

Bulletin

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

Calendar of Events

Events

March 18-20, 2015
NNA Leadership Summit
Washington, D.C.

April 17-18, 2015
Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

October 23, 2015
Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Meetings

February 6, 2015
NPA/NPAS Board Meeting
(by conference call)

Webinars

January 9, 2015
What's Next for Classifieds?
Making 2015 a growth year

January 15, 2015
Making Digital Editions Really
Work for Your Newspaper

January 29, 2015
Think Bigger than Native Advertising

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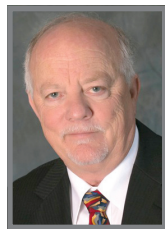
Web Site: <http://www.nebpress.com>

Rural mail will suffer with more mail plant closures

BY JOHN EDGECOMBE JR.

Publisher, The Nebraska Signal, Geneva, NE
And President, National Newspaper Association

A friend of mine from South Dakota noted that the U.S. Postal Service delivered a lump of coal to many small towns last Christmas when it proceeded to eliminate overnight mail in most of the nation in 2015. That was a good description. USPS will slow delivery



Edgcombe

officially by one day for First-Class and Periodicals mail. Many members of Congress have asked it to hold off. But USPS is plowing ahead.

It is time for lawmakers to consider how rural and small town mail is suffering.

The USPS plans to close more than 80 mail processing plants in 2015. Smaller plants will be consolidated into urban plants. It has already closed nearly 150 plants in the past three years and says service was not affected.

That is hard to believe, at least in small towns.

Longer road trips for most mail, traffic delays in urban areas to get sorted mail back to the local post offices, post office closings and shorter business hours have made claims of good service hard to trust. There is also the upheaval while workers lose their jobs or have to be retrained. Now, according to the nation's mail agency, cost-cutting means admitting service will be even slower, even in urban areas, by at least a day.

What the public announcements do not say is that when America's mail sneezes, rural mail gets pneumonia. Cutting a service day is a big sneeze even in the metro areas. But rural and

small town mail had already contracted the illness. Many subscribers who receive newspapers by mail have been disappointed by late deliveries. The scattered reports we may hear of delayed credit card payments and business invoices would be much louder if consumers felt there was any point in complaining.

Unfortunately for many—seniors without Internet capabilities, lower income residents, rural folks without good Internet service and people who just don't trust the Internet—the mail is a necessity.

The USPS inspector general last October chastised the agency for not fully analyzing the impact from its proposed plant closings and the Postal Service said it would do so—but only after its slower service standards go into effect. In other words, it will consider whether it can reach its goals after it has lowered them.

Even before the change, it has been hard to find out how well rural mail is delivered.

The Postal Service provides a public report to its regulator, the Postal Regulatory Commission, on how well it performs against its service standards. See Periodic Reports at www.prc.gov. USPS gathers information on speed of delivery from several sources, including its own digital scanning. The greatest volume of mail is in urban areas, so national statistics may look ok. But the law doesn't require USPS to report on how the rural mail is doing. That is something Congress should consider.

For a list of cities where changes in mail processing are scheduled in 2015 go to <https://ribbs.usps.gov/index.cfm>. Then open "2015 Network Consolidations."

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Subscribe to the Capitol View column, Paul Fell editorial cartoon

Join the other 65 newspapers in Nebraska that carry the weekly Capitol View column, written by J.L. Schmidt. And join the other 45 Nebraska newspapers that carry the weekly editorial cartoon by Nebraska native, Paul Fell.

PRICING: Capitol View is \$1.25 p/week for ONE NEWSPAPER; \$1.55 p/week for TWO NEWSPAPERS IN A CHAIN and \$2.15 p/week for THREE OR MORE NEWSPAPERS IN A CHAIN. The Paul Fell cartoon is \$3.00 p/week per newspaper. No discounts for multiple uses by newspapers in a chain. Each newspaper is charged for the use of the cartoon.

Advertise in the 2015 NPA Directory

Space reservation deadline: Fri., Jan. 9, 2015

Ad copy deadline: Fri., Jan. 16, 2015

Good work!

The following newspapers sold network ads. **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

Week of 12/29:

2x2

Cozad Tri-City Tribune — Lincey McDonald (paper made \$150.00)

Hickman Voice News — Linda Bryant (8 ads) (paper made \$1,250.00 plus \$28.50 out of state)

Hickman Voice News — Austin Roper (2 ads) (paper made \$325.00)

Lexington Clipper-Herald — Kathy Gundell (paper made \$162.50)

NCAN

Aurora News-Register — Kurt Johnson (2 ads) (paper made \$375.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Holdrege Citizen — Linda Boyll (paper made \$326.00)

Week of 1/5:

2x2

Hickman Voice News -- (4 ads) (paper made \$612.50 plus \$28.50 out of state)

Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

NCAN

Aurora News-Register — Kurt Johnson (2 ads) (paper made \$375.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Elkhorn Post-Gazette — Mike Overmann (paper made \$112.50)

Holdrege Citizen — Linda Boyll (NCAN Special Free Ad)

Kearney Hub — Becky Hilsabeck (2 ads) (paper made \$270.50)

Nebraska City News-Press — Erin Johnson (paper made \$112.50)

We periodically check newspapers to ensure that only those that subscribe to Capitol View and/or Paul Fell are using the column or cartoon. They are a charged item in the "New Items" folder and not a free service to members.

Contact Jenelle Plachy in the NPA office to begin subscribing to the weekly column and/or editorial cartoon.

It's contest time!

Entries must be postmarked no later than January 31, 2015.

Contact Carolyn Bowman with questions at cb@nebpress.com.

2015 NPA and NNA Dues

Some of the NPA & NNA 2015 dues statements were mailed out on 12/31/14. NPAS is processing the rate and data's as quickly as we can to get you a dues statement. If you have not received your 2015 dues statement, it should be on it's way shortly.

For those of you who have not turned in a 2015 rate and data, please do so ASAP. Part of your NPAS membership requirement is to furnish a current rate and data. Some newspapers have not turned in a rate and data for years.

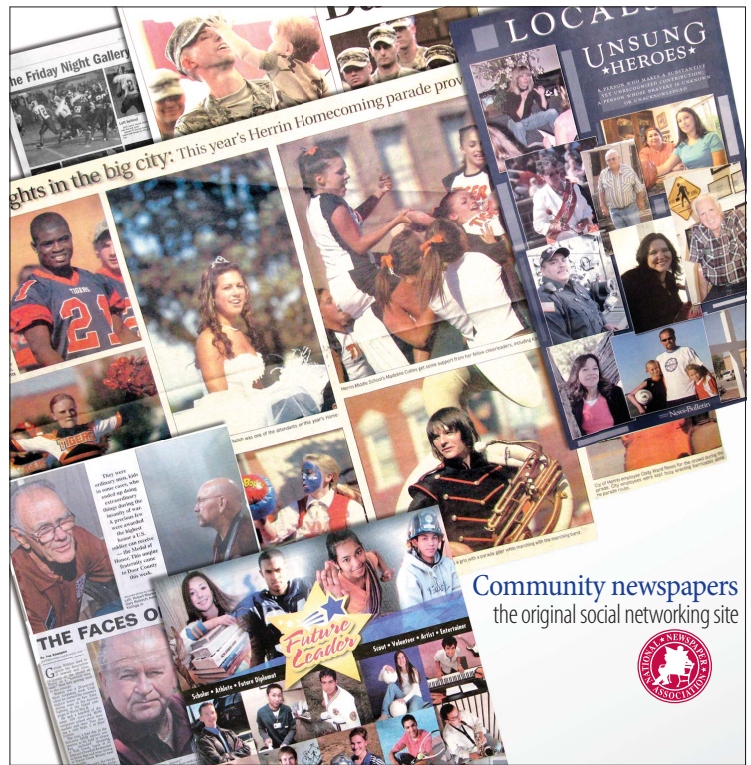
If you have any questions, please feel to contact Allen Beermann or Carolyn Bowman.

Nominations for NPA awards now being accepted through February 16

Nomination forms and details for these NPA awards are attached to this issue of the Bulletin:

**Journalism Hall of Fame
Master-Editor Publisher
Outstanding Young Nebraska Journalist
Leadership Nebraska (Harpst)
Golden Pica Pole**

The deadline to submit award nominations is
Monday, February 16, 2015!



“ Be at war with your vices, at peace with your neighbors, and let every new year find you a better man. ”
- Benjamin Franklin

2014-15 NPA Foundation scholarship applications now available

The NPA Foundation 2015-16 scholarship applications are now available for current college students and high school seniors. The Foundation will offer up to four total scholarships of \$2,000 each.

Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been sent to Nebraska high schools, colleges and universities. We also encourage newspapers to promote the scholarships in your paper(s) and have copies of the application form available at your front counter for students to pick up.

NEW THIS YEAR: print and online house ads that newspapers can run (optional) to promote the scholarships. Scholarship application forms (high school and college), along with promotional house ads, are available on the NPA website (go to SPECIAL SECTIONS in the MEMBER LOGIN area).

Please help us promote this excellent scholarship opportunity!

If you have questions, please contact the NPA office. Thank you for helping to make the Foundation scholarships a success.

Scholarship OPPORTUNITIES

\$2,000 Nebraska Press Association Foundation Scholarships

Selection based on:

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by February 20, 2015
For more information and application form, go to:
www.nebpress.com or call 402-476-2851/800-369-2850



New this year! Print and online house ads to help promote NPA Foundation scholarships.

YOUNG READERS

Just when you think the “experts” might be right



Kevin Slimp
The News Guru

kevin@kevinslimp.com

I really don't mean to get this worked up about things. Oh, sorry. I sometimes digress. Let me catch you up.

While taking a drive through the Smoky Mountains, about 45 minutes from my home, I stopped to fill up and check my messages before heading into Townsend, a small town known as the “Peaceful side of the Smokies.”

Checking my messages, I noticed an email from a professor at one of the larger universities in my home state of Tennessee. It was in response to a message I had sent out a day earlier, concerning a collegiate media summit being held in Nashville in February.

He wrote to let me know that he feared not many would attend the event because “there are a number of college papers like us who are Web-only, or almost, throughout the state.”

I understand that he was trying to be helpful. But really? When I got back to my office, I pulled up the websites for student newspapers at The University of Tennessee, ETSU and Memphis University. All are print publications.

I wrote back to mention that it was an interesting time to pull out of print. A report in Business Insider just two days earlier indicated that advertising in newspapers was up four percent in 2014, while television ad revenue was down four percent. I also noted that a recent study of Journalism and Mass Communications graduates found that “Writing, reporting and editing for print remains the dominant” activities for those in the workforce after graduation.

I went on to mention that Kevin Schwartz, as respected as anyone in the collegiate media world, has written that moving away from print is a mistake for college newspapers.

He wrote back, “while print advertising may be up, it's certainly not with our print product. But that's not the main issue. What's at stake is the kids in high school and college today, who do not



Stephanie reads the paper “every day,” to the chagrin of experts who say young people don't read printed news.

or rarely read a printed newspaper on a regular basis.”

I've written a lot recently about the survey of more than 600 newspaper executives I completed, with the help of friends, a few weeks ago. I didn't mention the survey to the professor. But I can't help but think about all those publishers who reported things are going well and they look to continue in a positive direction for decades to come.

Sorry. I'm digressing again. Back to the story.

It's at times like these that I always start to feel guilty. What if the professor is right? What if young people really don't read print anymore? Could I be wrong? Could the studies be wrong? After all, a lot of journalism professors I run into seem to think that print is dead. And so do most of the people I know who sell online services. Maybe they're all right. Maybe young people do not read news in print anymore.

It was about that time that I decided to pull over to grab a bite of lunch. I pulled into the parking lot of AJ's Hearth and Kettle Restaurant, just off 321 in Townsend, and made my way into the dining room.

I saw what must have been a hallucination. Because over in the right corner sat a young woman, reading a newspaper.

I introduced myself and told her about the conversation I'd just had with the college professor. I asked her age. She smiled and said, “23.”

When I told her what the professor said about young people no longer reading newspapers, she laughed and said, “That's just crazy. I read the newspaper every day.”

She told me her name was Stephanie and that she loved reading the newspaper. If I were 15 years younger, I would have dropped on one knee and proposed right there.

I asked if I could take her photo to use in my column and she smiled and said, “Sure.”

So what about the professor? Was he wrong or am I living in a fantasy world?

Or is Kevin Schwartz right? Are university newspapers cutting their noses to spite their faces? Are they giving up the basics learned in creating a printed newspaper for the sake of ease? Let's face it: It's a lot easier to create an online product than a printed product. Sure, it's next to impossible to cover expenses through advertising revenue. But if you're at a university that will fund an online product without the need to raise ad revenue, who can blame them?

Right now, as I write, three brand new newspapers are starting up in my hometown of Knoxville. Two of them are looking to young readers as a target market. This is in addition to the two papers already targeted to the college market. Apparently, I'm not the only one who thinks young people still read papers.

There I go, digressing again.

Find Kevin in early 2015 in these cities:

Louisville (KPA), Jan 22-23

Minneapolis (MNA), Jan 30

Nashville (TPA), Feb 5-6

Columbus (ONA), Feb 12

Edmonton (AWNA), Feb 13-14



Classified Advertising Exchange

Jan. 5, 2015

FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: bgsfarms80@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 2015 NPA Directory/Ratebook Advertising Reservation Form, 2015 NPA Awards Nominations Flyers, Thomas C. Sorensen Award 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 573-777-4980.**

Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2015 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 173 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
- Many other businesses across Nebraska

***If you'd like to advertise in the 2015 Directory, simply fill out
the attached reservation form, and email or fax to
Susan Watson, NPA, nebpress@nebpress.com,
or (fax) 402-476-2942 by JANUARY 9, 2015.***

***Please call Susan Watson at 402-476-2851,
or (NE) 800-369-2850 with questions,
or for additional information.***

2015 Newspaper Directory & Rate Book Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2015 Nebraska Newspaper Directory. Please reserve the following ad space:

- _____ Full Page, 3 col. (8-1/2") x 11", Back Cover, Full-Color, Bleed \$495.00
- _____ Full Page, 3 col. (7-1/2") x 10" Black & White \$370.00
- _____ Half Page, 3 col. (7-1/2") x 4-7/8" \$195.00
- _____ 1 col. (2-3/8") x 7-3/8" **OR** 3 col. (7-1/2") x 2-1/2" \$100.00
- _____ 1 col. (2-3/8") x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

_____ We will send **NEW AD COPY** no later than January 16, 2015.

_____ We will **REPEAT THE SAME COPY** as our 2014 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2015 Nebraska Newspaper Directory & Rate Book.

Signature _____ Date _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

_____ Please bill me.

_____ Payment Enclosed.

2015 Advertising Deadlines:
Space Reservation: January 9, 2015
Camera Ready (PDF) Copy: no later than January 16, 2015

This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").

Nominations for NPA awards accepted through February 16, 2015

NPA 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 has started, it has inducted 90 journalists.

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, to our state, and nation. Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities, state and/or 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.

Master Editor-Publisher Award

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

Golden Pica Pole Award

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

Outstanding Young Nebraska Journalist Award

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

Leadership Nebraska 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.”

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 Governor Heineman’s leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders.”

Deadline to submit nominations is February 16, 2015. Contact Susan Watson, nebpress@nebpress.com if you have questions. Forms also available online at www.nebpress.com. (On NPA website, log into MEMBER LOGIN and click on MEMBER NEWS.



Nebraska Newspaper Hall of Fame

Deadline for nominations is February 16, 2015.

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.

Some 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.

**Send nominations to: Susan Watson,
Nebraska Press Association
845 "S" St., Lincoln, NE 68508-1226**

Previous winners include: Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Cople, W.F. Cramb, Walter Christenson, J. Alan Cramer, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Edgar Howard, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, James E. Lawrence, Dick Lindberg, Jack Lowe, 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, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, 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, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Lester A. Walker, Kent Warneke, Lee Warneke, H. J. Wisner and Asa B. Wood.

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 has started, it has inducted over 90 journalists.

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.)

2015

Nominations must be received by February 16, 2015.



Nebraska Press Association
 Master Editor-Publisher Award
 Nomination Form

The Best of
THE BEST

 2015

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska Newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member.

The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

The selection shall be made, sometime after the New Year and at least a month prior to the annual state convention.

No committee member may be among the nominees. This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily.

The committee members will vote for the person they wish to receive the award based on this criteria:

- The nominee has worked hard and lived honorably;
- The nominee has thought soundly and influenced unselfishly;
- The nominee, through his or her newspaper connections, has been active in a variety of ways in his or her community or in the state or nation. This may or may not include being active in press association affairs;
- The nominee has been a practitioner of his or her craft in the production of a quality newspaper product.

Nominations will be retained for three years. After that an individual must be nominated again or dropped from consideration.

I nominate:

Nominated by:

(name)

(your name)

(newspaper)

(newspaper)

(address)

(address)

(city, state zip)

(city, state zip)

Please include a biography and any letters of recommendation along with this nomination form to supply information that will be helpful in deciding the award winner. Information should be as complete as possible.

Deadline for entries is February 16, 2015. The recipient will be announced at the Friday banquet at the NPA Annual Convention in April. Please complete and return this form to:

**Susan Watson
 Nebraska Press Association
 845 "S" St.
 Lincoln, NE 68508.**



OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

NEBRASKA PRESS ASSOCIATION



PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

AWARD CRITERIA

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska.

The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year).

The nominee is not eligible to apply the following year after winning first place in the competition.

A select panel of judges appointed by the Executive Director of NPA/NPAS will consider among other items, the nominee’s professionalism, creativity, comments or statements on goals, impact of their work on print journalism, the community or journalistic excellence.

NOMINATION GUIDELINES

1. The Young Nebraska Journalist candidate or his or her editor or publisher may submit entry nominations. The nominee newspapers, publishers or executives must be members of the Nebraska Press Association.
2. Entrant nominees must submit six examples of their work product within the past two years along with a statement from the editor or publisher, and a statement from a person of the nominee’s choice attesting to the nominee’s qualifications.
3. Each entry must include a statement of not less than 150 words written by the nominee telling of his or her journalistic goals and this statement must be included with all other entry materials. The nominee must also submit a photocopy of their Nebraska drivers license.
4. All entries should be sent to the NPA office at the Lincoln address noted below in a 9 X 12 envelope and labeled “Outstanding Young Nebraska Journalist Award.”
5. If certain entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of the nominees, may be used for education or instructional purposes by NPA/NPAS.
6. It is considered that the winning nominees give permission to NPA to have the samples or examples of their work published in contest newspapers that may be produced for conventions, or shown in any convention contest videos or presentations.
7. The deadline for contest entries by nominees will be on **February 16, 2015**.
8. Information, instructions, guidelines and inquiries will be available from the Nebraska Press Association/Nebraska Press Advertising Service office located at 845 “S” St., Lincoln, NE 68508. The office can be reached by calling 1-800-369-2850 or 402-476-2851, or by fax at 402-476-2942. The e-mail address is nebpress@nebpress.com. Information can be found and downloaded from the web site: www.nebpress.com

Deadline for nominations is February 16, 2015!



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.

The deadline for submission of nominees will be February 16, 2015.

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.

Deadline is February 16, 2015



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:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes _____ No _____

If yes, where presently employed? _____

Present job title: _____

Nomination submitted by: _____

Title: _____

Newspaper: _____

Date: _____

Return this form by February 16, 2015 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

**You Are Invited to Enter a Competition for the
2014 Thomas C. Sorensen Award
for
Distinguished Nebraska Journalism**

Thomas C. Sorensen was a former Nebraska journalist who left the state to pursue a career in government service. Sorensen graduated from the University of Nebraska-Lincoln with a degree in journalism and political science. He was assistant night editor at the *Lincoln State Journal* and later served as news director and commentator on KLMS radio in Lincoln. Sorensen served with the United States Information Agency. Later he was an investment adviser, first with The Advest Group, Inc., and then with The Capital Group Companies, Inc. Sorensen came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels.

Eligibility: Any story distributed through Nebraska's mass media, whether cablecast, telecast, published in a newspaper, a magazine or online or broadcast over the radio, from January 1, 2014, through December 31, 2014.

To Apply: For print entries: Submit one copy of the story with a letter of entry that provides background information and reasons for the story's assignment.

For video and audio entries: Submit a flash drive, DVD or URL for work published to YouTube, Vimeo or any other website with a letter of entry that provides background information and reasons for the story's assignment.

You may submit up to three entries. Non-English entries must be accompanied by an English script or overview.

There is no entry fee, and winners will receive cash awards.

Entries should be mailed to the following address or emailed to hbush2@unl.edu:

College of Journalism and Mass Communications
University of Nebraska-Lincoln
Attn: Haley Hamel
147 Andersen Hall
Lincoln, NE 68588-0443

Deadline: Entries must be received by January 15, 2015. The winner will be notified by February 1, 2015, and invited to attend an event to honor winners at the College of Journalism and Mass Communications.

For additional information contact: Haley Hamel, Special Projects Coordinator at hbush2@unl.edu or 402-472-3341.