

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

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Submit your photo to be featured on NPA's recently redesigned website!

If you would like to feature your newspaper staff on the homepage of NPA's website, www.nebpress.com, please email your photo - **at least 2,000 pixels wide** - to Violet Spader, vs@nebpress.com.



Include names of your staff that are in the photo (optional) if you want them included. We'll be updating and adding photos to the homepage, so be sure visit the site often to see some familiar faces!

NPA to host virtual 'Meet & Greets'

The pandemic has prevented NPA members from meeting in person, but thanks to technology, we can adapt!



NPA staff will be hosting a virtual meet and greet via Zoom regularly to give members a chance to converse and connect. The meet and greets will include NPA staff and a small group of newspaper members.

Typically, they will be held twice per month on Friday from 10-10:30 am central time.

NPA will be randomly inviting members to attend; however, if a certain date would work best for you and your staff to attend, please contact Violet Spader, vs@nebpress.com.



Facebook group invite

We've created a Facebook group for NPA members - all staff is invited - to create another opportunity for conversation and collaboration.

If you have a Facebook account, search for "Nebraska Press Association" in Groups and request to be added.

FIVE TYPES OF MISINFORMATION

SATIRE

Uses humor or exaggeration to critique or mock a person, organization or policy — but is sometimes mistaken for genuine information.

FALSE CONTEXT

Takes an image, a quote or other piece of content and puts it into a new, false context to change its meaning.

IMPOSTER CONTENT

Falsely uses a well-known name, brand or logo to fool people into believing that it is authentic content.

FABRICATED CONTENT

Is entirely made up and is designed to deceive you into thinking that it's real.

MANIPULATED CONTENT

Makes changes in original material in an effort to deceive (for example, a photo or video that has been doctored — had something added, deleted or otherwise changed — using editing tools).



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Call for nominations: 2021 Nebraska Press Association Awards

Outstanding Young Nebraska Journalist Award

The Outstanding Young Nebraska Journalist Award was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award – administered by the NPA and Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent.

- **One winner and one runner-up from all Nebraska weekly and daily entries will be recognized.** Winner receives a plaque and a \$500 cash stipend. Runner Up receives a plaque.
- Competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.
- Nominees must be under the age of 30, as of December 31 of each competition year. *Past winners are not eligible to enter again.*
- Judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.
- **Deadline to submit Outstanding Young Journalist nominations is (received by) April 23, 2021.**
- The Young Journalist Awards will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

Golden Pica Pole Award

If you know someone who has worked in the Nebraska newspaper business for 50 years or more, they are eligible to receive the Golden Pica Pole Award.

- **Deadline to submit Golden Pica Pole nominations is (received by) April 23, 2021.**
- **Pica Pole Awards will be** will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

Leadership Nebraska (Harpst) Award

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts.

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this is consistent with leadership programs that are active in many Nebraska communities, and is a further incentive for our newspapers to promote and develop future leaders.

- **Deadline to submit Leadership Nebraska nominations is (received by) April 23, 2021.**
- Leadership Nebraska Award will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

Mail or email all awards nominations to: Attn: Susan Watson, NPA, 845 'S' St., Lincoln, NE 68508; email: nebpress@nebpress.com.

Awards nomination guidelines & details attached to the Bulletin.

CALL FOR ENTRIES:

Omaha World-Herald Community Service & Service to Agriculture Awards

- One winner may be selected in each of the five circulation categories.
- **Entries must be received (at NPA office) by April 23, 2021.**
- Winners will be announced as part of the BNC & Awards online video presentation in early June (date TBA).

Contest guidelines & details attached to the Bulletin.

NOTE: No NE Journalism Hall of Fame or Master Editor-Publisher awards for 2021

These two awards are NPA's highest honors, and are celebrated in-person where the award recipient's families, friends and colleagues can attend.

Due to many unknowns relating to COVID restrictions, no in-person NPA events are planned for 2021 at this time.

Nebraska Press Women's Virtual Spring Conference is Sat., May 1

Nebraska Press Association members are invited to participate in the 2021 Nebraska Press Women Spring Conference, which will be a virtual event starting at 10 a.m. May 1. It will feature a photography workshop and recognition of winners in the NPW professional and high school communications contests.



The workshop presenter will be Scott Umstattd, a travel and documentary photographer with more than 30 years of experience shooting photos around the globe. In addition to continuing his own photography endeavors, he is a presenter at photography workshops and is the author of "Fighting the Evils of Darkness: A Low Light Photography Survival Guide," which will be his focus for the May 1 NPW workshop.

Umstattd has written hundreds of articles on his photography blog at picture-power.com, Superpower Digital Photography Tips. Find his personal, online portfolio at Scott Umstattd Photography on Facebook or at <https://scott-pix.smugmug.com/>. He will talk about some of the images from this site during his presentation, and hopes conference participants will have questions to ask.

He and his wife, Faith, an award-winning documentary producer, both previously worked at Habitat for Humanity International with NPW members Jill Claflin of Cozad and Sue Fitzgerald of Americus, Ga. The Umstattds have lived and worked for the past several years in San Miguel de Allende, Guanajuato, Mexico.

To register for the virtual conference, email Jill at jillclaflin@yahoo.com by noon Thursday, April 29. Use "NPW Registration" for the subject, and include your name, email and phone number. Jill will email you the information needed to join the Zoom meeting.

Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

Max Kautsch,
Attorney at Law
Phone 785-840-0077
Fax 785-842-3039
maxk@kautschlaw.com
kautschlaw.com



Max Kautsch

785-840-0077

UNO's Andy Award for International Reporting now accepting applications

Named in honor of former Omaha World-Herald Publisher Harold W. Andersen, the Andy Award recognizes the best international reporting by Nebraska-based news organizations. The Andy Award is a grant program to encourage and fund international reporting projects. A total of \$1,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

This award is open to Nebraska-based print, broadcast, and electronic news outlets, and a news outlet may submit multiple applications. Freelance reporters may also apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.

The deadline for applications is April 15, 2021. Winners will be announced April 30, 2021.

For more details and to apply, please visit the UNO website: <https://www.unomaha.edu/international-studies-and-programs/engagement/andy-award.php>

Questions? Contact: Emily Krueger, Asst. Director of Global Learning; 402-554-5933, ekrueger@unomaha.edu.

****Free 2021 Online Media Campus webinars for NPA members, thanks to a grant from the NPA Foundation**

- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- **You still need to register for their live webinars, and you must include 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**
- This is a great member benefit, since OMC webinars are priced at \$35.00 per person (\$45.00 per person if you register after deadline).

Go to www.onlinemediacampus.com to see upcoming live (and archived) webinars.

Will online sales spell the end of community?

By Peter W. Wagner, March, 2021

There's a small women's clothing boutique in our town whose owner claims to have 2,400 Facebook followers. It's a claim that begs the question, how does a small-town boutique attract almost 25 hundred followers?



In larger markets most of the specialty stores have professional agencies regularly updating the information on their Site. Those web advertising professionals attract followers by offering "dollar off" coupons, special drawings and creative contests to those who becomes a "friend."

But the owner of a one-person shop, already overloaded with buying and -person shop, already overloaded with buying and checking in merchandise, arranging in-store displays and waiting on customers, has little time to refresh or promote just one site, let alone all the emerging digital offerings. So, were the names purchased from some listing service, provided by one or more suppliers, swapped around in some buyer's group or are they really potential customers?

Selling and buying online has truly become a permanent part of our culture. But what will that trend mean for our communities and more, especially for our community papers? What if, after we're finally free of COVID, the buying public continues to buy everything from groceries to furniture online? There will be little to hold a community together. And probably no community paper.

It isn't easy to shop online. I try to buy everything close to home to boost the local economy. Still, there are things I just can't get in Sheldon. Over a year ago I contacted a luggage manufacturer seeking a replacement for the fabric divider in a small carry-on. Seven e-mail and six telephone calls later, I finally received my order this month.

More recently I went looking for some travel coffee cups like the one I'd bought years ago while touring a distant state. Mine had finally worn out.

I was able to connect with the manufacturers who directed me to a nearby dealer. After a number of e-mail and telephone exchanges the dealer sold me four cups, all the same color, because that was the minimum order. I was expected, of course, to pay in advance and shared my credit card information. Two days later the salesperson called back to say the cups I wanted were no longer available. I canceled the order and am hoping for a credit on my next bill.

How will the residents of your community react if online shopping leaves them with no place to buy much more than a carton of milk and a loaf of bread?

A community exists most of all because there is conversation and interaction among the people who live there. Before COVID many of those conversations took place in the grocery store and local dime store as individuals met in the aisles. When local retail declines the entire community declines with it. And so does the community paper.

Local newspapers face a bigger battle than just the salvation of their publication. The entire future of the town depends on the efforts of the newspaper to educate the community on the dangers of digital shopping and the need to "Shop Local."

If hometown families want to have easy, immediate access, acceptable selection and true value right in their community they are going to have to shop as much as possible in their hometown.

And if local merchants are going to stay in business they need to be educated and sold on how the newspaper brings consensus and buyer commitment to the community. We must draw a line and make our voice heard regarding the power and value of newspaper advertising.

In your hometown, for example, your printed newspaper is the most credible of all media. That trust the reader has in your publication is believed by the reader to be true of all that is advertised or promoted within its pages. That can't be said of most commercial or independent digital sites.

Newspapers provide a wide variety of local news, information and weekly-to-the-door delivery that guarantees wide, consistent, in-depth readership.

Newspapers enjoy a longer attention span than any digital website, Facebook or other digital program.

Newspapers drive local residents to local business and services. Newspaper advertising creates "top of the mind" awareness and measurable results.

But most important, newspapers are the glue that hold a community together, creating a positive vision for the future. Without a newspaper a community will often shrivel and die. Without a thriving business district, newspapers also tend to shrivel and die.

Peter W. Wagner is publisher of the award winning N'West Iowa REVIEW and 12 additional publications. He is often called "The Idea Man" and is a regular presenter at state press association and publishing group conventions and seminars. You can contact him regarding his programs "100 Ideas for Fun and Profit" or "Selling Print Advertising the Wagner Way" by emailing puw@iowainformation.com.

Classified Advertising Exchange

April 12, 2021

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 west of Lincoln. If your sights have always been set on reporting for a big daily, give us another look. This news team produces five weekly newspapers with a steady stream of story material, which 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 Managing Editor Greg Forbes with your resume and a link to your portfolio or several published clips attached as PDFs at editor@sewardindependent.com. No calls, please. EOE.

SPORTS & NEWS WRITER: The Fairbury Journal-News is looking for a multi-talented individual to write sports and help with news coverage. Competitive wages, 401k, paid vacation, health insurance. Not much traveling, limited nights/weekends, no layout required. Call Timothy at (402) 729-6141 or email inquiries to timothy@fairburyjournalnews.com.

NEWSPAPERS FOR SALE: Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

NEWSPAPER FOR SALE: Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at dt2036st@gmail.com, or call 402-580-2136.

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.

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@albionnewsandonline.com.

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 402-762-5352, or reporter@voicenewsnebraska.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange. **2021 NPA Virtual Convention: Speakers, Session Topics, Registration.**

Awards guidelines for: Outstanding Young Nebraska Journalist; Golden Pica Pole; (Harpst) Leadership Nebraska; **Call for Entries:** Omaha World-Herald Awards guidelines.

Nebraska Open Meetings Act booklets available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

This current Open Meetings booklet (updated in 2020) is available for \$1.00 each (plus postage).

To purchase booklets, contact Susan Watson, nebpress@nebpress.com.

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. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.

The NPA convention is virtual this year - with two days of (Zoom) sessions, covering a variety of topics - something for everyone.

Meet the experts.

Learn from some of the industry's best and brightest.

Get inspired.

You'll get actionable ideas and solutions to implement at your newspaper - to boost revenue, improve news content and benefit your community.

Convention registration is \$25.00 per person - which includes attending as many sessions as you want.

• Pay by check or credit card (MC/VS)

(Mail check to NPA office or call NPA office & give credit card info over the phone.)

• Register online (link on page 3)

Can't join the live sessions? Register & pay now - NPA will send you a link after April 23 so you can watch the recorded sessions on your schedule!

NPA 2021 Annual Convention

HINDSIGHT
2020
SOSO

April 22-23 • Virtual



Thursday, April 22 Sessions:

"The State of Youth Culture" - Clint! Runge, Managing Director, Archival - Thurs., 9:00 a.m. CT

Newspapers can grow readership and total audience by being more relevant to younger generations. How do we do that? It starts with understanding the value systems, behaviors and driving beliefs of young people. This session will prove invaluable to newspapers wanting to reach the younger audience. Clint! will show us how to create a new conversation and implement marketing strategies with a focus on the young people in our communities. Archival is a youth culture agency based in Lincoln, NE, that reinvents how brands win the hearts and minds of young adults. Clint! and team light the fires for clients such as Red Bull, Adidas, Hollister and Spotify by going against the grain of traditional marketing to build brand love, loyalty and sales with teens to twenty-somethings.



Revenue & Readership Ideas for Newspapers - Jay Dickerson, Advertising Manager, Galena (IL) Gazette - Thurs., 10:00 a.m. CT

How does one of the best small, Midwest weekly newspapers continue to grow readership and revenue? In this session you'll learn the answers from Jay Dickerson, advertising manager for the Galena Gazette, located in northwest Illinois. From ROP promotions, campaigns, special sections, events and digital products, this 3,000 circulation weekly does it all to remain a consistent award-winner at the state and national level. Jay's column, "On the Record," runs regularly in NNA's Publisher's Auxiliary. Revenue ideas along with tips for successful selling makes this a session you won't want to miss!



More Thursday, April 22 Sessions:



Russell Viers - Adobe Certified Instructor, Trainer, Consultant

Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. A professional Adobe trainer since 1997, he travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files.

***Russell's sessions
are always
requested by our
members!***

Russell will lead two Thursday sessions:

- **Alternatives to the Adobe Creative Cloud - Thurs., 11:00 a.m. CT** - Affinity Design discussion & what newspapers should do when considering switching from the Cloud; cost-saving options by staying with Adobe.
- **Putting Your Newspaper Out Faster Using PhotoShop & InDesign - Thurs., 1:30 p.m. CT**

FLASH SESSIONS, Thurs., 11:00 a.m. CT - Three separate newspaper-related topics will be covered in this one 60-minute session:



- **Postal issues, updates, challenges that affect newspapers** - Matt Paxton is the NNA postal chair and a member of the Mailers Technical Advisory Committee for NNA. His column, "Postal Tips," runs regularly in Publisher's Auxiliary. He is the owner/publisher of The News-Gazette in Lexington, VA. He is a past president of NNA.



- **OnePress Network Advertising Overview** - Need a tried and true idea to generate revenue for your newspaper? Violet Spader, OnePress sales and marketing director, will share information about the network advertising options provided by OnePress: 2x2/2x4 display, online/digital and classified networks. This is a great refresher for seasoned sales reps and a helpful introduction to the networks for newer sales staff.



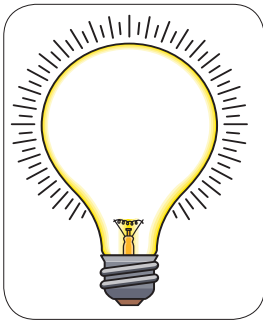
- **Nebraska News Service** - Jill Martin, UNL College of Journalism professor/coordinator of NE News Service, along with one or two of her student reporters will review the state news and sports wire service provided by the University of Nebraska-Lincoln College of Journalism and Mass Communications. **This is a free service to NPA newspapers**, with student journalists providing articles and feature stories on Nebraska Legislature, the governor's office, state agencies, Husker sports and more.

To register for convention sessions, go to:
<https://forms.gle/FpqKttuFyvrdQ6Fk7>

Friday, April 22 Sessions:



Advertising & Marketing Data, Insights, Trends in Nebraska - Gordon Borrell, CEO of Borrell Associates - Fri., 9:00 a.m. CT - As the local media industry's leading analyst, Gordon is a sought-after speaker and will provide in-depth data and insights on local advertising and marketing expenditures, specific to Nebraska. With these latest insights into advertising trends in our state, it will assist NPA members in determining how to bolster advertising sales on both the print and digital sides of the business. We encourage you and your staff to take this opportunity to hear one of the industry's top consultants.



Great Idea Exchange - Get ideas, share ideas! - Fri., 10:00 a.m. CT

This always-popular session offers the chance to get good ideas that can help you generate revenue and help improve your products across several departments - advertising, digital, editorial, etc. Bring your ideas that have worked at your newspaper - to share and discuss - promotions, special sections or niche products that have generated revenue; ways to increase subscribers; tips on engaging your readers, and more. Moderating the session will be Terrie Baker, Publisher of the Grand Island Independent and Peggy Year, Co-Publisher of the Hartington Cedar Co. News.



Covering Natural Disasters/Pandemic Close to Home - Panel Discussion - Fri., 11:00 a.m. CT - Floods, storm damage, wildfires, COVID pandemic - they can impact an entire community, and in some cases prevent your paper from being published. Hear from the North Bend Eagle, the Kearney Hub & the Scottsbluff Star-Herald who've experienced some of these events first-hand. How did they communicate with their readers/community and share vital information - often with limited resources? What did they learn about having a plan in place when disaster strikes?

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OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

NEBRASKA PRESS ASSOCIATION



PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award -- administered by the Nebraska Press Association and the Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent. The award includes a plaque, \$500 cash stipend and recognition at the NPA's annual convention.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.

One winner and runner-up from all weekly and daily entries will be recognized each year.

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

Judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

NOMINATION GUIDELINES

1. The young journalist, or his or her editor or publisher, may submit entry nominations. The nominating newspaper, publisher or executives must be members of the Nebraska Press Association.
2. Nominees must submit six examples of their work product (published within the previous 2 years) along with a statement from their editor or publisher, as well as a statement from a person of the nominee's choice attesting to his or her qualifications.
3. Each entry must include a statement of no fewer than 150 words, written by the nominee, telling of his or her journalistic goals. This statement must be included with all other entry materials. The nominee must also submit a photo copy of their Nebraska driver's license.
4. All entries should be sent in a 9x12 envelope to the NPA office in Lincoln (address below). The envelope should be clearly labeled "Outstanding Young Nebraska Journalist Award."
5. If entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of nominees, may be used for education or instructional purposes by NPA/NPAS.
6. Winners will give permission to NPA to have their work published in the contest online or print publications produced for conventions or shown during any photo galleries, videos or presentations.
7. **The deadline for nomination submissions is April 23, 2021.**
8. Information, instructions, guidelines and inquiries will be available from the NPA/NPAS office located at 845 "S" St., Lincoln NE 68508. You can also contact them directly at 800-369-2850, or 402-476-2851. The email address is nebpress@nebpress.com. More information can be found at www.nebpress.com.

**Nomination submissions must be received
at the NPA office by April 23, 2021!**



Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)

Nomination Form



Name of nominee: _____ Phone: _____

Current Mailing address of nominee: _____

Number of years employed in newspaper business: _____

Locations Worked:

No. of Years:

| Locations Worked: | No. of Years: |
|-------------------|---------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Is the nominee presently employed? Yes _____ No _____

If yes, where presently employed? _____

Present job title: _____

Nomination submitted by: _____

Title: _____

Newspaper: _____

Date: _____

Return this form no later than April 23, 2021 to:



Nebraska Press Association
Attn: Susan Watson
845 "S" Street, Lincoln, NE 68508-1226
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942
e-mail: nebpress@nebpress.com



THE LEADERSHIP NEBRASKA AWARD

Nebraska Press Association



AWARD PROMOTES LEADERSHIP: With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

Deadline for submission of nominees must be received by the NPA office by April 23, 2021.

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes “that this award be given to the best newspaper coverage for future and present community leaders”.

AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- *photo essay
- *editorial or series of editorials
- *news articles
- *feature story or stories
- *promotional activities
- *reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels”.

NOMINATION GUIDELINES

- 1. Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
- 2. Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
- 3. No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
- 4. Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
- 5. Any Nebraska Press Association member can submit a nomination.**
- 6. Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
- 7. No entry fee shall be required.**

JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought “The Indianola Reporter” in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a “note and a prayer”! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

Submission of nominees must be received in the NPA office by April 23, 2021.



2021
Omaha World-Herald
Community Service
Award

Deadline:

Entries must be received (at NPA office) by April 23, 2021.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. Each class winner will receive an award.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Winners will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (date TBA).

2021
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Entries must be received (at NPA office) by April 23, 2021.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. Each class winner will receive an award.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Winners will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (date TBA).