

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

June 29, 2018

NPA/NPAS Summer Board Meetings (by conference call)
Time: TBA

September 27-29, 2018

NNA Annual Convention
Norfolk, VA

October 19, 2018

NPA/NPAS Fall Board Meetings,
Lincoln, NE

October 19, 2018

Journalism Hall of Fame Banquet
Cornhusker Marriott, Lincoln, NE

October 26-27, 2018

Mobile Me & You Conference
Univ. of Nebr., Lincoln, NE

**The
NPA/NPAS
office will
be CLOSED
Monday,
May 28, for
Memorial
Day.**

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MEMORIAL DAY

Honoring the memory of those who served

Editorial: Fischer, Sasse right to fight newsprint tariffs

Lincoln Journal Star, May 18, 2018

Nebraska's U.S. Senate delegation has fought admirably for free trade in the face of economic protectionism advocated by the White House.

This disastrous, backward policy poses a great threat to Nebraska's already sputtering agricultural economy – a topic that's been frequently addressed in this space. However, the ramifications of such a misguided trade strategy ripple far beyond Nebraska's fields and pastures.

Republicans Sens. Deb Fischer and Ben Sasse deserve praise for sticking to their guns and advocating against such tariffs on newsprint, the material on which newspapers are printed. Their work in defending newspapers – many times, the only source of dedicated news coverage for vast swaths of Nebraska – carries the additional weight their constituents can access their news.

Both senators are banging this drum loudly, as they should.

Fischer has co-sponsored a bill introduced by Maine Republican Sen. Susan Collins to repeal the tariff on newsprint. Sasse has raised awareness through columns, including a Local View in this paper earlier this month. Both have advocated on Capitol Hill the importance of vibrant newspapers.

Yes, free trade is sound commerce policy. Increased market access decreases consumer cost while allowing companies and countries to maximize their advantages.

But when it comes to the material on which news is printed, it jeopardizes a community's access to information. Having such steep price hikes foisted upon newspapers essentially overnight poses existential threats to the way a huge portion of the state engages with the news. This case highlights the folly of protectionism.

A single paper mill in Washington petitioned the federal government, asking for a tariff – an indirect tax ultimately borne by consumers – to protect itself from the Canadian plants where nearly all U.S. newsprint,

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Beef Month articles, photos now available

The Nebraska Beef Council has provided NPA with Beef Month articles, photos & graphics. If you're planning a Beef Month section in your paper, you can access this information at the link below:

<http://www.nebpress.com/specialsections/BeefMonth2018-Articles-Photos-Graphics/>

You can also access the information on the NPA website, www.nebpress.com. Login to the MEMBERS AREA of the site (red bar at very top of homepage); click on SPECIAL SECTIONS; click on BEEF MONTH 2018 folder.

raphy, layout, or color, with all other printed material on the advertisement.

- Be capitalized and punctuated.
- Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other textual information in the advertisement have the same orientation.
- Be surrounded by a rectangular border that is the same color as the text of the required warning statement and that is not less than 3 millimeters (mm) or more than 4 mm. **“WARNING: This product contains nicotine. Nicotine is an addictive chemical.”**

More information found at: www.fda.gov/tobaccoproducts.

FDA guidelines for advertising e-cigarettes will be required by August 10, 2018

The Food and Drug Administration (FDA) is requiring warning statements on advertisements for e-cigs by August 10, 2018.

Advertisements include print advertisements and other advertisements with a visual component (including, for example, advertisements on signs, shelf-talkers, Web pages, and email). The required warning statement on advertisements must:

- Appear on the upper portion of the advertisement within the trim area.
- Occupy at least 20 percent of the area of the advertisement (warning area).
- Be printed in at least 12-point font size and ensure that the required warning statement occupies the greatest possible proportion of the warning area set aside for the required warning statement.
- Be printed in conspicuous and legible Helvetica bold or Arial bold type or other similar sans serif fonts and in black text on a white background or white text on a black background in a manner that contrasts by typog-

Rowe joins Aurora News-Register staff

Cheyenne Rowe has joined the staff of the Aurora News-Register as a full-time reporter.

A native of Omaha, Rowe graduated from UNL on May 5, with a major in journalism and earned minors in Native American Studies and English. During her final semester, she completed a fellowship with the Omaha World-Herald, working as an online reporter focused in the Living section.

During her studies at UNL, she served as the sports information director for the Husker women's tennis team.

In her new position with the News-Register, Rowe will handle a variety of news and feature writing, photography, and social media content.

tariffs - cont. from 1

including the paper on which you're reading this, is produced.

It's been instituted on a temporary basis. But the collateral damage that stems from a government that needlessly injects itself into free markets to pick winners and losers, blamed directly for causing 50 layoffs at the Tampa Bay Times and inevitable others as the cost of business jumps dramatically, mustn't be forgotten.

Beyond jobs, though, the effects are higher costs on an informed, civic-minded populace. Less local content, fewer pages and increased subscription prices represent likely outcomes in many towns, all amplifying a general decline in the kind of reporting needed to ensure accountability.

Nebraskans love their newspapers. The Nebraska Press Association reports more than 600,000 paid print subscriptions among its members. For reference, the state has 721,130 households, per the 2010 Census.

The newspaper industry nationwide will suffer if these tariffs are made permanent this year. Nebraskans, however, should be proud their senators are fighting against this bone headed trade policy and its far-reaching consequences on commerce and civic engagement.

This editorial was published in the 5/18/18 issue of the Lincoln Journal Star and is reprinted with permission.

Thank You!

Nebraska Press Association members
join in thanking

Don & Linda Russell of Sutton, and
Butch Furse of Albion,
for setting up and facilitating the Media Tent
at the State High School
Wrestling Meet in Omaha, February 15-17,

AND

Don & Linda Russell of Sutton, and
Michael (OJ) Nelson of Lincoln,
for setting up and facilitating the Media Tent
at the State High School
Track Meet in Omaha, May 17-19.

**We appreciate your time
& hard work at these events!**

**Timing, vision for Blueprint
Nebraska could not be better**

*Kurt Johnson, Aurora News-Register,
5/16/18*

The tone of a Friday teleconference announcing the formation of Blueprint Nebraska hints that this may well be one of the most significant endeavors our great state has taken on in years.



A story in this week's edition explains that the statewide coalition will begin working soon to develop a plan for economic growth, competitiveness and prosperity in Nebraska for the next 150 years and beyond. With low commodity prices rippling across our state's economy, and low unemployment making it difficult to hire employees when and where needed, the timing of this project could not be better.

This year's legislative session is an example of why so many captains of industry signed on with the project. Though Nebraska is a relatively small state, the perspectives and priorities of urban and rural communities are vastly different. Having "book-end" co-chairs from Omaha and Scottsbluff, plus representatives from a wide range of industry sectors across the state, is symbolic of Blueprint Nebraska's desire to truly make this a statewide conversation. We are, in fact, all in this together.

NU president Hank Bounds deserves credit for pitching this project, having seen incredible results from a similar blueprint model in his native state of Mississippi. Launching a facts-based study to determine what we as a state are good at, where our weaknesses lie, and then developing a game plan to create new, high-paying jobs based on that data is simply brilliant in its simplicity.

It is not a simple task, obviously. There will be some devilish details to navigate, but the brainpower and shared vision of Blueprint Nebraska going in makes this approach different than any other economic development initiative in our state's history.

Aurora's own Jayne Mann Smith will have a seat at the table as a member of the Blueprint Nebraska steering committee, a feather in her cap for years of active participation in a number of leadership roles.

We commend her nomination and encourage area residents to stay tuned to this project, offering your own voice when asked either by attending one of 30 planned community meetings or taking an online survey seeking Nebraska's candid input.

Blueprint Nebraska has a monumental objective, one that we can hopefully look back on in 20 years and point to as a catalyst for positive economic change.

Editorial reprinted with permission.

Wayne State College adds Agricultural Communication & Leadership to mass communications major

WSC will be the only institution in Nebraska to offer the concentration through the Communication Arts Department.

Wayne State College, 5/8/18

Wayne State recognizes the growing need for professionals within agriculture with the skill sets needed to advocate for a field that provides approximately one in three jobs across Nebraska. Wayne State's newly created agricultural communication and leadership concentration taps a growing profession that brings together agricultural, food, and life sciences with a practical understanding of all forms of marketing and public relations communication. Wayne State College will be the only institution in Nebraska to offer a concentration in agricultural communication through the Communication Arts Department.

"I love that this concentration provides students with new options and opportunities that they may not have considered, or even been aware of," said Dr. Yasuko Taoka, dean of the School of Arts and Humanities. "Many students who are interested in agriculture and natural resources might assume that the career paths are limited to farming and sales, but there are so many other aspects of the agricultural sector that house fulfilling careers.

This concentration answers the call for students who are passionate about the fields of media, public relations and agricultural/environmental resources. If you're interested in making videos, writing articles, and using social media to share your passion for agriculture and natural resources, this major concentration is for you!"

The agricultural communication and leadership concentration will be included under the mass communication major. The concentration will include the mass communication core courses (15 credit hours) plus 21 credit hours in radio and video production courses, public relations, social media marketing, organizational leadership, intercultural communication, and agricultural communication. In addition, students may choose a 48-hour concentration by choosing 12 more hours of elective credit from areas such as public relations writing, advertising copywriting, electronic journalism, and other communications areas.

"The new concentration is geared to students who have a passion to communicate agriculture and perhaps have been involved in 4-H and FFA in the past," said Dr. Deborah Whitt, chair of the Communication Arts Department.

"The department will also offer students the opportunity to participate in a new student club called, 'Agricultural Communicators of Tomorrow.' ACT is a nationally recognized student media club."

This concentration will provide students an opportunity

to apply their communication skills in yet another area of employment that is particularly relevant to our state.

Internships are readily available for communication students to serve on agricultural boards, associations, and councils. The program of study in agricultural communication and leadership would pair well with other programs of study at Wayne State. For example, students could be encouraged to minor in biology choosing 21 hours of courses that might include zoology, environmental studies, conservation biology, Great Plains flora, experimental plant science, ecology, and wildlife management.

By studying agricultural communication and leadership, students will learn the complexity of communicating the science of agriculture in our media-rich world through writing, photography, video, and radio production. As such, students will learn how to promote an ag business, popularize a new agricultural method, and/or advocate for issues embedded in this industry, which addresses the workforce needs of business and industry and makes Wayne State students more marketable upon graduation.

**GIVE ME THE LIBERTY
TO KNOW, TO UTTER,
AND TO ARGUE FREELY** **ACCORDING TO
CONSCIENCE ABOVE
ALL LIBERTIES.**

John Milton

Keep us in the loop!

**Please notify the NPA/NPAS office
when you have changes:**

- New/changed email address(es)
- New phone/fax numbers
- Staff changes (publishers, managers, editors, advertising contacts)
- Advertising/color rate changes
- New mailing or delivery address
- Publication day change or format changes

Thank you!

UNL's Mobile Me & You Conference, Oct. 26-27, in Lincoln

Plus free hands-on training for NPA members on Thursday afternoon, Oct. 25

UNL's College of Journalism and Mass Communications is hosting the national MobileMe&You 2018 Conference, October 26-27.

MobileMe&You
A mobile-first conference

MobileMe&You teaches new ideas and best practices for mobile media and how to use technologies such as bots, drones, artificial intelligence, virtual reality, augmented reality and 360 video. Early-bird registration is \$95 for professionals, \$60 for faculty and staff, and \$10 for students.

Nebraska Press Association members who register for the conference are also invited to a free afternoon of hands-on training Thurs., Oct. 25, using several mobile media platforms and technologies.

Speakers will discuss creating virtual reality video on social media, using mobile media to engage the Big 10 audience, making simple bots in an hour, using mobile media for spatial and place-based journalism, reaching Hispanic audiences, using the latest mobile video and editing tools, discovering fake news and mobile video manipulation and creating new stories with drones.

"This conference continues the College of Journalism and Mass Communications' work to bring the latest technologies to our students and the community," said Interim Dean Amy Struthers. "We are pleased to host so many mobile media experts in one weekend."

"We will explore how mobile media are changing every aspect of the way we gather and communicate information," said journalism professor Gary Kebbel, UNL's organizer for this conference. "We will teach how to make mobile messages more effective with the audience of the future: youth," he said.

For more information, contact Gary Kebbel at garykebbel@unl.edu. For conference details, go to: <http://www.mobileme-you.com/>

Ads to fight newsprint tariffs available

The News Media Alliance and the Stop Tariffs on Printers & Publishers (STOPP) Coalition have provided several ads for newspapers to run in their publications. The ads educate readers on the negative consequences of the recent tariffs imposed on Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers.

More info at:

<https://www.stopnewsprinttariffs.org/>

These tariffs, set by the Department of Commerce, can run up to 32 percent combined, and newspapers are already feeling the pain of the added costs and disruptions in supply. An ITC investigation is now underway, but we need your help to get the word out about these unwarranted tariffs.

Run the Alliance and STOPP ads in your publications and encourage your readers to stand up to protect their access to news, as well as jobs in their own community. The ads are available in full- and quarter-page sizes, in PDF and EPS formats. **You can customize the ads with your newspaper's logo and contact information.**

Get the ads at:

https://www.newsmediaalliance.org/research_tools/newsprint-tariff-ads/

If you have questions or would like more information, contact:

News Media Alliance
membership@newsmediaalliance.org
Or call: 571-366-1000



**Your Access To
Local News Just
Got More
Expensive.**

The U.S. government just imposed a new tax on newsprint, increasing the cost of the paper you are holding. These tariffs hurt newspapers, readers, workers and local communities.



PROTECT YOUR RIGHT TO READ.
TELL YOUR REPRESENTATIVES IN CONGRESS
TO STOP THE TARIFFS ON NEWSPRINT.
202.225.3121
stopnewsprinttariffs.org



Classified Advertising Exchange

May 21, 2018

THE NORFOLK DAILY NEWS has an immediate, full-time newsroom opening that involves reporting, writing and editing. Applicants should have a degree in journalism or demonstrated experience with newspapers or other media outlets. For individuals interested in being part of a news organization that has been honored by the Nebraska Press Association as the overall daily newspaper contest winner for two years running, this is your chance. The Daily News offers a competitive wage, strong benefit package, flexible schedule, smartphone assistance and more. Interested individuals are encouraged to contact Kent Warneke, editor of the News, via email at editor@norfolkdailynews.com to provide a cover letter, resume and samples of their journalistic work.

NEWSPAPER FOR SALE - VOICE NEWS OF WESTERN NEBRASKA, based in Morrill, Nebraska is for sale. The two-year old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. Contact reporter@voicenewsnebraska.com, or 402-762-5352 if interested.

NEWSPAPER FOR SALE - THE PAWNEE REPUBLICAN, a weekly newspaper, is for sale. Located in Southeast Nebraska this historic newspaper is the oldest continually published weekly newspaper in Nebraska. As seen by its longevity, the Pawnee Republican is important to the community. It is also the oldest continually operating business in Pawnee County. A profitable business, there is potential for growth with the proposed establishment of the Elk Creek Niobium mine about 10 miles north of Pawnee City. The business is located in a large two story building which can also be purchased and renovated to create living quarters or be income-generating. For more information contact publisher Ron Puhalla at 402-239-3192 or at ronald@pawneenews.com.

NEWSPAPER FOR SALE - THE NEWMAN GROVE REPORTER, a weekly newspaper located in southwest Madison County is for sale. Profitable with large potential for growth in a thriving community. For more information contact publisher Patrick Murphy at (402)-910-8603 or at hydemo@eaglecom.net.

NEWSPAPER FOR SALE - THE STANTON REGISTER, an 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; July 4th early advertising deadlines flyer; UNL Mobile Me & You Conference 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 217-241-1400.**

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.



Early Deadlines for 2x2 and Statewide Classified Ad Networks

Due to the Nebraska Press Advertising Service office being closed on Tuesday, July 3, Wednesday, July 4 & Thursday, July 5, there will be early deadlines for ads running the week of 7/9/18. These deadlines are firm. Thanks!

Holiday Deadlines are as follows:

2x2 Network: Friday, June 29, 4:00 p.m.

Statewide Classified Network: Monday, July 2, 10:00 a.m.

These deadlines are firm. Ads will be sent out on Monday, July 2.



For questions, please contact:
Carolyn Bowman
Nebraska Press Advertising Service
845 "S" Street
Lincoln, NE 68508
800-369-2850
cb@nebpress.com

Free training for NPA Members!

MOBILE ME & YOU

FRIDAY, OCT. 26
SATURDAY, OCT. 27

University of Nebraska-
Lincoln

www.mobileme-you.com



COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

Mobile Media Tips, Tricks and Best Practices

Top digital journalists, mobile-media innovators and researchers from news organizations and universities across the nation will lead this year's MobileMe&You conference on the University of Nebraska-Lincoln campus.

MobileMe&You 2018 is a journalism and technology conference focused on new and innovative tools and best practices for newsgathering and storytelling on mobile media. We introduce you to the latest technologies affecting the journalism industry.

Speakers from The Washington Post, Quartz, CNN, Univision and various universities will talk about how to use drones, bots, mobile multimedia newsgathering, virtual reality, 360 video, social media and audience analysis.

Free Training for NPA members

Nebraska Press Association members who register for the conference are also invited to a free afternoon of hands-on training Thursday, Oct. 25, using several mobile media platforms and technologies.

Register early and save
Early-bird registration is \$95.
bit.ly/MMY2018