

CONFIDENTIAL

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/)

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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.

Free September Employment Law Forums 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.

The forum is free, and all NPA members are invited to attend, but registration is required for seating.

Forums will be held:
Thurs., Sept. 13 in Kearney
Thurs., Sept. 20 in Lincoln
Wed., Sept. 26 in Omaha

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

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Non-Members in
surrounding states may
register at the NNA
member rate!



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>

New editor joins Wauneta Breeze

With nearly 40 years of newspaper experience, mostly at community newspapers, Tom Pantera has joined the Wauneta Breeze staff as their new editor.

A Minnesota native, Pantera graduated from the University of Wisconsin-Eau Claire in 1981 with a degree in journalism. He's worked at newspapers in Minnesota, Wisconsin, North Dakota and Iowa.

Pantera's background also includes teaching. He taught journalism part-time at Minnesota State University Moorhead, received his master's degree in journalism in 2013 from the University of Missouri, and then taught print journalism at a small state university in Oklahoma for two years before returning to the newspaper business.

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.**



Unique ways to use newspapers in the classroom

Metro Creative Connection

Newspapers have changed considerably over the last decade-plus, but they still can serve teachers and students alike. The following are a handful of ways for teachers to incorporate newspapers into their lesson plans.

Today's students have numerous devices at their disposal that can make learning more fun. Teachers may rely on such devices to engage students, but one more traditional teaching tool can still be an asset in the classroom.

Newspapers have changed considerably over the last decade-plus, but they still can serve teachers and students alike. The following are a handful of ways for teachers to incorporate newspapers into their lesson plans.

· **Use newspapers to teach geography.** Whether they're local, national or international periodicals, newspapers contain stories from all over the globe. Teachers tasked with teaching students about world geography can assign each student an article about a newsworthy event taking place in a given country. Kids can then write a report about that country, including information about its location in the world, its citizens and its history.

· **Use newspapers to teach vocabulary.** Perhaps no resource is more valuable than newspapers when teach-

ing vocabulary. Assign each student a story or stories from the newspaper, instructing them to underline or jot down between five and 10 words they are unfamiliar with as they read. Once they have finished reading their assigned articles, students can then look up and write down the meaning of each word, ultimately handing in their list of words and/or sharing those words and their meanings with their classmates.

· **Use newspapers to teach mathematics.** While newspapers are often touted as great tools to teach reading comprehension and vocabulary, they also can be used to teach math lessons. For example, newspaper classified sections typically list dozens, if not hundreds, of items for sale. Assign each student 10 vehicles listed in the classified section and ask them to calculate the average asking prices of these vehicles. Another potential lesson is to ask kids to determine the percentage breakdown of each section of the newspaper. You can then explore the reasons why certain sections may be given more ink than others.

· **Use newspapers to teach current events.** The world is an interesting place, and newspapers are great resources for people looking to keep up with all that is going on in the world. While current events can sometimes be confusing for young students, newspaper reporters aim to convey complicated topics in ways that readers of all ages and backgrounds can understand. By assigning newspaper articles as part of their students' current events assignments, teachers can help students gain a better understanding of what's going on in their world.



Newspaper Fun encourages kids to read

Newspaper Fun is a weekly, flexible-format activity page with original puzzles, cartoons and games – aimed at kids, all with an underlying educational framework that encourages reading. Each week's page explores a different theme, which closely links to both editorial calendars and school curriculum. Pages will cover seasonal changes, major holidays and big current events such as the Olympics.



The focus is on culture, traditions and history – all with a sense of humor and fun, and a spirit that encourages learning, responsibility and community involvement.

As a subscriber you can easily download the feature in PDF or JPG format, and in multiple formats ranging from 10" × 15.5" down to 10" × 7.75" – so it can fit in

your newspaper even as editorial space contracts and expands from week to week.

Newspaper Fun appeals directly to families. Parents and kids will seek out your newspaper, keep it in the home longer, interact with it and notice adjacent ads. In the short term, you'll attract readers and advertisers and, in the long term, you'll nurture your next generation of readers.

To underscore your commitment to encouraging reading, you'll also be providing your readers with access to a free online reading club. ReadingClubFun is a web resource with puzzles and games, book reviews, and tips, tools and downloadable reading logs and certificates that adults can use to encourage good reading habits in kids. Go to: <https://www.readingclubfun.com/>

For more info on subscription pricing, to request a free sample and to see upcoming themes, go to: <https://www.newspaperfun.com/>

COMMON TRAITS

What do successful newspapers have in common?



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewspapers.com

I really didn't expect to do much traveling this summer but plans don't always work out as expected and that certainly has been the case for me. The truth is I really love working with newspapers and when I get a call from a paper within a few hours asking for help it's hard for me to say "no."

Thus was the case when I left my lonely writer's nook and made the 70-mile drive to Cleveland, Tennessee five days ago.

The assignment was simple: The daily newspaper in Cleveland was upgrading all their hardware, software and editorial systems for shiny new, albeit unfamiliar, toys.

My two-day charge turned into a three-day mission when I was asked to return on Monday to help oversee the first day producing a paper with the new system. Fortunately, I wasn't on my own. Don



How do you train the staff of a daily newspaper and still get the paper out on time? You divide them into groups. One group is in class while the other group is getting the paper out.

Foy, technology specialist at Walls Newspapers, was on hand to make sure the paper went out as close to deadline as possible.

In two of my previous columns, I've mentioned other newspapers I've visited recently, and I can't help but notice a trend. Every paper I've visited over the past few months seems to be doing well.

It's not because of me. They were all doing well before I came along. Some of these papers were weeklies, some dailies, and a couple of others were somewhere in-between.

I took a few extra days to write this column because I wanted to finish the job in Cleveland and share some observations I've gleaned during my recent newspaper visits.

The \$64,000 question is this: Why are some papers successful, while others seem destined to eventual failure? Why are some papers profitable, with healthy readership and growing ad revenue, while others seem to base their future revenue on reduced expenses and

personnel reductions?

I've made the decision to focus on the positive today. The following are some of the common practices I've noticed during my recent visits to successful newspaper operations:

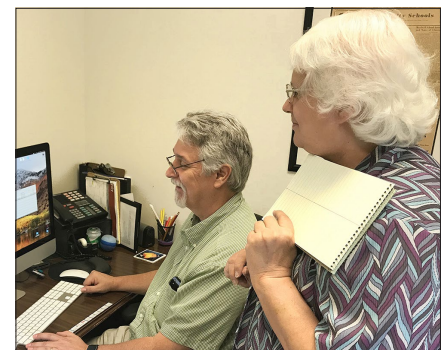
1 Successful newspapers have publishers who are engaged.

Someone asked me last week what a newspaper publisher does. My answer was simple, "Anything from nothing to everything."

Two months ago, I received a message from a young, new pub-



Colby Denton and Autumn Hughes, reporters at the Cleveland Daily Banner, were excited to get started with the upgraded system.



Don Foy, Technology Specialist, and Gwen Swiger, go over her new computer system.



Patty Hawkins was a major part of the system upgrade. Here, she works to get a section of the paper ready to send to the platemaker.

lisher. Her question, “What does a publisher actually do?” made me chuckle.

I jokingly answered, “Work on your golf game.”

True enough, I’ve seen more than my share of publishers who seem to spend more time away from their newspapers than on-site. Not lately, though. In my recent trips, I’ve found publishers who are engaged with their staffs, working side-by-side with their writers, editors, ad reps and production staffs to improve every aspect of their newspapers.

2 Successful newspapers have staffs that are happy. In every paper I’ve visited over the past few months, it was obvious the staffs loved their work.

In Cleveland, I listened as staff members cheerfully explained how much they appreciate working at the newspaper. Some had worked at other papers who weren’t as appreciative of their efforts.

It’s been my experience that happy workers are harder workers. Let’s face it, I put in long hours because I love what I do. You may do the same, or you may do as little as possible because you hate your job. Successful newspapers have staffs who are happy.

3 Successful newspapers plan for growth. None of the papers I’ve visited this year have been cutting staff, reducing print cycles or moaning about impending death.

They expect to be healthy because they are used to being healthy, and plan accordingly.

4 Successful newspapers don’t believe all the hype. When I visit dying papers (whether they realize they are dying or not), there always seems to be a lot of talk about what others are saying about the eventual death of newspapers. They’ve read it all, from metro CEOs to digital experts, concerning the death of print.

Maybe successful papers are just too ignorant to know better, but they don’t believe they are dying and they act as if they are going to be around for a long time.

As a young college student, I remember studying a popular theory in sociology called “the looking glass-self theory.” Basically, the theory states that people become



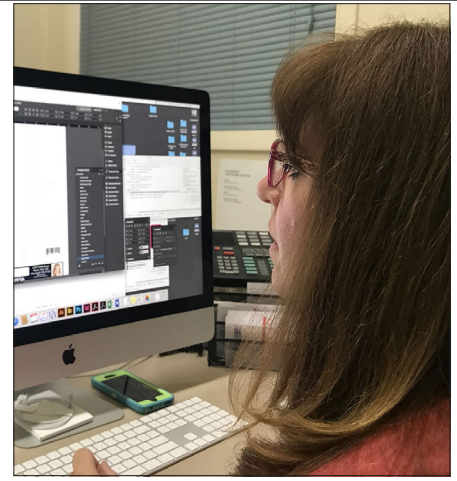
Kevin Slimp with Ralph Baldwin, publisher of the Cleveland Daily Banner.

what they think they will become. Therefore, happiness and success are largely based on the perceptions we have about ourselves.

I was recently “cornered” at a newspaper convention by a group of managers from a national newspaper group. Their basic premise was, “You have no idea what you’re talking about. Print is dead. Newspapers are dying.”

As I walked away from the group, I was convinced their papers will achieve just what they are predicting, and from what I see, that is the case.

Successful newspapers believe they are, and will continue to be, successful. They don’t believe all the hype.



Trena Bailey, designer, begins work on her first page on the first day using her new hardware and software.

I know that some will read this column and say, “What an idiot. He’s dreaming.”

That’s their prerogative. I’ve been hearing that for at least 10 years.

But I’ll leave you with this. I’ve visited a lot of newspapers, probably thousands, over 25 years. And it only takes a few minutes after entering a newspaper office to get a good idea of what the future holds for that paper.

I’m sincerely thankful these papers asked me to visit them this summer. This writer’s nook can get a little lonely sometimes.



30 minutes after deadline. Not bad for the first morning with a totally new hardware/software system.

Classified Advertising Exchange

August 6, 2018

NEWSPAPER FOR SALE - The St. Edward Advance, a weekly newspaper in St. Edward, NE, is for sale. Contact Stephanie Dawson, 402-678-2771.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Contact Dani Hadcock, 402-439-2173.

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 Leeanna 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; NPA Husker Football Parking Letter/Agreement; Employment Law Forum Flyer; Women & Media 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.

NPA/NPAS 2018 Husker Football (COVERED) Parking

July, 2018

NPA Members,

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

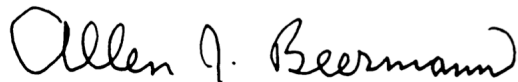
The NPA/NPAS Boards of Directors voted at their summer meeting to again lease our parking lot to the University of Nebraska through IMG...their Partner Services Manager, for each of the seven (7) Husker home games, to be used for "under the tent" private tailgate parties. (NPAS received \$24,000 again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



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.

