

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
Editor, NPA Bulletin
email: nebpress@nebpress.com



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 12/2/19 - DL Tues., 11/26/19 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/2/19 - DL Mon., 11/25/19 at 4:00 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

Mueller and Robak selected for inclusion in 2020 edition of “The Best Lawyers in America®”

William J. Mueller and Kim M. Robak of Mueller Robak LLC have been selected for inclusion in the 2020 edition of “The Best Lawyers in America®” in the field of Government Relations Law.

Mueller and Robak have been named “Best Lawyers” in each of the past 12 years. The guide, which is created from over 7 million peer evaluations, is comprised of the nation’s top attorneys in key practice areas.

Mueller and Robak are both graduates of the University of Nebraska-Lincoln and the University of Nebraska College of Law and are admitted to practice law in the State of Nebraska.

Mueller Robak LLC is located in Lincoln and is the premier lobbying and government relations firms in Nebraska. The professionals of Mueller Robak LLC have an active and respected presence before the Nebraska State Legislature and all agencies of state and local government. They also serve as the lobbying firm for the Nebraska Press Association.

Newspaper scam reported in Gage County

Hickman Voice News, Oct. 31, 2019

A resident of rural western Gage County spoke with Southeast Communications dispatcher and a Gage County Sheriff’s Office investigator about a possible scam phone call she had received soliciting a newspaper subscription.

She stated that a male caller advised her she could get the Beatrice Daily Sun for \$3.57 a week, if she paid online with her credit card. He then stated for only a little bit more, she could get the Sunday edition of the Beatrice Daily Sun delivered to her home. After she told him the Beatrice Daily Sun did not have a Sunday edition, he hung up.

The investigator spoke with the publisher of the Beatrice Daily Sun, and although the newspaper did have a marketing company that made phone calls, the calls were made the previous weekend and for the upcoming weekend, but were not currently being actively solicited.

The Gage County Sheriff’s Office urges residents to use caution when providing personal, financial, or confidential information to unknown persons, via phone calls, mail, online, or in person.

As suggested by the Beatrice Daily Sun publisher, never hesitate to call the newspaper or other local business, or stop in to verify the situation.

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S. Bank Building, Lincoln, NE 68508, 402-474-6900, srenner@clinewilliams.com



Ed Henninger: 25 newspaper on-the-job ideals



After more than 30 years as the Director of Henninger Consulting, the time has come for me to shift my attention to Julia, family, grandkids and guitar. I'm not the "retiring type," but I will become so at the end of this year. I'm looking forward to that. For the past few months, I've reprised some of my best columns from years past.

This one focuses on how we think about our work...and ourselves. For the past half-century, I've been a consultant, and editor and a writer. During those 50 years, I've learned a few things about how to do my work well and how to conduct myself in the workplace.

I recently received a call from someone close to me who was struggling in her work. She asked my advice and I did my best to help her. After our conversation, I sent her the following. I call it "25 on-the-job ideals."

Here's the list:

1. Be yourself. Everyone else is taken.
2. Be a leader.
3. Serve the company.
4. Bring solutions (not problems) to the table.
5. Be the "go to" person.
6. Always say "yes." You can backpedal later.
7. Promise low, deliver high.
8. Share your time freely...when you can.
9. Demand respect.
10. Face opposition firmly...but gracefully.
11. Be professional in everything you do.
12. Control the things you can control. Let go of the things you can't.
13. Be responsible.
14. Be accountable.
15. Take the high road.
16. Admit your mistakes...and learn from them.
17. Never claim credit for yourself. Those who matter will know.
18. Lower your expectations of others. Foolish and lazy people aren't worth the space you give them (rent free!) in your head.
19. With rare exceptions, you'll never be able to change what someone thinks about you. It's usually not worth the effort.
20. Get a mentor—someone you can talk to.
21. Be a mentor—someone needs your help.
22. Leave 'em laughing.
23. Leave 'em wanting more of you.
24. Never think of it as "just a job." It's more than that to the people who matter.
25. Remember: it's "just a job." Never let your work define who you are as a person.

I've tried to live by these ideals during my entire career. There's been an occasional slip here and there, but following these principles sure has made my professional life easier, more productive — and more fun.



The stock market for ad ideas

By John Foust, Raleigh, NC



Daniel told me about an ad he created for a commercial real estate firm. "They prided themselves on the hard work they did for their customers. Their marketing manager said 'shoe leather' was their secret of success. When I heard that, I knew it would work in their ads.

"I found a stock photo of a shoe with a hole in the sole, then asked our creative department to enlarge the hole to make it more dramatic. The copy described the advertiser's willingness to wear out their shoes to serve their customers. That photo was a real winner. It became the theme for everything they advertised."

Stock photography can be an important addition to your creative toolbox. Here are some points to keep in mind:

1. Look for an image to illustrate an idea you already have. That is what Daniel did. "I knew I needed a picture of a shoe," he said. "It was just a matter of finding the right one. A photo worked better than a drawing, because it was a picture of an actual shoe. Sure, we modified it, but the end product was still a real shoe."

2. Browse through images to find a new idea. Sometimes you'll have a general concept in mind. You just need a visual image to crystallize the idea.

Let's say you're developing a campaign for an investment company that has a long history of helping people navigate the ups and downs of the economy. Their philosophy is, "There's no need to worry. Your investments are safe with us."

You look through some stock images and find several distinct categories to consider – people, objects, activities and places. They all offer opportunities to use comparisons and hyperbole.

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To consider a few generic examples...could a mountain climber represent the company's expertise in moving on-ward, regardless of the unpredictable twists and turns of the economy? Could a lighthouse symbolize the firm's guiding principles in protecting their clients' retirement accounts? Could a padlock represent their commitment to financial safety?

What about the advertising for a home builder? Could a paint brush symbolize their meticulous attention to detail in the homes they build? Could a clock represent the fact that their houses sell quickly, because they are so popular?

3. Don't hesitate to modify an image. Like Daniel modified the stock photo of the shoe, you can customize an image to fit your specific situation. "The change made the selling point more noticeable," he said. "I knew the shoe would appear in small ads, as well as large ads – and I didn't want anyone to miss the point."

4. Be sure to check the usage agreement. Even if your publishing company has purchased a collection of stock images, do some research before you present an idea to your client. You'll want to make sure you have the proper permission to use the image how you want – and as many times as you want.

Without a doubt, the "stock market" for photographs is a great place to find ideas.

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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

"We don't go into journalism to be popular. It is our job to seek the truth and put constant pressure on our leaders until we get answers."

- Helen Thomas

Military symbols - cont. from 1

The Purple Heart is a service medal, and DoD policy heavily restricts the use of its image. According to the DoD guidance on this issue,

"The reproduction or display of decorations that are awarded to Service members that recognize their valor, heroism, contributions, and achievements is not permitted on social media websites, for commerce or other purposes without prior written authorization from the relevant Military Service or The Institute of Heraldry.

An image of the Medal of Honor or Purple Heart is permitted only in rare cases such as for U.S. Post Office stamps, States Department of Motor Vehicle License Plates (where an applicant must show his or her DD214 as proof of award), the Congressional Medal of Honor Society, and the Military Order of the Purple Heart."

Further, the use of Military Service marks is prohibited for all advertising, fundraising and membership drive activities, and Military Service marks are not permissible as part of a non-federal entity's online presence.

This article is not intended to be construed as legal advice. Please call the NPA Legal Hotline (a free service to our NPA member newspapers) at 402-474-6900 with any questions.

You can read the entire DoD guide entitled "Use of Department of Defense Seals, Logos, Insignia, and Service Medals":

<https://dod.defense.gov/Portals/1/Documents/Trademarks/DOD%20Guide%20about%20use%20of%20seals%20logos%20insignia%20medals-16%20Oct%2015F.PDF>

Train in data, video, social, mobile and verification at Lincoln NewsTrain on April 4, 2020



It will be a full day of affordable digital training at Lincoln NewsTrain on April 4, 2020, at the University of Nebraska-Lincoln.

Training Sessions Include:

- Using social media as powerful reporting tools,
- Storytelling on mobile: making smart choices,
- Becoming a verification ninja,
- Edit smarter video on your smart phone, and
- Mining data for enterprise off any beat.

Early-bird registration is \$75 through March 4; the rate increases to \$85 on March 5.

For Lincoln NewsTrain, competitive diversity scholarships are available for journalists, journalism students and journalism educators from diverse backgrounds; please see the information to the right for how to apply by Feb. 19.

For details about the Lincoln NewsTrain, go to: <https://www.apme.com/page/UpcomingNewsTrains>

Classified Advertising Exchange

November 4, 2019

DIRECTOR OF MARKETING & SALES: The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact allen.vaughan@unl.edu or call 402.472.1769

REPORTER: The Wahoo Newspaper has an opening for a general assignment journalist to cover news and feature stories Saunders County. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow company policies and procedures, including attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree in journalism or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

NEWS EDITOR: The Ashland Gazette has an opening for a news editor. The position would cover general assignment news and feature stories in Ashland, Greenwood, Memphis and the surrounding area, as well as sports photography for Ashland-Greenwood High School. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow all company policies and procedures, including but not limited to attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

EDITORIAL ASSISTANT: The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and

assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

DIRECTOR OF SALES: Ready to be more than a sales rep? If you have 3-5 years of media sales experience, and are looking to move into a management position, this may be the opportunity you're looking for. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, digital and on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Our Director of Sales will carry and build an active account list, be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, crhoades@enterprisepub.com, Enterprise Media Group, Blair, NE.

SPORTS EDITOR: The Scottsbluff Star-Herald is looking for a sports editor interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The position requires an organized person who takes initiative, can run their own show, and has a passion for sports journalism in the digital age. There is lots of room to grow in this position. The Star-Herald is a proud member of Berkshire Hathaway Media Group (BH Media). If you think you're the right fit for a small daily newspaper that covers big stories, send a cover letter, resume and clips to brad.staman@starherald.com.

WANTED: Coin-Operated Newspaper Stand - Looking for a used, working order, coin-operated newspaper stand for newspaper sales. Contact Anna at the Howells Journal, 402-986-1777, if you have one or know of one for sale.

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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 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. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

Classified Advertising Exchange

November 4, 2019

NEWSPAPER FOR SALE: Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

NEWSPAPER FOR SALE: The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@voicenewsnebraska.com, or 402-762-5352.

NEWSPAPER FOR SALE: Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email scjslegals@gmail.com.

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; Honoring Our Veterans 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 850-542-7087.

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