

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

Deadlines

March 2, 2015
Entries due for Omaha World-
Herald Community Service &
Service to Agriculture Awards

Webinars

March 26, 2015
Successful Interviewing in
Emotional Situations
Online Media Campus

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And the nominees for 2015 are...

The NPA nominating committee, chaired by Rod Worrell, publisher of the Ainsworth Star-Journal, has nominated Deb McCaslin, editor of the Broken Bow Custer County Chief, for a three-year term on the Board of Directors. Also nominated to a three year term is Kevin Peterson, publisher of the Wayne Herald. Re-nominated to three-year terms are Dennis Morgan, publisher of the Elgin Review, Jason Frederick, publisher of the Trenton Hitchcock Co. News and Peggy Year, publisher of the Hartington Cedar Co. News. The committee also nominated Dennis Morgan, publisher of the Elgin Review as president; Jason Frederick, publisher of the Trenton Hitchcock Co. News as vice-president and Peggy Year, publisher of the Hartington Cedar Co. News as treasurer. Nominated to an additional one-year-term as Immediate Past President was Rod Worrell, publisher of the Ainsworth Star-Journal.

The NPAS nominating committee, chaired by Tom Kelly, publisher of the West Point News, has nominated Nathan Arneal, publisher of the North Bend Eagle, for a three-year term on the Board of Directors. Re-nominated to a three-year term are Shary Skiles, publisher of the McCook Daily Gazette and Gerri Peterson, publisher of the Mullen Hooker Co. Tribune. The committee also nominated Shary Skiles, publisher of the McCook Daily Gazette as president and Gerri Peterson, publisher of the Mullen Hooker Co. Tribune as vice-president. Nominated to a one-year-term as Immediate Past President was Mike Edgecombe, publisher of the Hebron Journal-Register.

Individual members may make additional nominations in writing to the NPA/NPAS office no less than 20 days prior (March 27) to the first day of the convention.

NPA Better Newspaper Contest going digital in 2016!

By Dennis Morgan, NPA Contest Committee Chair

After much discussion in 2014, the NPA Contest Committee unanimously recommended to the NPA/NPAS Board of Directors that we change how we do our Better Newspaper Contest.

Following a national trend, the 2016 Better Newspaper Contest will be submitted and judged digitally, using the successful model established by the Illinois Press Association. In recent years, it has become increasingly more difficult to find states willing to judge our contest in its present format. By making the change, which was made official earlier this month by the NPA and NPAS Boards during their joint meeting, we hope to reduce costs and make participating (entering and judging) easier.

At the same time, we realize change is never easy. Because of that, at the upcoming NPA convention we will offer an opportunity for publishers and editors to see a demonstration and ask questions about how the new digital online contest format will work. One session will be held Friday and another on Saturday.

I can not stress enough the importance that everyone attend one of the two sessions. What we learn at the convention about the digital online format will save future 'headaches' when preparing for next year's contest.

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Bill on closed meetings, LB282, killed

The Legislature's Government, Military and Veterans Affairs Committee killed a bill on Thursday, February 19, that would have expanded the use of closed meetings by government boards screening applicants for public jobs.

The committee voted without dissent to indefinitely postpone LB282, which was opposed by the Nebraska Press Association, Media of Nebraska and Common Cause Nebraska.

Lincoln State Sen. Roy Baker, who introduced the bill, argued that public disclosure of candidates before a board names finalists scares off qualified applicants.

But representatives of media organizations argued that the proposal would sacrifice government transparency to accommodate people seeking powerful, high-paying public jobs. They also questioned whether existing statutes truly limit the pool of qualified candidates.

Representatives from the Nebraska Association of School Boards and the Nebraska Rural Community Schools Association testified in support of the bill.

Broken Bow Custer Co. Chief publisher, Les Mann, recovering from surgery

The NPA office learned late last week that Les Mann, publisher of the Broken Bow Custer Co. Chief, underwent open heart surgery on Thursday, February 19.

After his hospital stay, Les will be convalescing at his home in Wayne. **Cards and well wishes may be sent to Les at 84649 575th Avenue, Wayne, NE 68787.**

Geneva Nebraska Signal graphic artist creates National Newspaper Association 2015 convention graphic

NNA (National Newspaper Assn), February 16, 2015

When National Newspaper Association President John Edgcombe Jr., publisher of the Geneva Nebraska Signal, asked one of his graphic designers to develop a graphic for NNA's 2015 convention, Julie Hayek stepped up to take on the project.

"John said he thought we should do something with (the explorers) Lewis and Clark in it," Hayek said. From there, it wasn't long before she came up with the full concept, utilizing a map, a newspaper and silhouettes of the famous explorers. From start to finish, it took her just a couple of hours before the design came together.



The theme for this year's convention is "Show Me the Future of Newspapers." October 1-3, 2015, members will meet in St. Charles, MO, at NNA's 129th Annual Convention and Trade Show.

Hayek started working at the Nebraska Signal last July, designing the classified pages and helping with special sections, among other jobs. Before that, she had also been a graphic designer at the York News-Times newspaper in York. She received Honored Graduate for her program from Southeast Community College in Lincoln, NE. Hayek says she's always liked graphic design, and she enjoys working to create fun and interesting designs.

“ Tact: the ability to describe others as they see themselves. ”

- Abraham Lincoln

It's time to think about convention!

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

Reserve your convention hotel rooms now!

- NPA Convention room rate (single or double) - **\$99.00 p/night (+ tax)**
- **Guest parking included** with room reservation
- Be sure to mention you're attending the NPA Convention when you register
- **Convention block room reservations close March 28**
- Online registration instructions are attached

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STAY YOU.™

Network, connect, learn, be inspired!

There's a great line-up of workshops planned for this year's convention with quality presenters and relevant topics. **(Agenda subject to change).**

Thursday (evening):

NPA Foundation Fundraiser - behind-the-scenes tour of the Nebraska State Capitol

Friday Sessions:

- Small Newspapers - The Challenges & Exciting Opportunities
- NPA 2016 Better Newspaper Contest is going digital (entries & judging) - learn all about it!
- Postal Q&As
- Sales session w/Tim Smith
- Legal Hotline Q&A
- UNL College of Journalism - demo of mobile news app OURCHIVE (developed for NPA members) and update on drone journalism

Saturday Sessions:

- Design/production sessions w/Kevin Slimp
- Sales sessions w/Tim Smith
- NPA 2016 Better Newspaper Contest is going digital (entries & judging) - learn all about it!
- Growing Readers & Revenue Using Digital Outlets w/Chris Rhoades
- Sports Writing
- Photography
- Circulation - build circulation and retain readers

Plus: Great Idea Exchange, Networking Roundtables, Friday banquet keynote speaker, NPA Awards, Omaha World-Herald Awards, Saturday banquet Better Newspaper Contest Awards and more!

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.



Upcoming Webinars

Successful Interviewing in Emotional Situations

Thursday, March 26

Presenter Lyle Muller,
Iowa Center for
Investigative Journalism

*Miss one of Online Media
Campus's great webinars?*

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onlinemediacampus.com!*

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that help media professionals develop
new job skills without leaving their offices.*

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, universities, 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.



Thank You!

Our NPA members join with the NSAA (Nebraska School Activities Assn) in thanking **Don and Linda Russell** and **Butch and Nancy Furse** for their help serving as den mothers and press check-in facilitators for three days last week at the State High School Wrestling Tournaments at CenturyLink in Omaha.

We are grateful for your hard work!

Don't be afraid to pick up a ringing newsroom phone, and 9 other tips for journalists

Jim Romenesko, February 11, 2015

Mike Juley compiled this list and shared it with his Milwaukee Journal Sentinel colleagues before his recent retirement. "The tips really came from all parts of the newsroom," he tells me. "I just happened to write them down. But I do sincerely believe in them and hope that they do some good."

1. Ignore the haters. Time spent with them is time wasted.
2. Appreciate the work of your colleagues, and tell them so.
3. Know that, as busy as you are, there is someone in the newsroom who is busier.
4. Get to know the rest of the newsroom beyond your desk, for you are all in this together.
5. Don't be afraid to pick up a ringing phone. It's good to find out what an actual reader thinks.
6. Figure out your niche, and then own it.
7. Find a balance between recognizing great investigative work and recognizing great daily journalism.
8. Appreciate those who work during the day to generate our award-winning content, and also appreciate those who work anonymously at night to make that content look good and read well.

9. Putting out a newspaper and producing a website every day are difficult tasks, but that doesn't mean you can't have a little fun doing it.

10. When your day is done, take a second to marvel at what you accomplished, and then vow to do even better tomorrow.

Jim Romenesko writes a media blog at www.jimromenesko.com. Contact him at jim@jimromenesko.com

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.

Here's what Valorie Zach, editor of the Niobrara Tribune, had to say about her free access to lynda.com:

"I viewed a Facebook for Business video, a marketing video, advertising, and a 'Getting Things Done' video. They were excellent and the last two were very motivating, which was just what I needed at the start of the year, when I am making all of my plans for the year. Thank you to the Nebraska Press Association for providing this opportunity. It was greatly, and sincerely appreciated."

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.

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@clinetwilliams.com or jhewitt@clinetwilliams.com.



Classified Advertising Exchange

Feb. 24, 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.

FOR SALE: Hooper-Scribner Rustler Sentinel, located in eastern Nebraska is now for sale. Small community newspaper covering two great communities which are both energetic and looking for growth. For more information contact Kathy at 402-664-3198 or email: rustlernews@gpcom.net.

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

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Omaha World-Herald Community Service and Service to Agriculture Awards flyer, NPA Convention-Holiday Inn-Downtown Registration flyers, Webinar flyer.

2015

NNA calendar strips are still available!

If you'd like more, contact the NPA office.

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.