

CONFIDENTIAL

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service

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

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 14, 2018

Kevin Slimp - The Basics of Adobe Illustrator
2:00pm Central
www.newspaperacademy.com

June 21, 2018

Ed Henninger - Capturing Readers with Effective Story Design
10:00am Central
www.newspaperacademy.com

June 27, 2018

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

June 27, 2018

Revamping Your Sports Coverage Plan - Tim Schmitt, Gatehouse Media - 1:00pm Central
www.onlinemediacampus.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>

National Newspaper Association urges support for the PRINT Act to save newsprint supplies for community newspapers

NNA, June 9, 2018

Legislation to hit the brakes on damaging trade sanctions against newsprint was introduced this week in the US House of Representatives by a bi-partisan coalition led by Rep. Kristi Noem, R-SD, and Rep. Charlie Crist, D-FL. The PRINT Act, HR 6031, would suspend tariffs now being collected on Canadian paper until the Department of Commerce completed a study on the capability of the US newspaper industry to absorb the hits.



STOP TARIFFS ON PRINTERS & PUBLISHERS

NNA President Susan Rowell, publisher of the Lancaster (SC) News, said:

"I am delighted to join with others in our coalition to Stop the Tariffs on Printers and Publishers in thanking the sponsors of this bill. All over the nation, we are hearing from newspaper executives who are experiencing lasting damage to their news-gathering missions. The tariffs have already increased print production prices up to 30 percent this year in many areas, and smaller newspapers are being told they may not be able to purchase paper at all this summer as the market contracts in response to these sanctions. I believe many in Congress see how dire our situation is and they want to help."

Co-sponsors are:

Rep. Bill Flores, R-TX

Rep. Ralph Norman, R-SC

Rep. Louie Gohmert, R-TX

Rep. Randy Weber, R-TX

Rep. Lynn Jenkins, R-KS

Rep. Bruce Poliquin, R-ME

Rep. Gus Bilirakis, R-FL

Rep. Glenn Grothman, R-WI

Rep. Rodney Davis, R-IL

The PRINT Act responds to two trade sanctions cases brought at the Department of Commerce and International Trade Commission last year alleging that Canadian newsprint suppliers are dumping paper at low prices into the US and have received unacceptable subsidies from their government. Preliminary action to institute tariffs at the border is common in trade cases. Final determinations are expected in August by the International Trade Commission, following a July 17 hearing, and in September by the Commerce Department. NNA has spoken out vigorously against the sanctions.

More information about the STOPP coalition, go to:

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

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



Former UNL journalism professor, Jim Patten, dies at 82

Former University of Nebraska-Lincoln journalism professor, Jim Patten, died June 5, 2018, two and a half weeks after he was diagnosed with lung cancer. No date has been set for a celebration of life.

Patten left a mark on many journalism students at UNL from 1967 to 1980. During that same time, he worked part-time as an Omaha World-Herald copy editor. He was a faculty member at the University of Texas at El Paso from 1981 to 1983, then moved on to the University of Arizona from 1983 until 2000, first as a professor and later as a department head.

At the University of Arizona in 1994, Patten led a group of faculty, students and community members in a successful initiative to save the journalism department when the university attempted to eliminate it.

Patten received many honors over the years, including the Annis Chaiken Sorenson Award for distinguished teaching in the arts and humanities at UNL in 1972, and was honored for "Academic Excellence and Passionate Instruction" by the National Association of Hispanic Journalism in 1997. He was inducted into the Arizona Interscholastic Press Association Hall of Fame in 2006.

Patten worked at various times as a reporter and copy editor at The Omaha World-Herald, Arizona Republic, Des Moines Register and Philadelphia Inquirer.

International visitors learn about Nebraska media during visit to Nebraska Press Association office

International visitors from Equatorial Guinea, Ethiopia, Macedonia, Morocco, Namibia and Pakistan spent time at the Nebraska Press Association office on May 25 learning about the history of our association, and discussing the current state of media in Nebraska and how we promote transparency and protect the rights of free speech.

NPAS Sales and Marketing Manager, Violet Kirk, fielded many media-related questions from the group, and Susan Watson explained the services and benefits the NPA provides to our newspapers and the NPA Foundation's student scholarship and internship programs.

The visitors were selected by U.S. Embassy personnel to participate in the U.S. Department of State's premier exchange program called the International Visitor Leadership Program. The theme of their program is *Edward R. Murrow Program for Journalists - New & Traditional Broadcast Media*. The visitors themselves are each involved in some form of journalism in their home country, are fluent in English, and were accompanied by their liaison, Mr. Marcelo Gandaria, contracted by the U.S. State Department.



NPA/NPAS staff, Violet Kirk and Susan Watson, met with the group when they visited the NPA/NPAS office on May 25. Visitors were: Mrs. Arta Ljatifi Tahiri, News Editor, Alsat-M Television, Macedonia; Ms. Furtuna Kahsay Leghesse, Journalism and Communication Department, Mekelle University, Ethiopia; Mr. Marcelino Mateu Komba Ondo, Radio Host, Equatorial Guinea National Radio and Television; Mr. Jonathan Beukes, Online Editor, TV News, Namibian Broadcasting Corporation; Ms. Madiha Shah Modi, Senior Executive for Communications, Centre for Excellence in Journalism, Institute of Business Administration (CEJ IBA), Pakistan; and Ms. Khadija Ihsane, TV Journalist and News Anchor, Medi1 TV, Morocco.

“ Old age is like everything else. To make a success of it, you've got to start young. ”

- Theodore Roosevelt

Pair of Husker football tickets still available...

...for the November 10 home game
against Illinois

- **Seats located in: Section 39, Row 82, Seats 9&10**
- **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.

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 4/30:

2x2

Fremont Tribune – Julie Veskerna (2 ads) (paper made \$975.00)
Hickman Voice News – Wendy Doyle (6 ads) (paper made \$1,825.00)
Seward Co. Independent – Pat Checketts (paper made \$150.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Hickman Voice News – Wendy Doyle (paper made \$127.50)

Week of 5/7:

2x2

Fremont Tribune – Julie Veskerna (2 ads) (paper made \$975.00)
Grand Island Independent – Pat Bell (paper made \$162.50)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,375.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)
Grant Tribune-Sentinel – Bonnie Becker (paper made \$155.00)
Hickman Voice News – Wendy Doyle (paper made \$127.50)

Week of 5/14:

2x2

Grand Island Independent – Pat Bell (paper made \$162.50)
Hickman Voice News – Wendy Doyle (8 ads) (paper made \$1,825.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Blair Enterprise – Tom Jelinek (paper made \$95.00)
Broken Bow Chief – Renae Daniel (paper made \$137.50)
Grant Tribune-Sentinel – Bonnie Becker (paper made \$155.00)
Hickman Voice News – Wendy Doyle (NCAN Special Free Ad)

Week of 5/21:

2x2

Albion News – Julie Dickerson (2 ads) (paper made \$325.00)
Hickman Voice News – Wendy Doyle (6 ads) (paper made \$2,500.00)
Norfolk Daily News – Suzie Wachter (paper made \$325.00)
Seward Co. Independent – Brenda Clark (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Grant Tribune-Sentinel - Bonnie Becker (NCAN Special Free Ad)

Week of 5/28:

2x2

Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,387.50)
Seward Co. Independent – Brenda Clark (paper made \$150.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Sutherland Courier-Times – Trena Seifer (paper made \$112.50)

Week of 6/4:

2x2

Clarkson Press – Tonya Evans (paper made \$162.50)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,375.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

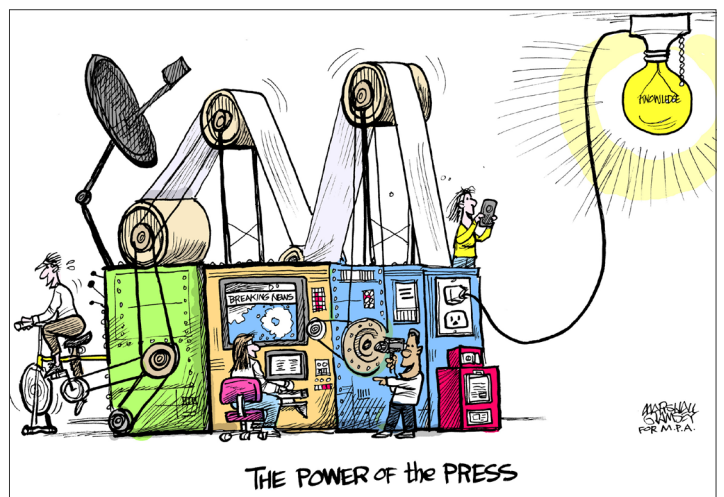
Week of 6/11:

2x2

Clarkson Colfax Co. Press – Tonya Evans (paper made \$162.50)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$1,075.00)
North Platte Telegraph – Julie Murrish (paper made \$312.50)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Aurora News-Register – Kurt Johnson (paper made \$147.50)



John Kasich: "Clicks for Hits"

Governor says audiences are interested in stories, not clicks



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewspapers.com

Disclaimer: I have neither voted for, nor endorsed, any political candidate mentioned in this column.

Spring has come to an end. I could have come up with that brilliant assumption from the sounds of the birds as I walked my neighborhood this morning, or the noticeable decrease in the number of students on campus at The University of Tennessee today. But no, I know it's summer when my list of consecutive newspaper conventions comes to an end.

I would be lying if I said it wasn't nice to wake up at home and take a walk through my neighborhood, but the truth is I love convention season. There's something about meeting so many old friends, making new friends, and visiting with journalists that gets my blood flowing. And, if you believe the doctor I visited for a physical yesterday, my blood is flowing quite nicely.

In addition to publishing four, count 'em four, books over the past five weeks, I've keynoted, emceed, led workshops, celebrated hockey victories (who knew I would become a hockey fan?) and attended gubernatorial debates at conventions all over this great land.

I've met more senators, congressmen (and women), legislators, MLA members,

premiers, and governors than I can remember. As I sat in my chair, minding my own business in South Dakota, an attractive woman walked up to me, smiled, and said something about all the work I was doing. When she walked away, I turned to someone sitting near me and said, "She's got to be a politician, because that never happens."

He was quick to inform me she was, indeed, running for governor. Just my luck.

Governors flock to press conventions like, well, a lot. I heard several speeches by several governors, and a lot more by gubernatorial candidates. Earlier in the convention season, I even got to meet the 16-year-old candidate in Kansas, the same day he was making national news as the nation's youngest candidate for governor this year. Not to worry, two other teenagers, also running for the same office, were also present during that forum.

Let's face it. It's hard to beat a speech that begins, "I bag groceries at the HyVee back home." But one politician did.

Of all the speeches given by all the politicians at press conventions I attended this year, the best, in my humble opinion, was given by Governor John Kasich, of Ohio. Making it even more interesting, I heard him at the Michigan Press Association Convention.

I'm used to watching Governors walk into banquet rooms with their entourages of communications staffs, public relations interns, and bodyguards. Watching the governor of my home state walk into a room, you'd think a major celebrity had arrived.



Governor John Kasich, Ohio, answers questions from the audience at the 2018 Michigan Press Association Convention in May.

There was something refreshing about watching Governor Kasich walk into the room. He left his two bodyguards at the door – I didn't see any other staff – as he ignored the podium on the stage and stood in the middle of the tables where hungry journalists anxiously awaited the governor's speech and, later, lunch.

"Where's the food?" he asked. "You've got to be hungry."

He was right.

You see, at most conventions, the governor speaks, then is rushed away to more important business while the audience is served their meal.

Not this time.

Someone mentioned to the governor that they were waiting on him to speak, so he wouldn't be interrupted by wait staff and clanging glasses.

"It's as quiet as a church in here," he quipped. "Go ahead and serve these people. It won't bother me."

There was something different about this guy. He spoke of his previous stint as a journalist. "Something I might do again after I leave office," he noted.

He had no prepared speech. No notes. He jumped right in, immediately discussing the importance of journalism and a free press.

"Journalism isn't about clicks for hits," he said. "If it is, I'm not interested."

He had my attention.

He spoke of the need to get back to increased investigative reporting. He talked of giving the reader something worth reading. According to Kasich, it's about the story.

Speaking of writing a new

future for newspapers, he forcefully said, "This industry will be saved by writing interesting stories."

Honestly, I don't get excited about politicians. I guess I've just met too many of them in my time. But I couldn't hold my enthusiasm any longer.

"That's right!" I shouted.

He turned, pointed at me, and yelled, "You and me. We're on the same side!"

I long for the day when everyone in my industry has the same passion for journalism as John Kasich expressed in May in Lansing, Michigan.

Cambridge, Minnesota never disappoints

I made what has become a semi-annual trip to Cambridge, Minnesota to visit with the Wade Weber and the staffs of his newspapers in Cambridge, Mora, and a few other nearby towns.

I love the excitement of this group. Every time I visit, they remind me of the importance of local journalism. Their newspapers are successful. I didn't hear any doom and gloom talk while in Cambridge. We discussed great things they were doing, new ideas they were working on, improvements to their printing process, and more. I even met another consultant who was working with the press crew while I was there.

The next time someone tells me newspapers are dying, I'll think of my friends just north (and northwest) of the Twin Cities (and Kansas, and Manitoba, and South Dakota ... the list could go on for a while).



There's never a dull moment when visiting with Wade Weber and his newspaper staff in Cambridge, Minnesota.

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 North-eastern 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/

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

June 11, 2018

LINE MATRIX PRINTER FOR SALE - The Norfolk Daily News has a Printronix P7210 line printer FOR SALE. It is about 7 years old and gently used, nothing wrong with it, we just got new software and don't use anymore. We have 27 boxes of 14 7/8 X 11 white paper to go with it. Please call Cristina at 402-371-1080.

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 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.

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