

Calendar of Events

Events

June 18, 2015
NPA/NPAS Summer Board Meetings,
location TBA

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

May 7, 2015
Date-Driven, In-Depth
Coverage
Online Media Campus

May 7, 2015
Obtaining Government Grants
to Help Pay for Staff Training
PUBAUX/Online Media Campus

May 21, 2015
Arming, Incenting & Organizing
Your Sales Team - and Driving
Digital Dollars Too
Online Media Campus

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



Let us know: how did you like convention?

We'd really like to get your feedback, and suggestions on how to make
next year's convention even better.

Fill out the attached convention evaluation form

and email or fax it back to the NPA office.

Email: nebpress@nebpress.com or fax: 402-476-2942.

**Winner
of the Workshop
Attendance Drawing
for the
Apple iPad Air 2:**

MIKE OVERMANN

Gretna Guide & News/
Elkhorn Douglas Co.
Post-Gazettee

Convention Raffle Winners:

2 NE Husker football tickets
(home game of your choice)
Carol Leggett, Ord

**2 NE Husker men's (SUITE)
basketball tickets**
(home game of your choice)
Cathy Doke, Bassett

**2 College World Series tickets,
w/parking** (game TBD)
Bethany Rachow, Albion

A copy of the
**2014
Better
Newspaper
Contest
TAB**

will be mailed soon to
papers that didn't
attend convention



The winner of
**2 FREE
CONVENTION
REGISTRATIONS
(\$20 value)**
for the 2016
NPA Convention
in Kearney is:

MICHAEL HAPP

Elm Creek Beacon-Observer/
Palmer Journal

**Watch for award-winner & convention photos in the April
convention wrap-up issue of the Nebraska Newspaper!**

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Longtime Holdrege Daily Citizen ad manager, Barb Penrod, dies

Barb Penrod, longtime advertising manager at the *Holdrege Daily Citizen*, died at her home on Tuesday, April 21, 2015, at the age of 80.

Her career in advertising began at the *Daily Citizen* and lasted 47 years, until she retired from the Citizen in July 2014. Barb was a big supporter of Nebraska Press and attended more than 30 NPA conventions during her career.

Barb is survived by three sons, Stewart, Mark and Barry, and their families.

A memorial book signing will be held Thursday, April 30, from 4:00-6:00 p.m., with family greeting from 6:00-7:30 p.m. at the Nelson-Bauer Funeral Home in Holdrege. Memorial graveside services and inurnment will be held Friday, May 1, at 1:00 p.m. at Mount Hope Cemetery in Beaver City, NE.

A memorial has been established in Barb's honor and will be designated at a later date. Condolences to the family can be left at www.nelsonbauerfh.com.

Former Wahoo Newspaper columnist, "Jack" Tillman, dies

"Jack" Tillman died April 17, 2015, in Omaha, NE, at the age of 86. Jack was a life-long educator (taught English, journalism, speech), coach and school administrator in Belleville, KS, and Wahoo, NE, and he wrote a weekly column called "Our Town" for the Wahoo Newspaper for over 20 years. Following retirement, he served as aide to State Senator Curt Bromm in the Nebraska Legislature.

A memorial service was held April 21 at the First Presbyterian Church in Wahoo, NE. Memorials will be used to establish a scholarship fund at Peru State College. Condolences may be left at www.prussnabity.com, Pruss-Nabity Funeral Home, Wahoo, NE.

Daryl Killough, former Beaver City Times-Tribune owner/publisher, died April 11

Daryl "Shad" Killough died April 11, 2015, at the Phelps Memorial Health Center in Holdrege, NE, at age 87.

Killough began his newspaper career with the Commercial Advertiser in Red Cloud. In 1956, he and his wife Faye moved to Broken Bow, where Daryl was employed by the Custer Co. Chief. In 1965 the family moved to Beaver City and Daryl purchased the Beaver City Times-Tribune. He continued his longtime career as the owner/operator and newspaper publisher in Beaver City until his retirement in 1988, following 23 years of service.

He is survived by his son Brad and daughter Kaye and their families. He was preceded in death by his wife, Faye, and daughter Margaret.

Graveside services and interment were held April 16 at the Red Cloud Cemetery at Red Cloud, NE. A memorial has been established in Daryl's honor and kindly suggested to the Phelps Memorial Health Center Service League. Condolences for the family can be left at www.nelsonbauerfh.com. Nelson-Bauer Funeral Home in Holdrege was in charge of arrangements.

Have a Legal Question??

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

Call the Nebraska Press Association Legal Hotline.

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



Thank You!

To Fred Arnold and his staff at the Fairbury Journal-News for designing and printing this year's Better Newspaper Contest (TAB) magazine.

This 64-page, 8 1/2" x 11," glossy cover magazine has been getting great reviews from our members.

Thank you, Fred and staff, for your creativity and hard work in putting together this keepsake piece!



Publisher Bob Jensen to be inducted into Nebraska High School Sports Hall of Fame

Bob Jensen, publisher of the Central City Republican-Nonpareil, has been selected to enter the Nebraska High School Sports Hall of Fame.

As founder and publisher of the Huskerland Prep Report, Jensen is being commended for evolving the Prep Report from a weekly statistics report into a multi-media publication featuring athletes from border to border.

Jensen, along with eleven athletes, four coaches, one official and two contributors, will be inducted at an annual induction ceremony on October 4, 2015, at Lincoln East High School in Lincoln, NE. The induction ceremony begins at 1:30 p.m., preceded by a reception which begins at 12:00 p.m. To purchase tickets for the event, contact the Nebraska Sports Council.

Journalism's past, present, future converge at June conference in Missouri

By Gary and Helen Sosniecki, Coordinators, 2015 ISWNE Conference

The world's first school of journalism at the first public university west of the Mississippi River will be the setting for the 2015 conference of the International Society of Weekly Newspaper Editors (ISWNE). **Non-members are welcome.**

The conference will be June 24-28, 2015, at the Donald W. Reynolds Journalism Institute (RJI), part of the Missouri School of Journalism in Columbia. The University's journalism history and Columbia's unusual journalism

present -- it has competing daily newspapers -- will be the focus of the conference's first day with programs and tours of the J-School, the Missouri Press Association office and both the Missourian, the daily published by the School of Journalism, and the family-owned Tribune, which also prints the Midwest edition of The New York Times.

Thursday features visits to the Harry S. Truman Presidential Library and Museum and the National World War I Museum.

Friday is a full day of journalism past, present and future. Presenters include Mark Horvit, executive director of Investigative Reporters & Editors; the staff of the St. Louis American on "Ferguson - How an African-American weekly covered an international story in its backyard;" Bill Miller Sr. of the twice-weekly Washington Missourian and Hank Waters of the Columbia Daily Tribune, the deans of editorial writing in Missouri; Doug Crews, executive director of the Missouri Press Association, on "Dean Walter Williams and The Journalist's Creed;" Dr. Clyde Bentley on "Where are we going to get our editorial writers of the future?" and a panel of RJI fellows on their projects that could impact how we cover news in the future.

The editorial critiques -- the highlight of every ISWNE conference -- will be Saturday morning. The awards banquet is Saturday evening.

Full conference registration is \$525, which includes all programs and activities on and off campus, shared-suite housing in College Avenue Residence Hall and most meals from Wednesday lunch to Sunday breakfast. Friday-Saturday registration is available for editors from Missouri and adjoining states who are unable to attend the full conference. Two-day registration is \$159, which includes all programs, activities and meals on Friday and Saturday, except Saturday lunch. Housing is not included in the two-day package.

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Why strengthening the Freedom of Information Act is so important

By Caroline Little, president and CEO, National Newspaper Association (NAA), April, 2015

President Obama has routinely promised greater transparency within the federal government. Now, Congress is making strides towards achieving this critical goal.



The House of Representatives and Senate are currently considering nearly identical bills to strengthen the Freedom of Information Act (FOIA), which provides the general public, including journalists, with access to federal government records.

This legislation has received broad support across media organizations, including the Sunshine in Government Initiative, a coalition of which the Newspaper Association of America is a member. And here's why:

Openness instead of secrecy would be the “default” key within the government.

The legislation would require agencies to release documents under a “presumption of openness,” reaffirming the principle that information should never be kept confidential to protect government interests at the expense of the public. Agencies would need to prove specific harm that could result from disclosures before withholding documents. While this policy has been in place since 2009, the legislation would ensure future administrations honor this objective for openness.

The process of obtaining FOIA records would be much more efficient.

Citizens and journalists would receive requested information in a more timely fashion and would be updated on the status of their request or reason for denial. Federal agencies would be allowed to withhold information on policy deliberations for only 25 years – currently, there is no limit.

More records would be available.

The legislation would require agencies to post frequently requested information online. This will give citizens and journalists more timely access to key information and a deeper understanding of what the government is doing – or not doing.

Why is this important?

The Freedom of Information Act remains a powerful, though currently inefficient, tool to obtain public information. Last year, several key stories were brought to light as a result of reporters' FOIA record requests.

The Associated Press was able to show that people accused of Nazi war crimes had continued receiving Social Security payments after leaving our country. In another instance, a reporter reviewing military ballistics tests found that the Marine Corps had issued armored vests that failed to protect against bullets – and 5,277 vests were quickly recalled, perhaps saving lives. Likewise, records obtained through FOIA revealed that some firefighter safety equipment failed to work properly when exposed to heat or moisture, rendering it ineffective in crisis situations.

Without these records and journalists' diligent research, none of this would have been brought to public attention. Our armed forces and firefighters may have been directly harmed as a result.

The Freedom of Information Act was enacted in 1966. It remains critical for creating and preserving an open and accountable government. However, it must be updated to keep up with changing technology and a persistent mindset within federal agencies that information belongs to the government not the general public.

Congress came very close to passing FOIA reform legislation last year before the end of the 113th Congress. Now, members in both the Senate and House are working in a bipartisan fashion to move these bills forward in the new Congress. The Senate Judiciary Committee unanimously approved its FOIA reform bill, S. 337, which is sponsored by Senators John Cornyn, Patrick Leahy, and Judiciary Committee Chairman Charles Grassley. The House bill (H.R. 653), which is sponsored by Representatives Darrell Issa and Elijah Cummings, was reported out of committee last week. We applaud the bills' sponsors and the congressional leadership for turning their attention to this good government legislation. We hope that this momentum bodes well for bipartisan, bicameral action early in the new Congress.

Caroline Little steps down as CEO of Newspaper Association of America

Michelle Hunt, Brian Communications

Newspaper Association of America (NAA) president and CEO Caroline Little announced that she is stepping down from her position effective August 31, 2015. Little was named president and CEO of the industry's largest

trade organization in 2011 during a period of significant change for the newspaper media industry. Under her direction, NAA worked closely with members of Congress and other government organizations to preserve the free flow of information to the public and legal protection for journalists. The association recently played a key role in Attorney General Eric Holder's decision to revise the Department of Justice's media guidelines and subpoenas.

The five engagement changes your newsroom can adopt right now

By Jim Flink, Asst. Professor of Strategic Communications, University of Missouri, Columbia, MO

The Reynolds Journalism Institute hosted a conference March 30-31, 2015, entitled “Dissecting Engagement: What’s Working & What’s Next.” The purpose of the conference was to tackle recurring engagement issues, and to break new ground on solutions to confounding user disconnects.



More than 40 industry leaders and influencers spoke on the issue and what they’re doing at their various organizations/publications. One of the event leaders, Jim Flink, shares top themes and practical takeaways he gleaned from the conference in his latest blog.

1. Engagement is everyone’s job. So is an interest in monetizing content. Too often, engagement is still allocated as a minimal resource inside newsrooms and content suites. Just as often, it’s a midlevel manager who’s put “in charge” of the task of growing engagement. Our attendees believe this is a serious and shortsighted error in planning, workflow, mindset and execution. As presenter Amy Webb of Webbmedia Group noted, it’s time to get radical about how we approach engagement. The consensus from the discussion is all members of the content team — reporters, editors, designers and copywriters — should think about engagement as central to the story arc. Moreover, meeting audience needs should take a greater priority in how content is created, executed and deployed.

2. Meet the audience where they are, even literally, where possible. Putting users first, last and always at the center of your coverage is one way to create greater engagement opportunities. But this goes well beyond user-generated content (UGC) and Facebook polls. Bloomberg’s Jason Kelly notes, Bloomberg Link conferences are a reflection of the company’s many journalistic efforts, not a PR event, meant solely to garner goodwill. In fact, deeper, richer stories emerge when sources, users and journalists gather in forums to discuss issues face to face. Moreover, Center for Investigative Reporting’s Meghann Farnsworth notes, her team’s efforts to create community-based initiatives like journalism-based theater exercises provide an opportunity for the community to engage in deeper dialogue that leads to better discussions. These efforts, along with post cards and graphic novels, are attempts to connect with users outside traditional media plays.

AJ+’s Jigar Mehta described his team as “river guides” helping navigate users toward the best content experiences.

3. Media needs to imbue itself in the attention economy, which is measured both in time and dollars. Empower MediaMarketing’s David Germano used the term “disintermediation” when addressing content creators and the pace of change. As more content emerges, the amount of time consumers have to engage with it correspondingly shrinks. Notes Germano, someone in this scenario will get disintermediated. As Amy Webb noted, users are now making content decisions in fewer than three seconds. Content organizations seeking to thrive in this glance ecosystem need to leverage user data to develop products people want to consume. Tools that optimize against this kind of information include messaging apps like Line, which incorporates stickers as rewards for engagement.



4. Technology is allowing content creators to gather greater data insights, and it’s important to leverage those emerging insights into the creation of richer, layered content that meets users where they are: physically, emotionally and intellectually. The amount of user data continues to grow, and there is great utility for predictive and responsive content creation when this data is properly harnessed. From location-based marketers utilizing near-field communication and geo-location tagging, to Ditto Lab’s use of picture-based data mining, new data-gathering tools create rich opportunities for content creators and media companies to better understand users on both a macro and micro level. But just because something is cool doesn’t mean you should use it, notes Gannett Digital’s Dresden McBride. Still, geolocation has become the cookie of the physical world, noted Asif Khan of Location Based Marketing Association. Organizations that understand users’ physical and psychological state-of-mind improve their chances of succeeding with content decisions as well.

cont. on 5

Engagement - cont. from 4

5. It's not "an audience," it's individuals. Ultimately, the mass has, once and for all, exited mass media. Increasingly, our personal devices enable a more personal experience. Organizations that harness data, front-end social listening, a newfound commitment to the user, and a passion for great content optimization are well-poised to succeed in a rapidly shifting ecosystem. Adopting this kind of approach to content creation leads users to believe organizations understand them.

This "you get me" objective seems key in creating a network of shareable content that grows organically by self-appointed brand and content evangelists who are all too willing to help spread the word about really great content. The key to converting users into evangelists comes with a level of trust, quickly undone by an organization's insistence on a traditional mass media business approach. Putting the user first, last and always creates new storytelling opportunities as well. Livestream apps like Meerkat and Periscope allow users to engage in the content creation. Involving users on the front end of the story-creation process creates "curiosity journalism," according to Neiman Lab's Justin Ellis. Vox's Allison Rockey noted, journalists must "care about the share."

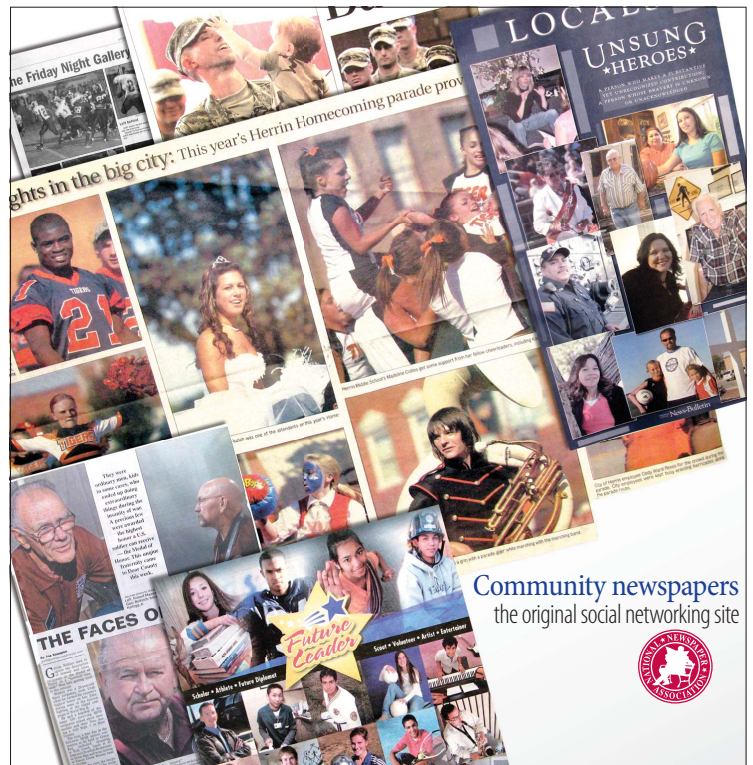
One final takeaway from the symposium: It's time to get radical. Content creators and news organizations, in general, aren't moving quickly enough nor radically enough to maintain user-bases bent on content-grazing and optimizing their limited time and resources against a more complex content ecosystem. As the landscape gets more cluttered, resonance is harder to achieve. Leveraging data, earnestly engaging in the practice of delighting consumers while executing against core journalistic and content missions, and understanding technological advancements that better position content creators to resonate in a chaotic landscape are all opportunities to win at a time when winning in media might become central to survival.

Jim Flink is assisting RJI in identifying and developing mobile news content, distribution and monetization strategies. He is an assistant professor at the Missouri School of Journalism, joining its strategic communication interest area after more than 20 years in television news, four years as a start-up executive and one year as a mobile video news consultant.

Burney and Keever inducted into 2015 NE Women Journalists Hall of Fame

Joan Rossiter Burney, Hartington, NE, and Dr. Beverly Deepe Keever, Honolulu, HI, were inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame during the Nebraska Press Women's spring convention, held April 25, 2015, at the Lexington Public Library, Lexington, NE.

Burney is a Hartington, NE, native who discovered her talent for writing at age 39 when she began writing for the Cedar County News. She went on to become a self-syndicated columnist, feature writer, author and motivational humorous speaker. A member of the Nebraska Press Women for 45 years, Burney has been honored with more than 250 awards, including being named



the National Mother of the Year by American Mothers, Inc. in 1991, National Communicator of Achievement in 1993 by the National Federation of Press Women, and Woman of Distinction by the Nebraska Commission on the Status of Women in 1995.

Dr. Beverly Keever, a Carleton-area (NE) native, and an emerita professor of journalism at the University of Hawaii, spent seven years in Vietnam reporting on the war. She was the longest-serving American correspondent to cover the Vietnam War, writing for publications including Newsweek, New York Herald Tribune and the London Daily. Her work for the Christian Science Monitor, reporting from the Khe Sanh Outpost, was nominated for a Pulitzer Prize.

Her recent book on her experiences, "Death Zones and Darling Spies," is the 2015 "One Book, One Nebraska" selection.

The Hall of Fame is located on the second floor of the University of Nebraska-Lincoln's Andersen Hall. Honorees are also listed on the Hall of Fame section of the Nebraska Press Women's website, <http://www.nebraskapresswomen.org>.

June conference - cont. from 3

Two-day registrants may book rooms at Hampton Inn & Suites, just south of campus, for \$109 per night only when reservations are placed by phone. Call (573) 214-2222 and **use code "ISW" by May 31 for this rate. The registration deadline is May 13, but early registration is encouraged.**

For more information, contact conference coordinators Gary and Helen Sosniecki at sozsez@aol.com, or see <http://www.iswne.org> for registration form, schedules and updates.

Classified Advertising Exchange

Apr. 27, 2015

SPORTS REPORTER: McCook Gazette is looking for a reporter to join our Sports team. The successful candidate will:

- Be responsible for sports content for daily (Mon-Fri) afternoon newspaper and newspaper web site
- Cover all local and regional sports activities including 15 high schools and one community college
- Design, manage photos and assist in paginating the sports pages
- Write game stories while working on a deadline
- Be capable with a camera
- Recruit & oversee stringers and help them develop into productive writers and photographers
- Maintain regular contacts and relationships with coaches, players and athletic officials

McCook is located in Southwest Nebraska, 275 miles east of Denver and 290 miles west of Omaha. It is a very rural community where high school sports is King. Send resume, cover letter, and clips to Shary Skiles, sskiles@ocsmccook.com or mail to Publisher, McCook Gazette, PO Box 1268, McCook, NE 69001.

RETAIL AD SALESPERSON needed at Holdrege Daily Citizen. Earn salary and commission. Position is open May 1. If interested, call Bob King, 308-995-4441, or email job application to holdregecitizen@yahoo.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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Convention Evaluation Form.

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.



2015 Nebraska Press Association Annual Convention

Overall Evaluation Form

Please take a moment to complete this form to help us plan for future conventions.

Circle the option that best reflects your opinion of each item listed.

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Fair</u>	<u>Poor</u>
<u>Hotel</u>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<u>Food</u>					
Overall	5	4	3	2	1
Friday Banquet	5	4	3	2	1
Saturday Breakfast	5	4	3	2	1
Saturday Luncheon	5	4	3	2	1
Saturday Banquet	5	4	3	2	1
<u>Other</u>					
Great Idea Exchange	5	4	3	2	1
Networking Roundtable	5	4	3	2	1
Better Newspaper Contest (Video Show)	5	4	3	2	1
Met Expectations	5	4	3	2	1

Please feel free to voice any comments, questions, or suggestions that may help us in planning for next year's convention, April 22-23, at the Holiday Inn & Convention Center, Kearney, NE.

Comments:

Thank you for taking the time to fill out this form.

(optional)

Name:

Newspaper:

Please return your name badges to the NPA registration desk for recycling and **DRAWING for a chance to win TWO FREE REGISTRATIONS (\$20 value) to next year's NPA Convention in Kearney, April 22-23, 2016 (winner will be notified).**