

Calendar of Events

Events

June 18, 2015

NPA/NPAS Summer Board Meetings
(conference call)

August 13, 2015

NSAA Media Meet & Greet
(Includes continental breakfast)
9:00am, NSAA Office, Lincoln, NE

October 1-3, 2015

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

October 23, 2015

NPA/NPAS Fall Board Meetings
Lincoln, NE

October 23, 2015

Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars

May 21, 2015

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

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Post Office move is bad for rural Nebraska

Editor's Note: This editorial was published April 29, 2015, in the Hartington Cedar Co. News and is reprinted here with permission.

Walk into almost any office and you'll hear the phone ring every once in awhile. It's a normal part of small town commerce.

The phones virtually rang off the hook in many northeast Nebraska newspaper offices Thursday and Friday of last week.

The phone barrage was prompted by a United States Postal Service decision to shut down the Norfolk Regional Mail Sorting Facility. Part of that shut down began April 25, meaning anything in the mail stream after Saturday was shipped to Omaha before it was then shipped back to Norfolk and distributed out to the smaller Post Offices around the region.

Besides the loss of several jobs, the move also means delayed service to small towns.

It's just another example of how rural America is once again getting the short end of the stick.

First, the Post Office began reducing the hours at many rural Post Offices, now its reducing the service to its rural Postal patrons.

It seems the Post Office, in its infinite wisdom, is attempting to balance its budget and get out of the red by cutting service to some of its most loyal customers.

Rural America, and small town newspapers, have long been some of the Post Office's best customers.

Before the Post Office began moving its delivery times back to late morning or early afternoon in some places, you could tell what day of the week the local newspaper was delivered just by watching the crowds gather at the Post Office. Like clock-work every Wednesday morning at 9 a.m. you'd see a steady flow of people into the Post Office to get their newspaper and gossip about the latest headlines.

It was quite a social event.

We realize that things must change, but they don't have to change for the worse.

We spent quite a few hours on the phone this week talking with area Post Office personnel, the Norfolk Post Office and with Postal officials in Omaha. One central theme came out of these discussions — frustration.

Newspaper publishers who work all week long to gather news and advertising
cont. on 2

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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 4/27:

2x2

Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)

Hickman Voice News - Austin Roper (paper made \$162.50)

Kearney Hub - Bridgett Lavene (paper made \$487.50)

Nebraska City News-Press - Erin Johnson (paper made \$487.50)

Sutherland Courier-Times - Trena Seifer (paper made \$150.00)

NCAN

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

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

Week of 5/4:

2x2

Bridgeport News-Blade - Beverly Erickson (paper made \$487.50)

Elkhorn Post-Gazette - Mike Overmann (paper made \$325.00)

Hickman Voice News - Linda Bryant (5 ads) (paper made \$1,525.00)

Hickman Voice News - Austin Roper (paper made \$162.50)

Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$800.00)

Sutherland Courier-Times - Trena Seifer (paper made \$150.00)

NCAN

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

Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

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for their newspapers are frustrated their information isn't getting out to the readers in a timely fashion.

Postal patrons are frustrated their letters, cards and newspapers are arriving several days late.

Postal employees are frustrated their long-planned shut-down of the Norfolk Sorting Center had so many unforeseen problems.

We feel their pain.

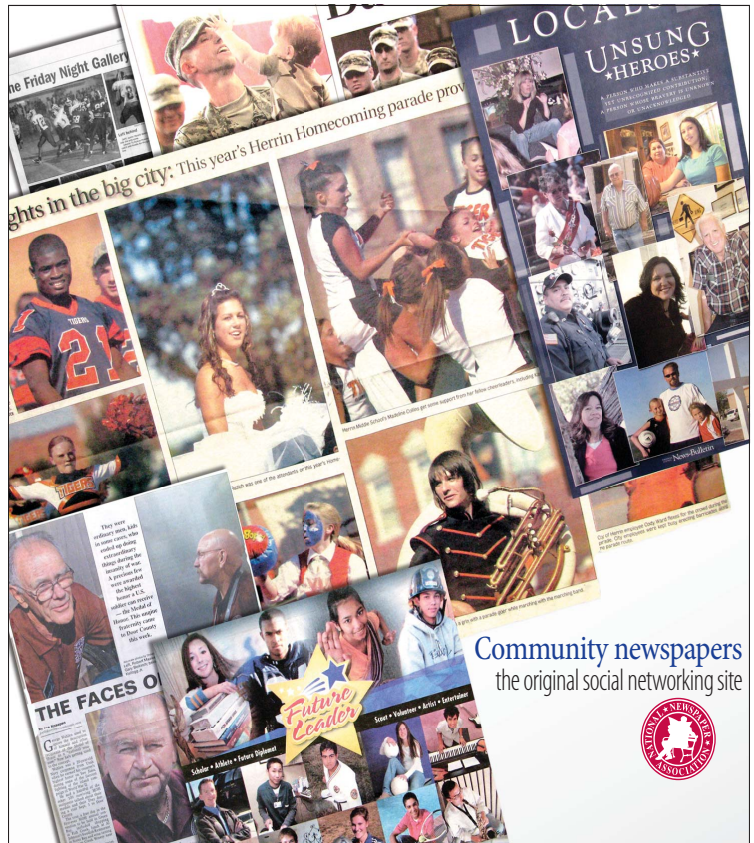
Dan Loukota, the United States Postal Services Omaha Manager of Marketing put it best when he said, "this didn't quite go as we had expected. There are a few bugs to be worked out, yet."

Despite being in the line of fire most of the last week from irate customers and newspaper publishers, Loukota was in a surprisingly good mood when we finally made contact with him Tuesday.

He said the Omaha managerial team has been meeting and discussing options in an effort to make sure this week's batch of weekly newspapers reaches readers much quicker than last week's did. In truth, the Pony Express would have been quicker than last week's delivery efforts.

While we are frustrated about last week's delivery debacle, it is heartening to know there are people in upper management at the Post Office that do care about timely deliveries and are trying to work to solve these problems.

Let's just hope their superiors back in Washington D.C. give them the freedom and flexibility to do just that.



Prepare now for 2016 Contests

With the 2015 NPA Convention behind us, and the results of our Better Newspaper Contest wins and losses a reality, it's time to start planning now for the switch to digital/online contests (entries and judging) for next year.

Create an electronic folder on your desktop or server and name it CONTEST ENTRIES 2016. As you put together each issue of your newspaper, pay attention to the excellent investigative reporting, the unique ad designs, photos and columns, or the website video that created a lot of buzz. Put all of these into the folder and label them for easy identification.

Then, when you receive the Call for Entries for the 2016 Nebraska Better Newspaper Contests, your newspaper will be well ahead of the game. Entering the contests will be easy and, better yet, you won't overlook that first place winning entry because you forgot about it or couldn't find it.

These steps should help your newspaper's transition go smoother as we switch to electronic contests!

York News-Times veteran, Pam Nickels, retires from newspaper business after five decades

After 50 years of working at the York News-Times, Pam Nickels retired on May 1. According to a York News-Times article by Melanie Wilkinson, Pam was a behind-the-scenes person and had worked in every single department at the newspaper since 1965.

Through the years, Pam's role at the paper changed as technology evolved. She did "paste up," which went away because of computers and software changes. She helped in the "mail room," where newspapers were labeled and sorted according to areas of delivery, until that system went away when printing processes were moved to Grand Island. She used to physically create ads using scissors and hot wax, but that process went away with the age of graphic design.

Melanie writes that for five decades "having a front row seat in the show called the newspaper business is unique and commendable."

Grand Island Independent hires multimedia representative

Kacey Cabbage has joined The Grand Island Independent as a multimedia representative.

Cabbage will specialize in automotive advertising sales, including prospecting, cold calling, consulting and customer service to business accounts.

In addition to sales and marketing experience, Cabbage has experience in designing, selling and consulting in the telecommunications industry, with data networks, integrated audio/visual systems, video conferencing systems and development tools for creating software designed systems.

Romanski is now audience development editor

The Grand Island Independent has promoted Stephanie Romanski to audience development editor. She will work with the news staff to advance the focus on using social media channels, mobile reporting, video development and other aspects of digital journalism.

Romanski has worked at The Independent for more than 10 years and previously served as web editor/social media coordinator. She has more than eight years experience in social media/networking and 15 years experience in web design, community moderation, graphics and multimedia.

Omaha World-Herald publisher, Terry Kroeger, is panelist at World News Media Congress in Washington, D.C.

Terry Kroeger, President and CEO of BH Media Group, and publisher of the Omaha World-Herald, joins Larry Kramer, President and Publisher of USA Today, as part of a panel discussion at the upcoming World News Media Congress, June 1-3, in Washington, D.C.

The panel discussion, moderated by Tom Silvestri, President and Publisher of The Richmond Times-Dispatch, will bring together leading U.S. publishers to share the lessons learned in a decade of dramatic change in the world's leading media market.

BH Media Group, which is the 9th largest newspaper group in the U.S., was purchased by Warren Buffet's Berkshire Hathaway in 2011 and has since acquired many other newspapers to form BH Media Group.

The World News Media Congress is the global summit meeting of the world's newspapers and news publishers. More than 1,000 publishers, CEOs, managing directors, chief editors and other senior news media executives from around the world are expected in Washington for the events, organized this year in cooperation with the Newspaper Association of America.

Longtime newspaperman, Harley Lofton, dies at 87

Harley Lofton died April 30, 2015, at Phelps Memorial Health Center in Holdrege, NE.

Born and raised in McCook, NE, Harley served in the U.S. Navy during World War II, and then pursued higher education at McCook Community College, and later in years, at Kearney State College, where he received his bachelor of arts degree in education.

Harley began his career in the newspaper business with The Advertiser in McCook. While attending college in 1948, he joined the staff of the Red Willow County Reporter in McCook and Indianola, and in 1949 moved to Elm Creek, where he served as the editor of the Elm Creek Beacon and the Overton Observer until 1951.

Harley and his family moved to Holdrege, where he was employed by the Holdrege Daily Citizen for the next 49 years. He began as a Linotype operator and pressman, and then served in other capacities including ad manager, business manager, associate publisher and general manager at the time of his retirement in 2000. Through the years, Harley also taught journalism part-time at Holdrege High School.

During his career, Harley served as president of the Nebraska Daily Newspaper Advertising Managers Assn., the Nebraska Daily Publishers Assn. and the Nebraska Press Advertising Service.

Harley was preceded in death by his wife of 24 years, Mae, on April 24, 2015, so to honor their life together, a combined celebration of life service was held May 2, 2015, at St. Elizabeth's Episcopal Church in Holdrege. Burial with military honors was at Moses Hill Cemetery in rural Phelps County.

Besides, his second wife, Mae, Harley was preceded in death by his first wife, Dorothy, who died in 1988, and daughter Julie Ann. Survivors include his son, Harley "Griff" III, two stepchildren, Rich Murrish and Jacqueline Cone and their families. Memorials will be designated at a later time. Condolences to the family may be left at www.nelsonbauerfh.com. Nelson-Bauer Funeral Home in Holdrege was in charge of arrangements.

Former Omaha World-Herald business manager, David Stern, dies

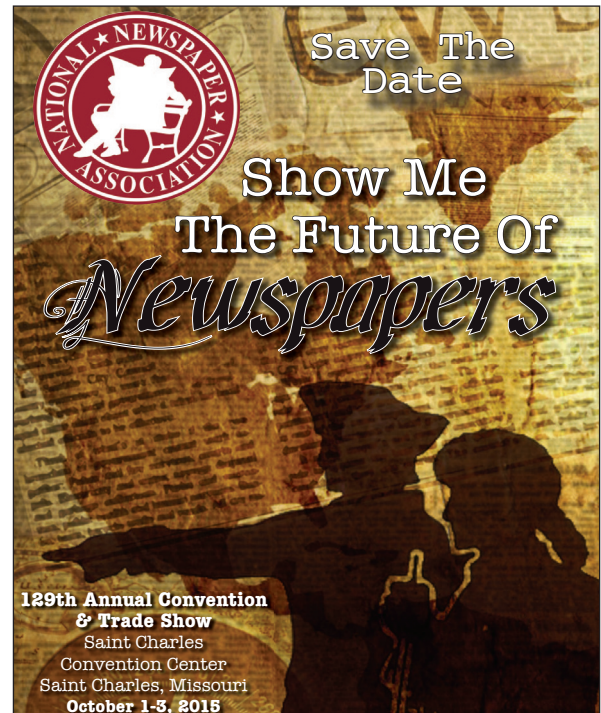
A memorial service for David Stern, a former Omaha World-Herald business manager was held April 30, 2015, at Dundee Presbyterian Church in Omaha, NE. Stern died April 27 of complications from a fall in October, 2014 while on vacation.

Stern held a number of positions during his World-Herald career, starting a classified ad salesman in 1951 and later holding positions in retail and national advertising and the company's promotion manager before moving to the business office. He was chief purchasing agent and property manager from 1964 until his retirement in 1993.

He was active in the Newspaper Purchasing Management Assn., serving on its board of directors for many years and as its president in 1984.

Terry Kroeger, BH Media Group president and CEO and World-Herald publisher, said Stern hired him in 1985. "I learned a lot from Dave, most importantly that common sense and integrity are critical in the newspaper business - really, in anything you do," Kroeger said.

Stern is survived by his wife of 45 years, Dorothy, and his son Jeff and his family. He was preceded in death by son Michael and his first wife, Norma Jean.



Town of Table Rock, NE, opening newspaper museum

The tiny town of Table Rock, Nebraska, population of about 300, already has eight museums, including a church, opera house, school house and log cabin, but by mid-July, they hope to open one more - the Argus Museum. The renovation of the Argus' newsroom will include restored windows and the ceiling raised to its original height.

Before becoming the home of the newspaper, the building, built in 1894, was a grocery store, a saloon, a showroom for equipment and a cafe. The Argus moved into the space in 1959, printing a weekly edition until Editor Rudy Senft died in 1974. The paper that Senft was working on that day still sits in the press, the equipment and notes still on the desk. The printing press, an 1885 Miehle, printed the weekly newspaper for the readers in the Pawnee County town. In a recent Lincoln Journal Star article, Kim Vrtiska, who headed up the Argus' newspaper office renovation said, "The newspaper is such an important part of a town and holds so much of the community history."

Content That Works/KidScoop donating proceeds to Save The Children

Content That Works/KidScoop is donating 100% of the proceeds of the sale of this page to Save The Children's Nepal earthquake disaster-relief efforts. To purchase this page (below) to publish in your newspaper, go to <http://store.contentthatworks.com/products/kidscoop-earthquake-in-nepal> for details, or contact Dan Dalton, dan@contentthatworks.com, 909-793-9890.



Many lives were lost and many people need help following Nepal's earthquake. Kids everywhere are saying:

Kids Can Help, Too!

There are LOTS of ways kids like you can help. This special Kid Scoop page tells you how!



Creative Corner

Create a Poster!

Several organizations are asking the public to donate money to help get the supplies they need to assist people affected by the earthquake.

Make a poster, or several posters, that includes these words:

HELP NEPAL'S EARTHQUAKE VICTIMS!
Please donate what you can to:
(name of organization)
(Web address)
(phone number)

Illustrate your poster with helping hands, smiling faces, or people saying "Thank You!"

Ask local businesses, doctors and dentists offices and more if they will display your poster in their windows.

Your artwork will attract attention in a very special way!



Earthquake in Nepal

An earthquake is one of the most powerful forces on earth. On April 25, 2015 a major earthquake in Nepal destroyed buildings throughout this mountainous nation located between China and India (see map below). Thousands of lives were lost and thousands more were injured.

Try This

Scientists use an instrument called a **seismograph** to measure earthquakes. Try this activity with a friend to find out how a seismograph works.



1. On a table place a small toy car on a piece of paper.
2. One person holds a pencil with the lead lightly resting on the paper.
3. The other person moves the paper back and forth very slowly. What kind of line does the pencil make? Does the car move?
4. Now move the paper so that the car starts to slide around. What kind of line does the pencil make now?

How do earthquakes happen?



When you crack the shell of a hard-boiled egg, you get a lot of separate pieces or plates of shell. The crust of the earth is like the shell of a hard-boiled egg. It is broken up into plates, too. When the plates shift or move, that creates an earthquake.

Standards Link: Earth Science: Students know that plate tectonics account for major geological events.

It All Adds Up!

Following Hurricane Katrina, Kid Scoop readers came up with creative ideas to raise a lot of money, a little at a time. A student in Pennsylvania told us ...

We helped with a game: PENNY CHALLENGE!

Each class competes against other classrooms. Each class tries to have the **smallest** amount of money in its class bin at the end of the week. How? Students donate money to another classroom's bin to make the amount in the other bins higher than the home class bin. We hoped to raise \$400 in the week-long competition. Thanks to generous donations, we raised 5 times our goal, a total of \$2,184.60!

Justin, 6th grade
Pennwood Middle School
Virdley, PA



This Idea Makes Cents!

Ask an adult if there are some chores around home you could do to raise a little money to donate to help Nepal's earthquake victims. You'll be helping two places at once!

Extra! Extra! Sense of Kindness

What if you could understand kindness with all of your senses? Look through the newspaper for pictures that show what kindness:

- looks like
- sounds like
- feels like
- smells like
- tastes like

Can you find an example for all five?

Standards Link: Social Science: Students understand that being a good citizen involves acting in certain ways.

American Red Cross

The American Red Cross provides help to victims of disasters and helps people prevent, prepare for, and respond to emergencies.
www.redcross.org
1-800-733-2767

UNICEF

UNICEF is helping in Nepal by providing children with clean water, food and emergency security services.
www.unicef.org
1-800-FOR-KIDS

CARE

CARE is providing emergency food, shelter and medical aid following the earthquake that killed nearly 4,000 people in Nepal.
www.care.org
1-800-422-7385

Oxfam

After a disaster like the Nepal earthquake, disease can spread quickly without proper sanitation and clean drinking water which Oxfam helps to provide.
www.oxfamamerica.org
1-800-776-9326

Above are just some of the many agencies rushing to assist in Nepal. Look for more in your newspaper or at your newspaper's Web site.

Write On!

How I Helped

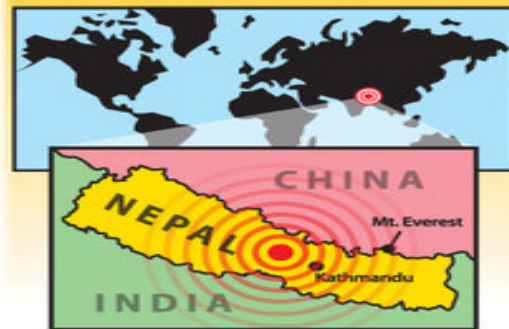
Send us a letter or an e-mail telling us what you did to help people affected by the earthquake in Nepal. How did helping make you feel? We may even share your letter with other Kid Scoop readers at www.kidscoop.com in the weeks ahead.

Send your letters to:
Kid Scoop/How I Helped
P.O. Box 1802
Sonoma, CA 95476

E-mail:
thescoop@kidscoop.com
Please include your school and grade. Sorry, we cannot return letters mailed to the Kid Scoop office.

Where is Nepal?

The country of Nepal is located in the Himalayan Mountains between China and India.



First Red Cross Youth Activity

When the Ohio and Mississippi Rivers flooded in 1884, a group of six children put on a play, raised money and sent it to the American Red Cross. The money helped a family that suffered greatly from the flood.

To find out how much money the children raised, add up all of the even numbers on the red crosses below.



Standards Link: Math: Compute sums to 100.

Double Double Word Search

EARTHQUAKE

- DISASTER
- POWERFUL
- SUPPLIES
- PLATES
- DONATE
- FORCES
- ASSIST
- NEPAL
- MONEY
- RAISE
- IDEAS
- CRUST
- KIDS
- CARE

Find the words in the puzzle, then in this week's Kid Scoop stories and activities.

E	K	A	U	Q	H	T	R	A	E
H	C	R	U	S	T	E	S	D	L
L	S	P	A	M	E	E	T	I	F
N	E	E	O	R	T	S	S	U	S
N	D	N	C	A	A	D	I	A	R
I	E	A	L	R	N	I	S	S	E
Y	R	P	A	O	K	S	T	W	
E	L	W	A	I	D	F	A	E	O
S	U	P	P	L	I	E	S	R	P

Standards Link: Letter sequencing. Recognized identical words. Skills and scan reading. Pencil spelling practice.

FROM THE Kid Scoop LESSON LIBRARY

Volunteering

Find volunteer opportunities in the newspaper in your area. Identify the value, both personally and to the community, of doing a "good turn" in this situation.

Standards Link: Civics: Understand the importance of volunteering as a characteristic of American society.

The Power of the Paper

Newspapers provide more than just news about disasters. They also bring people together to help those suffering from disasters like Nepal's earthquake. Newspapers help people support each other in their own communities. As you complete this special newspaper page, look around and get to know how your paper delivers news and hope. In print and online, newspapers make the world a better place.

Note to teachers and parents: Kid Scoop's Special Nepal Earthquake Edition was designed to give you the vocabulary and background needed to better understand the news articles about this historic disaster.

Classified Advertising Exchange

May 4, 2015

ADVERTISING MANAGER for suburban Omaha weekly community newspapers. Looking for a sales manager with a proven track record who is a leader. Our newspapers are located in two of the fastest growing communities in Nebraska. The potential is waiting for you. Email resume to: penny@dcpostgazette.com, or mike@gretnaguide.com.

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.

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.