

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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## 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](mailto:hzimmerman@vvmf.org), ph: 202-393-009, EXT 118, or [www.vvmf.org](http://www.vvmf.org).

## Veterans Day, flag features available for newspapers

This year, Veterans Day is Wednesday, November 11. Missouri Press Association created a feature on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.



Missouri Press Association also produced a feature on flag etiquette and more than 250 newspapers nationwide have downloaded the Flag Etiquette feature.

Both the Flag Etiquette feature and the Veterans Day feature were created in partnership with The Missouri Bar Association. PDFs of these features are attached to this Bulletin and newspapers are invited to download and use them to commemorate this holiday.

**June board meeting minutes available**  
Minutes from the June 18, 2015, NPA/NPAS joint board meeting are now available. Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to request a copy of the meeting minutes.

## NPA/NPAS Staff

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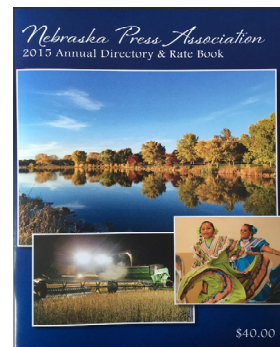
## Submit your photos for 2016 NPA

### 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](mailto: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 so much easier to suggest solutions when you don't know too much about the problem. ”

- Malcolm Forbes

## Longtime journalist Dick Herman dies

Dick Herman, whose career included education writer, statehouse reporter and editorial page editor at the *Lincoln Journal Star*, died October 28, 2015 at Sumner Place nursing home in Lincoln, NE, at the age of 87.

He was hired in 1957 at the *Journal Star* as a “desk man,” but according to Herman’s friend, Gil Savery, who also worked with him at the newspaper, “he did not like working on the desk, so he became our education writer.”

In 1963, Herman was assigned to the statehouse beat, and in 1974, he became editorial page editor of the newspaper, a position he held until he retired in 1993.

He grew up in Burlington, IA, and graduated from the University of Missouri in 1949 with a degree in journalism. He served in the U.S. Army and the U.S. Air Force.

His first reporting job was at the *Davenport Times* in Iowa, and he also worked at the *Scottsbluff Star-Herald*, the *Dodge City Daily Globe* in Kansas and the *Sidney Telegraph*.

Herman is survived by his wife, Jacqui, and two sons, Ted, of Iowa City, IA, and Dan, of San Diego, CA. Aspen Cremation and Burial Services of Lincoln is handling the funeral arrangements.

## Former Crawford Clipper business manager, Prosser, dies at 90

Funeral services for Helen Prosser, 90, of Crawford, NE, were held September 19, 2015.

In 1979, after raising her children with her husband Leonard, she went to work at the *Clipper* as bookkeeper/business manager until she retired in 1995.

Helen was preceded in death by her husband and daughter Nancy. She is survived by sons Emory, James and David and their families.

A memorial has been established for the Crawford Fire Department or the Ponderosa Villa. Donations may be sent to Chamberlain Chapel, PO Box 970, Chadron, NE 69337.

## Management changes announced at Osmond Republican

*Osmond Republican*, Oct. 14, 2015

After 53 years of full-time service to the *Osmond Republican*, Bernice Blecha has decided to slow down a bit. In October, Blecha became editor emeritus, and longtime *Republican* employee Regina Lorenz took over as general manager of the newspaper. Publisher Rob Dump has stepped in as editor during the transition.

**Cont. pg. 3**

## It's online/digital contest time!

The Nebraska Press Association is excited to roll out our switch to an online/digital Call for Entries for the 2016 Better Newspaper Contest. **While the deadline for entries isn't until January 31, 2016, you can begin submitting online entries now.** We want to give everyone additional time to get familiar with how the online process works.

**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>.** Be sure to read the rules and instructions carefully. Contact Carolyn Bowman in the NPA/NPAS office with any contest or entry questions. Reach Carolyn at [cb@nebpress.com](mailto:cb@nebpress.com), or (NE) 800-369-2850.

### Osmond - cont. from pg. 2

Lorenz celebrated her 25th anniversary at the newspaper in September. She started her newspaper career as a typesetter at the Republican, and since then has also worked in the press room, dark room and mail room, as a graphic artist, reporter, photographer and proof reader. She also served as office manager at both the Wausa Gazette and Randolph Times newspapers over the years.

Dump said he and wife, co-publisher Peggy Year, are very fortunate Blecha has been part of the newspaper for so long and the couple is grateful she agreed to stay on part-time instead of retiring altogether. "Bernice has an incredible wealth of knowledge about not only the newspaper, but also the community," Year said.

Blecha, who began her career at the Republican print shop, steadily advanced through the ranks, serving as editor and general manager of Osmond's hometown newspaper since the Northeast Nebraska News Company purchased the newspaper 19 years ago.

In 2013, Blecha was the recipient of the Golden Pica Pole award, presented by the Nebraska Press Association, to people who have dedicated their careers to community newspapers.

## Download and share for free 20 "Tweetable Truths" about the newspaper industry!

*Newspaper Association of America (NAA), October 27, 2015*  
Newspapers are thriving in the world of digital media and now reach more people than ever before. To increase awareness of the many positive newspaper developments taking place, NAA has compiled a list of "20 Tweetable Truths" for you to share on your newspaper's Twitter account, including positive facts and figures about the state of newspapers.



The "Tweet This" feature allows you to quickly and easily share these facts: Clicking the button next to the corresponding post will automatically populate your Twitter window with the pre-crafted post, along with links; all you have to do is click Send! **Go to <http://www.naa.org/Topics-and-Tools/Digital-Media/Social-Media/2015/Tweetable-Truths.aspx> to download the "20 Tweetable Truths" document and start sharing immediately.**

Driving Positive Discussions on Social Media:  
"20 Tweetable Truths" contains information in tweets of 140 characters or less about newspaper audience; newspaper digital reach; use of and trust in newspaper advertising; and more.

Many of the tweets link back to the NAA website and resources, and use the hashtag #KnowYourNews. Through using a common hashtag that we have designated, we hope to help drive positive discussions on social media about newspapers for users to follow, share and engage. These tweets can be used any time you are looking for content to share on the broader newspaper industry and can be included along with your newspaper's other social media posts.

**For tips on social media best practices, check out "Top 25 Social Media Marketing Tips" at <http://www.business2community.com/social-media/top-25-social-media-marketing-tips-experts-01356578#2GHpmeq407EFmk6Y.97> for advice on developing and implementing an effective social media strategy.** Please email NAA Communications Manager Lindsey Loving, [lindsey.loving@naa.org](mailto:lindsey.loving@naa.org), if you have any questions about this resource.

**Would you like to  
print the  
2016 NPA/NPAS  
Directory/Rate  
Book?**

**The deadline for bid submissions  
is Thurs., Nov. 12, 2015.**

**See the attached flyer for details.**



# Critiquing Pages

*To the readers, it's almost all about the stories*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

In October, I traveled to Albuquerque, where I gave the Saturday keynote address at the New Mexico Press Association Convention. On Sunday morning, I caught a flight to Orlando, where I spoke at an international conference made up of newspaper and magazine publishers.

My assignment in Florida was a little out of the ordinary. In addition to giving the keynote, I was asked to meet with publishers individually and look over their products, offering criticism and advice. The convention planner expected maybe a dozen publishers to take advantage of the opportunity to meet with me for 30 minutes each over two days. By the time I left Florida, I had met with more than 20 publishers, who represented scores of titles.

While I was packing my computer to head back to the airport, several of the attendees stopped me. Most of them said something like, "I can't wait for you to see my magazine next year" or "I plan to win

## Shadow Shadow

**Adding a white line above a drop shadow can create a cleaner effect on newsprint.**

all the awards next year after making the changes you suggested."

It reminded me a little of my visits to Hopkinsville, Kentucky, where I'm invited every couple of years to spend two days with the news staff there. I'm always surprised by the things we get into while I'm with the Kentucky New Era, but tend to find our page critiques the most helpful exercise. I can't take credit for the idea. It originally came from Eli Pace, editor, and we've made it a regular part of my visits.

The idea works like this: The various editors meet around a conference table for a few hours, while we look over pages from the previous year. This is done by projecting the pages onto a large screen, where we can critique the pages simultaneously.

We discuss the quality of headlines,



**When critiquing publications at a recent conference, the focus group keyed on stories and writing more than anything else. What else did they like a lot? Crossword puzzles.**

the placement of stories, the general layout of the pages and more. Once, I noted that newspaper flag on the front page looked a little dirty. Eli gave me the go-ahead to "play with the flag" that afternoon and I sent a clean copy to him before heading back to the hotel.

Not knowing he was actually going to use the cleaner design, I was surprised the next morning when he told me several readers had called in to comment on the improved front page design.

All I did was clean up the drop shadow behind the words "Kentucky New Era." I didn't change the shape or size of anything. I simply inserted a thin white line between the characters in the flag and the drop shadow behind them. Little things make a big difference.

While preparing for the Florida group, I gathered a group of 23 folks in my hometown of Knoxville to look over some of the various newspapers and magazines I that would be represented in Orlando. This focus group was made up of ordinary readers. None of them were professional writers, editors or designers.

I divided the focus group into smaller groups of three to four members each and asked them to critique a dozen elements of the publications. These included stories, design, readability and other elements.

Most surprising to me was the lack of concern over paper quality. Most readers didn't seem to care whether they were reading something printed on coated stock, newsprint or something else.

What they cared about most were the stories. Were the topics of local interest? Were the writers local or did they get the material from a news service? How was the quality of the writing?

When I met individually with publishers, I shared the input of the focus groups, then went through their publications page by page, sharing my own thoughts. Afterwards, more than a few of the participants told me it was the most valuable program they'd ever attended at a convention.

Why was it so valuable? Most of us, I think, get so used to seeing our newspapers that we forget how the reader sees them. By looking at their products through new eyes, I was able to share ideas that will be valuable as they continually work to improve their publications.

Here's a thought: How about gathering a focus group to look at your newspapers every six months? By offering to pay for lunch, I had 23 willing participants, giving us enough folks to break into groups and critique two dozen titles in four hours.

In my customer service survey last month, I learned that the chief concern of subscribers is the number of local stories and the quality of writing. For nonsubscribers, quality of writing was number one and local story content was number two.

Consider creating your own focus group. I can't wait to hear from the publishers I met in Florida to learn about the improvements to their products in the coming months.

Have you read Kevin's "The Good Folks of Lennox Valley?" It's carried by papers stretching from Idaho to Florida. Visit the Good Folks of Lennox Valley at [LennoxValley.com](http://LennoxValley.com)



# Classified Advertising Exchange

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Nov 2, 2015

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

Classified Advertising Exchange, Husker Pre-Game Flyer, Request for Rate Book Bids Flyer, Veterans Day 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 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](mailto:nebpress@nebpress.com).



**To: NPA Members & Staff**

***It's Husker football  
time again!***

**Join us Saturday, November 7,**

**prior to the game, for food & conversation,**

**starts at 4:00 p.m.**

**at the NPA office, 845 "S" St, Lincoln, NE**

*(Sorry, our lot parking is sold out)*

**Huskers**

**vs.**

**Michigan State**

*Sponsor: Nebraska Lottery*

***Go Big Red!***

# Honoring Our Veterans

On the 11th hour,  
of the 11th day,  
of the 11th month

in 1918, an armistice, or agreement to stop fighting, was reached between the Allied nations and Germany in World War I.

One year later, President Woodrow Wilson declared that Nov. 11, 1919 was a day to remember Americans for their military service in World War I. He called it Armistice Day. He suggested that Americans celebrate with parades and perhaps a “brief suspension of business” around 11 a.m. President Wilson also hoped it would be a time when Americans offered prayers of thanksgiving for those who had served and for peace for all times.

★ President Wilson originally intended Armistice Day to be observed one time, but many states decided to observe it every year to honor World War I veterans.

★ Congress followed the states’ lead and in 1938 declared that every November 11 would be observed as Armistice Day.

★ Congress changed the name to Veterans Day in 1954 to honor veterans of all wars.

★ For a brief time, 1971-1974, Veterans Day was observed on the 4th Monday in October. Since 1975, Veterans Day is always observed on Nov. 11.

★ If Nov. 11 falls on a Saturday or Sunday, the federal government observes the holiday on the previous Friday or following Monday, respectively.

★ Nov. 11, 1921, when the first of the unknown soldiers was buried in Arlington National Cemetery, unidentified soldiers also were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.

★ Memorial Day, the fourth Monday in May, honors American service members who died in service to their country.



★ Veterans Day pays tribute to all American veterans, living or dead, but especially gives thanks to living veterans who served their country honorably during war or peacetime.

★ States designate their own holidays, so there are no official U.S. national holidays. The government can only designate holidays for federal employees and for the District of Columbia. But states almost always follow the federal lead.

## Timeline for Veterans Day Observance

- Nov. 11, 1918** The fighting in World War I ended. (The Treaty of Versailles formally ended the war on June 28, 1919)
- November 1919** President Woodrow Wilson proclaimed that Nov. 11, 1919, would be observed as Armistice Day—a day to honor the veterans of World War I.
- Nov. 11, 1921** The first of the unknown soldiers, a veteran of World War I, was buried in Arlington Cemetery in Virginia in what has become known as the Tomb of the Unknown Soldier. On the same day, unidentified soldiers were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.
- June 4, 1926** Twenty-seven states had made Armistice Day a holiday so Congress declared it to be a recurring day of remembrance.
- May 13, 1938** Congress makes Armistice Day a national holiday.
- June 28, 1968** Congress changed Veterans Day to the fourth Monday in October.
- Sept. 20, 1975** President Gerald Ford changed Veterans Day back to Nov. 11.



## Activities

- 1.** Write to local citizens who are serving in the military and to the newspaper publicly thanking those in military service.
- 2.** Learn more about The Tomb of the Unknowns at [www.arlingtoncemetery.mil/visitorinformation/TombofUnknowns.aspx](http://www.arlingtoncemetery.mil/visitorinformation/TombofUnknowns.aspx)
- 3.** Research the Uniform Holiday Bill. Why were people unhappy with this bill?

Missouri GLE: SS3–A1, C, CA2, 1.6 (Grades K-8)

Missouri CLE: SS 2 C, CA, 3, 1.6 (Grades 9-12)

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# Honoring Our Flag

On June 14, 1923 the National Flag Code was adopted at the National Flag Conference.

The meeting was held in Washington D.C. to establish procedures for displaying the United States Flag. The code was based on Army and Navy practices. In 1942, Congress passed a joint resolution to make the Flag Code a law.

Today, we celebrate June 14 as Flag Day.

Although it is a law, there are no penalties and the Flag Code is a voluntary guide for showing respect to the U.S. Flag. Forty-seven states have their own laws

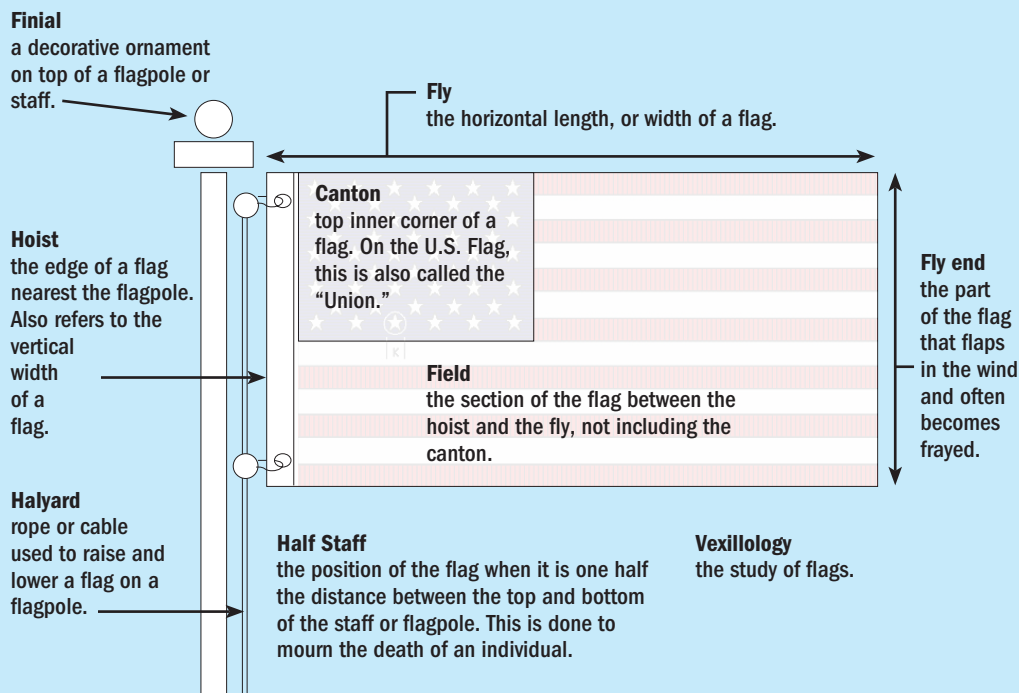
with penalties that prohibit desecration of the flag or its use for advertising or publicity.

## Flag Etiquette

- ★ The U.S. Flag should be displayed from sunrise to sunset, unless it is well lit during the darkness.
- ★ The U.S. Flag should always be placed above other flags and pennants. There is one exception during a special Navy ceremony at sea.
- ★ On a stage, the U.S. Flag should always be placed behind the speaker and to his/her right.
- ★ When hanging the U.S. Flag vertically or horizontally from a wall or window, the canton, or union, should be at the top right of the flag. When you face the flag, it should be on your left.
- ★ On Memorial Day, the U.S. Flag is flown at half staff until noon, and then raised until sunset.
- ★ The President of the United States, governors and limited other government officials may direct the U.S. Flag to be flown at half staff.

- ★ The U.S. Flag should not be allowed to touch the ground, but if it does, you are not required to destroy it as long as it is still suitable for display.
- ★ It is acceptable to wash or dry clean a U.S. Flag to keep it in good shape.
- ★ Only all-weather U.S. Flags made of non-absorbent material should be displayed during bad weather.
- ★ When a U.S. Flag has served its life, it should be destroyed, preferably by burning. Many American Legion posts have special ceremonies on Flag Day, June 14. You may have your own ceremony to discreetly burn worn out flags.
- ★ Never use a U.S. Flag to cover a statue or monument or drape the flag over the hood, top, sides or back of a vehicle, train or boat.
- ★ The U.S. Flag should not be used as wearing apparel, including costumes or athletic uniforms, bedding or drapery.
- ★ Every schoolhouse should display the U.S. Flag during school days.
- ★ The U.S. Flag should never be used for advertising purposes.

## Flag Terminology



## Activities

1. Look through your newspaper for pictures and stories of holidays, events and deaths where the U.S. Flag will be displayed.
2. Write an editorial giving your opinion on this topic: Should there be a Constitutional amendment making it illegal to burn our flag in protest or is burning the flag an expression that is part of our Freedom of Speech?

## Learn More

Research the Tripp Flag online to learn about the story behind this famous painting.

Missouri GLE: Social Studies 1D

# Would you like to print the 2016 NPA/NPAS Newspaper Directory and Rate Book??

*Submit your detailed bid by  
Thursday, November 12, 2015*

## **Here's what is involved:**

- 1,000 copies
- Covers, 4-color (inside covers b/w), bleed, (#80 gloss stock)
- 52 b/w inside pages (#70 gloss stock)
- The book is sent to you ready to print as a camera-ready PDF, created in InDesign CS5
- 8 1/2" x 11" finished - two-staple binding
- Please include shipping costs (to NPA office) & sales tax with your bid

## **Please submit your bid to:**

NPA  
845 "S" Street,  
Lincoln, NE 68508  
or by email to  
[nebpress@nebpress.com](mailto:nebpress@nebpress.com).

If you have any questions, please contact Susan at  
402-476-2851/800-369-2850  
or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

