

CONFIDENTIAL

Bulletin

Calendar of Events

Events:

- August 15, 2018**
NSAA Meet & Greet,
2:30pm - NSAA office in Lincoln
- September 27-29, 2018**
NNA Annual Convention
Norfolk, VA
- October 7-13, 2018**
National Newspaper Week
- October 19, 2018**
NPA/NPAS Fall Board Meetings,
Lincoln, NE
- October 19, 2018**
Journalism Hall of Fame Banquet
Cornhusker Marriott, Lincoln, NE

Webinars:

- July 26, 2018**
Ryan Dohrn - How to Turn
Facebook's Changes Into Big
Ad Dollars - 1:00pm CDT
www.onlinemediacampus.com
- July 27, 2018**
Summer Moore/Gatehouse Media
Don't Forget About Social!
1:00pm CDT
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>

MEDIA OF NEBRASKA UNVEILS "THINK F1RST" FIRST AMENDMENT INITIATIVE

Media of Nebraska news release, June 28, 2018
At a news conference on June 28 in the Nebraska State Capitol Rotunda, members of Media of Nebraska unveiled a public awareness campaign about the First Amendment of the United States Constitution. The core message: "Think F1rst."



In the past few years, polls began to show that Americans lacked even a basic knowledge of the First Amendment, particularly in articulating the five freedoms that it guarantees. Not the interpretation of, but the actual knowledge of freedoms that Americans exercise nearly every day. In August 2017, a civics survey taken by the Annenberg Public Policy Center showed nearly 4 in 10 students couldn't name even one of the five freedoms guaranteed by the First Amendment. With these poll and survey figures, along with other unsettling indications that many citizens were unaware of the value of the First Amendment, the Media of Nebraska Board decided to develop an educational component that became "Think F1rst."



Photo courtesy of Rob Dump

Dave Bundy, Media of Nebraska president, and editor of the Lincoln Journal Star, unveiled the Think First campaign at the June 28 news conference in the State Capitol Rotunda.

The "Think F1rst" campaign began July 4 and will run through September 30. The campaign will run on statewide radio/television stations, statewide newspapers, as well as websites and social media platforms. The foundations of the Nebraska Broadcasters Association and Nebraska Press Association, which are members of Media of Nebraska, mutually agreed to fund the

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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



Think First - cont. from 1

multimedia creative elements of the campaign, which were created by Clark Creative Group of Omaha. Clark Creative Group made a significant donation of time and services as part of their commitment to the project.

Think First is a campaign designed to express a simple directive: to encourage all Nebraskans to think about the First Amendment. Using various statewide media platforms, the campaign will help educate Nebraskans about the five freedoms guaranteed in the First Amendment.

The campaign components for television and print feature five Nebraskans, each highlighting one of the five freedoms. Those five Nebraskans represent a diverse



Photo courtesy of Tory Duncan

At the June 28 news conference, NPA Executive Director, Allen Beermann explained the goals and strategy behind the Think First campaign.

Five lessons learned about the drone part of drone journalism

By Judd Slivka, Donald W. Reynolds Journalism Institute, June 25, 2018

The Missouri Drone Journalism Program has flown more than 450 sorties since December. Our drones have spent more than 38 hours in the air. We've had 32 different student pilots fly our drones, and they've flown our drones for more than 38 miles. In that time, we've had no serious incidents. In fact, our most serious incident was two broken propellers.



We're proud of our safety record, but we've learned some hard lessons along the way. I wanted to share them here, because they're particularly applicable to pilots who don't have a lot of time on the sticks — which describes the Section 107-qualified operators at many media outlets.

Read the full article at: <https://www.rjionline.org/stories/five-lessons-learned-about-the-drone-part-of-drone-journalism>

cross-section of the state and include a farmer, a college student, a health care professional, a journalist and a pastor. To specifically reach younger Nebraskans, the campaign will use statewide social media, including Snapchat, Instagram and YouTube. Online postings will present facts on the First Amendment and encourage sharing those facts. These messages will be presented by Nebraskans aged 17-24.

All campaign components encourage Nebraskans to learn more about the First Amendment by visiting the website www.ThinkFirstAmendment.org.

View the video/audio of the 6/28 news conference, courtesy of KOLN/KGIN TV:

<https://www.dropbox.com/s/7dc6rc1wuvwp253/First%20Amendment%20Project.mov?dl=0>

**Think First social media hashtags:
#thinkfirstamendment
#fivefreedoms**

Newspapers are encouraged to promote the campaign with house print and online ads, which you can download at www.nebpress.com. Login to MEMBER LOGIN, click MEMBER DOWNLOADS, click on SPECIAL SECTIONS & THINK FIRST folder.

Former Auburn Nemaha Co. Herald ad manager, Ken McCormick, dies at 88

Ken McCormick died suddenly on July 4, 2018, at his home in Auburn, at the age of 88. Ken was advertising manager at the Auburn Nemaha Co. Herald for 27 years, from 1959-1986, where he also covered sports, the city council and an occasional feature story. He and his wife, Janice, owned a variety store in Auburn from 1986-1995, before retiring.



Raised in Iowa, he went to Simpson College in Indianola, IA, for one year before transferring to UNL, where he graduated in 1951 with a BA degree and certification in journalism. Ken worked briefly as news editor at the Broken Bow Custer Co. Chief before being drafted into the U.S. Army, where he was assigned to Eighth Army headquarters in Seoul as chief of the news division of the public information office. After his discharge from the Army, he worked at the Wahoo Newspaper as news editor for a year, then managed the Stanton Register for 4 1/2 years before moving with his wife to Auburn.

During his newspaper years, Ken served as president of both the Northeast Nebraska and Southeast Nebraska Press Associations.

Ken is survived by his wife, Janice of Auburn; son Sam (Jo) McCormick of Lenexa, KS; daughter Kay (Rich) Gerdes of Wellsville, KS, and their families.

Funeral services were held July 9 at First United Methodist Church in Auburn. Memorials are suggested to First United Methodist Church or the Auburn Senior Center. Hemmingsen Funeral Home in Auburn was in charge of arrangements.

Fourth generation Miles continues to operate O'Neill Holt Co. Independent

Last month, current publisher Terry Miles became the sole owner, and fourth generation, of the oldest continuous business in O'Neill - The Frontier and Holt County Independent - which first published in 1888.

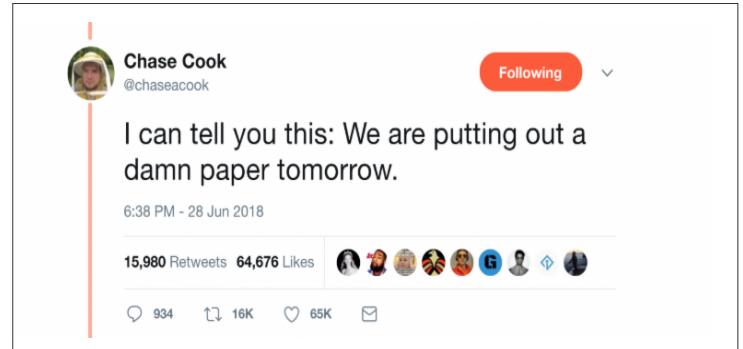
The first Miles to own the newspaper was George A. Miles of Ainsworth. He purchased the paper in 1904 and ran it until his death in 1937. His sons Gerald and Fay Miles took over the paper until Fay's death in 1956. Gerald and his sons Robert "Bob" and George "Shorty" Miles then published the paper until Gerald's death in 1971. Bob and Shorty ran the business until 1985, when Shorty bought out his brother, Bob.

Shorty and his sons Tom and Terry ran the paper until Shorty's death in 2006. On June 6, 2018, Terry bought out his brother Tom.

Capital Gazette reporter's tweet should be on every newspaper's masthead

American Society of News Editors, July 10, 2018

On Thursday, July 12, The Times of Gainesville, Georgia, will replace its slogan, Honestly Local, on the front-page masthead with the Capital Gazette reporter Chase Cook's tweet after the deadly mass shooting in his newsroom:



The Times invites all newspapers to do the same that day, or in the case of non-dailies, the nearest day of publication, as a salute to those at the Capital Gazette who lost their lives and those who rallied in the aftermath.

Read more about this call for action, and please join The Times in "echoing Cook's rallying cry:"

<https://www.poynter.org/news/capital-gazette-reporters-tweet-should-be-every-newspapers-masthead>



Understanding the First Amendment is key to protecting our free society. **THINK FIRST**

Freedom of the Press means we have the right to publish and circulate information or opinions without government censorship through print, broadcast and electronic media. **KNOW YOUR 5 FREEDOMS**

Learn more at ThinkFirstAmendment.org

Freedom of Speech • Freedom of Religion • Freedom of the Press • Freedom to Assemble Peacefully • Freedom to Petition the Government

Sponsored by Media of Nebraska.

Make your special sections special

Ed Henninger, July, 2018

All newspapers run special sections. It's part of our routine. For some, it seems, there's a special section every other week. For others, not so much.



Most are tied in with community events. Question: What community newspaper doesn't do a high school football section? Answer: That newspaper in a town that doesn't have a high school football team (or teams).

Special sections let us give readers content that differs from the normal flow of news, features, sports, ads and other content in the newspaper.

But there are some key elements to remember when dealing with special sections. Following are ten points I think are important:

1. BE PROACTIVE. Advertising, news and production departments all need to be part of the creative and planning process for special sections. It's a mistake for the newsroom and production personnel to sit and wait for advertising to come to them with the plan for a special section. Getting involved in the beginning, all departments can come up with a concept that's sure to be more appealing — and a plan to get it done by deadline.

2. CREATE A GREAT COVER.

A compelling cover is critical to getting readers to check out the special section. If the cover is dull or poorly designed, odds are many readers won't even give it a second glance. You've only got a few seconds to grab their attention...so make sure you do it with something unique and gripping.

3. TELL WHAT'S INSIDE. If your cover has grabbed your readers...and they turn the page...then let them know what's further inside. The more they know, the more inclined they'll be to go through the section.

4. CREATE AND USE A GRID. To create a uniform, clean look, decide early on a grid for your special section. Three columns? Four? Five? Different grids for some different pages, like calendars and lists? Decide early...and make sure ad sizes will fit into the plan.

5. MAKE THE BEST USE OF TYPE. This is a place where you can break away from the look of the newspaper...but don't overdo. Find some fonts that work

well with the content. And keep the selection limited. Best to stay with one typeface family for text, another for headings and a third for labels and other standing elements.

6. GIVE LISTS A DIFFERENT LOOK. Are you including a calendar of events? Schedules? Standings? Rosters? Give these a different approach. Try some sans serif, maybe a bit larger than the text. Perhaps centered...perhaps some even set flush right.

7. BE CONSISTENT. With good typography and a planned approach to handling photos and other visual elements, you'll have a design that looks organized and polished. Just what you want! The design should flow from page to page and have the same look throughout.

8. DECIDE AD SIZE AND PLACEMENT. Do ads go up the sides? Across the bottom? Both? What sizes are we selling into this section? Are they modular ad sizes? What are the rules...and what are the exceptions? What pages will have limited ads on them? How about the back page? What about the spread? Make these decisions before selling and you'll create a better section.

9. GIVE THE SPREAD GREAT PLAY. If you can, keep the centerspread open. It's the one place in a tabloid

special section where you can give your designers a larger canvas to work with. Sure, some advertisers may be willing to pay a markup for that space, and if that's the case then they'll get it. But if not, if you can give an open spread to your designers, you'll increase the odds that you'll get something compelling and memorable.

10. REMEMBER THE PURPOSE.

Why are you doing a special section? In most cases, it's to add to your revenue stream. Sure, you want those sections to appeal to readers, and there's content that readers will dive into. But underlying all the content and all the design is the goal of building your

bottom line. And that's always a worthy purpose.

Now, go do something special.



Cover for a high school football tab, from *The Greer Citizen*.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's web site: www.henningerconsulting.com.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting.

Join the fight to protect U.S. jobs

News Media Alliance



The government, at the request of a single paper producer, has assessed tariffs (which are really new taxes) on newsprint imported from Canada.

The longer these tariffs remain in place, the greater the struggle of local newspapers, printers, and related suppliers to remain in business.

This is an abuse of trade laws: One company owned by a New York private equity firm is using punitive tariffs to protect its bottom line – and at significant cost to the local newspapers that are the foundation of an informed citizenry and healthy democracy.

The tariffs threaten hundreds of thousands of jobs in journalism, publishing, printing and other sectors.

Stand up against this injustice today and let the International Trade Commission know that these harmful tariffs should be reversed.

To sign the petition:

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

Help fight newsprint tariffs

Susan Rowell, NNA President, Publisher of the Lancaster (SC) News, June 25, 2018

Many newspapers have commented that their readers are concerned about the potential loss of local newspapers because of the newsprint tariff. Indeed, with printing costs up 25%-30% for many newspapers this year, and our insert advertisers also beginning to feel the pinch, we all have good reason to be concerned.

If we cannot do the job our communities expect of us, it will be the people in our town who suffer first and most.

Thanks to the STOPP Coalition (Stop the Tariff on Printers and Publishers), of which the National Newspaper Association is an active member, there is an easy, online petition for people to express their outrage and concern that one small company in Washington State can threaten the 600,000 jobs across the country affected by rising newsprint costs.

NNA appreciates all that members have done to educate members of Congress and other policymakers about the harms inflicted upon community newspapers from these unfair taxes at the border. NNA is fighting hard to have the existing tariffs lifted in September.

Please keep up the good work and help us to collect 10,000 signatures on this petition.

The Stop Tariffs on Printers and Publishers coalition has created ads that newspapers can use to ask your readers to sign this petition. Help your readers join the fight to protect U.S. jobs.

Washington policymakers must stand up for America's newspapers and printers and over 600,000 jobs.

A single company wants to impose tariffs on newsprint... **it stands alone.**

<p>North Pacific Paper Company</p>	<p>V.</p>	<p>600,000 Jobs</p> <ul style="list-style-type: none"> Association for Print Technologies Association of Alternative Newsmedia Association of American Publishers Association of Free Community Papers Alabama Press Association American Society of News Editors Arkansas Press Association Arizona Newspapers Association Book Manufacturers' Institute California Newspaper Publishers Association Catholic Press Association Catalyst Paper Colorado Press Association Connecticut Daily Newspapers Association Florida Press Association Georgia Press Association Graphic Arts Association (GAA) Great Lakes Graphics Association Hosier State Press Association Independent Free Papers of America Illinois Press Association Inland Press Association International Society of Weekly Newspaper Editors Iowa Newspaper Association Kansas Press Association Kentucky Press Association Kruger Local Media Association Local Search Association Louisiana Press Association Maine Press Association Maryland, Delaware and DC Press Association Minnesota Newspaper Association Missouri Press Association Mississippi Press Association Montana Newspaper Association National Newspaper Association News Advertising Coalition News Media Alliance New York News Publishers Association Nebraska Press Association Nevada Press Association New Mexico Press Association New York Press Association North Carolina Press Association North Dakota Newspaper Association 	<ul style="list-style-type: none"> Ohio News Media Association Oklahoma Press Association Oregon Newspaper Publishers Association Pacific Printing Industries Association PAGE Cooperative Pennsylvania NewsMedia Association PINE Print Media Association Printing & Graphics Association of Mid-America Printing & Imaging Association of Georgia, Inc. Printing and Imaging Association of the South, Inc. Printing Industry Midwest Quad Graphics Rayonier Advanced Materials Resolute Forest Products South Carolina Press Association South Dakota Newspaper Association Southern Newspaper Publishers Association Tennessee Press Association Texas Press Association The Printing Industry of the Carolinas, Inc. Treated Media Brands (formerly Reader's Digest Association) Utah Press Association Valeo Communications Virginia Press Association Visual Media Alliance West Virginia Press Association Western States Printing Alliance Wisconsin Newspaper Association World Association of Newspapers and News Publishers Worral
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Newsprint tariffs threaten the survival of local newspapers and printers, and put jobs at risk. Sign our petition today: www.stopnewsprinttariffs.org

Get the newspaper ads at:
https://www.newsmediaalliance.org/research_tools/newsprint-tariff-ads/



PAID FOR BY STOP TARIFFS ON PRINTERS AND PUBLISHERS

Classified Advertising Exchange

July 9, 2018

FULL-TIME SPORTS WRITER OPENING - The Norfolk Daily News is looking to hire an individual who is interested in becoming part of the news organization's three-person sports staff covering three Norfolk high schools, Northeast Community College and Wayne State College athletics and numerous Northeast Nebraska schools. Game coverage, columns, social media and feature stories are all part of the job description. If interested, contact Kent Warneke, editor of the News, via email at editor@norfolkdailynews.com to learn more.

PUBLISHER NEEDED - for twice-weekly newspaper in Alliance, Nebraska. Family-owned for generations, affiliated with the Seaton group. Beautiful Sand Hills setting. Debt-free operation. Pay commensurate with experience, with an opportunity for ownership. Contact Ned Seaton, nseaton@themercury.com.

NEWS REPORTER - Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a reporter. Enterprise Publishing Co. in Blair, Neb., is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages. At Enterprise Publishing, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Managing Editor Leeanna Ellis with your resume and a link to your portfolio or several published clips attached as PDFs to editor@enterprise.pub.com. No calls, please. EOE.

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.dayforcehcm.com/CandidatePortal/en-US/bhmedia/>

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

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.