

Bulletin

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

Calendar of Events

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

Webinars:

August 10, 2018

Free webinar! - Security
Training for Newspapers:
Active Shooter Preparation &
Response; 1:00-2:00pm CST
www.onlinemediacampus.com

Video Training on Demand for Newspapers - from the Newspaper Academy

For list of training topics, go to:
[http://newspaperacademy.com/
video-training-b/](http://newspaperacademy.com/video-training-b/)

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>

Husker Football Home Game Parking Available

It's time to start thinking about Husker football and 2018 season parking!

The NPA/NPAS Boards of Directors voted at their summer meeting to again lease our parking lot to the University of Nebraska through IMG...their Partner Services Manager, for each of the seven (7) Husker home games, to be used for "under the tent" private tailgate parties. (NPAS received \$24,000 again this year from IMG for the parking lot lease). In exchange, NPA/NPAS will receive 30 covered season parking stalls, located in the Pinnacle Bank Arena West Garage. The covered stalls are a block and a half west of the NPA office.

All parking spaces are on a first-come basis.

The cost for a 2018 season parking stall is a suggested donation of \$100.00, made payable to the NPA Foundation (tax deductible), as voted on by the NPA/NPAS Boards of Directors.

If you're interested in season parking, complete the attached NPA Parking Agreement and submit to the NPA office, along with your check for \$100.00 (payable to NPA Foundation; tax deductible)

NOTE: If you were a season parker last year, you must submit a signed parking agreement along with your \$100.00 to be considered for 2018 parking.

Help promote "Think F1rst" campaign

Media of Nebraska's "THINK F1RST" campaign launched on July 4 and 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. 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.



View 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

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



“ Whatever you do in life, surround yourself with
smart people who'll argue with you. ”

- John Wooden

Community program series “Democracy and the Future of Journalism” begins this fall across Nebraska

Humanities Nebraska is working with local, state and national partners to offer a series of programs that will explore the role of journalism in American democracy.

The series will offer the opportunity for the general public to engage in discussion with panels of journalists at events in Kearney, Lincoln, Norfolk, North Platte, Omaha and Scottsbluff-Gering.



The programs will explore questions such as: What role should the new media play in our democracy? How do we identify biased or inaccurate reporting? What does the future hold for the consumption and dissemination of news? What are the obligations of citizens and journalists in today's news environment?

Panelists will represent a variety of perspectives on the state of the news media in our society and how this relates to the state of American democracy and will include local and regional voices as well as Pulitzer Prize winners and finalists. This program series is part of a national initiative administered by the Federation of State Humanities Councils.

In Nebraska, the Andrew W. Mellon Foundation and the James and Rhonda Seacrest Foundation provided generous support of this initiative. More information on dates, program locations and other details will be announced soon.



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 15th, 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 with attendee names by Friday, August 10th

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

National Press Photographers Assn. drone training program partners with UNL's Drone Journalism Lab for Sept. 21-23 workshops in Lincoln

NPPA, partnering with UNL's Drone Journalism Lab, will continue their innovative program to train journalists in using drones, or unmanned aerial systems (UAS) for their news coverage.

If news organizations are thinking about adding drones to their newsrooms, this workshop will help them get off the ground.

The program featuring hands-on workshops and flight training will be held in Lincoln, September 21-23, offering training on safe drone operations and information journalists need to study for the Federal Aviation Administration's Part 107 Drone Pilot's Certificate. In addition, the three-day workshops will focus on the ethical issues of drone journalism, community best practices and coordinated operations in a breaking news environment and explore ways drone photography can be used in innovative storytelling.

For more information on the September workshops in Lincoln, go to: <https://nppa.org/news/nppa-2018-drone-workshops>.

Women and Media Conference, Sept. 21, in Sioux Falls

Revamping your opinion page, launching a podcast and coping after covering traumatic events are among the sessions featured at this year's Women and Media Conference.

The second annual event in Sioux Falls, SD, is set for Friday, September 21, at the Holiday Inn Express & Suites, 2501 S. Shirley Ave. The conference is open to women in journalism in South Dakota, North Dakota, Minnesota, Iowa and Nebraska. Conference registration is \$50.

Conference organizer Teri Finneman said the event is a unique opportunity for women journalists to learn new technology skills, discuss gender issues and network with other women in the region. "We had a fantastic reaction to last year's event and are back by popular demand," said Finneman, a former North Dakota journalist and South Dakota State University journalism professor who now works at the University of Kansas.

Jenny Rogers, an assistant editor at The Washington

Post, will serve as the keynote speaker. Other conference sessions include covering native communities, investigative reporting tips from an IRE trainer, Instagram ads, audio storytelling, entrepreneurial journalism, increasing your social media base and engaging young audiences.

Seating is limited, so register early at: <http://bit.ly/WomenMedia>. **See the conference flyer attached to this Bulletin for agenda details.**

Free September Employment Law Forum in Kearney, Lincoln, Omaha

A variety of timely and informative topics will be presented and discussed at the annual Employment Law Forum, hosted by the Cline Williams law firm.



Forums will be held Sept. 13 in Kearney; Sept. 20 in Lincoln; and Sept. 26 in Omaha. **The seminar is free, and all NPA members are invited to attend, but registration is required for seating.**

See flyer attached to this Bulletin for agenda and registration link.



Join us for this year's convention

NAVIGATING READERSHIP

Norfolk, VA • Sept. 27-29, 2018

An opportunity to explore the friendly, modern port-city of Norfolk and transform your organization! Get excited to enjoy the harbour, family-friendly attractions and take part in a cruise in the heart of Virginia's Waterfront. Flash sessions and the idea exchange are events you won't want to miss! Hop on board! More information coming soon!

For complete details, visit <http://www.nnaweb.org/convention>

A new look at an old sales technique

By John Foust, Raleigh, NC

Carla has been selling advertising for many years. She has researched and tried a variety of techniques to answer objections. “Just about everybody knows the Feel-Felt-Found formula,” she said. “When a prospect makes an objection – about price, for example – the response is, ‘I understand how you feel. Many others have felt the same way. Then they found that our paper offers good value for their investment.’”



“In theory, it’s sound,” she said. “But most business people have heard it before. As soon as they hear ‘I understand how you feel,’ they know it’s going to be a canned explanation. The key is to avoid the words ‘feel,’ ‘felt’ and ‘found’ and use other ways to say the same thing.”

“The phrase that has been the biggest help to me is: ‘No one wants to ____.’ Just fill in the blank after the word ‘to’ and you’ve got a great lead-in statement.”

Here’s a closer look:

1. I understand how you feel. The purpose of this phrase is to get in step with others, but it’s an overused statement that can sound mechanical and insincere “You shouldn’t say you understand unless you really understand,” Carla said. “This is where ‘no one wants to’ comes into play. It’s a safe statement that puts me on the same page with the other person. When there’s a price objection, I say, ‘No one wants to pay more for advertising than they have to.’ It’s as simple as that. In all the times I’ve used it, no one has disagreed.”

Carla explained that this works with any objection. “No one wants to schedule more ads than they need.

No one wants to plan more meetings than they need. No one wants to sign a longer contract than they need. And so on.”

2. Many others have felt the same way. According to Carla, this phrase is too vague. “It’s good to reassure other people, because we want them to know they’re not the only ones with that opinion. But this step in the process works better with a specific example. I like to say something like, ‘Others have had the same opinion. About a month ago, the XYZ Widget Company was concerned about our rates.’ That creates a bridge to the last step – where I talk about what that advertiser found.”

3. Then they found. “Here’s where you turn that example into a testimonial,” Carla said. “Instead of

referring to all the advertisers who had that same objection, talk about one advertiser’s positive experience. That has more impact.”

Put it all together to get something like this: “No one wants to pay more for advertising than they have to. Other people have had the same concern. In fact, XYZ initially had questions about our rates. Then they discovered that we offer more coverage than other media choices. As a result, their business is up ten percent over the same time period last year. This comparison chart shows...”

It’s hard to object to that strategy, isn’t it?

(c) Copyright 2018 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

National Newspaper Week - October 7-13

The annual celebration of National Newspaper Week in October marks the impact of newspapers in their communities.

This 78th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

Materials (editorials, cartoons and promotional ads) for use by newspapers promoting NNW will be available late this summer. Please check for updates and details at <http://www.nationalnewspaperweek.com/>



Classified Advertising Exchange

July 30, 2018

SALES OPPORTUNITY - A full-time advertising sales position is available in South Central Nebraska, just a little over one hour from Lincoln and explore the world of a community newspaper. We will train the right person. Send resume and references to the Clay County News, Box 405, Sutton, NE 68979, or email to: ccntory@gmail.com.

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.

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 Leanna Ellis with your resume and a link to your portfolio or several published clips attached as PDFs to editor@enterprisepub.com. No calls, please. EOE.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Online Media Campus Webinar flyer; NPA Husker Football Parking Agreement; Women & Media Conference flyer; Cline Williams Employment Law Forum 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.

NPA/NPAS 2018 Husker Football (COVERED) Parking

July, 2018

NPA Members,

It's time to start thinking about Husker football and 2018 season parking!

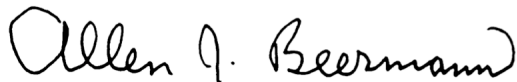
The NPA/NPAS Boards of Directors voted at their summer meeting to again lease our parking lot to the University of Nebraska through IMG...their Partner Services Manager, for each of the seven (7) Husker home games, to be used for "under the tent" private tailgate parties. (NPAS received \$24,000 again this year from IMG for the parking lot lease).

In exchange, NPA/NPAS will receive 30 covered season parking stalls, located in the Pinnacle Bank Arena West Garage. The covered stalls are a block and a half west of the NPA office.

- **All parking spaces are on a first-come basis to our members.**
- **The cost for a 2018 season parking stall is a suggested donation of \$100.00, made payable to the NPA Foundation (tax deductible), as voted on by the NPA/NPAS Boards of Directors.**
- *If you're interested in season parking, complete the attached NPA Parking Agreement and submit to the NPA office, along with your check for \$100.00 (payable to NPA Foundation; tax deductible) **NOTE: If you were a season parker last year, you must submit a signed parking agreement along with your \$100.00 to be considered for 2018 parking.***
- Those who receive a season parking stall will be mailed a parking permit and parking map prior to the first Husker home game.

Our pre-game hosted meal function will continue to be held at the NPA/NPAS office prior to kick-off of each Husker home game (time to be announced each week in the Bulletin & by email).

GO BIG RED!



Allen J. Beermann
NPA/NPAS Executive Director

2018 Husker Football NPA Parking Agreement

**YES, I'd like to sign up for one Husker
football season (home game) parking
stall:**

_____ **COVERED** stall (*located in Pinnacle
Bank Arena West Garage*)

**I understand all parking stalls are on a first-come
basis and my completed parking agreement, along
with a suggested donation of \$100.00 (check),
must be received by the NPA office for a stall to be
considered reserved.**

*(parking permit & parking map will be provided
prior to first home game)*

NAME: _____
(Please print)

NEWSPAPER: _____

MY CHECK FOR \$100.00 IS ATTACHED: _____
(Make payable to NPA Foundation; tax deductible donation)

PHONE #: _____
(Best # to reach you on game days, if necessary)

DATE: _____



(402) 476-2851
(800) 369-2850 (NE only)

FAX: (402) 476-2942
845 "S" St. | Lincoln NE 68508

Nebraska Press Association



An Iowa Newspaper Foundation webinar...

Security Training for Newspapers: Active Shooter Preparation & Response

Friday, August 10 1-2 p.m.

Registration fee: **FREE!!** · Deadline: August 7

IN THIS WEBINAR...

Recent tragedies across the U.S.A. have shown that active shootings are a very real and deadly threat for all businesses and communities. Regardless of the business or community activity, employees, students and everyday citizens have fallen victim to these attacks that often occur without clear warning. This program will share lessons learned from active shooter situations. A review of current response concepts, emergency plans and techniques for prevention will be provided. The latest techniques used by law enforcement, businesses and community agencies in preparing for active shooter scenarios will be explained.

Visit our website for more information.

Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.

Follow us:



OnlineMediaCamp



Online Media Campus

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

THE PRESENTER...

Kevin W. Techau



Formerly the United States Attorney for the Northern District of Iowa, Kevin joined Smith, Mills & Schrock in 2017 as co-chair of the firm's Government Compliance and Internal Investigations and Municipal Defense practice groups. In addition to serving as the chief federal law enforcement official for the 52 counties in the Northern District of Iowa, Kevin's 30-year public career includes leadership of the Iowa Department of Public Safety and Iowa Department of Inspections and Appeals.

Kevin spent significant time in service to his country, retiring as a Colonel with 27 years of total military service including seven years on active duty with the United States Air Force as a Judge Advocate, two tours in Europe, service with the Iowa Air National Guard and an award of the Meritorious Service Medal. Kevin was nominated to serve as the United States Attorney for Iowa's Northern District by President Obama in 2013 and unanimously confirmed by the U.S. Senate in 2014. While in office, he focused on the prevention and deterrence of violent and drug-related crime as well as building leadership and civilian outreach opportunities within the law.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



Cline Williams is proud to celebrate the 20th anniversary of our Employment Law Forum this year! We invite you and members of your organization to attend the 2018 Employment Law Forum in one of three different locations to learn about the latest developments in employment, labor, and employee benefits laws.

Our 2018 Employment Law Forum is geared toward human resource professionals, business owners, executive employees, and in-house legal counsel. Attendance at this educational seminar is free, and credit for this seminar will be sought from the Nebraska and Iowa CLE Commissions, HR Certification Institute, Society for Human Resource Management, and Nebraska Board of Public Accountancy.

Registration for Cline Williams' Employment Law Forum will include primary presentations, breakout sessions, and digital access to all seminar materials.

[REGISTER HERE](#)

AGENDA

1:00 - 1:45 p.m.

FMLA and ADA Developments - [Susan Sapp](#)

1:45 - 2:30 p.m.

Best Workplace Practices for Preventing and Responding to Harassment, Discrimination, and Retaliation Claims - [Henry Wiedrich/Jordan Hasan](#)

Employee Benefits 101 - [Katie Joseph](#)

2:30 - 3:00 p.m.

Show Me the Money ... and Payroll Records! Recent FLSA Developments and Strategies for Common Wage and Hour Issues - [Tara Stingley/Jason Yungtum](#)

Employee Handbooks: What to Add and What to Avoid - [Jody Duvall](#)

3:00 - 3:15 p.m.

Break

3:15 - 3:45 p.m.

Form I-9 Boot-Camp: Getting your Documents Into Shape - [Daniel Oldenburg](#)

Navigating Workers' Compensation Claims Successfully - [Renee Eveland](#)

3:45 - 4:15 p.m.

Avoiding, Addressing, and Acing an Audit - [Keith Peters](#) or [Michelle Sitorius](#) / [Deyna Rouse](#) or [Jerad Knott](#), Lutz

HR 101: Hirings, Firings, and (Almost) Everything in Between - [Lily Amare](#)

4:15 - 5:00 p.m.

Managing Analog Employees in a Digital World: Security and Privacy Considerations - [Rick Jeffries](#)

LOCATIONS

Kearney

Thursday, September 13, 2018

Younes Conference Center

1:00 - 5:00 p.m.

Lincoln

Thursday, September 20, 2018

Nebraska Innovation Campus Auditorium

1:00 - 5:00 p.m.

Omaha

Wednesday, September 26, 2018

Embassy Suites - La Vista

1:00 - 5:00 p.m.

SPONSORED BY:



2nd Annual

Women and Media Conference

Friday, Sept. 21

**Holiday Inn Express & Suites
2501 S. Shirley Ave.
Sioux Falls
605-361-0122**

\$50 for professionals
\$15 for students

**Register at:
<http://bit.ly/WomenMedia>**



Keynote: Jenny Rogers

Assistant editor of the Outlook
section at The Washington Post

Conference Schedule

6-8:30 a.m. – Continental Breakfast for Hotel Guests

8:30-9 a.m. – Welcome

9-9:45 a.m. – Jenny Rogers, The Washington Post

9:45-10 a.m. – Break

10-11 a.m. – Coping After Trauma

11-11:45 a.m. – Covering Native Communities

11:45 a.m. - 1 p.m. – Lunch

1-2 p.m. – Investigative Reporting

2-4:15 p.m. – Table Talk Sessions

	Skills	Breaking the News	Engagement
2-2:45 p.m.	Instagram Ads Bootcamp	Launching a Podcast	Revamping Your Opinion Section
2:45-3:30 p.m.	Audio Storytelling	Innovating Journalism Through Start-Ups	Increasing Your Social Media Base
3:30-4:15 p.m.	Launching a Podcast	Revamping Your Opinion Section	Engaging Young Audiences

4:15-4:30 p.m. Wrap-Up

5:30 p.m. Optional Dinner at Johnny Carino's

Reminder: Mention the Women and Media Conference to get a hotel discount.

Please email Teri Finneman at finnemte@gmail.com with questions.

