

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

Webinars

February 12, 2015

Working with eDocs: Save Time,
Money & Problems with USPS
(PubAux Live)

February 12, 2015

The Art of Prospecting: Your Guide
to Getting in the Door
(Online Media Campus)

Deadlines

February 16, 2015

Nominations due for NPA Awards

February 20, 2015

Applications due for NPA
Foundation scholarships

March 2, 2015

Entries due for Omaha World-
Herald Community Service &
Service to Agriculture Awards

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Don't delay!

NPA Awards nominations accepted through February 16!

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

Nomination forms and details are attached.

Entry deadline is March 2, 2015, for

**Omaha World-Herald Community Service &
Service to Agriculture Awards!**



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



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.



Jeff Zeleny

Thurs., March 19

8 a.m.

Welcome from NNA President John Edgcombe, 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



Megan Brennan (invited)

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)



Allen Kane

Hotel—Crystal City Marriott (<http://bit.ly/1s55Qlb>)

Rooms booked by 2/23/2015 are \$184/night. Rate available 3/16-22/2015.



John Edgcombe, Jr.

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.**

NPA/NPAS Staff

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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 2/9:

2x2

Blair Enterprise — Lynette Hansen (2 ads) (paper made \$325.00)

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

Hickman Voice News — Austin Roper (3 ads) (paper made \$1,262.50)

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

Norfolk Daily News — Denise Webbert (paper made \$975.00)

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

NCAN

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

Imperial Republican — Amanda Courter (NCAN Special Free Ad)

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

Superior Express — Bill Blauvelt (2 ads) (paper made \$112.50 & NCAN Special Free Ad)

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.

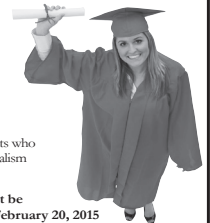
Newspapers can run promotional print and online house ads (optional) to promote the scholarships. Application forms (high school and college) and promotional ads, are available on the NPA website.

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

Please help promote NPA Foundation scholarships!

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.

“ Our lives begin to end the day we become silent about things that matter. ”

- Martin Luther King Jr.

Sign up for NEHires.com!

More and more newspapers are signing up for NEHires.com. This is a new jobs/career posting website being launched by NPA in an effort to help newspapers grow their employment advertising by offering more exposure, resulting in a better return on the customer's advertising investment in their local newspaper.

If your newspaper's name isn't on this list and you think it should be, let us know! To get signed up with NEHires.com, contact Rob or Violet at NPA: 1-800-369-2850.

These papers are participating in NEHires.com:

Ainsworth Star-Journal	Falls City Journal	Ord Quiz
Albion News	Franklin Co. Chronicle	Oshkosh Garden Co. News
Alliance Times-Herald	Friend Sentinel	Oxford Standard
Alma Harlan Co. Journal	Geneva Nebraska Signal	Palmer Journal
Arapahoe Public Mirror	Gering Citizen	Pawnee Republican
Arlington Citizen	Gordon Sheridan Co. Journal-Star	Pender Times
Arnold Sentinel	Grant Tribune-Sentinel	Petersburg Press
Atkinson Graphic	Greeley Citizen	Plainview News
Auburn Nemaha Co. Herald	Gretna Guide & News	Randolph Times
Aurora News-Register	Hartington Cedar Co. News	Ravenna News
Bertrand Herald	Hastings Tribune	Red Cloud Chief
Blair Enterprise	Hebron Journal Register	Sargent Leader
Blair Pilot-Tribune	Holdrege Citizen	Seward County Independent
Blue Hill Leader	Howells Journal	South Sioux City Dakota Co. Star
Broken Bow Custer Co. Chief	Humphrey Democrat	Springview Herald
Burwell Tribune	Imperial Republican	Stapleton Enterprise
Cambridge Clarion	Laurel Advocate	Stromsburg Polk Co. News
Chadron Record	Lyons Mirror-Sun	Superior Express
Chappell Register	McCook Gazette	Sutherland Courier-Times
Crete News	Milford Times	Sutton Clay Co. News
Coleridge Blade	Minden Courier	Syracuse Democrat
Cozad Tri-City Tribune	Mullen Hooker Co. Tribune	Tecumseh Chieftain
Crawford Clipper	Nebraska City News-Press	Theftord Thomas Co. Herald
David City Banner-Press	Newman Grove Reporter	Verdigre Eagle
Doniphan Herald	Norfolk Daily News	Wauneta Breeze
Elkhorn Douglas Co. Post Gazette	North Bend Eagle	Wausa Gazette
Elm Creek Beacon-Observer	O'Neill Holt Co. Independent	Wilber Republican
Elwood Bulletin	Ogallala Keith Co. News	Wymore Arbor State
Fairbury Journal News	Omaha Catholic Voice	

Celebrate 10 years of Sunshine Week **for open government, March 15-21**

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 10th annual Sunshine Week initiative, March 15-21. Special projects and events are already planned around the nation to mark a decade of open-government awareness.

"Social media has allowed vastly more information to be exchanged than 10 years ago, but unfortunately, much less progress has been made in government transparency," said ASNE Terrorist, Secrecy and the Media Committee Co-chairs Lucy Dalglish, Anders Gyllenhaal and Mike Oreskes. "We are thrilled by how much Sunshine Week has grown and how it has been appreciated by the public. We think this year's celebration will be better and stronger than ever."

"What makes Sunshine Week work is the across-the-board participation from news media, lawmakers at all levels of government, civic groups, nonprofits, uni-

versities, libraries and so many more," said Reporters Committee Executive Director Bruce D. Brown. "This focus on how vital government transparency is to our nation has an impact that goes beyond Sunshine Week itself."

Hosted by ASNE and Reporters Committee, www.sunshineweek.org provides participants with myriad resources in the Toolkit section, which showcases op-eds, editorial cartoons and Sunshine Week logos. There are also several sources for inspiration in FOI story ideas and Sunshine Week past work.



ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. For more information, visit www.sunshineweek.org. Follow Sunshine Week on Facebook and Twitter, and use the hashtag #SunshineWeek.

Page 1 models help you get started

By Ed Henninger, Henninger Consulting

“Well, the design works great. We love the new look. And our readers do, too. But we need some help. We’re concerned about page 1 not looking too much the same all the time. Can you help us with that?”

Yes.



When I receive that kind of note from a client, I get to work creating page models for them to emulate. The page 1 models give them something they can look at and follow to help them create well-balanced, focused fronts.

I usually create at least six models: three with a vertical lead photo and three with a horizontal lead photo. There’s an example of each in the illustration accompanying this column.

These are not InDesign or Quark templates. There’s no formatting involved. No style sheets. Just pages with rectangles on them to serve as a guide for creating a good front page.

If you want models for other pages, such as your sports front or opinion page, well, we can create those, too.

The advantages of page 1 models:

- They obviate the need for you to reinvent the wheel. You’ve got good models to work from. Choose one of them as your guide and begin to design your front.
- Because the models give you a head start, your design process is usually faster and less encumbered with the feeling that you need to do something different with each page 1 design.
- The models give you an approach to page 1 that is consistent from issue to issue. Your readers don’t need something on page 1 that is very different from the last issue. They just want something they can follow.
- While giving you a more consistent look, the page 1 models (remember, there are at least six of them) are not cookie-cutter designs. They’re not meant to be. They’re guides...not hard-and-fast-you-gotta-do-this designs.
- The models are meant to be flexible. If you don’t have a lead photo in exactly the same proportions as that in the model, that’s fine. If

you don’t have a mug shot to go with a story, that’s OK. If you’d rather place the bottom photo to the left side, that’s good, too.

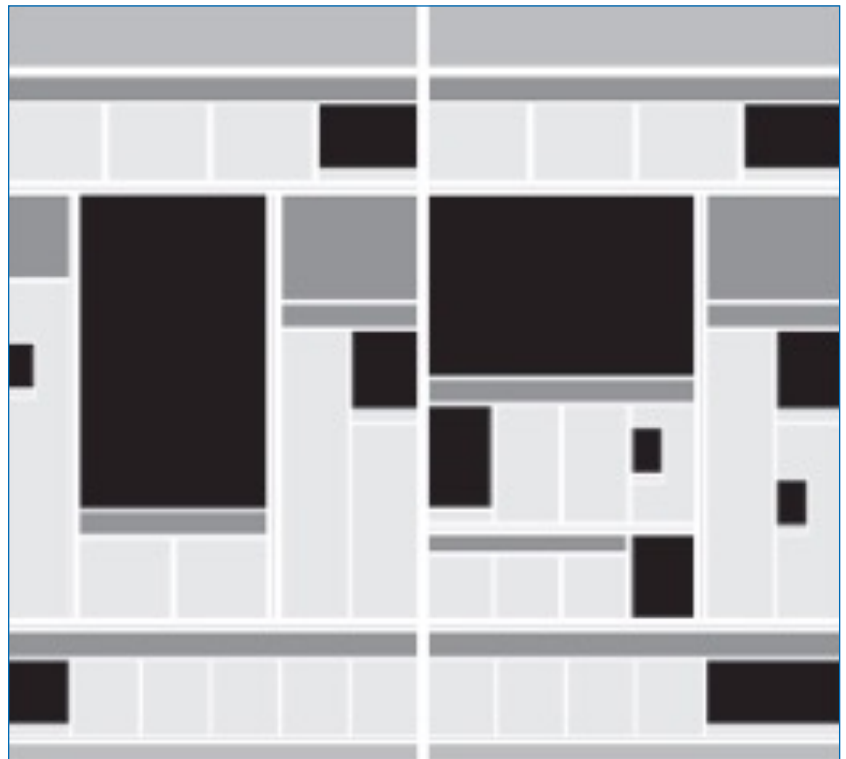
- These models are only starting points. They’re something to help you get your design moving in the right direction. Once your design is going that way, then the model has served its purpose.
- They can change as you update your design. Need some teasers at the top? Fine...adjust the model. Want to use a banner ad across the bottom? OK...adjust the model.

Page 1 models give you a head start to a well-designed front page in each issue. They’re another tool you can use to create a newspaper that readers will enjoy calling their own.

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed’s books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed’s books, you’ll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed’s web site: www.henningerconsulting.com.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. On the web: www.henningerconsulting.com. Phone: 803-327-3322.



Two different looks for Page 1

Classified Advertising Exchange

Feb. 9, 2015

IMMEDIATE OPENING ON NEWS DESK: The Norfolk Daily News is looking to hire an assistant news editor who would be heavily involved the daily production of the newspaper. Pagination and copy editing skills are a must; a willingness to try one's hand at other aspects of the newspaper and online presence is essential, too. Be a part of a 19-person newsroom staff that has seen its circulation, both print and online, increase significantly in the past year. Send cover letter, resume and work samples to Kent Warneke, Editor of the News either by email at editor@norfolkdailynews.com, or care of the Norfolk Daily News, Box 977, Norfolk, NE 68702.

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, Omaha World-Herald Community Service and Service to Agriculture Awards 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.

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



Omaha World-Herald Community Service Award

Deadline:

Must be postmarked by March 2, 2015

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

What to Enter:

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

Contest Theme:

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

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

Omaha World-Herald Service to Agriculture Award

Deadline:

Must be postmarked by March 2, 2015

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

What to Enter:

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

Contest Theme:

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

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.