

NPA/NPAS Staff

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Statement of Ownership deadline is October 1

It's time to file, publish and fax your U.S. Postal Service Statement of Ownership. File the statement with the U.S. Postal Service: **The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

- Get the form at your local post office or at www.usps.com. Enter "statement of ownership" in the search field and download **Form 3526**.
- Newspapers with electronic e-subscriptions to claim should also use **Form 3526x**.
- Publish the statement in your paper: The deadline for publishing your notice depends on the frequency of publication: **For dailies and newspapers published two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**
- The NNA (National Newspaper Association) also requests **all NNA member newspapers send a copy of their statement of ownership to NNA/Lynn Edinger, PO Box 7540, Columbia, MO 65205-7540; or email them to lynn@nna.org.**

If you have any questions, please contact Allen Beermann in the NPA office.

Winners - cont. from 1

Kearney - Mary Jane Skala, former business/lifestyles reporter for the Kearney Hub: first, specialty articles - business; second, specialty articles - religion; and third, specialty articles - physical health/fitness/mental health/self-help.

Lincoln - Cheryl Alberts Irwin, freelance writer, and Judy Nelson, freelance writer and author: second, public relations materials - newsletters - nonprofit, government or educational.

North Platte - Heather Johnson, formerly a reporter for the North Platte Telegraph, honorable mention, special series.

Omaha - Carla Chance of Cedar Creek, marketing communications director for Video King/VKGS in Omaha: first, advertising posters, billboards, and banners; second, single advertisement for print or electronic publication; and third, advertising campaign.

Omaha - Sherry Thompson, freelance writer: second, writing for the Web.

“ You can observe a lot by just watching. ”
Yogi Berra
1925-2015

Upcoming Webinars

Mapping Your Digital Strategy
Thursday, October 15
*Presenter Jean Hodges,
GateHouse Media*

What You Need to Know About Overtime and Independent Contractor Laws and Regulations
Friday, October 16
*Presenter Michael Zinser,
The Zinser Law Firm*

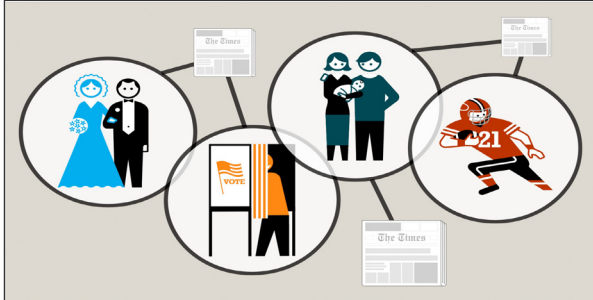
Growing Revenue in Your Local Market
Thursday, October 29
*Presenter Mark Lane,
Morris Communications*

Register at onlinemediacampus.com

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

National Newspaper Week is October 4-10!

This year marks the 75th anniversary of National Newspaper Week (NNW), October 4-10, 2015. This observance underscores the impact of newspapers to communities large and small. The theme of this year's NNW is "Power of the Press."



NEWSPAPER MEDIA HAS THE POWER TO INFORM, ENTERTAIN AND CONNECT.

When you hold your local newspaper in your hands – whether in print or on a mobile device – you hold a powerful tool to inform and inspire.

For centuries in towns and cities across North America, local newspapers have served as watchdogs for the public good and as a powerful connection between citizens and the communities around them.

On the 75th Anniversary of National Newspaper Week, we salute the men and women who work hard to bring you the news.

In this digital age, the newspaper audience has never been greater, with millions reading in print, online or via mobile. No matter the medium, those millions of readers have come to rely on The Power of the Press.

POWER OF THE PRESS

National Newspaper Week | 75th ANNIVERSARY | Oct. 4-10, 2015

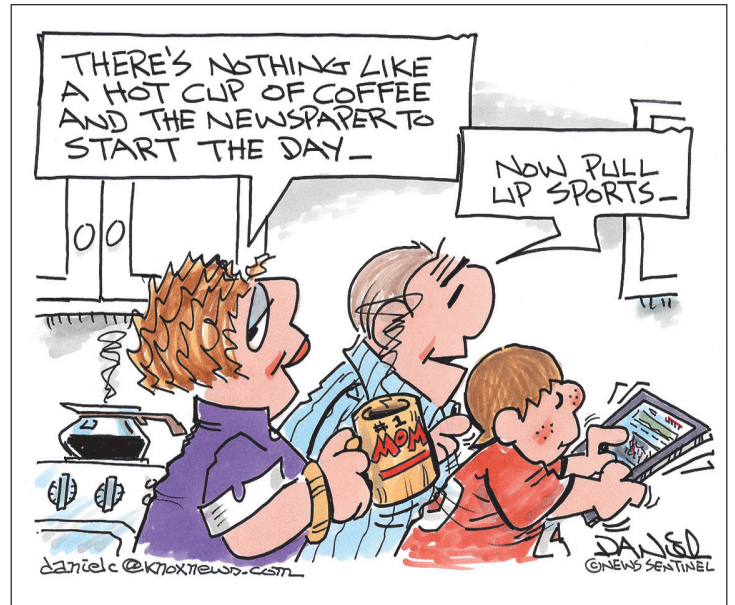
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9/29/15 9:28 AM

We encourage newspapers to download materials from the National Newspaper Week website, www.nationalnewspaperweek.com, which are available now, and devote as many column inches as possible to reinforce the importance of newspapers to the communities and cities we serve.

Please editorialize locally about how your newspaper is relevant to your community - through your role as a government watchdog, coverage of community events, providing timely public notices, etc.



The NNW content kit contains editorials, editorial cartoons, hour and promotional ads and more that are available for download at no charge to newspapers.

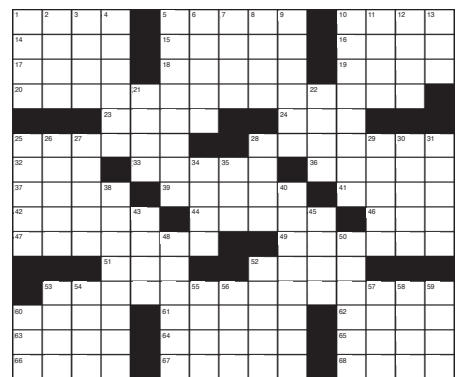
NNW is sponsored and coordinated by Newspaper Association Managers, Inc., a consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

Materials will remain on the website and can be accessed by newspapers for use throughout the year since our message is timeless.

Newspapers: The #1 Source for Local News

ACROSS

1. Breakfast, for one
5. Digital camera company
10. Sleep lightly
14. Rod that connects wheels
15. With one's mouth open
16. Nike competitor
17. Barbecued entrée
18. Multiplied by (2 wds.)
19. Retained
20. Local newspaper topic (2 wds.)
23. Land measurement
24. Suffix with depend or exist
25. Local newspaper topic
28. Local newspaper topic
32. Chant heard at the Olympics
33. "It's either one or the ___"
36. January, in Jurezz
37. Buyers of season tickets
39. Stopped a squeak
41. Gulf War missile
42. Unquestionable bits of information
44. Plumbing tubes
46. ___Locks, Florida
47. Local newspaper topic
49. Local newspaper topic
51. Game with "Skip" cards
52. Yogi or Smokey
53. Local newspaper topic (2 wds.)
60. Actress Gertz seen in "Twister"
61. "Thou ___ not steal"
62. Sharif of "Doctor Zhivago"
63. Poisonous Egyptian snakes
64. Kind of belly button
65. El ___ (weather phenomenon)
66. Netting material
67. Nudged with the snout
68. "Dam it!"



Puzzle by Patrick Jordan

DOWN

1. "The Red Planet"
2. Door leading out
3. Alluring actress Jessica
4. Vampire created by Anne Rice
5. Serves the wishes of (2 wds.)
6. Gracefully mobile
7. Tom, Dick, or Harry
8. Its members include Saudi Arabia and Iran (abbr.)
9. Lipton rival
10. Residents of Bismarck and Pierre
11. Bakery appliance
12. Travels very quickly
13. Enjoy a 1-Across
21. Bounced sound
22. Concerning, on a memo (2 wds.)
25. Polishes to a shine
26. Gravity theorist ___ Newton
27. Cattle-raising farm
28. Get ready, for short
29. Room's layout style
30. Go off like a volcano
31. Carbonated drinks
34. Joints near the waist
35. Quarterback Manning
38. Rather plump
40. Uninhabited, as a ghost town
43. Consumer electronics brand
45. Straddle both banks of
48. Gains access with a typed password (2 wds.)
50. Julia in "The Curious Case of Benjamin Button"
52. Prove the falseness of
53. Numbered item on "Deal or No Deal"
54. Demonic sprites
55. "Say it isn't so!" (2 wds.)
56. Some "soccer mom" vehicles
57. Title for Kuwait's leader
58. Grandmother, affectionately
59. Horse's moderate pace
60. Fruity bread spread

Standing up for rural poster delivery

By Marie Powell, Center for Rural Affairs, mariep@cfra.org
August 24, 2015

Post offices are crucial anywhere, but especially crucial in rural areas that depend on the postal service to stay connected through news delivery, services crucial to businesses, and, in some communities, a link to prescription drugs and other services.



The mail service is a national treasure that has been in operation for 240 years. Every day, the Postal Service provides affordable, universal mail service to all—without using taxpayer dollars for its operation.

The Center for Rural Affairs has signed letters of support for continuing reliable, affordable six-day mail delivery

from the US Postal Service. Particularly for remote rural citizens, the service is a lifeline. Nearly 10,000 people have signed the pledge.

We also signed letters of support for two bipartisan measures in the House of Representatives. One, HR 54, would restore service standards to those in use before last January's reductions. The combination of reduced service standards and closing mail processing facilities has left rural Americans and businesses experiencing the worst of mail delays.

The other House measure (HR 12) calls for maintaining six-day mail service across the country. Small towns and rural communities in particular depend on this service as a link to prescription drugs and other vital services. Both measures passed in the House.

To pledge your support to save our public postal service visit: <http://agrandalliance.org/pledge/ORhttp://www.cfra.org/standing-rural-postal-delivery>.

Teacher in China uses Norfolk Daily News to help students learn

By Erin Bell, Norfolk Daily News, August 15, 2015

Penny Frazier, a native Norfolkian, is a part-time resident of Hohhot, China, where she started teaching English at Inner Mongolia Hohhot University in the mid-1990s.

Her love for news was “infectious” this past spring when she taught a newspaper reading class - a class in which she exposed students to the Norfolk Daily News. She initially thought sharing copies of her local newspaper with students would be a good way to give them a feel for her hometown. That's why she approached the Daily News about sending copies to China for the semester.

For the majority of the students in her class, the Daily News was the first American newspaper they'd seen. “They were absolutely thrilled,” Frazier said. “There are not many English newspapers in China, and most of the news they would read is online.”

The objective of the course is to improve English reading skills and to discuss stylistically how newspapers differ from literature and textbooks. But it also sparked conversation about cultural differences.



Frazier said Chinese newspapers don't have, for example, obituaries or wedding announcements. The way in which language is used, particularly in American headlines, also differs. “We'd talk about headlines, how they're short and use vivid language, especially sports headlines,” Frazier said. It became fun for students to guess how and why the words were being used the way they were, Frazier said.

But what she found especially encouraging was that the class made the students want to read news. “Generally, Chinese students don't take a lot of time to read the news,” Frazier said. “There are world issues they're not very aware of that they should be because soon they'll be a part of the working world.”

Attend MobileMe&You Conference, October 28-30 in Lincoln!

Learn more about mobile media best practices from Jeff Carney, corporate director of digital development for BH Media Group's 71 newspapers by attending the Mobile Me & You conference at UNL, October 28-30.

MobileMe&You
A mobile-first conference

The free conference, sponsored by the College of Journalism and Mass Communications and funded by the Knight Foundation, is bringing 20 mobile media executives to campus. Have conversations with leaders from The Washington Post, McClatchy Newspapers, Univision, Al Jazeera, NBC Digital Group, Pew Research Center, Archrival and UNL's Drone Journalism Lab, among others.

Come join the largest gathering of mobile media experts UNL has ever hosted. Here are some of the topics that will be discussed:

- Getting to know your audience with wearables
- Virtual reality & real messages
- Drones & sensors to gather, not just publish, data
- The importance of mobile in Africa & undeveloped countries
- Why mobile no longer is the undiscovered territory in advertising & public relations
- How Berkshire Hathaway's scores of newspapers think about mobile
- How NBC's Breaking News app uses geolocation to keep you informed
- Case studies from The Washington Post, Al Jazeera+ & McClatchy Newspapers
- Why mobile is so important for Univision's audience
- Latest research from the Pew Research Center
- Going mobile-first to reach the unreached audience
- Changing your organization's thinking & culture to be mobile-first
- Monetizing mobile with new businesses
- Tips for using phones & tablets to gather information
- Investigative reporting & mobile media

Attend the free reception from 6:30-8:30 p.m., Wednesday, Oct. 28, at the Embassy Suites in downtown Lincoln. Conference sessions start at 8:30 a.m. Thursday and Friday in the auditorium of the City Campus Student Union.

To REGISTER for the free Mobile Me & You conference: <http://www.mobileme-you.com/register-now/>

Conference SPEAKERS & SCHEDULE:

<http://www.mobileme-you.com/speakers/>

AP Stylebook is now an interactive e-book

The Associated Press announced earlier this month that the AP Stylebook and Briefing on Media Law is now an e-book.

The 2015 AP Stylebook has more than 5,000 entries, making it the biggest edition in its more than six decades of publication.

Users have asked for an e-book version for years, so this is a purpose-built e-book, with internal linking throughout the book.

Price of the e-book depends on the platform, but it currently costs anywhere from \$9.99 to \$11.99. The next edition will come out with the print edition in spring 2016.

For more information, go to: <http://www.apstylebook.com/>

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.



Nominations sought for Nebraska Press Women Hall of Fame

Nominations are being accepted through Jan. 22, 2016, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women to recognize women journalists who have made a difference for their profession and their communities. Nominees:

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support. See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines, or go directly to <http://nebraskapresswomen.org/>.

Contact: Cheryl Alberts Irwin, Nebraska Press Women Hall of Fame director, rcirwin@windstream.net, 402-464-7955.

Classified Advertising Exchange

Sept 29, 2015

FULL-TIME ADVERTISING SALES: The award winning Clay County News has a full-time career opportunity for an advertising sales team member in Clay County and the surrounding area. Must be reliable, determined, organized, self-sufficient and deadline oriented. If you enjoy meeting people, with the drive to manage existing accounts and develop new customers, you are encouraged to apply. It is helpful, but by no means required, to have experience with Adobe Creative Suite programs such as InDesign and Photoshop. Please send resumé and cover letter to Tory Duncan at ccntory@gmail.com or mail to Clay County News, PO Box 405, Sutton, NE 68979.

NEWSPAPER FOR SALE - Colorado Mountain Weekly Newspaper & Tourist Guide: One of the oldest newspapers in Colorado with loyal readership and minimal competition. Legal newspaper of record for several government entities. Solid margin with room for growth in online platforms and ancillary publications. Consistent award-winning Journalism. Paid subscriber base with a growing number of e-paper subscribers. Fishing, hunting, hiking, world class skiing, camping and anything else you desire in owning a newspaper where you vacation. Contact Ben Mahrle, Mountain States Business Brokers & Advisors, ben@msbba.com, 970-221-9950.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange

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

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 no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.