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## Don't foul out with March Madness words in ads



It's almost time to start filling out your March Madness brackets. It's also a time to be conscious of what words are trademarked by the NCAA.

**Here is a list of some protected words to avoid in your print and digital ad campaigns:**

- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- March Madness®
- NCAA Sweet 16®

**View the full list of trademarked words at:**

**<http://www.ncaa.org/championships/marketing/ncaa-trademarks>**

## **Last call for nominations: Nebraska Journalism Hall of Fame**

*Nomination deadline: March 16*

*(2020 inductees will be announced in May)*

**Nomination form/guidelines attached to the Bulletin.**

## North Platte Telegraph honored for coverage of housing study

*North Platte Telegraph staff, Mar. 7, 2020*

The North Platte Telegraph has been honored for its coverage of the 2018 North Platte-Lincoln County housing study and its aftermath by the American Planning Association's Nebraska Chapter.

Chapter President Jeff Ray of Omaha presented The Telegraph with APA Nebraska's Communications Initiative Award at the joint annual convention banquet, of the chapter and the Nebraska Planning and Zoning Association, March 5, in Kearney. Managing Editor Joan von Kampen accepted the award for The Telegraph.

The award presentation cited The Telegraph's role "in garnering continued public support and understanding of the (community) planning process," especially on major projects like the housing study.

It said the newspaper "writes articles about public meetings that are held and how important it is for community members to attend meetings, participate in studies or simply let their voices be heard."

The city-county housing study, released in December 2018, analyzed and made recommendations to improve the quality and quantity of housing in North Platte and other Lincoln County cities and villages.

## Book your convention hotel room now!

- A special NPA group rate is available for rooms booked Thursday, Friday, or Saturday, April 16-18 @ **\$109.00 per night (plus taxes).**
- **Hotel room reservations must be made online using the link below.** *Reservations cannot be made by phone.*
- **Last day to book hotel room reservations at the NPA special rate is March 26 (subject to availability).**
- **Parking is not included** in hotel room rate.
- **NOTE:** Husker football Spring Game is scheduled for Saturday, April 18, so plan accordingly!
- **Here's the link to make your hotel room reservations:**  
**<https://www.marriott.com/event-reservations/reservation-link.mi?id=1578941561303&key=GRP&app=resvlink>**

# Postal Regulatory Commission (PRC) outlines future 'skyrocketing' postal costs

Tonda Rush, *Natl. Newspaper Assn.*, March 1, 2020

Imagine that you are spending \$250 a week at your local post office, mailing some 2,000 newspapers to your readers. Service is pretty good, so long as you do most of the work: sort the papers by the carrier's path down the street, bring bundles directly to the post office all ready to go out, fill out your own "bill" in the form of a postage statement and make sure there is cash on hand in your account plus a little extra in case the acceptance clerk comes up with a different weight than you got.



Now hear what the Postal Regulatory Commission (PRC) has in mind.

In 2021, your bill goes up to about \$270. Instead of \$13,000 a year, you're going to pay \$14,040. In 2022, it goes up again to about \$292, and the annual is \$15,184. In 2023, it is \$315 or \$16,000 a year. And the cost keeps escalating, maybe even a percentage point or two more than this scenario. It could get up to \$20,000 a year or more by the end of five years.

While all of that increase is bearing down on your company, the first-class stamp used to send out invoices goes to 60 cents, then 70 cents, maybe even as high as \$1.25. And that does not count the Standard Mail (now Marketing Mail) you may use to send renewal statements to subscribers or Total Market Coverage publications to nonsubscribers. All of that could be rising 30-50% over the next five years, as well.

That is the scenario that National Newspaper Association and other organizations representing users of business mail are combatting at the PRC this winter.

The Commission has rolled out a proposal for future postage payments that removes the annual inflation-based cap on postage increases. Instead, it wants to give USPS the ability to increase postage to cover the looming costs it foresees. That includes fewer mail pieces going to each household, while the number of households needing mail delivery continues to expand.

The costs also include losses of more than \$70 billion on the USPS balance sheet because it has not been able to cover a \$5 billion annual obligation to pre fund the cost of future retirees' health care. The proposal also covers a gap that the U.S. Postal Service says presently exists between newspaper postage and the actual cost of delivery newspapers, which USPS says amounts to about 35% more than publishers pay.

On top of this proposal, USPS has arrived at the Commission with its own ideas. It wants the PRC to grant it \$6 billion in new postage revenue from rate increases before the schedule of annual percentage increases takes hold. If the PRC granted that request and assigned that responsibility for covering the cost to the first-class stamp, a repeat of last year's 5-cent increase and more could be in store. The stamp could rise to well more than a dollar.

All of these possibilities arise as part of the PRC's review of the 10-year-long cap on postage increases earned by NNA and others as part of Postal Accountability and Enhancement Act of 2006 (PAEA). The PRC is mandated to determine whether the price cap is sufficient to sustain USPS over the long haul. PRC already determined in 2017 that the cap has not produced enough revenue to keep universal service intact. Now, it is deliberating over what comes next.

"NNA has been greatly alarmed by the prospect that the PRC intends to let postage expenses skyrocket," NNA President Matthew Adelman, publisher of the Douglas (Wyoming) Budget, said. "We have agreed in the past to reasonable increases in a balanced piece of legislation that helps USPS do a better job of controlling its costs. But Congress has not produced that legislation, and now the PRC seems determined to leap ahead with increases of its own. What is in mind is wildly out of today's realities in the printing and publishing industries."

The formal proposal asked for comments from industry and consumers on whether substantial increases made sense. For newspapers, thought to be failing to cover costs, the proposal would allow USPS to pass along increases as follows:

- The annual inflation rate, presently around 2%.
- Two percent additional "supplemental authority" to help USPS cope with a decline in the density of mail delivered to each household and to cover a Congressional mandate to prepay its Retiree Health Benefits (RHB);
- An additional 1% if USPS met certain efficiency targets and also did not lower service standards (not actual service performance);
- Two percent more for mail like Periodicals that do not cover mail processing and delivery costs;
- Changes in workshare discounts, such as presorting of mail, or specific types of charges, such as the costs of bundles and containers, where the Commission has questioned whether the charges sufficiently compensate USPS.

When all the possibilities are added together and compounded over a proposed five-year schedule, the increases for a newspaper Periodical mailer could approach 50%. Similar increases would be applied to all other mail classes, such as the first-class stamp or postage-metered mail.

**cont. pg. 4**

### Postal - cont. from pg. 3

"NNA's community newspapers cannot shoulder the burden that this Commission proposes. To the extent that they may have to bear more, they require better costing measurement on In County mail. But the bottom line is this: Congress must act, and until it does, any revenue enhancements that this Commission attempts to create will simply dig the USPS hole deeper," Adelman said.

Adelman said the NNA Board of Directors had taken a firm stand against the increases and would take the case to Congress during the March Congressional Action Team Summit, March 25-27.

"We are pretty frustrated that Congress has not stepped up to the plate to complete postal reform. Now the PRC has decided that in light of Congress's inaction, the Commission is going to impose the most intimidating set of new costs upon the industry that we have seen in decades. If Congress does not realize that the printing and publishing worlds can in no way absorb 50% increases in distribution costs in this environment, we are going to make sure that by the time NNA leaves town, the message has been delivered."

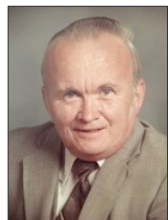
The PRC does not have a declared schedule for issuing its decision. It will receive another set of comments in early March and then take a period of time to absorb the comments it has received. In order for the proposed new rates to take effect for 2021, its decision would need to be issued within the next 90 days, most industry observers have said. After the new rule is issued, USPS would still need time to analyze its needs, figure out which of the discretionary increases it wants to go for and do complex calculations on a new rate schedule. Typically, USPS tries to avoid major postage increases in the fall season, when mailing is at its heaviest.

A similar proposal was made by the PRC in 2017. After objections from the mailing industry, that proposal was stalled. The current iteration is intended to be based upon insights gained from the previous round of objections.

A new postal reform law from Congress could force the Commission to withdraw the proposal and retreat to a more modest schedule of increases.

*Tonda Rush is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at [tonda@nna.org](mailto:tonda@nna.org).*

## Art Bossard, Lincoln Journal-Star composing room steward, dies at 90



Art Bossard, of Lincoln, died February 27, 2020 at Tabitha Journey House at the age of 90.

Born in Norfolk, after high school and Norfolk Community College, he worked at the Norfolk Daily News for two years, beginning an apprenticeship as a linotype operator. Art and his wife, Ruth, moved to Lincoln where he worked at the Lincoln Journal-Star and became composing room shop steward serving as a union leader.

Art is survived by three sons, Michael and his family of Lincoln; Patrick and his family of Beverly Hills, FL; and Brian and his family of Lincoln, NE.

Funeral services were held March 3 at Butherus, Maser & Love Funeral Home in Lincoln. Memorials are designated for two needy Venezuelan families. Make checks payable to Mike Bossard. Condolences may be left at [www.bmlfh.com](http://www.bmlfh.com).

## Longtime photographer, George Jones, dies at 73

George Jones died March 2, 2020, in Omaha. He was a longtime photographer for the U.S. Air Force, the Omaha Sun Newspaper and WOWT.

Survived by his wife Sandy, daughter Tamara and three grandchildren. Graveside services were held March 6 at Calvary Cemetery. Heafey-Hoffmann-Dworak-Cutter was in charge of arrangements, [www.heafeyheafey.com](http://www.heafeyheafey.com).

## Native American journalist, activist Charles "Chuck" Trimble dies

Charles "Chuck" Trimble, a former leader of the National Congress of American Indians and founder of the American Indian Press Association, died March 2, 2020 in Omaha at the age of 84.



Trimble, a Oglala Lakota journalist and activist was born on the Pine Ridge Reservation in South Dakota and attended boarding school on the reservation. He used a tribal loan to attend the University of South Dakota, where he graduated with a degree in journalism/advertising. After serving in the U.S. Army, he used the G.I. Bill to get a master's in journalism from the University of Colorado, editing a newspaper called Indian Times while in graduate school.

Trimble founded the American Indian Press Association in the 1970s, which operated a news service for tribal newspapers across the U.S., and served as executive director of the National Congress of American Indians, an organization established to protect tribes' sovereign rights. Trimble was a mentor for dozens of Native Americans and Native organizations.

In 1998, he received the Pioneer Award from the Nebraskaland Foundation, and in 2013 was inducted into the South Dakota Hall of Fame. He was a friend of John Neihardt, author of "Black Elk Speaks," a book about an Oglala holy man, and for a time served as director of the Neihardt State Historic Site in Bancroft, NE. Trimble received many honorary degrees, including ones from Creighton University and Wayne State College.

He is survived by his wife, Anne, of Omaha, and his daughter, Kaiti Fenz-Trimble of Denver. Funeral services were held March 6 at St. John Catholic Church on the Creighton University campus.

"When you turn an election into a three-ring circus, there's always a chance that the dancing bear will win."

- Nancy Isenberg

# Classified Advertising Exchange

March 9, 2020

**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 Media Group 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 for its newspaper group in Seward, just northwest of Lincoln. If your sights have always been set on reporting for a big daily, give us another look. This news team may produce five weekly newspapers, but the steady stream of story material means we're never bored. At Enterprise Media, 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 Group Editorial Director Leeanna Ellis with your resume and a link to your portfolio or several published clips attached as PDFs at [editor@enterprisepub.com](mailto:editor@enterprisepub.com). No calls, please. EOE.

**NEWS EDITOR:** The Ashland Gazette has an opening for a news editor. The position would cover general assignment news and feature stories, news and sports photography. Skills: 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 required. A valid driver's license and working vehicle required. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Apply online at [www.wahoo-ashland-waverly.com](http://www.wahoo-ashland-waverly.com) through "Join Our Team" link at the bottom of the page, or at [www.bhmginc.com](http://www.bhmginc.com), click on "Careers."

**NEWS EDITOR:** The News/Waverly has an opening for a news editor. The position would cover general assignment news, feature and sports stories, news and sports photography. Skills: 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 required. A valid driver's license and working vehicle required. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Apply online at [www.wahoo-ashland-waverly.com](http://www.wahoo-ashland-waverly.com) through "Join Our Team" link at the bottom of the page, or at [www.bhmginc.com](http://www.bhmginc.com), click on "Careers."

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsonline.com](mailto:jim@albionnewsonline.com).

**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](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; NPA Convention Agenda & Registration Form; Nebraska Journalism Hall of Fame guidelines & nomination form.

**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](mailto:nebpress@nebpress.com).



# 2020 NPA Annual Convention Agenda

April 17-18, 2020 - Cornhusker Marriott Hotel

333 So. 13th St., Lincoln, NE 68508

**ONE**press

**(AGENDA SUBJECT TO CHANGE)**

## **FRIDAY, APRIL 17**

**8:00 a.m.**

**Registration Desk Opens**

Location: ATRIUM AREA

**9:00 - 10:00 a.m.**

**Daily Publishers Meeting**

**10:15-11:15 a.m.**

**Blueprint Nebraska: Growing the Good Life - Project Update**

*Jim Smith, Exec. Dir., Blueprint Nebraska*  
Started in April 2018, Blueprint Nebraska is a long-term, strategic economic development plan aimed at boosting the prosperity of all Nebraska's communities & residents.

**11:30a.m. - 12:30p.m.**

**Networking Lunch & "Meet the Vendors"**

Casual lunch - meet, catch up with fellow newspaper colleagues  
*A big hit last year, we're bringing this casual lunch back!*

Location: BALLROOM

**1:00 - 2:00 p.m.**

**Adobe: InDesign Secrets**

*Russell Viers, Certified Adobe Instructor*  
With each release of InDesign there are new tools to speed production & improve quality, but even with older InDesign versions there are tips & tricks to help us do our jobs better, if we only knew they existed & how to use them.

**1:00 - 2:00 p.m.**

**How to Maintain a High Valuation of Your Media Business**

*Julie Bergman, Newspaper Division for Grimes, McGovern & Associates*  
Valuing a media business has become more & more complex. This session will look at the basic factors most buyers start with when analyzing a media company & examine ways in which owners can make adjustments today to make their company more profitable while positioning it for an exit strategy down the road.

**2:15 - 3:15 p.m.**

**Legal Hotline Q&A Session**

*Shawn Renner, Cline Williams law firm*  
This always-popular session includes topics from the NPA Legal Hotline.

**2:15 - 3:15 p.m.**

**PANEL DISCUSSION**

**Disaster Planning for Your Newspaper**

Hear firsthand from Nebraska newspapers who have experienced flooding, fires or storm damage at their newspaper, or covered natural disasters in their communities. UNL J-School students will share what they learned while helping report on the 2019 Nebraska floods.

**3:30-4:00 p.m.**

**NPA Annual Business Meeting**

*NNA report - NNA President, Matt Adelman*

**4:00-4:30 p.m.**

**NPAS/OnePress Annual Business Meeting**

*(Back-to-back meetings)*

**5:30-6:30 p.m.**

**Social Hour-Cash Bar**

Location: ATRIUM AREA

**6:30 p.m. - BANQUET**

**Omaha World-Herald**

**Community Service & Service to**

**Agriculture Awards; and**

**"A TOAST TO ALLEN BEERMANN"**

*Honor Allen as he retires after 25 years as NPA's Executive Director!*

Location: BALLROOM

## **SATURDAY, APRIL 18**

**7:00 a.m.**

**Registration Desk Opens**

Location: ATRIUM AREA

**8:00 - 9:00 a.m.**

**GREAT IDEA EXCHANGE**

*Moderator: NNA President, Matt Adelman*  
Bring & share ideas on ways to generate new revenue, increase subscriptions, engage readers & more.

*(Complimentary coffee, but no breakfast at Great Idea Exchange)*

**9:10 - 10:10 a.m.**

**Intro of Digital Advertising**

*James Bissell, PhDesigned (digital ad agency) & ADucation*

Understand how digital works with other forms of advertising; a walk-through of Google Analytics; online marketing & more.

**9:10 - 10:10 a.m.**

**Preparing Graphics for Web & Print**

*Russell Viers, Certified Adobe Instructor*

Learn the difference between print & web graphics, how to NOT duplicate your work & more.

**9:10-10:10 a.m.**

**Photography 101**

*Nathan Arneal, Publisher, North Bend Eagle*

The basics aimed at photography, novices. Tips on how to create appealing news/sports images & how to adjust camera settings - bring your camera!

**10:25 - 11:20 a.m.**

**Facebook & Instagram Advertising**

*James Bissell, PhDesigned (digital ad agency) & ADucation*

Overview of advertising options on Facebook & Instagram, with a walk-through of the social media platforms, targeting options & advertising examples.

**10:25 - 11:20 a.m.**

**Newswriting 101**

*Nathan Arneal, Publisher, North Bend Eagle*

The basics of newswriting & how to make your writing easier to read and appealing to your readers. Topics will include attribution, quotes, AP style & more.

**(agenda continued on PG. 2)**



# 2020 NPA Annual Convention Agenda, April 17-18, 2020

**(AGENDA SUBJECT TO CHANGE)**

*(agenda continued)*

**10:25 - 11:20 a.m.**

**Adobe: InDesign Secrets  
(repeat of Friday session)**

*Russell Viers, Certified Adobe Instructor*

With each release of InDesign there are new tools to speed production & improve quality, but even with older InDesign versions there are tips & tricks to help us do our jobs better, if we only knew they existed & how to use them.

**11:30 a.m. - 1:00 p.m.**

**AWARDS LUNCHEON**

Awards presented for Outstanding Young Nebraska Journalist & Golden Pica Pole; recognition of NPA Foundation scholarship recipients  
Location: BALLROOM

**1:15-2:15 p.m.**

**Digital Advertising Review**

*James Bissell, PhDesigned (digital ad agency) & ADucation*

Overview of online advertising options like display, video, email and social media sites like Instagram, Twitter & YouTube, with a walk through of each platform; learn key terms, targeting options & more.

**1:15-2:15 p.m.**

**Sort, Organize & Process Your Photos with Adobe's Bridge & Photoshop**

*Russell Viers, Certified Adobe Instructor*

Learn how to use Adobe's Bridge & Photoshop together properly to cut your photo production time dramatically, improve quality & leave your photos in a format that is flexible for changing later.

**1:15-2:15 p.m.**

**Postal Q & A Session**

*Brad Hill, CEO, Interlink*

Brad will discuss changes, updates & solutions involving the U.S. Postal Service. Bring your postal questions!

**2:30-3:30 p.m.**

**GENERAL SESSION**

**"The State of Youth Culture"**

*Clint! Runge, Managing Director, Archival (creative agency)*

**-- Generations change. Tastes**

**change. Young adults developed their**

**habits, preferences and opinions in a different world than most of us did.** Trying to understand it all can be

overwhelming if brands, politicians, institutions and parents place their generational expectations on the one growing up today.

**-- In this keynote presentation,**

**Clint! will outline the value systems,**

**behaviors and driving beliefs**

**that other generations can use to**

**be more relevant.** Whether its a

company realigning its marketing, an

organization futureproofing its

mission or a grandparent figuring

out their grandson, this hour will

prove invaluable to creating new

conversation.

**-- Topics include deep dives into**

**identity, world view, consumerism,**

**adulting, sports, creativity,**

**entertainment, technology and loyalty**

**with a bent towards understanding on**

**the why behind the trend.**

**3:45 - 4:45 p.m.**

**FLASH SESSIONS**

*(HAVE A TOPIC IDEA? Email it to [nebpress@nebpress.com](mailto:nebpress@nebpress.com))*

**5:30-6:30 p.m.**

Social Hour - Cash Bar

Location: ATRIUM AREA

**6:30 p.m.**

**BETTER NEWSPAPER CONTEST**

**AWARDS BANQUET**

Better Newspaper Contest winners

announced; Photography, Advertising

& Editorial of the Year Awards; Daily

Publisher & Sweepstakes Awards;

installation of new NPA/OnePress officers

& board members. Raffle prizes drawing,

workshop attendance drawing.

Location: BALLROOM

**Plan to attend the NPA Foundation fundraiser\* on Thursday evening, April 16.**

## *Speedway Motors Museum of American Speed*

Regardless of whether you are a gearhead, a collector, or a casual observer, the Museum of American Speed will not disappoint!

Three levels, 150,000 sq. ft. of space includes hundreds of historic and significant racing cars, show cars, classic cars, hot rods, street rods & many one-of-a-kinds. The world's largest collection of pedal cars (over 500) and other racing memorabilia.

**DATE: Thurs, April 16**

**TIME: 5:30-7:30 p.m.**

**COST: \$45 p/person**

*The museum is located less than 2 miles from downtown Lincoln, on West "O" Street.*

**SIGN-UP FLYER & MORE  
DETAILS COMING SOON.**

*\*monies raised go toward NPA Foundation scholarships & internship scholarships for journalism students attending Nebraska colleges & universities.*



**Nebraska Press Association with Sponsorship from OnePress**  
Annual Convention, April 17-18, 2020 - Cornhusker Marriott Hotel, Lincoln, NE



**Newspaper Name:** \_\_\_\_\_

**REGISTRATION INSTRUCTIONS**  
Please read carefully!

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased. Affiliate and Associate Members (and their spouses) must pay registration fee before meals are purchased.

2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT today. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.

3. Administrative Processing Fee of \$5.00 charged if you cancel reservations or meal tickets **prior to April 8.**

**4. Registration and meal deadline is April 8. A \$10.00 late fee will be added to registrations received after April 8. NO cancellations or refunds after April 8.**

5. If you are attending workshops, you must submit this registration form & registration fee even if you do not plan to attend any meal functions.

6. Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days.

| NAME<br>(Please print/type)<br>Indicate your meal selections<br>NO SHOWS WILL BE CHARGED! | First-time convention attendee, or haven't attended in awhile? | Convention Registration |      | *Friday Lunch                         | *Friday Banquet | *Saturday Lunch | *Saturday Banquet      | Total all columns across for each registrant.<br><u>Each registrant must pay a registration fee.</u> |
|---|--|-------------------------|------|---------------------------------------|-----------------|-----------------|------------------------|--|
|   |  | Fri.                    | Sat. | Cornhusker OR Berry Salad (Box Lunch) | Sirloin Steak   | Turkey BLT Wrap | Grilled Pork Loin Chop |  |
| <b>REGISTRATION DEADLINE IS WEDNESDAY, APRIL 8</b>  | "X" BOX BELOW  |                         |      | Indicate Your Entree Selection Below  |                 |                 |                        |  |
| 1)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 2)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 3)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 4)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 5)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 6)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 7)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 8)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |
| 9)  |  | \$10                    | \$10 | \$16<br>Cornhusker OR Berry _____     | \$30            | \$20            | \$26                   |  |

You may charge your NPA convention registration if your total is over **\$200.00**

VISA \_\_\_\_\_ Mastercard \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Print Name as it appears on card: \_\_\_\_\_

**Total:**

**\*SEE SEPARATE PAGE FOR MEAL ENTREE DESCRIPTIONS**

**Please return this registration form and check to:**

**Nebraska Press Association**

**845 "S" Street, Lincoln, NE 68508**



**Nebraska Press Association**  
**Annual Convention – Friday-Saturday, April 17-18, 2020**  
**Cornhusker Marriott, Lincoln, NE**

**Entrée descriptions:**

***Friday, April 17 - CASUAL BOXED LUNCH***

*Select one (1) salad choice on your registration form:*

*Cornhusker Salad – Mixed greens, oven roasted turkey, peppered bacon, diced tomato, onion, cucumber, avocado, toasted almonds, garlic herb vinaigrette*

**OR**

*Berry Salad – Mixed greens topped with dried cranberries and cherries, candied pecans and walnuts, Maytag blue cheese and tarragon dressing*

*Boxed lunch includes assorted bread and chef's choice dessert; bottled water/soft drink*

***Friday, April 17 – BANQUET***

*Sirloin Steak – 7 oz. baseball cut, confit potato, seasonal vegetables, wild mushroom and madeira pan sauce*

*Meal includes iceberg salad, rolls/butter, dessert (chocolate fudge espresso cake), iced tea/coffee/water*

***Saturday, April 18 – AWARDS LUNCHEON***

*Turkey BLT Wrap – Oven roasted turkey, peppered bacon, tomato, avocado, arugula, garlic herb mayo in a spinach tortilla*

*Lunch includes chips, pasta salad, cookies, iced tea/coffee/water*

***Saturday, April 18 – BANQUET***

*Grilled Pork Loin Chop - Grilled center-cut pork loin chop with Cajun mustard cream sauce, served with glazed carrots and apple cornbread*

*Dinner includes iceberg salad, rolls/butter, dessert (strawberry white chocolate carouse), iced tea/coffee/water*



# Nebraska Journalism Hall of Fame

Deadline for nominations is March 16, 2020.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor. **Here are the rules:**

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

### **Other considerations of importance:**

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and

one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous inductees include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Ted M. Gill, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Les Mann, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Joe Starita, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2020

**Send nominations to:**  
**Susan Watson, Nebraska Press**  
**Association, 845 "S" St., Lincoln,**  
**NE 68508**

**Nominations must be received by March 16, 2020.**  
*(Hall of Fame inductees will be announced in early May,  
and honored at a banquet in October in Lincoln, NE.)*