

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

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:

October 11, 2018
Val Hoepfner - Sound & Storytelling:
Capturing Better Audio
1:00-2:00pm CDT
www.onlinemediacampus.com

October 11, 2018
Kevin Slimp - 10 Advanced InDesign
Skills for Newspaper Editors &
Designers
1:00-2:15pm CDT
www.newspaperacademy.com

October 25, 2018
Ed Henninger - Redesign: 10 Most
Important Steps When Planning
Your Redesign
10:00-11:00am CDT
www.newspaperacademy.com

October 31, 2018
John Hatcher - Writing the BIG
STORY! Land & Write a Story Readers
Will Remember
1:00-2:00pm CDT
www.newspaperacademy.com

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JOURNALISM

MATTERS

NOW MORE THAN EVER

National Newspaper Week • Oct. 7-13

OnePress/NPA ads for National Newspaper Week

OnePress and the Nebraska Press Association have created specific "This newspaper supports democracy" ads for our papers to run during National Newspaper Week, October 7-13. A variety of sizes can be downloaded for both print and website:

Print sizes available:

- 2x4, 3x6 or 3x10 (PASS, SAU or 1.5)
 - Color
 - Black/White

Web sizes available:

- 300x250
- 728x90
- Click-thru URL: www.nebpress.com

Ads are located at www.nebpress.com under "Special Sections" in Member Downloads. National Newspaper Week editorials, cartoons, promotional ads and more are available at www.NationalNewspaperWeek.com.



How is your paper celebrating/promoting National Newspaper Week?

Email examples (PDF's) to Susan Watson at nebpress@nebpress.com, and we'll share them in the Bulletin!

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Longtime Lincoln Journal Star editor Olig dies

Linda Olig, who was features editor and Sunday editor for the Lincoln Journal Star before her retirement in 2011, died September 28, 2018, at 69.

Olig started at The Journal Star as a reporter in 1970 after graduating from the University of Nebraska. She covered women's news, features and social services.

She also served in several leadership positions for either The Lincoln Star or the merged Lincoln Journal Star, as features editor, city editor and Sunday editor.

Olig was also a founding member of the Lincoln Children's Museum, serving on the first board in 1989 and as president in 1991. She also spent time as an adjunct instructor of journalism at UNL.

She is survived by her husband, Jack, and sons Andrew and Daniel and their families.

A celebration of life was held October 5 at Butherus, Maser & Love Funeral Home in Lincoln. Memorials are suggested to the Lincoln Public Libraries and the Lincoln Children's Museum.

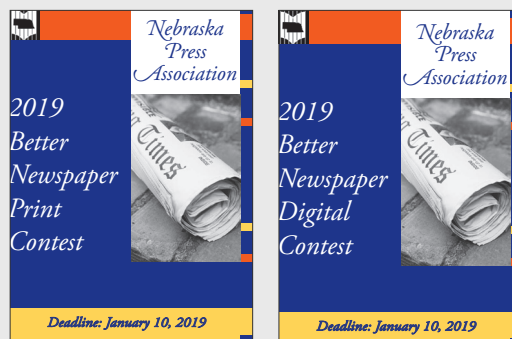
New for 2019: Two NPA Better Newspaper Contests - one for print, one for digital

Attached with this week's Bulletin is the Call for Entries (PDFs) for the 2019 NPA Better Newspaper Contest, which includes contest guidelines and instructions. There will be two separate contests starting in 2019 - one for print and one for digital.

Call for Entries are being sent out earlier this year: 1) to give you more time to sort through issues and find your best work, and 2) because the 2019 Annual NPA Convention (and BNC Awards Banquet) will convene two weeks earlier than usual - on April 5 - 6, 2019 in Kearney at the Holiday Inn.

Start submitting online entries now to re-familiarize yourself with how the online process works.

Entry deadlines for both print and digital contests is January 10, 2019. Questions? Contact Carolyn Bowman in the NPA office, cb@nebpress.com.



Omaha World-Herald news department votes to unionize

Omaha World-Herald, Oct. 9, 2018

The World-Herald news department voted Monday, October 8, to form a union.

The NewsGuild-Communications Workers of America will represent roughly 87 full- and part-time World-Herald journalists. The union will not represent the editorial department, which produces the Opinion section, or news department supervisors, managers and other excluded employees.

Guild organizers say on their website that they "are uniting because we want to preserve and promote Nebraska's best journalistic outlet - and protect the journalists who make it so."

The World-Herald is owned by BH Media Group.

Help Wayne State College - take their journalism survey

Wayne State College is asking for our members' help as they explore whether there's interest in employing college graduates who combine Spanish proficiency with media skills. This possible new academic major would combine media skills with Spanish proficiency, including journalism and other categories of media content.

Michael Marek, professor of mass communication at Wayne State, is asking print and broadcast media management in Nebraska, Iowa and South Dakota to respond to their survey to help the college better understand the marketplace for Spanish media content creation. This includes content itself, as well as what employers are looking for in employees who are proficient in Spanish.

Marek says he is not aware of any similar programs in the Upper Midwest.

Survey responses will help Wayne State determine whether there are sufficient jobs for graduates of the program they are considering, and if so what employers would be looking for in the background, skills, and abilities of job candidates.

Take this short survey:

https://www.surveymonkey.com/r/WSC_Spanish_Media

Contact Michael Marek, Wayne State College, with questions or for more information, at 402-375-7421, or mimarek1@wsc.edu.

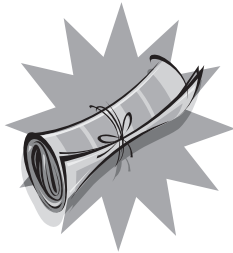
South Dakota news group offers Great Plains content free to newspapers

Bart Pfankuch, South Dakota News Watch, 9/13/18

South Dakota News Watch, a new non-profit independent news group run by former newspaper journalists, offers all its content for use at no cost by Great Plains newspapers and other media. *Only labeled credit is required.*

Content includes: text, photos, videos, graphics, broadcast text and a voiceover for broadcasters.

Now in operation for six months, the news group has produced two dozen stories of regional interest that can be used for free and retrieved from a handy Dropbox site, which make it perfect for use by daily and weekly newspapers. A good amount of the material has been agriculture-related. Recent topics include an investigation of river quality and agricultural and industrial impacts; cattle industry worried about improved meatless burgers; cyanide predators traps used despite opposition; fentanyl overdose deaths on rise in Great Plains; expansion of the South Dakota wind farm industry; manure piping by CAFOs leads to property rights disputes; rattlesnake encounters rise in rural/urban areas, and more.



The packages have photos, videos and graphics that can help fill a hole while providing high-impact regional content to your readers.

To view our material so far, go to: <https://www.sdnewswatch.org/> and click on "All Stories" on the navigation bar.

For more information on content or how to access it for use, email bart.pfankuch@sdnewswatch.org or maricarrol.kueter@sdnewswatch.org.



MobileMe&You Conference less than one month away

MobileMe&You at the University of Nebraska-Lincoln is less than a month away, which means you still have time to sign up. Early bird pricing continues.

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.

Here's a sneak peek at what to expect on day one, Friday, Oct. 26:

Reaching new audiences and building better partnerships (Christopher Meighan, Washington Post)

Readers await us everywhere, it is our job to find and engage them. How media companies interact with products goes a long way toward hooking new audiences. Learn how the Emerging News Products team at The Washington Post leverages platforms like Snapchat and Apple News in combination with microsites such as TheLily.com to build new followings.

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Newspaper Notice Saves Iowa County Five Figures

From the Public Notice Resource Center, October 2018

PUBLIC NOTICE

CVS Caremark recently charged Wapello County, Iowa, \$198.22 for a bottle of generic antipsychotic pills dispensed by a local pharmacy. CVS reimbursed the pharmacy just \$5.73 for the pills.

This enormous markup is known because one of the owners of the pharmacy, Mark Frahm, read a public notice in the local Ottumwa Courier and did some sleuthing. Frahm's investigation ultimately had a significant impact that continues to reverberate. Locally, it led the county jail to drop CVS as its pharmacy benefit manager (PBM) and purchase meds directly from Frahm's South Side Drug. The move is "expected to save the county tens of thousands of dollars," according to the Courier.

It also led to a state senate hearing on drug pricing and served as the lede for a Bloomberg News feature detailing the enormous sums of money middlemen like CVS earn through a practice known as "spread pricing."

All because of a public notice.

Frahm is a regular reader of the notices published every weekday in the back of the Courier. He told us he reads them to learn what's happening in his community -- who died, whose mortgages are being foreclosed on, what the local government is up to. "I also read them to know when I need to congratulate my customers for getting job promotions," he said. Those kinds of details are often noted in the minutes of local city council and county board of supervisors meetings published in the Courier.

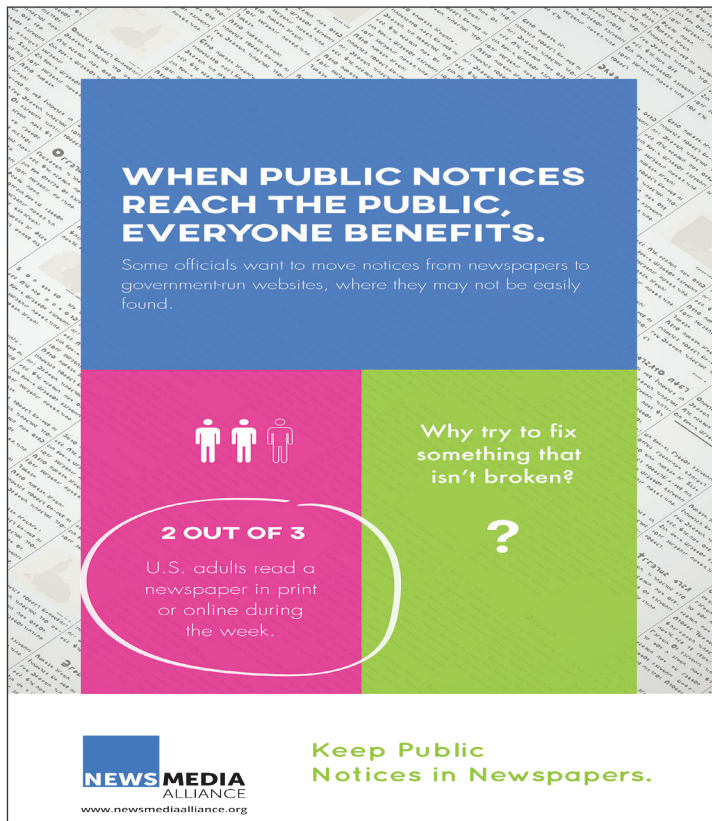
In January, Frahm noticed a line item for CVS Caremark in the county's list of expenditures that are included every month in those meeting minutes. His antenna was already up because he knew South Side Drug was losing money on the medications it had been selling through CVS to the county jail. So he decided to visit the facility and compare the prices they were paying CVS to the amounts he was being reimbursed for the same drugs.

What he found stunned him.

In one case he described to the Courier, South Side Drug bought medication from a wholesaler for \$1,500 and was reimbursed only \$1,000 by CVS. The PBM charged the jail \$5,000 for the same drugs. "Middlemen have to make some money, but we didn't expect it to be this extreme," Frahm told Bloomberg News. "We figured everyone was playing fair."

Now that the jail has dropped CVS as its PBM, it is paying the local pharmacy just \$1,500 plus a \$12 handling fee for the same medication. And the county is saving almost \$3,500 on the transaction. In April, Wapello County Supervisor Jerry Parker accompanied Frahm to Des

Moines where they testified in a "highly charged" hearing of the Iowa House Government Oversight Committee. The committee is considering legislative fixes so the full impact of the public notice in the Courier may yet to have been felt. We don't know how much Wapello County is paying the Courier every year to publish its notices. But we can guarantee it's far less than the tens of thousands of dollars it will now save because Mark Frahm reads them.



WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites, where they may not be easily found.

2 OUT OF 3
U.S. adults read a newspaper in print or online during the week.

Why try to fix something that isn't broken?

NEWS MEDIA ALLIANCE
www.newsmediaalliance.org

Keep Public Notices in Newspapers.

Ongoing legislative battles put public notices in peril

Gretchen Peck, Editor & Publisher, Oct. 8, 2018

If you look closely at the fine print just below the banner logo for PublicNoticeAds.com, a single-source searchable database for legal ads published by "participating newspapers" across the country, it reads: "The public notice database on this site is not a substitute for the official publication that is required by law. You will still find those notices in your local newspaper."

On the site's homepage are links to each to state with "participating newspapers," though most simply redirect the browser to other websites of a similar design. For example, clicking on the link to Connecticut redirects the user to Connecticut public notices, which is "powered by MyPublicNotices.com." From there, users can click on individual links to public notices on individual websites for each newspaper title, or search notices published in any of the state's local and regional titles.

READ ENTIRE ARTICLE:

<http://www.editorandpublisher.com/feature/ongoing-legislative-battles-put-public-notices-in-peril/>

Conference - cont. from 3

How Mobile Media Fit into the Big 10's Content Plans (Mark Hulse, The Big Ten Network)

Mobile media are another element of being a complete news provider, giving your audience whatever information they want, wherever they are and on whatever device they are using. Learn how the Big 10 uses mobile media as part of its total plan to engage young audiences and those on the go.

Build Bots to Build Relationships (Emily Withrow, Quartz Bot Studio)

Conversations carry incredible potential beyond content delivery—they can build meaningful, long-term relationships with an audience. Each chat is a one-on-one channel between users and the organization, capable of intimacy, immediacy and relevance. In this session, I'll detail the important lessons we've learned at Quartz in designing those deep relationships with readers. We'll take a candid look at our missteps, explore insights from user research and interviews, and dive into the implications of one of the most meaningful takeaways from our first couple of years in the Quartz Bot Studio.

Lunch (provided)

Tools for Producing Immersive and Interactive Media on a Budget (Ben Kreimer, University of Nebraska-Lincoln)

Virtual reality, augmented reality, 3D reconstructions and 360° video provide creative opportunities for engaging audiences through immersive and interactive storytelling experiences on mobile devices. This session will cover the accessible and low-cost toolkit

(including drones and 360 cameras) and software available for producing such content.

Mobile Video Storytelling (Danese Kenon, Tampa Bay Times)

Learn how to use your mobile device to create, edit and distribute your video. This session will teach practical tips and demonstrate how to use equipment and apps to make your mobile video workflow easier.

Reaching Latinos, visually (Almudena Toral, Univision News Digital)

At a time of increasing importance of public service journalism, Univision reaches a shifting demographic in two languages, using visual formats tailored to mobile media. The discussion will include photojournalism, documentaries, social video, first-person animations, virtual reality, infographics and design for digital specials.

How 5G Will Change the Way We Watch (Emily Murtaugh, Verizon)

With the nation's top connectivity providers racing to launch 5G, tech and content companies are already

exploring ways to distribute content that have never been possible. Learn about how 5G and edge computing will open the door for new, immersive mobile experiences – whether it be viewing the Super Bowl as if you're on the field, or using your phone to change the plot of a movie in real time.

Opening Reception

For more information, contact Gary Kebbel, garykebbel@unl.edu.



Reynolds Journalism Institute seeks newsroom partners for millennial-driven innovative projects

Jennifer Nelson, Sr. Information Specialist, Donald W. Reynolds Journalism Institute

With shrinking newsrooms and tight budgets, it can be a challenge to come up with fresh ideas or enough hands to work on all the innovative projects your newsroom thinks up.

To help, the Donald W. Reynolds Journalism Institute is looking for media outlets interested in partnering with advanced students from the Missouri School of Journalism as part of its RJI Student Innovation Fellowship program.

Fellows are embedded in a newsroom for a full semester to help with projects employing innovative technologies, storytelling techniques and revenue models.

Full details: <https://www.rjionline.org/stories/rji-seeks-newsroom-partners-for-millennial-driven-innovative-projects>

Classified Advertising Exchange

October 8, 2018

MANAGING EDITOR - The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

LINE PRINTER FOR SALE - The Norfolk Daily News has a Printronix P7210 line printer for sale. It is about 7 years old and gently used. Nothing wrong with it, we just got new software and don't use anymore. We have 27 boxes of 14 7/8 x 11 white page to go with it. Please call Cristina at 402-371-1080.

NEWSPAPER FOR SALE - The St. Edward Advance, a weekly newspaper in St. Edward, NE, is for sale. Contact Stephanie Dawson at 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! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange; MobileMe&You
Conference flyer.

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 217-241-1400.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

Free training for NPA Members!

MOBILE ME & YOU

FRIDAY, OCT. 26
SATURDAY, OCT. 27

University of Nebraska-
Lincoln

www.mobileme-you.com



COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

Mobile Media Tips, Tricks and Best Practices

Top digital journalists, mobile-media innovators and researchers from news organizations and universities across the nation will lead this year's MobileMe&You conference on the University of Nebraska-Lincoln campus.

MobileMe&You 2018 is a journalism and technology conference focused on new and innovative tools and best practices for newsgathering and storytelling on mobile media. We introduce you to the latest technologies affecting the journalism industry.

Speakers from The Washington Post, Quartz, CNN, Univision and various universities will talk about how to use drones, bots, mobile multimedia newsgathering, virtual reality, 360 video, social media and audience analysis.

Free Training for NPA members

Nebraska Press Association members who register for the conference are also invited to a free afternoon of hands-on training Thursday, Oct. 25, using several mobile media platforms and technologies.

Register early and save
Early-bird registration is \$95.
bit.ly/MMY2018