

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

March 11-17, 2018

Sunshine Week

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

Webinars:

March 14, 2018

Getting People to Pick Up Your Paper - Kevin Slimp
1:00pm CST
www.newspaperacademy.com

March 15, 2018

Beyond the Basics: Becoming a Master Designer
Ed Henninger - 10:00am CST
www.newspaperacademy.com

March 21, 2018

Getting Better Interviews: Honing Your Interview Skills
John Hatcher - 2:00pm CST
www.newspaperacademy.com

March 22, 2018

Understanding Analytics
Sherri Horton - 1:00pm CST
www.onlinemediacampus.com

March 22, 2018

Managing Time to Increase Your Newspaper Ad Sales
Tim Smith - 10:00am CST
www.newspaperacademy.com

CONTACT INFO:

Telephone: 800-369-2850 or

402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

And the nominees for 2018 are...

Pursuant to new By-Law Provisions adopted by the membership on April 22, 2016, to decrease the number of board members in NPA to six plus the past president, no replacement board member is to be elected at the annual meeting on Friday, April 21, in the calendar year 2018. It is only necessary for the Board of Directors at their April 20, 2018 meeting, to re-nominate four board members, elect officers and a past president.

The NPA nominating committee, chaired by Jason Frederick, Publisher of the Trenton Hitchcock County News, has re-nominated to three-year terms: Kevin Zadina, Publisher of the Seward County Independent; Amy Johnson, Publisher of the Springview Herald; Kevin Peterson, Publisher of the Wayne Herald and Willis Mahannah, Editor of the West Point News. The committee also nominated Kevin Zadina, Publisher of the Seward County Independent as President; Terrie Baker, General Manager of the Grand Island Independent as Vice-President and Amy Johnson, Publisher of the Springview Herald as Treasurer. Nominated to a one-year-term as Immediate Past President was Peggy Year, Publisher of the Hartington Cedar Co. News.

The NPAS nominating committee, chaired by Gerri Peterson, Publisher of the Mullen Hooker Co. Tribune, has nominated Dee Klein, Publisher of the North Platte Telegraph, and Marcia Hora, Publisher of the Stapleton Enterprise, for three-year terms on the Board of Directors.

Re-nominated to three-year terms are Chris Rhoades, General Manager of Enterprise Media Group; Nathan Arneal, Publisher of the North Bend Eagle and Randy Sadd, Publisher of the Doniphan Herald. The committee also nominated Chris Rhoades, General Manager of Enterprise Media Group as President and Nathan Arneal, Publisher of the North Bend Eagle as Vice-President. Nominated to a one-year-term as Immediate Past President was Tory Duncan, Publisher of the Sutton Clay County News.

Individual members may make additional nominations in writing to the NPA/NPAS office no less than 20 days prior (April 1) to the first day of the convention.

Published in Bulletin first time: March 5th

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.

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



Promote 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 information on how to get involved, and to access the Sunshine Week toolkit and FOI resources, visit <http://www.sunshineweek.org>.**

Judges still needed for Texas newspaper contest!

At least five more judges are needed for the upcoming Texas newspaper contest judging in April.

(Judging is done online).

See the flyer attached to this Bulletin for details.

Please consider helping - it's a great way to get new ideas for your newspaper.

Email or fax your form to Carolyn Bowman, cb@nebpress.com.

Thanks to those who have already signed up to help with the judging. We appreciate it!

“

After one look at this planet any visitor from outer space would say "I want to see the manager."

”

- William S. Burroughs

Robinson joins Gothenburg Times staff

Jon Robinson joined the Gothenburg Times in mid-February as their new sports reporter. Robinson is a 25-year professional magazine feature writer and columnist, five-time book author and 10-year Gothenburg resident. Robinson will cover all Gothenburg varsity sports and Brady athletics. A California native, Robinson first visited Nebraska in 1994, and on various research and photography trips after that, he went out of his way to travel through Nebraska.

Ergonomics: How to protect your career from desk injuries:

By Jennifer Nelson, Donald W. Reynolds Journalism Institute, Missouri School of Journalism, Mar. 5, 2018

Journalists face a number of risks in their work. Sometimes it's covering a dangerous news situation like a wildfire or a mass shooting. At other times, it's a less obvious threat that lurks in the newsroom such as repetitive motion injuries brought on by or made worse by spending a long day in front of a computer.

But if journalists recognize the risk factors and take precautionary steps, they can greatly reduce the chances of being injured, say Columbia, Missouri, ergonomic specialists, two of which are also physical therapists.

Read the full post: <https://www.rjionline.org/stories/ergonomics-how-to-protect-your-career-from-desk-injuries>.

Here's what's planned for the 2018 NPA Convention, April 20-21 at Cornhusker Marriott-Lincoln:

Thursday night (April 19):

NPA Foundation Fundraiser – details TBA
(proceeds go toward Nebraska high school/collegiate journalism scholarships)

Friday (April 20) – A.M. Sessions:

- **Daily Publishers Meeting**
- **Recruitment & Retention Panel (for daily/weekly publishers & managers.)**

Professionals from UNL, Creighton University & Doane University will answer attendee questions & share their insight/suggestions on recruiting/retaining new graduates. (Submit questions to NPA ahead of time).

• **A Retailer Perspective: What Newspapers Need to Know** – Rob Simon, UNL assc. professor of marketing/retail management; former president/CEO of Ben Simon's apparel stores. (Submit questions to NPA ahead of time).

• **Public Notices – What Newspapers Must Do to Keep Public Notices (Skype w/Richard Karpel, Public Notice Resource Center).**

• **Postal Issues Update** – USPS changes, cost-saving tips on your postal costs & more with postal expert Helen Sosniaki. (Helen will be available for one-on-one postal consultations on Friday & Saturday - sign up ahead of time with NPA).

Friday Awards Luncheon:

Outstanding Young Nebraska Journalists; Harpst Leadership Award; Golden Pica Pole Awards; NPA Foundation scholarship recipients introduced.

Friday P.M. Sessions:

- **10 Prospecting Tips for Success** – Ryan Dohrn
- **Newspaper Design: Getting People to Pick Up Your Newspaper** – Kevin Slimp
- **Legal Q&A** – Shawn Renner, Cline Williams (NPA's Legal Hotline law firm)
- **Great Idea Exchange** – bring ideas & samples to share with your peers (success stories, niche products, special sections, ways to build revenue, etc.)
- **Annual NPA & NPAS Business Meetings**

Friday Awards Banquet:

Omaha World-Herald Community Service & Service to Ag Awards; NPA Master Editor-Publisher announced; (Master Editor-Publisher reception follows banquet)

Saturday (April 21) – A.M. Sessions:

- **Selling Traditional Media to Haters** – Ryan Dohrn
- **InDesign – Everything You Need to Know About Styles** – Kevin Slimp
- **Photography** – topic TBA
- **Sales – The 20 Minute Ad Sales Call** – Ryan Dohrn
- **Photoshop – Color Correction/Photo Editing Tips** – Kevin Slimp
- **News: Who Can You Believe?** – Nebraska Press Women

Saturday Spring Game Tailgate & Networking (11:00am - 1:30pm):

Tailgate food, Husker Spring Game live on the big screen, cash bar (beer only), networking/casual round-table sessions.

Saturday P.M. Sessions:

- **Newspaper Design – Ad & Page Design Tips for Newspapers** – Kevin Slimp
- **Digital Sales Strategies for Success** – Ryan Dohrn
- **Flash Sessions** – attendees move from topic-to-topic every 30 minutes – session topics announced soon

Saturday Better Newspaper Contest Awards Banquet:

Installation of Officers & Board Members; Better Newspaper Contest video & winners announced; NPA Foundation raffle drawings & workshop attendance drawing winners announced.

***Ryan Dohrn** is the creator of the 360 Ad Sales Training system and is a nationally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio. Unlike other trainers, Ryan actually sells EVERY day!*

***Kevin Slimp** speaks at newspaper and magazine conventions throughout North America, and you'll walk away with lists of tips to make your pages more engaging. He was working in InDesign before it even had a name, and teaches designers to use the application and the skills to create pages in InDesign.*

Such a deal! Convention meal prices discounted 30%

Again for 2018, we've discounted meal prices 30% off the hotel's prices for convention attendees. Hopefully this savings allows you and your staff to attend more of the convention meals. (Meal discounts made possible from 2017 NPAS revenues by leasing our parking lot to IMG Marketing for Husker home football game private tailgate events.)

Convention registration form attached to the Bulletin.

Understanding, following the First Amendment is basic common sense

By LuAnn Schindler, *Clearwater-Ewing Record-News*, Feb. 15, 2018

The First Amendment has been making noise in the news lately: a video released by a University of Nebraska-Lincoln student who describes himself as a white nationalist; a bakery owner who refused to make wedding cake for a gay couple; government agencies that obtain cell phone data without warrants.



Despite all the headlines, most Americans can't name the five freedoms guaranteed in the First Amendment.

Can you?

According to the 2017 Annenberg Constitution Day Civics Survey, 37 percent of Americans surveyed cannot name any rights guaranteed under the First Amendment.

Good grief.

To refresh memory, the First Amendment states, "Congress shall make no law respecting an establishment of religion, or prohibit the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble and to petition the government for a redress of grievances."

On Jan. 24, the Newseum Institute's First Amendment Center released its quarterly report card on the state of the first amendment.

Grades in the report are scored by U.S. constitutional experts coming from a wide range of political spectrums. Criteria considered including passed or proposed legislation judicial decisions, executive orders and public opinion.

What grade did the amendment receive?

C plus.

Each pillar of the amendment received a grade: religion, speech and assembly each received a C plus, press, a C and petition, a B minus.

A Brookings Institution poll, published in 2018 reports that 40 percent of college students believe the Constitution does not protect hate speech, although the Supreme Court said the opposite this year.

Questions about the First Amendment interest me. In the past two months, readers and friends have posed

questions about what journalists can and cannot do, if there's an ethical boundary between right and wrong, telling the truth and blurring lines by supplying excessive detail.

One of the most important elements know about of freedom of press is that, based on Supreme Court rulings, a journalist has the same First Amendment rights as everyone else.

The difference is a number of state or statutory rights that apply to media.

For instance, you have the same right to photograph a newsworthy event - say a fire - that I do as a reporter. Journalists do not have the right to be closer to an event because they are members of the press, unless state laws are in place granting that right.

In the social media age, I, as a journalist, cannot download a photo from Facebook or Twitter to use in a publication unless permission is granted from the person who made snapped the photo. Otherwise, it's copyright infringement.

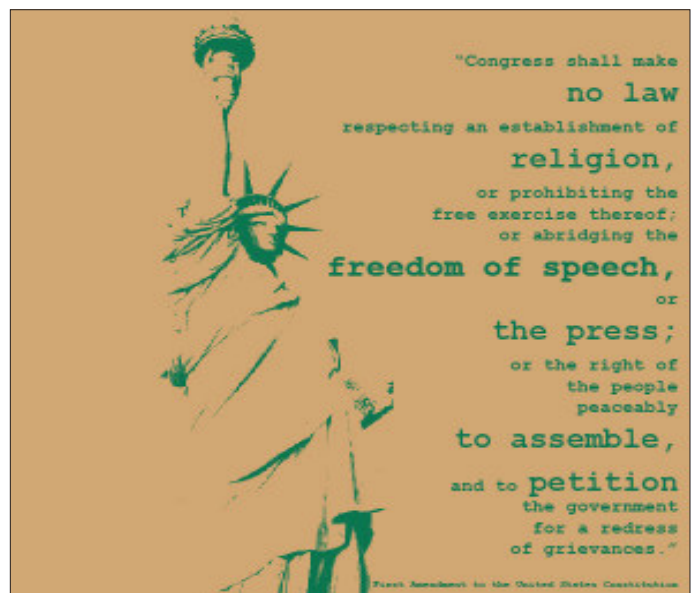
Furthermore, if a news event occurs on private property, a journalist does not have the right to enter said property, unless permission is granted by the landowner.

Does the lack of understanding about constitutional rights mean stronger civics education is needed?

Or, are people becoming more aware of potential blows to the law of the land and are seeking clarification about the law's intent?

Perhaps it's a little bit of both.

In my opinion, understanding and following the First Amendment is basic common sense, an ethical approach to reporting the truth.



Classified Advertising Exchange

Mar. 5, 2018

ADVERTISING SALES: Seeking an innovative and high energy individual for a full-time position opening at a progressive weekly newspaper based in Cozad, NE. Job involves traveling and making contacts with potential advertisers throughout a five community region that the newspaper covers extensively. Contact Kelly Ninas, Tri-City Tribune; PO Box 6; Cozad, NE 69130 or email: kelly@tricitytrib.com.

NEWSPAPER FOR SALE - STANTON REGISTER: Historic county seat newspaper for sale in northeast Nebraska! This weekly newspaper has a good subscriber base and printing clientele with room for exponential growth. Prime business location on main street of thriving small town, minutes from Norfolk. Archives dating back to 1879 included with sale. Building has livable accommodations in back (bath, kitchen, living area, bedroom and private office). Building, office equipment and printing supplies included. If interested, contact Brian 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 Convention 2018 Registration Form; 2018 Omaha World-Herald Community Service & Service to Agriculture Awards-Call for Entries; Texas Judges Needed 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

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.



Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service
 Annual Convention, April 20-21, 2018 - Cornhusker Marriott Hotel, Lincoln, NE



REGISTRATION INSTRUCTIONS

Please read carefully!

Newspaper Name:

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased. Affiliate and Associate Members (and their spouses) must pay registration fee before meals are purchased.

2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT today. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.

3. Administrative Processing Fee of \$5.00 charged if you cancel reservations or meal tickets prior to April 6.

4. **Registration and meal deadline is April 6. A \$10.00 late fee will be added to registrations received after April 6. NO cancellations after April 6. No refunds after April 6.**

5. **Indicate your entree selection from choices shown at right of each meal price.** If you select a vegetarian entree, you'll receive a meal slip with your registration badge, which you must present to your waiter. **Vegetarian meals must be ordered on the registration form by the April 6 deadline.**

6. If you are attending workshops, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.

7. Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days.

NAME (Please print/type) Please indicate your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch Parmesan Chicken OR Vegetarian Entree	Friday Banquet Pork Loin OR Vegetarian Entree	Sat. Tailgate Buffet Wings, Mini Hot Dogs, Pork Sliders, Nachos & More	Sat. Banquet Filet Mignon OR Vegetarian Entree	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.					
			Indicate Your Entree Selection Below	Indicate Your Entree Selection Below		Indicate Your Entree Selection Below	
1)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
2)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
3)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
4)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
5)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
6)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
7)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
8)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
9)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	

You may charge your NPA convention registration if your total is over **\$200.00**

VISA _____ Mastercard _____ Expiration date: _____
 Card Number: _____ Security Code: _____
 Signature: _____ Billing ZIP Code: _____
 Print Name as it appears on card: _____

Total

Please return this registration form and check to:
Nebraska Press Association
845 "S" Street, Lincoln, NE 68508-1226



Calling All Judges!!!

The **Texas** annual Newspaper contest is coming up soon, and they need at least 30 judges.

WHEN? April 16-April 30, 2018

WHERE? In front of your own computer

The entire contest will be online.

Judges Needed for:

Advertising, Best Website, Blue Moon Special Section (unique local subject matter), Column Writing, Community Service, Editorial, Feature Photo, Feature Writing, General Excellence, Headline Writing, News Photo, News Writing, Page Design, Routine Special Section, Sports Coverage, Sports Photo.

If you do not specify a preference below, I will assume you are willing to judge anything.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@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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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.

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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.

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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