

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

November 20, 2015

NPA Foundation board meeting conference call

March 16-17, 2016

NNA (National Newspaper Assn) Leadership Summit, Washington DC

April 22-23, 2016

NPA Annual Convention
Holiday Inn Convention Center,
Kearney, NE

Webinars

November 5, 2015

Simply Your Ratecard: Making the Switch to Modular
(Online Media Campus)

November 5, 2015

Ad Packages for New Business
(PUB AUX/Online Media Campus)

November 19, 2015

In-Depth, Enterprising News: Finding Time & Digging Deeper
(Online Media Campus)

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Share your topic ideas for 2016 NPA convention workshops

It's time to start thinking about workshop topics and presenters for our 2016 NPA convention and we'd like to hear your suggestions for topics. Convention is the one time each year when our members can meet, network and learn from the experts. Our goal each year is to provide convention sessions that cover topics and issues that are important and relevant to our members - daily or weekly papers, large or small.



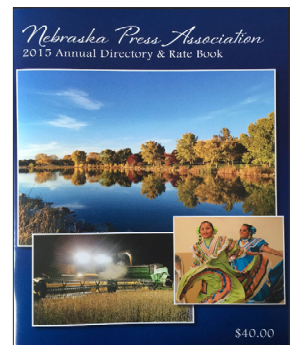
Please email your workshop topic suggestions to Susan Watson in the NPA office at nebpress@nebpress.com.

Save the dates! The 2016 NPA Convention will be April 22-23 at the Holiday Inn Convention Center, Kearney, NE.

Submit your photos for 2016 NPA Directory cover

Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2016 NPA Directory/Ratebook.

To submit a photo, send a high resolution JPEG to nebpress@nebpress.com. Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year and can include photos that your paper may have entered in the 2015 NPA contest categories can be submitted for front cover consideration.



The selected photo(s) will receive mention in the 2016 Directory. Cover photo(s) will be selected by NPA/NPAS staff. **Deadline for photo submissions is November 9, 2015.**

It's contest time!

NPA's switch to an online/digital format is in place, and while the deadline for entries isn't until January 31, 2016, you can begin submitting online entries now. We wanted to give our members plenty of time to get familiar with the new online contest process.

To download a PDF of the 2016 NPA

Call for Entries, which includes contest rules and instructions for digital/online entries, go to <https://portal.newspapercontest.com/nebraska/rules/ContestRules.pdf>.

Contact Carolyn Bowman if you have any contest questions at cb@nebpress.com, or (NE) 800-369-2850.

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Help locate missing Nebraska Vietnam vet photos for “Faces Never Forgotten” project

There are still 92 missing photos of Nebraska Vietnam soldiers killed in combat.

Last year, NNA coordinated with state newspaper associations to participate in the Vietnam Veterans Memorial Foundation’s “Faces Never Forgotten” project.

This year, we are again asking our members to help by publishing the names of the missing Nebraskans in their newspapers in an effort to locate the photos from their readership areas.



Newspapers are uniquely qualified to reach the smaller towns all across the country to get the word out about the project.

For more information, or to find out how your newspaper can help, please contact: Heidi Zimmerman, Director of Communications, Vietnam Veterans Memorial Fund, hzimmerman@vvmf.org, ph: 202-393-009, EXT 118, or www.vvmf.org.

Potter named 2015 Communicator of Achievement by NE Press Women

Kearney Hub, October 13, 2015

Longtime Kearney Hub reporter and columnist Lori Potter was named the 2015 Communicator of Achievement by the Nebraska Press Women at their recent fall conference in Genoa, NE.

The award is the highest honor Nebraska Press Women can bestow on a member and is based on an individual’s contributions to her state and national affiliates, as well as her community.

A graduate of then Wilcox High School, Potter went on to attend Kearney State College, and after graduating began a career in community journalism that has taken her to newspapers in Alliance, York and now Kearney.

She is the Hub’s agriculture and natural resources reporter and writes a weekly column, “Potter’s Wheel.” She is an award-winning writer and photographer, and has won numerous sweepstakes awards in both the NPW and National Federation of Press Women Communications contests, as well as in other organizations, including Nebraska Press Association and North American Ag Journalists.

Year four of Rural Health News Service project begins, partnering states grows

As the Nebraska Press Association begins year four of the Rural Health News Service project, the number of other state press associations that have joined in the partnership project continues to grow.

There are now eight partnering state press associations: South Dakota, Colorado, Indiana, Illinois, California, Wyoming, Mississippi and North Dakota.

The (RHNS) “Thinking About Health” columns are written by health reporter Trudy Lieberman, and distributed by NPA twice a month to our member newspapers free of charge. **We encourage newspapers to publish and promote the columns as a service to your readers.**

Funded by a grant from The Commonwealth Fund and distributed through NPA, the Rural Health News Service continues to provide unbiased health-related information, designed to help better understand the health issues facing our communities, state and nation.

Your newspaper - it's not about us, it's about you

Valorie Zach, Niobrara Tribune editorial, published 10/8/15

Newspapers come in all shapes, sizes and styles.

There are the large newspapers of great circulation and prestige and there are the small newspapers.

Weeklies are not daily papers, and vice versa. The weekly's relationship to the community is different from the dailies, it's more personal.

What is all of this leading up to?

National Newspaper Week is being observed this week, Oct. 4-10. This year marks the 75th anniversary of the week that recognizes the important role newspapers have in their communities.

This year's theme is - "Power of the Press."

So just how much power can a small town newspaper with limited staff and resources have in this day and age?
The answer might surprise people.

Your own hometown newspaper, the Niobrara Tribune, has delivered the weekly news to this community since 1885. But delivering the news isn't the only thing the Tribune does.

In addition to informing, your newspaper educates, by explaining new ideas or processes being tried in the community.

Your newspaper serves as a siren to warn people of scams and robberies taking place.

Your newspaper can stop the spread of misinformation and put a stop to gossip, by printing the facts.

Your newspaper can right wrongs by printing the truth.

Your newspaper is important to democracy-a government of the people, by the people and for the people. If democracy is going to work, it takes informed people. A great deal of time is spent covering local governmental meetings in the community and getting the information to the public, which helps to keep the lines of communication open between the residents and the public officials. The paper also provides candidate profiles and election coverage.

Your newspaper can incite conversation.

Your newspaper can introduce people to the area.

Your newspaper is all the while, journaling the town's happenings. It serves as a public record for the births and deaths and openings and closings of businesses in town, the naming of new pastors, high school graduations.

Your newspaper studies the town's issues and tries to identify problems and help solve them through editorials, encouraging people to find solutions.

Your newspaper tries to reflect what is going on in the community, and provides a forum to express concerns, with the Letter to the Editor and Open Forum sections.

The local newspaper keeps the town's past out there, in front of people, to remind them of the significant things that have made the area they are living in what it is today.

Your newspaper helps give recognition, to reflect the town's positive growth and development. There is also the flip side of this, and that is the negative recognition, such as robberies, drug arrests, DUI's, and items of this nature. With the negative recognition, the newspaper plays a role in the community's social interactions, alerting the public to these things to provide some incentive in a manner with some public accountability for the actions of young and old.

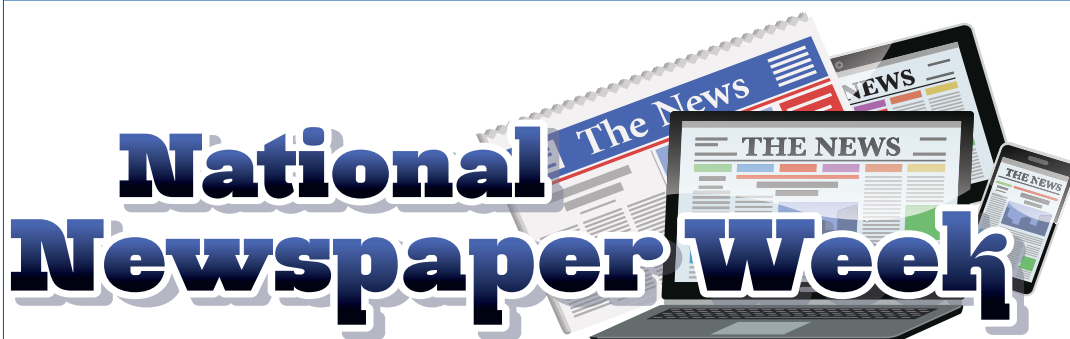
Your newspaper can entertain, most often in the form of feature stories, and offer readers a chance to see some behind the scenes things that they normally wouldn't get to see.

Your newspaper has a pretty good advertising base, so that when advertisers chose to place their ad here, it will be seen by eyeballs from Verdel to Wynot, and papers are taken to Springfield, S.D. each week as well.

Weekly hometown papers know and care about their communities like no other, and their staff members will pass up family outings and vacations because they are passionate about keeping all of these things in place for people, 52 weeks of the year.

Your newspaper tries to reflect the character of its coverage area, because it's not about us, it's about you.

That's a little bit about the power of the press---Niobrara Tribune style.



*Niobrara Tribune
editorial (pg 3),
Grant Tribune-Sentinel
promo ad (pg 4)
promote
National Newspaper
Week!*

National Newspaper Week

12 GRANT TRIBUNE SENTINEL

THURSDAY, OCT. 8, 2015



POWER OF THE PRESS



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



The Grant Tribune Sentinel

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 as a powerful connection between the 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!**

Classified Advertising Exchange

Oct 26, 2015

PUBLISHER WANTED: Stevenson Newspapers is seeking a dynamic hands-on publisher to lead a small Nebraska daily and two sister weeklies. The successful candidate's focus will be to drive up revenue with our sales team while maintaining a personal list of accounts. You will also be responsible for planning, coordinating and directing all departments of the newspapers. The ideal candidate will be an advertising pro with a strong leadership background. The candidate must possess excellent customer service skills and have the ability to develop those skills in others. This is an exciting opportunity for the right person to step in and guide our publications by leading by example and setting the bar high. Salary commensurate with experience. For consideration please send cover letter, resume and salary history to Patrick Cossel at pcstevenson@actaccess.net. All replies kept in strict confidence.

NEWSPAPERS FOR SALE: PROFITABLE Nebraska County Seat weekly newspaper for sale, smaller weekly included. Owners planning retirement. Active communities and excellent growth prospects. Serious inquiries only to Box W, Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226.

TAILGATE SPACE: Tailgate and park 4 blocks north of Memorial stadium in secure location with restrooms. Parking \$15 per game or rent the 6,900 sq. ft warehouse for big tailgate or business gatherings. 402-326-4311. Warehouse/office/retail available December 2016 for business enterprises.

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.