

# Bulletin

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## Calendar of Events

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### Events:

#### **August 15, 2018**

NSAA Meet & Greet,  
3:00pm - 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

## Apply for a \$250 Rural Futures Institute scholarship to October MobileMe&You conference in Lincoln!

The Rural Futures Institute is offering 10 \$250 scholarships for rural Nebraska community innovators to attend the 2018 MobileMe&You national conference at the University of Nebraska-Lincoln, October 26-27.

Scholarships will be awarded based on answers to a series of questions around mobile technology use in rural communities and ideas for the future. The application is now open and will close Aug. 31, 2018. Awardees will be announced in late September.

MobileMe&You, a journalism and technology conference hosted by Gary Kebbel of the University of Nebraska-Lincoln College of Journalism and Mass Communications, focuses on new and emerging tools and best practices for storytelling on mobile media. Leading experts and researchers will discuss how to inform and engage new audiences in the mobile era.

***“The real key with mobile media is that it reaches everyone, and in particular, those who haven’t had the benefit of the super structure that’s in the city. Through mobile media you can get information, deal with medical issues, deal with financial issues, you can conduct your life as if you had the super highway. It’s your virtual super highway - it’s essential.”***

Gary Kebbel, Professor, UNL College of Journalism and Mass Communications

### Conference details

Oct. 26 & 27, 2018; 9am - 8pm CST  
University of Nebr-Lincoln; City Campus Union  
<http://www.mobileme-you.com/>

**Apply for MobileMe&You RFI Scholarship:**  
<http://ruralfutures.nebraska.edu/mobileme-you/>

**MobileMe&You**  
A mobile-first conference

CONTACT INFO:  
Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942  
Legal Hotline: 402-474-6900  
E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)  
Web Site: <http://www.nebpress.com>

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## Nebraska newspapers help promote “Think F1rst” campaign

Thank you to newspapers who have helped promote the “Think F1rst” campaign by running house ads and columns or articles announcing the launch. The campaign, which kicked off on July 4, runs through September 30 on statewide radio/television stations, statewide newspapers and on websites and social media platforms.



*We encourage newspapers to continue promoting the campaign with house print/online ads, which can be downloaded at [www.nebpress.com](http://www.nebpress.com). Login to MEMBER LOGIN, click MEMBER DOWNLOADS, click on SPECIAL SECTIONS & THINK FIRST folder.*

Learn more about the campaign by visiting the website [www.ThinkFirstAmendment.org](http://www.ThinkFirstAmendment.org).

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

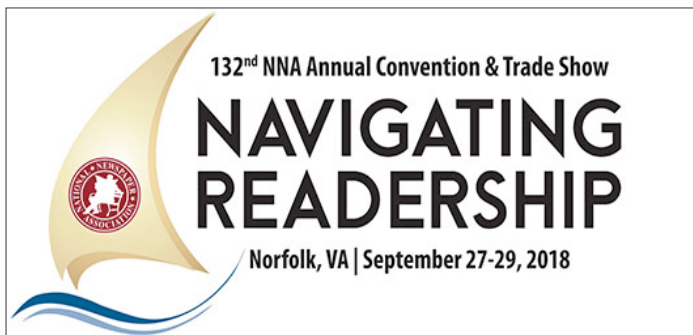
<https://www.dropbox.com/s/7dc6rc1wuvwp253/First%20Amendment%20Project.mov?dl=0>

*Think F1rst social media hashtags:*

**#thinkfirstamendment**

**#fivefreedoms**

## Attend National Newspaper Association convention: tap into the collective wisdom of your peers



NNA’s 132nd Annual Convention and Trade Show, held at the Waterside Marriott, Norfolk, will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

Your full registration includes four general sessions, five sets of round table discussion sessions, an exhibit hall with more than 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment. **For convention details, go to: <http://www.nnaweb.org/convention>**



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

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



Sponsored by Media of Nebraska.

## Lipsiea is new sports editor at Ogallala Keith Co. News

Harry Lipsiea joined the Keith County News in July as their new sports editor.

A 2008 mass communications graduate from Northland Community and Technical College, Thief River Falls, MN, he brings a wide range of experience to the News office.

Most recently, Lipsiea worked for his hometown newspaper as a graphic artist and general reporter. Prior to returning to his hometown of Mayville, ND, he was the sports editor for the Devils Lake Journal, a daily publication in Devils Lake, ND.

Lipsiea also served as editor for Kelly Publishing from 2011-14, working for three different North Dakota publications, and was sports editor for the Sidney Herald, a biweekly newspaper in Sidney, MT, from 2008-11.

## New sports editor joins Antelope Co. News/Orchard News staff

Tyler Agler joined the Antelope Co. News this month as their new sports editor after serving as assistant sports editor at the Northwest Signal, a daily publication in Napoleon, OH.

Agler holds a 2014 bachelor's degree in communications from Wittenberg University in Ohio, and a 2017 master's degree in sports business management from Manhattanville College in New York.

He had previously worked as a sports reporter at WNDH radio, the Crescent Newspaper and Northwest Signal, as well as the assistant sports information director at Manhattanville College.

*Keep us in the loop!*

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

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

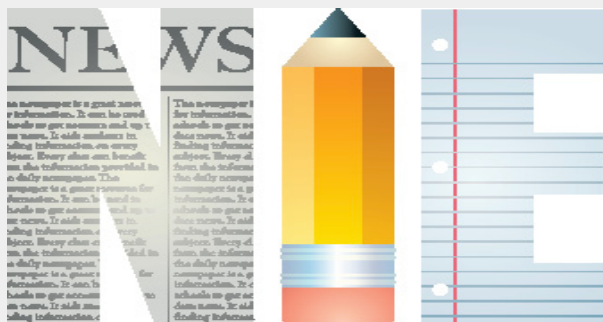
**Thank you!**

## 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](http://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](http://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.

# KEVIN PICKS FIVE PAPERS

*Kevin answers reader's question: "Who is doing things right?"*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com  
stateofnewspapers.com

Over the past week or so, I received an email from a publisher asking if I could send examples of community newspapers who are doing things right. His plan was to contact these publishers to learn if he could benefit from their experiences. I told him I would give it some thought and send him a list of papers and contacts, but now I can't seem to find his message hidden in the thousands of emails that have filled my in-box in the days since his message arrived.

I could have included papers I've visited over the past year in Kansas, Nebraska, Arizona and other places, but I decided five was all that would fit in this space, so here is my 2018 "Doing things right" list.

## The Gloucester-Mathews Gazette-Journal

When Elsa Verbyla invited me to visit her newspaper on the shores of Eastern Virginia, I wasn't sure what to expect. After arriving, I was most



surprised by the accents of the good folks of Mathews, a town just down the road from Gloucester. But that's another story for another day.

My second biggest surprise was meeting with the staff of the Gazette-Journal and learning first-hand how much they love their newspaper. I spent two days with the group discussing everything from sales to circulation to design. I learned about great ideas they've had to increase circulation and maintain reader-

ship in an area like many, where a big-city daily threatens to absorb their readers.

No worry, though. The folks of Gloucester and Mathews, I learned, love their newspaper. Like many of the most successful papers I run across, so do the staff members. As I visited with them, it was hard to find one who had been around less than 10 years.

"Oh, I've been here 20 years," one told me. Another, "15 years and counting."

With multiple sections, plenty of advertising, and no shortage of stories, it's no wonder The Gloucester-Mathews Gazette-Journal makes my list.

## Madelia Times Messenger

The first time Michelle Van Hee invited me to visit her paper in Madelia, I had to get out a map. In all my travels across Minnesota, I didn't remember Madelia. Now, it's a regular stop for me. After three trips to visit The Madelia Times Messenger, it makes my list of my favorite newspapers.

One of the best examples of the Messenger's spirit is their leadership following a fire that destroyed much of their downtown in 2017. When I last visited her town, Michelle couldn't wait to show me the renovation of the downtown area.

What makes Madelia's paper special? I could create a long list, and it would begin with genuine care for the community. Everything is local. Stories are local. Advertising is local. Ownership is local.

Michelle cares about her product, and it shows. She has folks like Ed Henninger come in to work on the Messenger's design. I've been there several times. The newspaper is part of her family, and she cares for it that way.

I wasn't surprised when I looked at their website that Michelle and her staff now publish five newspapers in the area. I remember when there was only one.

## The Standard Banner, Jefferson City

I've been to Jefferson City to work with the staff of The

Standard Banner many times through the years, and I'm still surprised each time I visit.

When I visited just last week, I asked Dale Gentry, publisher, "How is business?"

For some reason, I wasn't



surprised with his answer.

"Business is great!" he beamed. "Especially the last two months. Things are going really well."

Why are things "great" in Jefferson City? Just spend a day with the staff of the newspaper and you will know.

Like the paper in Gloucester, Virginia, staff doesn't come and go at The Standard Banner. You will find folks who have been on staff for decades. I remember meeting Kim Cook, designer, when she showed up early for my first Newspaper Institute in 1997.

I didn't count the pages, but I bet the page count of twice-weekly paper in Jefferson City rivals that of the metro 40 miles away.

The Standard Banner has been on my favorite list for a long time, and isn't leaving any time soon.

## Kanabec Group, Minnesota

When Wade Weber first invited me to visit his paper in Mora, Minnesota more than a dozen years ago, I had no idea how much I was going to grow to love the folks at his newspapers.

Since then, Wade has added



a few nameplates to his collection, but each is distinctively local and it shows. Beautiful design, quality writing,

beautiful printing, and local focus are the hallmarks of the papers in the Kanabec group.

In a recent trip to Cambridge, to visit with Wade's staff there, I was reminded of the reason people get into community journalism in the first place. I saw pride in each face of the 30 or so staff members as we looked at their stories, photos and pages.

What makes their newspapers stand out? Topping the list would be the local focus and the attention to quality.

## The Neepawa Banner & Press

My list couldn't be complete without mentioning The Neepawa Banner & Press in Neepawa, Manitoba. Over the past few years, I've come to really appreciate the work Ken Waddell and his staff do in Manitoba.

I've never seen Ken without his brown brimmed hat and a smile on his face. His enthusiasm spreads throughout his newspaper and it shows.



I've met with his staff multiple times to look at their papers, discuss strategy, and plan new ventures. The newspaper has great designers, editors and writers who care about their community.

Ask Ken about his secret, and the answer is always the same. "We keep it local."

Hardly a week goes by that I don't hear from Ken or Kate Jackson, Banner & Press editor, with ideas to discuss.

No wonder readers love their paper.

## Plenty more out there

It's never easy comprising a list like this. There are plenty of other papers, just as worthy, that could be included, but these five should give you a good start.

# Classified Advertising Exchange

July 23, 2018

**DOES ANY OTHER NEBRASKA NEWSPAPER** have a 28" web like the Holdrege Citizen? We need to buy several dinky, or 14" rolls. If you can help us, please call Bob King at The Citizen, 308-995-4441.

**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](mailto: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@enterprisepub.com](mailto:editor@enterprisepub.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; NSAA Meet & Greet (8/15) flyer; MobileMe&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](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).



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

## ***2018 NSAA MEDIA MEET & GREET***

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Snacks will be provided for attendees!

**Date/Time:**

**Wednesday, August 15<sup>th</sup>, 2018**

**NSAA Media Room, 500 Charleston Street**

**2:30pm - 3:00pm – Credential Pick-Up**

**3:00pm - 4:30pm – Discussion**

**PLEASE RSVP to [amccoy@nsaahome.org](mailto:amccoy@nsaahome.org) with attendee names by Friday, August 10<sup>th</sup>**

**(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)**

Free training for NPA Members!

# MOBILE ME & YOU

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FRIDAY, OCT. 26  
SATURDAY, OCT. 27

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University of Nebraska-  
Lincoln

[www.mobileme-you.com](http://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](http://bit.ly/MMY2018)**