

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

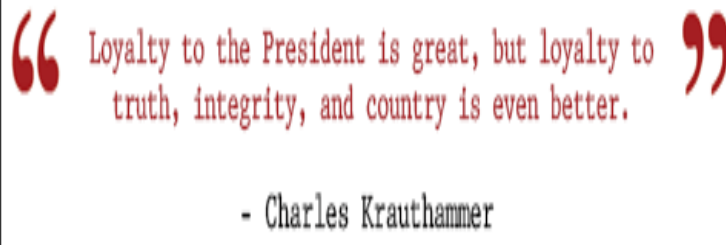
Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



Her award marks the second consecutive year that a UNL journalism student has won the “Best Article of the Year.” Lauren Brown-Hulme, a spring graduate from Prairie Village, KS, won last year for her profile of a young street preacher in Whiteclay.

Tyler Shank, a UNL journalism major from Omaha, took second place in this year’s national multimedia category. Mercer and Chris Bowling, another UNL spring journalism graduate and former Journal Star intern, were finalists in the national writing category.

Kayla Wolf, a University of Missouri graduate and former photo intern at the Journal Star, was a finalist in the Hearst photography championship and won this year’s “Single Photo Award.”

UNL grad wins Hearst writing competition

Lincoln Journal Star, June 13, 2018

A story by Marcella Mercer, a spring 2018 University of Nebraska-Lincoln journalism graduate, has been selected as the “Best Article of the Year” from among 605 entries at the Hearst National Championships in San Francisco.

Mercer’s winning entry, published in the Feb. 10 Journal Star, chronicled the poignant relationship between a Ugandan father and his dying son.

The announcement was made during the 58th Annual Hearst Championships, where 28 finalists competed in writing, photography, radio, television and multimedia categories - a competition often considered the Pulitzer Prize of college journalism.

The UNL College of Journalism and Mass Communications finished third in both the writing and multimedia competitions and fifth overall among the 105 college journalism programs eligible to compete.

Mercer, a Nebraska City native, will begin a nine-month Fulbright program in Malaysia in September.



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!

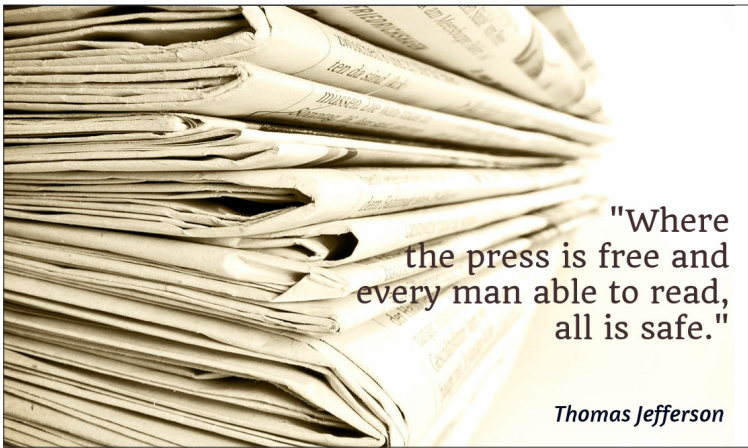
Holiday Deadlines are as follows:

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



"Where the press is free and every man able to read, all is safe."

Thomas Jefferson

New high school publication to launch in conjunction with Linscott Media, Fairbury Journal-News,

Linscott Media & Fairbury Journal-News, June 22, 2018

Fairbury Journal-News publisher, Timothy Linscott, has announced a new free publication, the Thayer County Review, produced and maintained entirely by Thayer Central High School students, as a collective effort between Linscott Media, LLC/Fairbury Journal-News and the Thayer Central High School journalism department.

This monthly publication will launch in August and will feature coverage of news, sports, and features, as well as opinions and columns by students. The publication will be distributed throughout the community for free, with nine issues produced within the school year.

Students in both the journalism and business classes at Thayer Central will be learning aspects of journalism from professionals in the field, including those from Linscott Media, building the Thayer County Review from the ground up.

"My hope is to give back to the industry that has been a huge part of my life and teach the journalists and business professionals of tomorrow the unique industry that is journalism," Timothy Linscott said.

Advertising will be sold for the publication and after costs are met, all profits will be put into a scholarship fund for the students. Students will be judged on performance through a point system and the points will equal the amount of scholarship funds received.

"I want this publication to be a true representation of what it is to be in journalism and to showcase the talents the students have, while shining light on the community," Linscott said.

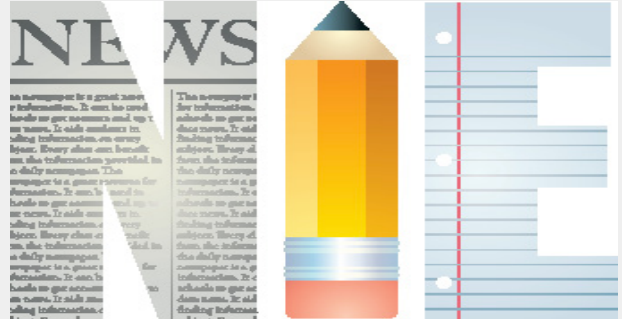
Linscott has been instructing students this summer in varying aspects of the industry, from advertising, layout and design to news writing at the new Southeast Community College Learning Center in Hebron.

Linscott noted he hopes to expand the program to other area schools in the future.

Free access to all Newspaper in Education Institute curriculum, NIE resources

All newspapers are now welcome to access all NIE Institute curriculum and NIE department resources for FREE. Doug Alexander, President of the NIE Institute recently retired and he wants all the resources used to benefit NIE programs and their teachers. The site is not customized like it is for subscribers.

The curriculum website address is:
www.nieteacher.org



You and your teachers may access over 340 instructional resources on the curriculum website plus video/audio teacher training and serial stories & features pages (that can be run in-paper over several weeks).

Just click on any resource and it will download or open, whichever the computer is set for. Doug recommends that you make a link on your NIE, e-edition, or other online pages to this curriculum page and send the web address out in all your teacher communications (e-mail, newsletters, etc.)

Besides providing these resources through the website, here are other ways to use the resources.

- E-mail the resource or the link to teachers
- Use resources as a multi-unit in-paper serial
- Use portions for in-paper NIE or editorial features or pages

The Institute invested thousands of dollars to develop and purchase these resources. Please put them to good use!

NIE Department Resources and information about the NIE Institute at:
www.nieinstitute.org

Fundraising is a major part of NIE. More than ever newspapers are focused on the bottom line. NIE is expected to help that effort. To help you do that, download the Compilation of Fundraising Ideas. It also includes a list of events throughout the year with supplements that may offer sponsorship opportunities.

Longtime Norfolk publisher and civic leader, Jerry Huse, dies at 91



Jerry Huse, the longtime publisher of the Norfolk Daily News and civic leader, died June 15, 2018, at his home in Norfolk at the age of 91, marking the end of a seven-decades-long commitment to help Norfolk and Northeast Nebraska thrive, grow and remain informed.

At the time of his death, Jerry was president of the Daily News after serving as its publisher from 1956 until 2013. He also was owner of Norfolk radio stations WJAG, 106 Kix and Lite Rock 97.5, as well as the Norfolk Area Shopper.

Born in Norfolk, Jerry graduated from the University of Minnesota's School of Journalism, and after college, he served in the U.S. Navy.

He was the fourth generation of the Huse family to serve as owner and publisher of the Daily News, succeeding his father, Gene, after his father's death. Jerry was one of a steadily-dwindling number of independently owned daily publishers who shunned numerous enticing offers by newspaper chains and corporations to sell out because he believed in the value of having local ownership. He viewed such a newspaper to be a trusteeship on behalf of the community and area it serves.

He was named the Nebraska Press Association's Master-Editor Publisher in 1997 and was inducted into the Nebraska Journalism Hall of Fame in 2004.

In his decades of civic involvement, Jerry was instrumentally involved in many community service and economic development projects in Norfolk. He was a founder and first president of the Greater Norfolk Corporation, which served as the city's industrial land corporation; was a founding member of the Norfolk Action Council, the economic development arm of the Norfolk Area Chamber of Commerce and was founder of the Norfolk Civic Development Corp., which helped to finance the city's first major industry.

He received many distinguished awards over the years in recognition of a lifetime of community service, and in February, 2019, Jerry will be inducted posthumously into the Nebraska Business Hall of Fame by the Nebraska State Chamber of Commerce & Industry.

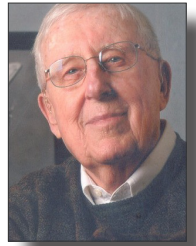
Jerry is survived by a daughter, Mary Elizabeth, and her husband, Brad Olsen, of Arnold, Md.; a son, William, and his wife, Ann, of Peachtree City, Ga., and their families. He was preceded in death by his wife, Karla, who died June 15, 2017.

Funeral services were held June 19, at First United Methodist Church in Norfolk, with burial in Prospect Hill Cemetery in Norfolk. Memorials can be directed to either the Norfolk Family YMCA or the Okoboji Yacht Club, Box 544, Milford, Iowa, 51351.

Longtime Falls City publisher, war hero, Bill Schock, dies

Bill Schock, longtime publisher of the Falls City Journal, WWII war hero and pillar in the Falls City community, died June 21, 2018, six weeks shy of his 100th birthday.

During a 70-year career at The Falls City Journal, he was active in many Falls City community organizations - City Council, School Board, Hospital Board, Rotary Club and Veteran's Service Committee, to name a few, and received several awards for his community service. Bill also served the Nebraska Outstate Daily Publishers Association.



George William "Bill" Schock was born in Colorado Springs, CO, was a lifetime resident of Falls City, and went on to major in journalism at the University of Nebraska-Lincoln.

Following graduation in 1940, Bill became a decorated World War II pilot in the U.S. Army Air Corps, earning his pilot's wings at Roswell, N.M. in May 1943. Flying with the Mighty 8th Air Force, Schock's B-17 "Flying Fortress" crew, part of the 384th Bomber Group, successfully carried out 24 bombing raids, leaving just one more remaining to make quota and effectively complete their tour of duty. On Easter Sunday, April 9, 1944 they dropped a 25th payload at Marienberg, Germany, but upon returning to Grafton-Underwood Air Base in England, and just five minutes from the safety of the North Sea, the plane was fatally wounded by anti-aircraft fire at 12,000 feet. He was the last to leap from the burning plane and into enemy-occupied Europe. He would spend the final 13 months of the war at Stalag Luft I on the Baltic Sea. The journalism major took meticulous notes during his time as a prisoner of war and later chronicled the experience in a memoir, titled "Thrills, Chills and a Spill."

Bill joined the Falls City Journal as sports editor in 1946, then served as city editor and brought photography to the pages of the Journal in 1950. He purchased part ownership of the paper and in 1973 he and his sister, Marj Loucks, took full ownership of the company. Marj died in 1995 and Bill was publisher until 2001, when his son Scott assumed the position. At the age of 96, he was still working five days a week at the paper.

Bill is survived by his daughter, Laurie Obbink of New York City, grandson Jason Schock and his wife Alicia of Falls City, and their families. He was preceded in death by his wife, Dorothy, in 2008, and son, Scott in 2017.

Visitation is Monday, June 25, at Dorr and Clark Funeral Home in Falls City, with family receiving friends from 7:00-8:00 p.m. Funeral services will be held Tuesday, June 26, at 10:30 a.m. at First United Methodist Church in Falls City, with interment at Steele Cemetery. Military graveside honors by Falls City Ceremonial Honor Guard.

Sign the petition opposing newsprint tariffs

News Media Alliance, June 21, 2018



The Alliance hosted a “Fly-In” on June 13-14 for 50 newspaper executives from 18 states around the country who came to Washington to meet

with policy makers and voice their concerns over the unintended consequences of newsprint tariffs on newspaper operations, jobs and news coverage.

The newspaper executives gathered on the first day at a reception near Capitol Hill, where they heard remarks from Senators Susan Collins (R-ME) and Angus King (I-ME), the original sponsors of S. 2835, the PRINT Act. The legislation would put a pause on the tariffs until the Commerce Department studies the impact of the

duties on publishers and printers, as well as community access to news and advertising information.

After a breakfast briefing on the 14th, the executives fanned out across Capitol Hill and collectively visited over 70 congressional offices to recruit support for S. 2835 and H.R. 6031 (the companion bill in the House of Representatives). Newspaper executives also asked policy makers to testify and/or submit comments to the International Trade Commission in advance of its July 17 public hearing on the trade case.

The Alliance is asking newspaper employees and newspaper readers to help us win by signing a petition to save news media jobs. Newspapers can obtain tools to promote this petition on the Alliance website.

To sign the petition:

<https://www.stopnewsprinttariffs.org/join-the-fight-to-protect-u-s-jobs/>

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



A single newsprint company has convinced our government to tax the paper that is used in newspapers, books and other publications. The rest of the industry opposes this new tax.

Now, increased paper costs are threatening thousands of jobs in the printing and publishing industry. Is this how our trade laws should be used?

Abuse of Our Trade Laws

Will Kill American Jobs.

Tell your representatives in Congress to stop the new paper tariffs and protect American jobs.

202.225.3121
[stopnewsprinttariffs.org](https://www.stopnewsprinttariffs.org)



Classified Advertising Exchange

June 25, 2018

FULL-TIME NEWS EDITOR - Wahoo Newspaper has an opening for full-time news editor. In addition to general assignment reporting, this position has key responsibility for coordinating print and digital news content for active communities in great location in state. A journalism degree or related experience is preferred. The best candidates will possess a team-oriented and flexible nature, with some supervisory and editing experience. To apply, go to:

<https://usr54.dayforchcm.com/CandidatePortal/en-US/bhmedia/>

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; 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.

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