.com).



# Nebraska Journalism Hall of Fame

Deadline for nominations is February 23, 2018.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Some other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous winners include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgcombe, John Edgcombe, Sr., Tyler Edgcombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzl, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Eileen Wirth, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2018

**Send nominations to:**  
**Susan Watson, Nebraska Press**  
**Association, 845 "S" St., Lincoln,**  
**NE 68508**

**Nominations must be received by February 23, 2018.**  
*(Hall of Fame inductees will be announced late April/early May.)*



**2018**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

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

**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.

**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.

**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.

**Awards Presentation:**

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

**2018**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

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

**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.

**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 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.





# 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.***