

CONFIDENTIAL

Bulletin

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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 1-3, 2015

National Newspaper Association
(NNA) Convention & Trade Show
St. Charles, MO

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 15, 2015

Making Digital Editions Really
Work for Your Newspaper

January 29, 2015

Think Bigger than Native Advertising

February 12, 2015

The Art of Prospecting: Your Guide
to Getting in the Door

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NPA Awards nominations now being accepted through February 16!

Nomination forms and details are attached for these awards:

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

Deadline to submit nominations is Monday, February 16, 2015!

Greg Awtry, current publisher of York News-Times named new publisher of Scottsbluff Star-Herald

BH Media Group has appointed Greg Awtry as new publisher for the Scottsbluff Star-Herald. Alex Skovgaard, vice president of Midwest Group, BH Media made the announcement today. Jim Holland, current publisher of the Star-Herald, has accepted a new role with an Arkansas newspaper company.

"Greg has done a terrific job for us in York, with the news product of the News-Times, but also with his significant involvement and his management of a growing revenue stream there," Skovgaard said. "He is a great fit for the Star-Herald."

"It has been a great experience working at the Star-Herald and with the great community of Scottsbluff," Holland said. "I was happy to learn Greg Awtry would assume the publisher duties for the Star-Herald."

Awtry started as general manager of the York News-Times in 2004 and was named publisher in 2005. Awtry continually increased revenues during his tenure at the York News-Times. He will assume the publisher duties effective February 1.

NEHires.com update - good work!

These newspapers are now uploading help wanted ads to NEHires.com. This is a new jobs/career posting website being launched by NPA in an effort to help newspaper grow their employment advertising by offering more exposure, resulting in a better return on the customer's advertising investment with your newspaper. **To get signed up with NEHires.com, contact Rob or Violet at NPA: 1-800-369-2850.**

- Albion News
- Blue Hill Leader
- Fairbury Journal News
- Hartington Cedar Co. News
- Hebron Journal Register
- Mullen Hooker Co. Tribune
- North Bend Eagle
- Superior Express
- Tekamah Burt Co. Plaindealer

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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 1/12:

2x2

Beatrice Daily Sun — Amy Stokebrand (paper made \$162.50)

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Hickman Voice News — Linda Bryant (4 ads) (paper made \$625.00)

Kearney Hub — Lori Guthard (paper made \$325.00)
Nebraska City News-Press — Erin Johnson (paper made \$487.50)

Wayne Herald — Jan Stark (paper made \$487.50)

NCAN

Aurora News-Register — Kurt Johnson (2 ads) (NCAN Special Free Ads)

Bellevue Leader — Echo Bronk (paper made \$112.50 plus \$45.00 out of state)

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

Hickman Voice News — Linda Bryant (paper made \$112.50)

Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$284.50)

Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis. At this time, licenses are available for a two-week period.

Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week. Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

NPA has created recommended playlists including tutorials and courses on commonly-used newspaper software such as InDesign, Photoshop and Illustrator.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at sales@nebpress.com or call 1-800-369-2850.

Former co-editor of Weeping Water Republican dies at 91

Claire Beach died December 26, 2014, in Lincoln at the age of 91. Beach was co-editor of the Weeping Water Republican from the 1940's to the 1960's.

Survivors include his wife of 71 years, JoAnn; son, Lani; daughters Lauren and Barbara and their families.

Funeral services were January 5, at Lincoln Memorial Funeral Home, Lincoln, NE. Memorials to Boy Scouts of America. Condolences can be left at www.lincolnfh.com.

“

Boldly going where hundreds have gone
before' does not make headlines.

”

- Neil deGrasse Tyson

NPA Better Newspaper Contest

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

Questions? Contact Carolyn Bowman, cb@nebpress.com.

Help promote NPA Foundation

Scholarships!

The Nebraska Press Association Foundation will offer up to four total scholarships of \$2,000 each for 2015-16. 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, but we also encourage newspapers to help promote the scholarships in their papers.

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).

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

Successful collaborations are often in one of three categories but are not limited to these categories:

- Transformation of an idea into a market tested prototype;
- Development and deployment of a prototyped product or service into a substantial market test to prepare it for angel or venture investment or a full launch of the project;
- Scholarly research that leads to publication of new understandings about the practice of journalism.

There are three types of fellowships for 2015-2016: residential, non-residential and institutional.

Residential fellows spend eight months on the University of Missouri campus. Non-residential fellows explore their ideas from their home or office, with an occasional visit to campus. The institutional fellowship allows an individual to remain at their post at a news organization or other institution while developing an idea.

Each fellowship includes a stipend. Residential fellows receive an \$80,000 stipend and a \$10,000 one-time housing or relocation allowance.

Non-residential fellows receive a \$20,000 stipend, plus research and travel support. The institutional fellowship stipend – \$20,000 – is paid to the company or institution and can be used for salary relief or for another purpose to best ensure the success of the fellowship project.

Reynolds fellowships are open to U.S. citizens and foreign journalists.

The deadline to apply is February 1, 2015. For more information, or to apply, go to: <http://rjionline.org/fellowship>. Contact Roger Gafke at rjifellows2015@rjionline.org with questions.

About the Donald W. Reynolds Journalism Institute: The Donald W. Reynolds Journalism Institute works with citizens, journalists and researchers to strengthen democracy through better journalism. RJI seeks out the most exciting new ideas, tests them with real-world experiments, uses social science research to assess their effectiveness and delivers solutions that citizens and journalists can put to use in their own communities.

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



Reynolds Journalism Institute seeks innovative ideas and projects for 2015-2016 Reynolds Fellowships

The Donald W. Reynolds Journalism Institute invites proposals from people and institutions to collaborate with RJI on innovative ideas and projects to improve the practice or understanding of journalism. RJI is giving special consideration this year to ideas and projects focused on mobile engagement and monetization; however, RJI staff also invites submission of other ideas and projects that could strengthen democracy through better journalism.

- *Special consideration given to mobile engagement and monetization projects*

Have a Legal Question??

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

Call the Nebraska Press Association Legal Hotline.

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



Call for nominations for Marian Andersen Nebraska Women Journalists Hall of Fame

Nominations are being accepted through January 24, 2015, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities.

The general public is invited to submit nominations for the award. The women nominated may be living or deceased and may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2014 will be considered again in 2015, and it is not necessary to resubmit the nomination. Nominations will be judged on: contributions to the profession, achievements within the profession and service to her communities (local as well as state and/or regional/national).

A nomination form and guidelines are available at: <http://nebraskapresswomen.org/>. Final selection will be made by the NPW Board of Directors. The inductees will be honored at the 2015 Nebraska Press Women Spring Convention, April 25, in Lexington.

Past Hall of Fame Honorees:

2011 - Bess Furman Armstrong, Wilma Crumley, Lynne Grasz, Marj Marlette, Beverly Pollock, Deanna Sands
2012 - Mildred Brown, Harriet Dakin MacMurphy
2013 - Clara Bewick Colby, Maxine Moul
2014 - Gwen Lindberg, Leta Powell Drake, Elia Wilkinson Peattie

2015 Circulation/Audience Mega Summit slated for St. Louis, MO

The Midwest Circulation Management Association (MCMA) has teamed up with the Central States Circulation Managers Association (CSCMA) to offer the 2015 Mega Summit, April 19-20, in St. Louis, MO.

The summit theme is: "Growing Audience & Revenue Utilizing the Tools in Your Toolbox!"

Newspapers must find the optimum balance between the basic subscription/membership models and finding new revenue - no easy feat in today's business climate.



If you haven't given up on your circulation, there has never been a better time than now to re-commit to growing your circulation and audience! There is no conference in the industry that offers this valuable of a program at such an affordable price.

Go to <http://summit.360mediaalliance.com> for a sampling of the content and powerful presenters that are lined up for the 2015 Mega Summit.

Midwest Circulation Management Association is a circulation executive organization that provides networking between circulation professionals in the eight state area of Arkansas, Colorado, Kansas, Missouri, Nebraska, New Mexico, Oklahoma and Wyoming.

Contact your Nebraska State Director for more information: Carole Sprunk, Fairbury Journal News; 402-300-0399 or Carole@fairburyjournalnews.com

1/2-Price subscription offer to the Newspaper in Education (NIE) Institute!

The NIE Institute is offering half-price subscription rates of \$125.00 or \$62.50 for small papers (under 20K circ.)* The NIE Institute provides you with a FREE subscriber website with over 340 NIE and editorial resources. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page.

ALL RESOURCES ARE FREE WITH YOUR SUBSCRIPTION! Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at: www.nieteacher.org/testnie. All materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at: www.nieinstitute.org.



To subscribe, e-mail your full contact information to Doug Alexander, President, NIE Institute, dalexander@nieinstitute.org, or call 202-636-4847. **Offer for new subscribers only.*

Classified Advertising Exchange

Jan. 12, 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.

RICOH TONER FOR SALE: NPAS recently changed copiers and fax machines and has the following for sale:

- Ricoh fax toner 5110 = \$35 plus postage
- Ricoh toner for fax/copier 1170D/515/LD015 = \$35 plus postage
- Ricoh toner for copier MP4500/8045E/LD345 = \$35 plus postage

If you are interested, contact Jenelle at the NPAS office, 1-800-369-2850.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 2015 NPA Awards Nominations Flyers, Thomas C. Sorensen Award Flyer, Webinar Flyers.

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.

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 Copple, 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



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Online Media Campus Times

Think Bigger than Native Advertising

brought to you by Southern Newspaper Publishers Association
and Iowa Newspaper Foundation



Thursday, January 29

2:00-3:00 p.m. EST

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

Registration fee: \$35

Registration Deadline:

Monday, January 26

Group discounts are available. Visit our website for more information.

Registrations submitted after the deadline date are subject to a \$10 late fee.

In this webinar...

Native advertising is generating a lot of buzz these days – and some heat – among local media.

But the real question is, are we taking our advertisers tremendously creative ideas – native or not – that will deliver exactly the results they want?

Steve Gray will present a new way of seeing this opportunity, and a couple of case studies showing how you can generate new wins and new dollars by delighting advertisers.

The presenter...

Steve Gray



Steve Gray is director of strategy and innovation for Morris Communications, working with the Morris Publishing Group's 11 daily newspapers on new strategies and business models.

Before joining Morris, he was managing publisher of The Christian Science Monitor and then headed the Newspaper Next innovation project for the American Press Institute from 2005 to 2009.

His career began at his family's newspaper, the Monroe (Mich.) Evening News, where he rose from reporter to publisher. He still serves as chairman of the board, and the company is now 100% employee-owned.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.



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The Art of Prospecting: Your Guide to Getting in the Door

Thursday, February 12

2:00-3:00 p.m. EST

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

Registration fee: \$35
Registration Deadline:
February 9

*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

In this webinar...

Does the thought of prospecting leave you overwhelmed and exhausted? Have you been told you should prospect but you don't know where to start? That will change in minutes once you meet "Hector" the prospector and explore why he is still around!

Steve Kloyda will share his top sales and prospecting strategies that he has developed, implemented, refined and personally tested over the past 30 years.

During this presentation, you will learn how to:

- **Remove** your fear of prospecting.
- **Expand** your sales pipeline with six proven strategies.
- **Maximize** the prospecting tools for the 21st Century!
- **Avoid** the "gatekeeper" trap that most sales people fall into.
- **Strengthen** your sales message to get prospects' attention in seconds.
- **Multiply** the number of prospects that "actually" call you back from a voicemail.

As a special bonus, you will learn the single most creative approach to get in the door!

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Steve Kloyda



For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers. As founder of The Prospecting Expert, Kloyda helps his clients attract more prospects, retain more customers and drive more sales.

With the Internet now a driving force, Kloyda has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message to target audiences. Kloyda's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business. His mission is to lead, teach and inspire salespeople to apply timeless principles that produce life-changing results.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.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.