

# 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

### Webinars:

#### June 7, 2018

Tim Smith - 10 Sales Tips to Immediately Increase Ad Revenue  
1:00pm Central  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

#### June 14, 2018

Kevin Slimp - The Basics of Adobe Illustrator  
2:00pm Central  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

#### June 21, 2018

Ed Henninger - Capturing Readers with Effective Story Design  
10:00am Central  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

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## NPA Executive Director Beermann met with Canadian Consulate General, discussed newsprint tariffs

*By Allen Beermann, Nebr. Press Assn. Executive Director*

Recently, the Consulate General of Canada, Paul Connors, requested the opportunity to meet with me at the Nebraska Press Association office regarding the imposed tariffs on newsprint.

In fact, the Consulate General treated me to dinner at the Nebraska Club on May 22, where we spent over three hours discussing the issue from the Canadian perspective, as well as our perspective.

In preparation for this meeting, I contacted twelve of our publishers, which included central printing plant newspapers, and I also received a long memo from Scottsbluff Star-Herald Publisher, Greg Awtry, among others, that presented the plight in which we find ourselves.

I furnished the Consulate General with a list of editorials, letters, news releases and publications, all relating to the issue of tariffs on newsprint. He was very pleased with the information, and was impressed with the efforts being made to convince Congress to stop the destruction of the newspaper industry.

During our discussion it became very clear that Canada is on our side, as tariffs have disrupted the newspaper industry in Canada as well. He admonished us, and counceled us, to keep up pressure on Congress and the Department of Commerce, and he feels the tide is turning slightly in our favor.

The Consulate General was also impressed with the efforts of Senators Deb Fischer and Ben Sasse on this issue, and is encouraged by the bill introduced by Congress seeking to suspend the newsprint tariffs.

### Below is the email that I received from the Consulate General:

*May 29, 2018*

*Hi Allen,*

*Thanks for your warm email. I very much enjoyed our discussion, as well as the beautiful setting with the panorama of Lincoln.*

*On the newsprint tariff issue, I was heartened to see how engaged that you and your Association are with respect to providing comments to the ITC and with respect to engaging the Nebraska Congressional delegation to do the same.*

*Let's keep the dialogue going.*

*Paul Connors*

*Consulate General of Canada in Minneapolis  
701 4th Avenue South, Suite 900, Minneapolis, MN 55415-1899  
Telephone | 612-492-2925*

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paper at age 64 to focus on what mattered to him most - his family.

Born in Iowa, he served in the U.S. Navy on the USS Indiana during WWII, from 1941 to 1946. He and his wife, Neva, were married in 1948 and had eight children.

He is survived by his wife of 70 years, Neva; children Steve Shudak, Dan (Joyce) Shudak, Janet (Mark) McGruder, Karen (Jeff) Tucker, Mike (Stacey) Shudak, Laura (Bill) Meis, Marty (Suzanne) Shudak, Jeff (Trudi) Shudak and their families.

Funeral services were held May 29 at Holy Family Church. Interment at St. Joseph Cemetery, with military honors by American Legion Post #2. Memorials suggested to the St. Albert Educational Foundation or Holy Family Church.

## **Cherridah Gill, longtime newspaper office manager, dies at 87**

Cherridah Gill, of Arapahoe, NE, died May 25, 2018, at Lexington Regional Hospital in Lexington, NE.

Funeral services were held May 31, at First United Methodist Church, in Arapahoe, with interment at Arapahoe Cemetery. Wenburg Funeral Home, Arapahoe, was in charge of arrangements. Cutler-O'Neill-Meyer-Woodring, Council Bluffs, was in charge of arrangements. Memorials suggested to the Arapahoe Golf Course or the Lexington Regional Health Center.

Born in Emporia, KS, Cheri attended nurses training at Wesley Medical Center in Wichita, KS, until 1951 when she married T.M. (Ted) Gill and they moved to Beloit, KS.

The couple opened the Lexington office for the Cozad Tri-City Tribune in the early 1970's, where she was the office manager. In 1974, Ted and Cheri purchased the Arapahoe Public Mirror and four years later they purchased the Elwood Bulletin. Throughout the years, Cheri was office manager at the Arapahoe newspaper office, where she handled bookkeeping and proofed news copy.

Cheri was an avid golfer, beginning at a young age, and continued playing golf until her health declined. She was a long-time member of the Arapahoe Municipal Gold Course Board of Directors, and served as their representative to the Nebraska Women's Golf Association. For years, Cheri assisted the Nebraska Press Association volunteering at the media tent at Nebraska High School State Wrestling Tournaments and High School State Track Meets.

She is survived by her husband, Ted Gill of Arapahoe; daughters Suzanne (Brian) Knauss of Papillion; Lisa (Jim) Linch of Lexington; Gayle (Brad) Schutz of Arapahoe and their families.

## **Sadie Wells, former copublisher of Spencer Advocate, dies at 76**

Sadie Wells of Spencer, NE, died May 19, 2018, at Niobrara Valley Hospital in Lynch.

Funeral services were held May 24, at United Methodist Church in Spencer, with burial in Union Cemetery in Spencer. Brockhaus Funeral Home was in charge of arrangements.

Sadie grew up on a farm near Oakdale and married Leon Wells in 1964. After Leon was discharged from the Army, the couple moved from Oklahoma to Spencer in 1966, where they purchased the Spencer Advocate. Sadie eventually went to work full-time with Leon at the newspaper. After Leon's death in 2005, she published the paper herself with the help of her son, John. John eventually bought the Advocate and Sadie continued to help him.

Sadie is survived by her son, John, of Spencer; and daughter, Kris (Tyler) Anello of Beatrice.

## **Retired Omaha World-Herald pressman, Shudak, dies at 95**

Frank Shudak of Council Bluffs, IA, died May 24, 2018. After a 38-year career as a pressman at the Omaha World-Herald, he had retired from the news-

## Husker football tickets available!

We have a pair of football tickets for sale for each of the following 2018 home games:

- September 1 - Akron
  - September 15 - Troy
  - September 29 - Purdue
  - October 20 - Minnesota
  - November 10 - Illinois
  - November 17 - Michigan State
- Cost is \$122.00 for the pair (per game)
  - PRE-PAYMENT required (MC/VS only, no checks)
  - No holding tickets for later payment
  - Contact Jenelle in the NPA office if interested

**FIRST COME, FIRST SERVED!**

## New sports reporter joins Columbus Telegram staff

Peter Huguenin joined the Columbus Telegram staff last month as their new sports reporter.

A Colorado native, Huguenin graduated in May from Boise (ID) State University.

While attending Boise State, he worked at the Arbiter, an independent student newspaper, as a writer and sports reporter.

## Pulitzer Prize winner, presidential historian, Jon Meacham, to speak October 9, in Lincoln

Jon Meacham, a regular contributor to *TIME* and *The New York Times Book Review*, will speak in Lincoln on October 9, 2018. His talk, "Tumult, Tragedy and Hope: America in 1968 from a Half Century's Perspective," is co-sponsored by the E.N. Thompson Forum on World Issues and the University of Nebraska-Lincoln.

Meacham's national best-seller, "American Lion: Andrew Jackson in the White House," won the Pulitzer Prize in 2009. He is also the author of best-seller, "Thomas Jefferson: The Art of Power," and his new book, "The Soul of America: The Battle for Our Better Angels," was released in May. From 2006 to 2010, Meacham served as *Newsweek* magazine's editor.

On October 9, Meacham will keynote a benefit reception dinner at 5:00 p.m. at the Embassy Suites, and then speak at a free public lecture at 7:30 p.m. at the Lied Center for Performing Arts.

For more information, contact Humanities Nebraska at 402-474-2131, or go to [www.HumanitiesNebraska.org](http://www.HumanitiesNebraska.org).

## There's still time to take the post-convention online survey!

Your feedback is important in planning our annual NPA conventions. We want to know what we did right, and what we could do better.

**Please take a moment to complete this short online survey.**

**Click on this link to take the survey:**

<https://www.surveymonkey.com/r/FMKGZXX>

(Survey closes end of day Fri., June 8)



Flag Day, celebrated on June 14 every year, is the celebration and recognition of the stars and stripes. It all started with a resolution passed by the Continental Congress in 1777 which called for an official American flag.

After the flag's creation, several people in the late 19th century had a helping hand in creating the holiday—but it's unclear who officially suggested it's creation first. But it wasn't until May 7, 1937, that Pennsylvania became the first state to establish Flag Day on June 14 as a legal holiday, according to the U.S. Department of Veteran Affairs.

It took three presidents to get Flag Day on the government's radar—President Woodrow Wilson issued a formal proclamation for Flag Day in 1916 and President Calvin Coolidge did the same in 1927. But in 1949, Congress finally approved and President Harry Truman signed the national observance of Flag Day on June 14 into law.

"It is our custom to observe June 14 each year with ceremonies designed not only to commemorate the birth of our flag but also to rededicate ourselves to the ideals for which it stands," Truman said in his proclamation. "This beloved emblem, which flies above all our people of whatever creed or race, signalizes our respect for human rights and the protection such rights are afforded under our form of government."

Even though we observe Flag Day on June 14, it's not an official federal holiday—it was excluded from the 1968 Uniform Holiday Act, which established the federal holidays celebrated today.



# Kid Scoop offers 12-week summer reading program: Summer Slide

Check out Kid Scoop's summer reading series: <http://newspapers.kidscoop.com/products/summer-reading-series/> as part of Kid Scoop Weekly to help stem the Summer Slide. It's a good opportunity for newspapers to partner with their local libraries and cross-promote one another.

Walthill and Wausa.

With the theme of "Libraries Rock," participating libraries are being provided all newspaper materials for the program, in both English and Spanish.

Free copies of the Daily News are provided to participating libraries each week of the program.



**NEWSPAPERS ACROSS AMERICA**

**STOP THE SUMMER SLIDE**  
with **Kid Scoop**

**BEWARE THE "SUMMER SLIDE": Kids can lose two months of learning during summer break.**

This is known as the **SUMMER SLIDE**.

**How can you help?** Join hundreds of newspapers across North America that use Kid Scoop's **Summer Reading Program** to keep kids engaged. And you get:

- A perfect partnership with your local library to cross-promote.
- Topics that appeal to local sponsors!
- A reason for families to subscribe to your paper!

**KID SCOOP WILL FEATURE THESE FUN, ENGAGING TOPICS IN THIS SUMMER SERIES:**

• Trip to the Museum	• Water Park	• Build a Fort
• Hike in the Forest	• 4th of July Parade	• Let's Go to the Fair
• Road Trip Fun	• Amusement Park	• A Day at the Beach
• A Day at the Zoo	• A Great Sleepover Mystery	• STEM Camp Out Fun

**Dan "Patio" Dalton • 909-793-9890**



## Let's Go To Camp!

32 Things to Bring to Camp!

**The People At Camp!**

1. cook	A. leads children in sports
2. coach	B. prepares meals and snacks
3. counselor	C. leads children in activities
4. swim instructor	D. keeps the camp beautiful
5. groundskeeper	E. teaches water safety

1. nurse	A. helps when you're not feeling well
2. bus driver	B. join in the activities and fun
3. campers	C. head of camp, runs programs
4. director	D. teaches about the world around us
5. naturalist	E. in charge of getting us to camp

**Newspaper Fun's latest feature -- "Let's Go to Camp!"**

-- is now available for download in PDF or JPG format at <https://www.newspaperfun.com>.

\* If you're buying a single feature page (or subscription) for the first time, please create an account at <https://www.newspaperfun.com/new.php>, then purchase through PayPal.

\* If you already have an account, please sign in as you normally do on the home page.

Newspaper Fun  
P.O. Box 646, Canton, CT 06019  
860-693-8766  
<https://www.newspaperfun.com>

See Upcoming Themes:  
[https://www.newspaperfun.com/upcoming\\_themes.php](https://www.newspaperfun.com/upcoming_themes.php)

# Norfolk Daily News' summer reading program kicks off

Kent Warneke, Norfolk Daily News, June 1, 2018

Year three of the Daily News' summer reading program kicks off June 4 with 15 Northeast Nebraska libraries participating.

The Daily News program, which runs in the month of June, is for children ages 5-12 as a complement to public libraries' overall summer reading offerings. The goal is to encourage children to read newspapers this summer - and, by doing so, become more informed about their communities - in a fun way.

The 15 participating libraries are in Norfolk, Atkinson, Brunswick, Battle Creek, Clearwater, Elgin, Leigh, Madison, Newman Grove, Osmond, Pierce, Randolph, Stanton,

# How to Talk to Your Representatives About the PRINT Act

Paul Boyle, 05.23.2018, News Media Alliance

- The U.S. government recently imposed crippling new taxes on uncoated groundwood paper, the source of newsprint for newspapers, book publishers and other commercial printers. These unjustified taxes threaten American newspapers, printers, and the American pulp and paper industry, putting tens of thousands of jobs at risk and harming the small and rural communities across the country that rely on local, printed newspapers.
- The preliminary countervailing and antidumping duties range as high as 32 percent. These tariffs are being collected now at the border and as a result, newspapers and printers have experienced increases in production costs by roughly 30 percent. Many newspapers are considering laying off workers and reducing the amount of news and information that is published. Small market and rural newspapers are having a difficult time finding enough newsprint to continue operations altogether.
- These tariffs were sought by one small paper

mill, Northern Pacific Company (NORPAC), which is owned by private equity firm, One Rock Capital Partners, which counts the Mitsubishi Corporation as a major partner. NORPAC's complaint fails to demonstrate that the U.S. industry is being harmed by imports from Canada.

- First, about 90 percent of groundwood paper from Canada is delivered to the Midwest and Northeastern United States, not the northwest region served by NORPAC.
- Second, to the extent that NORPAC is experiencing declining sales, so is the rest of the industry because of the decades long shift from paper to digital. Throughout the industry, demand for newsprint in North America has declined by 75 percent since 2000.
- Despite the shift to digital, the distribution of print newspapers is critically important to small town and rural America where the newspaper keeps the community connected with one another, particularly with the absence of broadband. With price increases as high as 30 percent, some small market and rural newspapers may have to shut their doors. This will be damaging to local communities across the country – and also threatens our democracy.

## 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/](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](mailto:membership@newsmediaalliance.org)  
Or call: 571-366-1000



**TAXES ARE  
THREATENING  
YOUR ACCESS TO  
NEWS.**

Taxes on the paper you are reading threaten to kill local news.



**WITHOUT THE NEWSPAPER, HOW WILL YOUR  
COMMUNITY STAY CONNECTED?**

TELL YOUR REPRESENTATIVES IN CONGRESS  
TO STOP THE TARIFFS ON NEWSPRINT.

**202.225.3121**  
[stopnewsprinttariffs.org](http://stopnewsprinttariffs.org)



# Classified Advertising Exchange

June 04, 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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.

## **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 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](mailto: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:  
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