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Don't delay!

NPA Awards nominations are being accepted through February 16!

- **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!

Nomination forms and details are attached.

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 2/2:

2x2

Hickman Voice News — Linda Bryant (3 ads) (paper made \$1,437.50)

Hickman Voice News — Austin Roper (paper made \$625.00)

Imperial Republican — Jana Pribbeno (paper made \$312.50)

Norfolk Daily News — Suzi Wachter (paper made \$162.50)

NCAN

Blair Enterprise — Lynette Hansen (paper made \$112.50)

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

Hebron Journal Register — Christy Farnstrom (NCAN Special Free Ad)

Imperial Republican — Amanda Courter (paper made \$112.50)

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

Superior Express — Bill Blauvelt (2 ads) (paper made \$225.00)

Reminder: Dues Payments

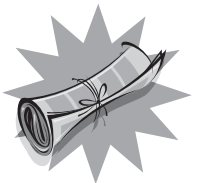
- Please pay your NPA/NNA Dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.



Thank you in advance for your cooperation. Questions, contact Jenelle at 800-369-2850.

Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in October 2014 will be sent by NPAS when the Legislature approves the bill in 2015.



We have submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2015.

As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

Ad-libs: The five levels of listening

By John Foust, Raleigh, NC



Lyle is an advertising manager who understands the value of listening. “One of my first bosses talked incessantly,” he told me. “She boasted about her intelligence and acted like no one else’s ideas were worth considering. Every now and then – usually in staff meetings – she’d say, ‘I’m not a good listener,’ then she’d keep on talking.”

“One day, she announced that the secret to being a good listener was to sit on your hands. Since most people gesture when they talk, she thought sitting on your hands would turn you into a better listener. That was ridiculous, because all it would do is remind you to stop talking so much. But when you’re not talking, that doesn’t necessarily mean you’re listening. The funny thing about her so-called secret was that no one in the ad department ever saw her sitting on her hands or doing anything else to become a better listener.”

Lyle said, “I’ve learned that listening is a crucial sales skill. There’s a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs. One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic.”

Let’s take a closer look at Lyle’s listening breakdown:

1. Ignore: “Although this is not listening in a technical sense, it’s a response to a listening situation,” Lyle said. “Ignoring a person who is speaking is totally unacceptable, both in one-on-one and in group settings.”

This can be seen as a form of punishment. For example, Person A ignores Person B, because he or she is angry or hurt. Or it may be a signal of perceived superiority or dislike.

2. Pretend. “This is almost as bad,” he explained, “but it doesn’t intentionally try to damage the other person.”

Pretend-listening is often accompanied by fake smiling and excess head-nodding, none of which is likely to fool the other person. And if the speaker asks the pretender’s opinion, the phony will be exposed.

3. Selective: “We’re all guilty of this at times,” said Lyle. “It’s a little like skimming through a book until you see something that interests you. But along the way, it’s easy to miss things. And the person who is speaking can be distracted by not having the other person’s full attention.”

4. Attentive: “Now we’re getting somewhere,” he said. “This is where the listener pays close attention to the speaker. It becomes a dialogue, where the listener picks up details and asks for clarification.”

5. Empathic: “This is the highest level,” Lyle said. “Some people call it reflective listening. When you empathize with another person, you understand their situation and hear them out. You’re demonstrating that what they’re saying is important, and you’re getting in-step with them. You can ask questions, of course, but the objective is to gain deeper understanding and not to change the subject.”

What’s Lyle’s bottom line? “Be a better listener. You’ll not only sell more, you’ll have better overall rapport with people.”

(c) Copyright 2015 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.



The National Newspaper Association's 2015 Leadership Summit: We Believe In Newspapers

March 18-19, Arlington, VA * Register: <http://bit.ly/1zYzYCD> * Hotel: <http://bit.ly/1s55Qlb>

Let your voice be heard, too!

- An inside look at the National Postal Museum and an invitation to share artifacts for this Smithsonian Museum's new industry exhibit
- A day on the Hill
- Dinner with NNA Foundation News Fellows and ABC News Senior Washington Correspondent Jeff Zeleny

Reception co-sponsored by  **Interlink**

 **Smithsonian National Postal Museum**

Preliminary Schedule

Wed., March 18
5:30 p.m. NNA Industry Reception and Insider's Tour of the National Postal Museum. Invited guests: New Postmaster General of the United States, Megan Brennan, and Museum Curator Allen Kane. NOTE: Please look in your archives for materials you might be willing to donate to the exhibit in D.C.

Thurs., March 19
8 a.m. Welcome from NNA President John Edgecombe, Jr.
8:30-10 a.m. Briefings on legislative issues
10:30 a.m. - 5 p.m. Day on the Hill—make appointments with your Congressional delegation
6 p.m. We Believe In Newspapers Dinner at the National Press Club with ABC News Correspondent Jeff Zeleny

Registration by Feb. 23 (<http://bit.ly/1zYzYCD>)
\$180 - NNA members, past presidents, NAM members and spouse/guest (\$200 afterward)
\$225 - Non-member rate (\$250 afterward)

Hotel—Crystal City Marriott (<http://bit.ly/1s55Qlb>)
Rooms booked by 2/23/2015 are \$184/night. Rate available 3/16-22/2015.

How much of your advertising revenue can you afford to give up?

Your advertisers might soon be unable to deduct their full advertising expense. Uncle Sam wants to slash the long-standing deduction to **raise advertisers' taxes even higher!**

Cutting advertising expense deductibility is now on the table in both the House and Senate. Advertising is the economic engine that drives local economies. More government intervention will hurt your pocketbook. Thousands of communities across America could be harmed. Advertising should continue to be a fully deductible business expense!

Join the National Newspaper Association in the battle against advertising taxes.



Jeff Zeleny



Megan Brennan (invited)



Allen Kane



John Edgecombe, Jr.

“ The nine most terrifying words in the English language are, 'I'm from the government and I'm here to help.' ”
- Ronald Reagan

Former Nebraska newspaperman, Jerry Pickerell, dies at 94

Gerald (Jerry) Pickerell died January 11, 2015, at Mount Carmel Home in Kearney at the age of 93.

Immediately after graduating from Kearney High School, Jerry began an apprenticeship in the printing trade at the Kearney Hub, and then worked at the Holdrege Citizen before enlisting in the U.S. Army in 1942.

After returning to Nebraska after his service in the Army, Jerry took up his life's work as a printer and newspaper man, working for several Nebraska publications, besides owning and publishing three small weekly newspapers of his own, including the Thayer Co. Banner-Journal in Bruning.

Jerry spent twenty-two years on the staff of the Geneva Nebraska Signal, first as a printer and later as the paper's editor under the publishers, the Edgcombe family.

He was preceded in death by his wife of almost 50 years, Betty, and is survived by his five children, Judith, Donald, Sue, Denise and Nancy, and their families. Funeral services were held on January 17 at Farmer & Sons Funeral Home in Geneva. Interment was in the Geneva Public Cemetery with Geneva VFW and American Legion providing Military Honors. Memorials are directed in care of the family.

NPA Foundation Scholarship application deadline is February 20!

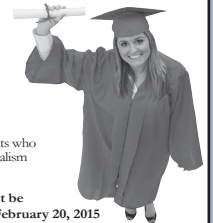
The Nebraska Press Association Foundation will offer up to four total scholarships of \$2,000 each for 2015-16. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

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

Newspapers can run promotional print and online house ads (optional) to promote the scholarships.

Application forms (high school and college) and promotional ads, are available on the NPA website.

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

ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:

PUB AUX LIVE

Working with eDoc:
Save time, money and problems with USPS

Thursday, February 12
11:00 a.m. EST / 10:00 a.m. CST

GUEST STARS:

Brad Hill is the president of Interlink, a privately owned circulation-management company serving the community newspaper industry. He's also been named a National Newspaper Association representative on the Mailers' Technical Advisory Committee, joining National Newspaper Association's postal Chair Max Heath and NNA Chief Executive Officer Tonda F. Rush in that important postal-related group.

Max Heath, chair of the NNA Postal Committee, is considered the newspaper industry's postal guru. Heath also serves on the Mailers' Technical Advisory Committee, which meets quarterly at USPS headquarters. Additionally, he's a postal consultant for Athlon Media and Landmark Community Newspapers. Heath was executive editor of LCNI for 21 years, and circulation director for 23 years before retiring in 2008.

Registration fee:
\$30 for NNA members
\$65 for non-members

Registration deadline:
February 9
Registrations submitted after the deadline will be subject to a \$10 late fee.

PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.

HOSTED BY:
Stan Schwartz, senior editor and communications director for the National Newspaper Association

Register now for this webinar at
www.regonline.com/IMbPart2

PUB AUX LIVE
first Thursdays at
11 a.m. EST/
10 a.m. CST

Questions? Contact Ryan Rohlf at 515-422-9052 or rrhlf@innews.com

ONLINEMEDIACAMPUS

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

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!

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.

Presented in partnership with:

Online Media Campus

OnlineMediaCamp

REGISTRATION TODAY AT WWW.ONLINEMEDIACAMPUS.COM

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

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation

Classified Advertising Exchange

Feb. 2, 2015

RECENT UNK GRADUATE with a bachelor's degree in Journalism and Mass Media and a minor in Marketing seeks a graphic/page/web design position. Experience with InDesign, Dreamweaver, Photoshop, Premiere, Microsoft Packages and Final Cut Pro. Designed advertisements for the Antelope (UNK newspaper) for local businesses and college organizations. Some experience with academic website design. Designed page layout for the Antelope. Brought up in a newspaper family so I know what is required with meeting deadlines and flexibility in job requirements. Contact at 402-239-7104 or crawfordjoshua0@gmail.com.

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, NPA Award Nomination Forms.

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 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