

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## Calendar of Events

### Events

#### 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

#### August 13, 2015

Practical Use of eDoc  
(PUBAUX/Online Media Campus)

#### August 13, 2015

How to Craft an Engaging Lede  
(Online Media Campus)

#### August 20, 2015

New Ways to Grow Audience  
Online: Social Stories for  
Snapchat, Periscope & Facebook  
(Online Media Campus)

#### August 20, 2015

Inner Life of Grammar  
(Poynter's News University)

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

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

## Is the mail on time in rural areas? U.S. Postal Service is going to be asking

NNA (National Newspaper Association), July 23, 2015

WASHINGTON - Small towns and rural areas may soon get more attention from the U.S. Postal Service, following several years of post office and mail sorting facility closings. The Senate Appropriations Committee this week ordered new examination of the on-time arrival of mail outside urban areas. National Newspaper Association President John Edgecombe Jr., publisher of The Nebraska Signal in Geneva, NE, said the new requirement resulted from NNA's work to improve rural mail service. He expressed NNA's thanks to Sen. Roy Blunt, R-MO, for being the champion of a new rural mail service measurement.



Blunt said, "Rural mail delivery has been increasingly strained in recent years, especially with additional mail processing center closures in my state.

Many rural Missourians have experienced delayed mail, and it is a problem that needs to be addressed. I am pleased the Appropriations Committee included my language directing the Postal Service and Postal Regulatory Commission to work together to create a measurement to determine rural mail delivery times. With the U.S. Postal Service expressing support for this language, this is a constructive step forward to address the ongoing challenges facing rural mail service."

"NNA always works for the benefit of smaller communities in the U.S., and we know that mail is particularly important to our towns. Since 2011 when mail processing facilities began to close, most of us community newspaper people have seen deterioration in the quality of service. But current USPS mail service studies do not specifically look at rural mail. We asked in March that the Postal Regulatory Commission work out a study on rural and small town mail. Now we are gratified that the Senate Appropriations Committee is going to require it," Edgecombe said. The Postal Service regularly gathers data on the time elapsed from the entry of a mail piece into its system to the arrival at the mail's destination. Reports of on-time delivery as measured against a stated service standard are provided through the PRC's website. Information comes from a variety of USPS systems, including reports from in-home mail monitors working through a Postal Service contractor.

"We believe the Postal Service is sensitive to the need for a separate measurement of rural mail," NNA Chief Executive Officer Tonda F. Rush said.

**cont. pg. 3**

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## You're invited! Retirement celebration planned for Broken Bow Custer Co. Chief's Deb McCaslin

Family and friends invite you to attend a celebration for Deb McCaslin, who is retiring from the *Broken Bow Custer Co. Chief* to pursue other adventures.

After serving 12 years as publisher of the *Custer Co. Chief*, and the third generation of her family to serve as publisher, in April, 2014, Deb moved from publisher to executive editor of the paper, when Les Mann was hired as the Chief's new publisher.

Deb's retirement celebration is planned for Friday, August 7, 2015, starting at 5:00 p.m., at the Kinkaider (brewery) in Broken Bow. The Kinkaider is located one mile north of Broken Bow at 43860 Paulsen Rd.

Contact Penny Ashenfelter at 308-872-6010, or 925-784-6655, if you have any questions about the celebration.



The National Newspaper Association's 129th Annual Convention & Trade Show, Oct. 1-3, 2015, will be at the Embassy Suites Hotel in St. Charles, MO, just eight miles from the St. Louis Airport (STL). The room rate is \$139 plus tax per night, and the hotel is located adjacent to the St. Charles Convention Center, where all the meetings will take place.

Check out the three-day program at  
<http://nnaweb.org/convention>



[www.HistoricStCharles.com](http://www.HistoricStCharles.com)



MISSOURI

## Web addresses with .news are now available

NAA (Newspaper Association of America), July 22, 2015

A new domain name may help journalists and media companies better connect with their digital and mobile readers.

Rightside, a provider of domain name services, announced in mid-July the availability of .news Web addresses. Based in Kirkland, Washington, Rightside is the only registry that offers the .news Web addresses. Individuals and businesses can purchase the extension through multiple registrars, including Name.com.

The customized .news Web addresses can help ensure that a journalist's or media company's content gets noticed by people and search engines.

For more information, go to: <http://www.naa.org/Topics-and-Tools/Digital-Media/Innovations/2015/domain-name.aspx>

“ I'm suspicious of people who don't like dogs,  
but I trust a dog who doesn't like a person.  
- Bill Murray

## Postal - from pg. 1

“The changes in the service network since the Great Recession have disproportionately diminished service to small towns, simply because they are now further away from mail processing plants and their mail has to travel further. We have been discussing this problem with Postmaster General Megan Brennan, who offered her increased attention to this problem. Her support for Blunt’s amendment was critical.”

The language in the Financial Services and General Government appropriation bill for 2016 is:

*The committee directs the Postal Regulatory Commission and Postal Service to work together to expand the methodology to report mail delivery performance to specifically include mail delivery from rural towns to other rural towns; from rural towns to urban areas; and from urban areas to rural towns. The committee requests this methodology within 60 days of enactment of the Act, with a subsequent report on the data gathered using this methodology to be provided to the Committee no later than **March 1, 2016.***

Enactment of the requirement depends upon passage of the overall bill by the Senate and House. However, Rush said she believed the study would begin even without the final passage of the legislation.

“NNA is looking forward to seeing the Postal Service progress on this study,” Edgecombe said. “We appreciate Postmaster General Brennan’s openness to taking on this important measurement. Under the maxim, ‘what gets measured gets done,’ we think once the numbers are run on the rural areas, the Postal Service will have the tools to improve the service.”

## Nebraska writer featured in Newseum exhibit

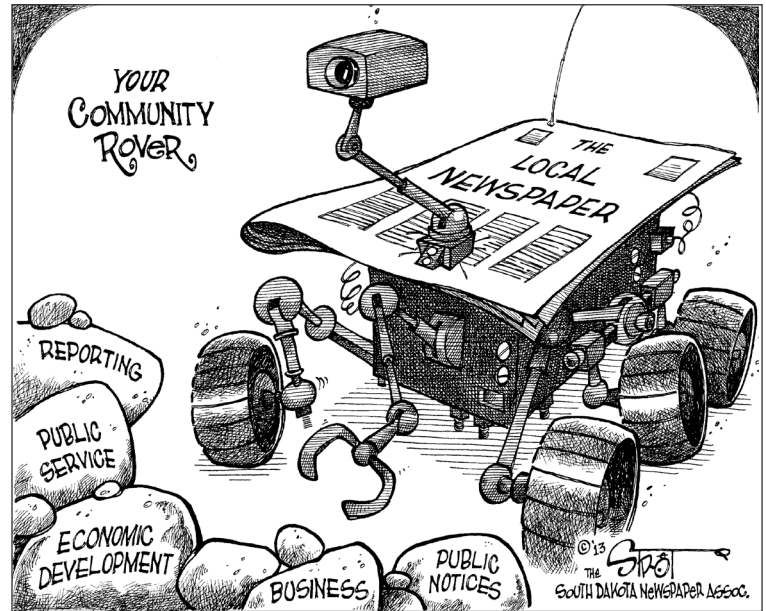
*Lincoln Journal Star, August 2, 2015*

This year marks the 50th anniversary of the start of the Vietnam War, and the Newseum marks the date with a new exhibit exploring how the media reported the country’s first televised war. Photos, news footage, historic newspapers and magazines, music and artifacts tell the story of a divided nation, and debunk some myths about the era.

Nebraska writer Beverly Deepe Kever, author of the 2015 One Book One Nebraska: “*Death Zones & Darling Spies: Seven Years of Vietnam War Reporting*,” is featured in one of the lead panels in this exhibit in Washington, D.C.

Kever, who was born and raised in Hebron, was the longest-serving American correspondent covering the Vietnam War and earned a Pulitzer Prize nomination for reporting. Kever received the 2015 Marian Andersen Nebraska Women Journalists Hall of Fame Award.

Set to a soundtrack of protest songs, the exhibit opens with an exploration of the culture clash that emerged in the 1960s as seen through mainstream and counterculture publications of the day. “Reporting Vietnam” challenges perceptions that linger 50 years after U.S. troops arrived in Vietnam, and poses the question, “Did the press lose the war?” Find out more about the exhibit at [www.newseum.org/exhibits/current/reporting-vietnam](http://www.newseum.org/exhibits/current/reporting-vietnam).



## Associated Press Media Editors seeking your great ideas

Does your newspaper or media company do something extraordinarily well? Something that makes you proud? Something readers love? Something that drives page views?

If so, please share the thing you do well with the Associated Press Media Editors’ “Great Ideas of the Quarter,” which features the best and brightest ideas from around the industry.

Your great idea can be for print or digital. It can be something new and innovative and thrown in from left field, or it can be a fresh new take on something we do every day.

Past Great Ideas books have featured ideas on audience engagement, multimedia, niche products/sections/sites, quick-turnaround packages, holidays coverage, revenue generators, social media, streaming live/broadcast, video, alternative story forms, database reporting, diversity and more.

Even better, it’s free to enter the contest, and nominating your idea is quick and simple. **Go to <http://www.apme.com/?page=GreatIdeasform>** for a form to submit entries and upload images to accompany your idea.

All entries will be included in the Great Ideas book, available at the ASNE-APME conference Oct. 16-18 at Stanford University in Palo Alto, California. **The deadline for submitting ideas for the book is Aug. 31.**

## **Norfolk Daily News reporter, editor, Mike Avok, dies at 45**

Graveside services for family and friends of Mike Avok, 45, of Norfolk will be Tuesday, August 4, at Crown Hill Cemetery near Madison, NE. Avok died July 30, 2015, of an aneurysm at the Nebraska Medical Center.

At the time of his death, Avok was a reporter and an editor for the *Norfolk Daily News*, where he covered everything from politics and immigration to agriculture and education.

Most of his working life was spent as an editor or a reporter at various newspapers, including the *Huron Plainsman* and the *Pierre Capital Journal* in South Dakota, and *The Omaha World-Herald* from 1999 to 2008, where he was an assignment editor.

“Everyone at the Daily News will miss Mike greatly,” said Editor, Kent Warneke. “Mike was an extremely talented writer, always looking for the best way to present a story in a compelling fashion. His talent and his journalistic ideals were something that helped him stand apart.”

Born in Minnesota, Avok graduated from Yankton (SD) High and then earned a Bachelor of Arts degree in journalism at South Dakota State University in Brookings.

He is survived by his wife, Carol, his mother, Judy Lowe and her husband, Kenrick, and sister, Angela Avok.

## **Kellar joins Ogallala Keith County News as news writer**

Ohio native Kathryn Kellar joined the *Ogallala Keith County News* in mid-July as a staff writer. In May, Kellar graduated from Muskingum University, New Concord, Ohio, with a degree in journalism. Throughout college, she worked as a staff reporter and editor for the student-run newspaper, and had summer internships at *The Lakesider* newspaper in Lakeside, Ohio and WTOL television station in Toledo, Ohio.

At the *Keith County News*, Kellar will work as a general assignment writer and will also cover school news for the paper’s coverage area.

## **Linscott returns to Fairbury Journal-News as new publisher**

Fred Arnold, publisher/managing editor of the *Fairbury Journal-News* has announced that Tim Linscott will return to the *Journal-News* in September as the new publisher.

Linscott, who has been editor of the *Grant Tribune-Sentinel* for the past two years, was editor of the *Journal-News* in the early 1990s. His career has been spent in the newspaper business, early on at the *Plainview News* before his editor job at the *Journal-News*, and then publisher of the *Wilber Republican*, *DeWitt Times-News* and *Friend Sentinel*.


## **Staff changes announced at Grant Tribune-Sentinel**

With News Editor Tim Linscott and 20-year employee Shari Friedel leaving the *Grant Tribune-Sentinel* staff in August, the timing was right in both situations for familiar faces to step in.

Friedel, who has worked at the *Tribune-Sentinel* since 1995, decided it was time for a change and will now be working in the Perkins County school system. Samantha Goff, who previously worked in the newspaper’s front office, will transition into Friedel’s production position.

Becky Uehling, who re-joined the *Tribune-Sentinel* staff in January in a sales role, will assume editor responsibilities, a position she previously held at the paper from 1999 to 2002. Uehling, who received an NPA Foundation scholarship in 1993, received a bachelor’s degree in journalism from Chadron State College in 1997. Because of her familiarity with the community and her previous editor experience, she transitioned into the editor position in July.

Brooke Pankonin continues as office manager at the *Tribune-Sentinel*, the position she has held for the past two years. She was involved in business operations at the *Imperial Republican* while taking college classes and grew up helping in the family business in Wauneta and Imperial as the daughter of co-publishers, Russ and Lori Pankonin.



### **Upcoming Webinars**

**Pub Aux Live:  
Practical use of eDoc  
Thursday, August 13**  
*Presenters Brad Hill, Interlink  
and Max Heath, NNA*

**How to Craft an  
Engaging Lede  
Thursday, August 13**  
*Presenter Carlene Cox,  
GateHouse Media*

**New Ways to Grow  
Audience Online  
Thursday, August 20**  
*Presenter Val Hoepfner,  
Val Hoepfner Media and Consulting*

**Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)**

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

# A Fresh Look at Nebraska

By LuAnn Schindler, Creighton News

“A newspaper is a circulating library with high blood pressure.”

I would have to agree with those words, penned by sports journalist and long-time humor columnist, Arthur Baer. During the past month, I have had the opportunity to judge several segments of the Arizona Press newspaper contest. While it has been a rewarding experience, judging has been stressful, at times.

Why? High quality work makes it difficult choosing a winner. Work that gives me pause and makes me want to sit back and savor each syllable, each nuance, each sense of place. Articles filled with investigative reporting, loaded with facts and figures. Personal interest stories that tug at the heart or introduce new subject matter.

More often than not, I'll catch myself perusing the non-contest entries filling the tearsheets, cursing when an article is jumped and that tearsheet isn't included, causing me to scour the paper's website until I locate the article to find out 'the rest of the story.'

I've learned a lot about article selection, writing style and layout. Good writers are good readers and take note of what does or does not work. It's interesting to read a story lede and consider how I would have written it if I were on that beat. Writers take different paths to lay out the groundwork, but the ultimate finish line is the same: present factual information by capturing the reader's attention.

Noting differences in design style hasn't caused my blood pressure to skyrocket, but it has made me think more about what ends up on the page, which fonts do or don't complement one another, why it's important to maintain consistency and why an updated style gives a paper an edginess, a contemporary vibe.

One contest division required three full-page examples dated throughout the year. Watching one paper transform its look by several simple changes - font style and consistent story placement - was eye opening.

Several of the newsrooms that submitted work operate with a staff of two covering the outlying areas, while others are staffed with an arsenal of journalists, photographers and videographers. Bottom line: quality journalism results when journalists write with integrity and adhere to strong journalistic ethics, whether it's from an office of two or 20.

The main lesson reinforced is that whether we live in Nebraska or Arizona, many issues have universal importance. The difference: the personalized elements from the people who live in the area. Residents in both states are concerned about water rights, immigration reform, the state of the almighty dollar, the rising costs of education. I read articles that created analogies to current issues we Nebraskans face.

That's the thing about community journalism: it's a never-ending newsfeed that replenishes itself on a weekly - and daily - basis. Sometimes news is positive; other times, well, the truth isn't always a glossy Hollywood interpretation. Sometimes, the news is difficult to hear; it causes readers to face realities, it's a reflection of the area and ourselves that we may not want to look at logically.

Community journalism works because it's consistent, it's honest, it's valued.

From what I read as a judge, it's here to stay.

*This column ran in the July 8, 2015, issue of the Creighton News and is reprinted here with permission.*

## Prepare now for 2016 NPA Better Newspaper Contest

Beginning in 2016, NPA's Better Newspaper Contest will switch to a digital/online format for contest entries and judging. To make the transition (from hard copy to digital entries) as smooth as possible, we recommend that newspapers begin now to prepare for the 2016 Nebraska Better Newspaper Contest:

- **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, promotions, photos, columns and website video, create PDFs of your work, label them for easy identification and put all of them into the folder. (You might also want to include the issue date that the item was published, for easy reference).**

**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 contest 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.

# Classified Advertising Exchange

August 3, 2015

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, NSAA Media Meet & Greet Invitation, Online Media Campus Webinar Flyers.

**Available through NPA:**

**Reporter's Guide to  
Media Law and  
Nebraska Courts (2005)**  
\$3.00 ea.

**Nebraska Open  
Meetings Act Booklet (2012)**  
\$1.00 ea.

*(plus postage)*

*To purchase copies, contact the NPA office,  
402-476-2851/(NE) 800-369-2850,  
or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)*

**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](mailto:nebpress@nebpress.com).



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

## ***2015 NSAA MEDIA MEET & GREET***

Updates and changes to NSAA Media Policy will be discussed as well as exciting topics for this coming school year, followed by a Q & A session.

Breakfast will be provided  
in addition to a special NSAA gift for attendees!

**TIME: 8:30 am – 9:00 am – Credential Pick-Up & Breakfast**

**9:00 am – 10:30 am - Discussion**

**DATE: Thursday, August 13<sup>TH</sup>, 2015**

**PLACE: NSAA Media Room, 500 Charleston St**

**PLEASE RSVP with attendee names by Monday, August 10<sup>th</sup>:**

[ssassekildow@nsaahome.org](mailto:ssassekildow@nsaahome.org)

**(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)**



**ONLINEMEDIACAMPUS**

*Online Media Campus, in partnership with NNA, presents:*

# PUB AUX LIVE

## Practical Use of eDoc



**Thursday, August 13**

**11:00 a.m. EDT / 10:00 a.m. CDT**

### GUEST STARS:



**Brad Hill** is the president of Interlink, a privately owned circulation-management company serving the community newspaper industry.

He's also been named

a National Newspaper Association representative on the Mailers' Technical Advisory Committee, joining National Newspaper Association's postal Chair Max Heath and NNA Chief Executive Officer Tonda F. Rush in that important postal-related group.



**Max Heath**, chair of the NNA Postal Committee, is considered the newspaper industry's postal guru. Heath also serves on the Mailers Technical Advisory Committee,

which meets quarterly at USPS headquarters. Additionally, he's a postal consultant for Athlon Media and Landmark Community Newspapers. Heath was executive editor of LCNI for 21 years, and circulation director for 23 years before retiring in 2008.

### HOSTED BY:

**Stan Schwartz**, senior editor and communications director for the National Newspaper Association

### Registration fee:

**\$30 for NNA members**  
**\$65 for non-members**

### Registration deadline: August 10

*Registrations submitted after the deadline will be subject to a \$10 late fee.*

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

**Register now for this webinar at**  
**[www.regonline.com/NNAeDoc](http://www.regonline.com/NNAeDoc)**

**PUB AUX LIVE**  
**first Thursdays at**  
**11 a.m. EDT/**  
**10 a.m. CDT**

**Questions? Contact Ryan Rohlf at 515-422-9052 or [rrohlf@inanews.com](mailto:rrohlf@inanews.com)**





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

## How to Craft an Engaging Lede

**Thursday, August 13**

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35

Deadline: August 10

Presented  
by:



*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

### ***In this webinar...***

In this webinar, we will cover everything from how to write a basic news story in inverted pyramid style to the emotion-filled feature piece. This presentation includes an overview of several common and effective styles of ledes, as well as tips for how to keep ledes concise and compelling.

We will focus on:

- The five basic ledes.
- Writing effective summary ledes.
- Second-day ledes.
- What to avoid.

*Who should attend: This is a basic to intermediate course for new reporters or small-paper editors, or for reporters who feel they're in a rut and would like some fresh ideas on lede writing.*

### ***The presenter...***

#### **Carlene Cox**



Carlene Cox is the director of newsroom development for GateHouse Media.

Cox is a member of GateHouse Media's News & Interactive division, which provides training and support to newsrooms throughout the country.

***Presented in partnership with:***



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

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**



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

## New Ways to Grow Audience Online

**Social Stories for Snapchat, Periscope and Facebook**

**Thursday, August 20**

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

**Registration fee: \$35**

**Registration Deadline:**

**August 17**



### ***In this webinar...***

Reaching new audiences is easier than ever with social media. Knowing where to invest your time is the challenge. Periscope, Snapchat and Facebook's deep dive into video are changing the way we reach our social readers. Learn how to use live video, Facebook video and Snapchat to mine new audiences and be creative with social stories. We will explore what new social mediums work best for attracting younger audiences and branding our content.

*This session is recommended for anyone who has intermediate social media skills and is comfortable using basic video and photo skills on a mobile device.*

### ***Presented in partnership with:***

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

### ***The presenter...***

#### **Val Hoepner**



Val Hoepner is a digital journalist, teacher, trainer and media strategist. Hoepner spent 20 years in newsrooms as a photojournalist, newsroom leader and multimedia director.

She also spent five years working with journalism professionals, educators and students in her role as director of education for the Freedom Forum Diversity Institute.

As CEO of Val Hoepner Media and Consulting, LLC, Hoepner travels to newsrooms, universities and media conferences to train journalists in mobile, social, video and multi-platform storytelling. She is also the Professional Journalist in Residence at Middle Tennessee State University.



Online Media  
Campus



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**