

## Calendar of Events

## **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)

### **Violet Spader Kirk**

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

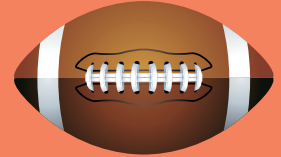
### **Christian Cardona**

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



## **Restrictions apply to unauthorized use of the words “Super Bowl”**

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal. The NFL controls all marketing and proprietary rights with respect to the Super Bowl. Without the express permission of the NFL, marketers and advertisers may not use the terms below in their promotions:



### ***Ads cannot contain:***

“Super Bowl”  
“Super Sunday”  
“National Football League” (NFL)  
“National Football Conference” (NFC)  
“American Football Conference” (AFC)  
Any NFL logo or uniform  
Any specific team name or nickname

### ***Ads can contain:***

“The Big Game”  
“The Football Championship Game”  
The date of the game  
The names of the team’s home cities  
A generic football picture or graphic

## **Call for Entries: Omaha World-Herald Awards Community Service & Service to Agriculture**

- *Prize amounts for each award: \$500 for DAILY winner and \$250 for each WEEKLY class winner.*
- **Entries must be postmarked by March 8, 2019.** (Submit in a 3-ring binder and mail to the NPA office).

***Contest guidelines/details  
attached to the Bulletin.***

## **Jill Martin named new faculty adviser for UNL’s Nebraska News Service**

The Nebraska News Service, whose student reporters cover the Legislature and state government issues, heads into its ninth year with a new faculty adviser.

Jill Martin, an assistant professor of practice at the University of Nebraska College of Journalism and Mass Communications, is the former editor of the Seward County Independent and three other weekly newspapers (Milford, Friend and Wilber).



She joined the UNL journalism faculty last fall, teaches reporting courses and manages the college’s technical communications program, a collaboration with the UNL College of Engineering.

Martin holds a B.A. in communication studies and an M.A. in journalism from UNL and has nearly two decades of experience in newspapers, radio and television news. She also was a member of the news service staff while earning her master’s degree in the college.

***cont. pg. 5***



## Help promote 2019 NPA Foundation scholarships!

The NPA Foundation 2019 scholarship guidelines and application forms were distributed in December to all Nebraska colleges, universities and high schools. **Scholarship deadlines (postmarked by) are Feb. 4, 2019.**

For 2019, the Foundation board approved funding up to five total (collegiate and high school) scholarships of \$2,000 each. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university. **New in 2019 – One of the five scholarships will be awarded to a student pursuing ADVERTISING/MARKETING EDUCATION at a Nebraska college or university (collegiate students only).**

***Click on this link to access the scholarship print & digital house ads:***

<https://www.nebpress.com/specialsections/2019%20NPA%20Foundation%20Scholarship-PRINT-DIGITAL-HOUSE%20ADS/>

***(PDF fillable) APPLICATION FORMS/GUIDELINES are available on the NPA website. (On home page, scroll down to middle of page under NPA NEWS at [www.nebpress.com](http://www.nebpress.com)).***

***Deadline for students to submit scholarship applications is (postmarked by) Feb. 4, 2019.***

## **Call for NPA Awards nominations:**

- Master-Editor Publisher** (deadline 2/8/19)
- Outstanding Young Nebr Journalist** (deadline 2/22/19)
- Harpst Leadership Nebraska** (deadline 2/22/19)
- Golden Pica Pole** (deadline 2/22/19)
- Journalism Hall of Fame** (deadline 3/15/19)  
(Hall of Fame inductees will be announced in late Apr/early May)

***Nomination forms & guidelines attached to the Bulletin.***

# Here's what NPA, OnePress, Foundation accomplished in 2018!

Each year, The Nebraska Press Association, OnePress and the NPA Foundation work behind the scenes in a number of ways that benefit our member newspapers, our association, and our industry. We're proud of what was accomplished for you – our members:

## Nebraska Press Association:

- NPA delegates represented our members at the NNA Leadership Summit in Washington D.C. in March, where they met with Nebraska elected officials to discuss important issues (postal, newspaper tariffs, etc.)
- NPA delegates represented our members at the NNA Annual Convention in Norfolk, VA, in September.
- Successful year in the Legislature - monitored all legislative bills & followed bills that affect our newspapers (i.e. public notices - NE Board of Parole, sales tax exemptions, etc).
- Joined NNA, News Media Alliance & newspapers across the country in fighting (& winning) against newsprint tariffs.
- Held the 2018 NPA Annual Convention in April in Lincoln. Over 200 attendees enjoyed networking, workshops and awards. (Presented awards for Better Newspaper Contest, Master Editor-Publisher, Young NE Journalists, Harpst Leadership and Pica Pole).
- Co-sponsored with UNL College of Journalism the NE Journalism Hall of Fame banquet & inducted three (John Gottschalk, Stu Bohacek & Allen Beermann) into the 2018 Hall of Fame. (\$1,100 profit).
- Recruited NPA members to volunteer to judge the Texas Press Association newspaper contest.
- Helped sponsor Humanities Nebraska's *An Issue of Trust: Democracy and the Future of Journalism* forums across the state in Oct/Nov; NPA members served on forum planning committee.
- Helped sponsor National Newspaper Week in October and provided promo house ads to our papers.
- Supported testimony for Student Journalist Protection Act; members attended hearing in support of bill.
- NPA Press Release Service generated over \$25,000 in revenue by distributing paid press releases to Nebraska newspaper/broadcast media.
- Participated in NSAA events: members sit on NSAA Advisory Committee, attended annual NSAA Meet & Greet in Lincoln & volunteer at state high school wrestling/track meets.
- Provide free Legal Hotline services to our members through Cline Williams law firm.
- Helped facilitate updated printing of the Nebraska Public Notices booklet through Public Notice Resource Center. (Booklets will be mailed to newspapers early February).
- Participated in several community & state organizations/projects on behalf of our association, including: Lincoln Chamber of Commerce (Face the Chamber, Business After Hours), Rotary, State Chamber Legislative Council & Blue Print Nebr., Foreign Language Newspaper Project committee with UNL & History Nebraska, Nebr. Community Foundation, Nebr. Sesquicentennial/150th Celebration Foundation planning committee, Omaha Press Club.
- Coordinated year six of Rural Health News Service, which provides free "Thinking About Health" columns which cover important healthcare issues that are important to our rural communities.

## OnePress (formerly Nebr. Press Advertising Service):

- Paid out \$177,370.52 in 2x2/2x4 Network revenue with distribution to 157 newspapers. Fiscal year sales were \$353,769.33, up from \$340,468.84 last year.
- Introduced OnePress, the new brand identity for Nebraska Press Advertising Service. This marks a new chapter for the association's ad service, positioning it in the marketplace as a leader in connecting advertisers with community newspapers.
- Conducted four regional OnePress Certification workshops, providing newspapers with sales training and creative marketing solutions. *49 member newspapers became OnePress Certified.*
- Launched a multimedia campaign to promote awareness of the First Amendment. Through newspaper, TV, radio & social media, plus the campaign's website, Think First reached an audience of over 12 million after the initial 6/28/18 press conference — in Nebraska and nationwide. By the numbers:
  - Calculated publicity value after Think First launch: \$66,573
  - Audience after Think First launch: 12,141,135
  - Snapchat: 4.59 million impressions (July-September 2018)
  - YouTube: 16,556 impressions (July-September 2018)
  - Instagram: 615,659 impressions (July-September 2018)
  - Website: 442,013 page views (July-November 2018)
- Generated over \$49,500 in revenue from our parking lot through monthly parking leases, Pinnacle event parking & private tailgate lease for Husker football home games by UNL's IMG sports marketing firm.
- Hosted Husker football pre-game functions for NPA members & guests, to enjoy food & conversation at the NPA office prior to home games.

## Nebraska Press Association Foundation:

- Awarded four \$2,000 scholarships to Nebraska high school/college students pursuing print journalism education at Nebraska colleges/universities.
- Sponsored four \$1,000 summer internship scholarships at Nebraska weekly/daily newspapers to Nebraska college students pursuing a career in journalism.
- Raised \$2,445.00 (net profit) to help fund scholarships through convention raffle ticket sales, Tesla Test Drive fund raiser & Husker memorabilia auction.



## **Nebr. News Service - cont. from 2**

She takes the helm from Mary Kay Quinlan, who serves as the college's associate dean.

The Nebraska News Service was launched in January 2011 as a way to serve news organizations around the state that are unable to staff an independent statehouse news bureau. News and features are delivered directly to clients' in boxes for free. The news service has approximately 120 client news organizations, virtually all of whom are members of the Nebraska Press Association or the Nebraska Broadcasters Association.

"I'm looking forward to continuing the Nebraska News Service's work for news outlets across the state," Martin said. "When I was at the Independent, we appreciated the students' work and significant contribution to our publication, and I hope we can continue to meet the needs of community news organizations."

Quinlan said running the Nebraska News Service has been one of the highlights of her work for the past eight years. "I've enjoyed helping students learn to look at statehouse news through the eyes of community editors," she said, "and I would like to think that what we're doing makes an important contribution to the university's role as Nebraska's land-grant institution."

Technical issues with a customized content management system forced a transition last fall to a new email delivery system via MailChimp, which also has resulted in a need to refresh the news service client list.

**To subscribe to the Nebraska New Service, check on the status of your subscription, or to send story ideas/requests, please email Jill Martin at [jmartin42@unl.edu](mailto:jmartin42@unl.edu).**

## **The importance of time management**

*By John Foust, Raleigh, NC*



David Ogilvy, one of the legends of the advertising agency business, was known for his extraordinary efficiency. I once read that he would often call a client and set an appointment for eight or twelve or twenty-one minutes of time. When the meeting started, he would place his watch on the table in front of him and finish his presentation at exactly the predetermined time. It was a dramatic and unique way to demonstrate how much he valued time.

Time is one of our most precious commodities. Once this moment is gone, it is gone forever. The best business people – the best sales people – have genuine respect for the other person's time.

I remember hearing stories about a particular ad manager who could have learned some time management lessons from Ogilvy. She was a notorious time thief.

One of the sales people who worked in her department told me about the time she was supposed to join him in a meeting with a prospective advertiser. "It was going to take about thirty minutes to drive there," he said. "Like we had planned, I dropped by her office forty minutes before the appointment, because that would give us a good cushion of time to arrive early. She was working at her computer and said, 'I'll be ready as soon as I finish this email.' That took about twenty minutes and put us way behind schedule. Then she stopped in the break room to fill up her fancy stainless steel coffee mug before we left. By the time we got to the prospect's office, he had been waiting for us for half an hour. I was not surprised when he didn't buy any advertising.

"That was her pattern of behavior," he explained. "Everyone on the staff dreaded going to appointments with her. But the bad news didn't stop with that. When she announced a team meeting, we never knew when she would show up. We'd have to wait there in the conference room, all the time knowing that she was trying to write one more email or make one more phone call before meeting with us. And she never made adjustments to make up for lost time, which threw all of our schedules out of whack for the rest of the day. The irony was that she would make sarcastic and critical remarks if others were late. She showed zero respect for anyone else's time, which we saw as a sign that she couldn't care less about other people. We felt like throwing a party when she left the paper to take a job in another industry."

There we have it: two extreme examples from the advertising business. One from a legendary figure with an exaggerated respect for time. And one from someone whose poor time management skills had a negative impact on everyone around her.

The point of all this is simple: Start on time, stay on track, end on time. Do that and things will run a lot smoother.

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*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com).*

**Save the dates:**  
**2019 NPA Annual Convention**  
**April 5-6**  
**Holiday Inn Convention Center**  
**Kearney, NE**  
**(Details coming next week!)**

# Classified Advertising Exchange

January 28, 2019

## **GENERAL MANAGER - University of Nebraska-Lincoln**

Directing the business affairs of the Daily Nebraskan (DN) through direct oversight of the daily business functions, product and information distribution and directly supervising the Director of Sales & Marketing. This also involves cooperating and collaborating with the student editor and student editorial staff. Essential functions are providing financial accountability, fiscal responsibility and long-range planning along with marketing the Daily Nebraskan to the Lincoln community. View <https://employment.unl.edu/postings/62655> for additional details and to apply. Criminal history background check will be conducted. Excellent benefits including staff/dependent scholarship program. The University of Nebraska-Lincoln is an EO/AA employer and encourages minorities, women, veterans, and individuals with disabilities to apply. **Application deadline 2/18/19.**

## **SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES**

Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email [timothylinscott1@gmail.com](mailto:timothylinscott1@gmail.com).

## **MANAGING EDITOR - \$500 Sign-On Bonus:**

The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a

related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

**NEWSPAPER FOR SALE** - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email [scjslegals@gmail.com](mailto:scjslegals@gmail.com).

**NEWSPAPER FOR SALE** - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net).

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

Classified Advertising Exchange; Call for Nominations: 2019 NPA Awards guidelines & nomination forms.; Call for Entries: Omaha-World Herald Community Service & Service to Ag Awards flyer.

**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).



**2019**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

Entries must be postmarked by March 8, 2019.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

**2019**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Entries must be postmarked by March 8, 2019.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

# Nominations for Nebraska Press Association Awards

**(REVISED 1/24/19\*)**

## **Master Editor-Publisher Award**

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper, which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

**Deadline to submit Master Editor-Publisher nominations is February 8, 2019.**

***The Master Editor-Publisher Award will be announced at the Friday banquet (April 5) during the 2019 NPA Annual Convention in Kearney, NE.***

## **Golden Pica Pole Award**

If you know someone who has worked in the Nebraska newspaper business for 50 years or more, they are eligible to receive the Golden Pica Pole Award.

**Deadline to submit Pica Pole nominations is February 22, 2019.**

**\*CORRECTION: Pica Pole Awards will be presented at the Saturday luncheon (April 6) during the 2019 NPA Annual Convention in Kearney, NE.**

## **Outstanding Young Nebraska Journalist Award**

The Outstanding Young Nebraska Journalist Award was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award – administered by the NPA and Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent. Winner of the award receives a plaque and a \$500 cash stipend. Runner Up receives a plaque.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper. **One winner and one runner-up from all weekly and daily entries will be recognized.**

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

A panel of judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

**Deadline to submit Outstanding Young Journalist nominations is February 22, 2019.**

**\*CORRECTION: Young Journalist Awards will be presented at the Saturday luncheon (April 6) during the 2019 NPA Annual Convention in Kearney, NE.**



# Nominations for Nebraska Press Association Awards

*(REVISED 1/24/19\*)*

## **Leadership Nebraska (Harpst) Award**

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels” and this is consistent with leadership programs that are active in many Nebraska communities, and is a further incentive for our newspapers to promote and develop future leaders.

**Deadline to submit Harpst Leadership nominations is February 22, 2019.**

***\*CORRECTION: The Harpst Leadership Award will be presented at the Saturday luncheon (April 6) during the 2019 NPA Annual Convention in Kearney, NE.***

## **Nebraska Journalism Hall of Fame**

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame honors persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications.

Since the Journalism Hall of Fame started, over 100 individuals have been inducted.

*Here are the nomination rules:*

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities, state and/or nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

**Deadline to submit Journalism Hall of Fame nominations is March 15, 2019.**

***Hall of Fame inductees will be announced in late April/early May.***

If you have questions about award nominations,  
contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), 402-476-2851/800-369-2850.

***Mail or email nominations and accompanying documents to:  
Nebraska Press Association, Attn: Susan Watson, 845 “S” Street, Lincoln, NE 68508,  
or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).***

**Nomination forms are also available at [www.nebpress.com](http://www.nebpress.com).  
(On NPA website homepage, scroll down to mid-page under NPA NEWS.)**



Nebraska Press Association  
Master Editor-Publisher Award  
Nomination Form

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The Best of  
**THE BEST**  

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2019

**Eligibility:** This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska Newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member.

**The selection procedure:** The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

The selection shall be made, sometime after the New Year and at least a month prior to the annual state convention.

No committee member may be among the nominees. This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily.

The committee members will vote for the person they wish to receive the award based on this criteria:

- The nominee has worked hard and lived honorably;
- The nominee has thought soundly and influenced unselfishly;
- The nominee, through his or her newspaper connections, has been active in a variety of ways in his or her community or in the state or nation. This may or may not include being active in press association affairs;
- The nominee has been a practitioner of his or her craft in the production of a quality newspaper product.

Nominations will be retained for three years. After that an individual must be nominated again or dropped from consideration.

**I nominate:**

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(newspaper)

\_\_\_\_\_  
(address)

\_\_\_\_\_  
(city, state zip)

**Nominated by:**

\_\_\_\_\_  
(your name)

\_\_\_\_\_  
(newspaper)

\_\_\_\_\_  
(address)

\_\_\_\_\_  
(city, state zip)

**Please include a biography and any letters of recommendation along with this nomination form to supply information that will be helpful in deciding the award winner. Information should be as complete as possible.**

**Nomination entries must be received at the NPA office  
no later than February 8, 2019.**

The recipient will be announced at the Friday banquet (April 5) at the 2019 NPA Annual Convention in Kearney, NE. Please complete and return this form to:

**Susan Watson, Nebraska Press Association  
845 "S" St., Lincoln, NE 68508.**



# OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

## NEBRASKA PRESS ASSOCIATION



### PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award -- administered by the Nebraska Press Association and the Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent. The award includes a plaque, \$500 cash stipend and recognition at the NPA's annual convention.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.

**One winner and runner-up from all weekly and daily entries will be recognized each year.**

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

A panel of judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

### NOMINATION GUIDELINES

1. The young journalist, or his or her editor or publisher, may submit entry nominations. The nominating newspaper, publisher or executives must be members of the Nebraska Press Association.
2. Nominees must submit six examples of their work product (published within the previous 2 years) along with a statement from their editor or publisher, as well as a statement from a person of the nominee's choice attesting to his or her qualifications.
3. Each entry must include a statement of no fewer than 150 words, written by the nominee, telling of his or her journalistic goals. This statement must be included with all other entry materials. The nominee must also submit a photo copy of their Nebraska driver's license.
4. All entries should be sent in a 9x12 envelope to the NPA office in Lincoln (address below). The envelope should be clearly labeled "Outstanding Young Nebraska Journalist Award."
5. If entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of nominees, may be used for education or instructional purposes by NPA/NPAS.
6. Winners will give permission to NPA to have their work published in the contest online or print publications produced for conventions or shown during any photo galleries, videos or presentations.
7. **The deadline for nomination submissions is February 22, 2019.**
8. Information, instructions, guidelines and inquiries will be available from the NPA/NPAS office located at 845 "S" St., Lincoln NE 68508. You can also contact them directly at 800-369-2850, or 402-476-2851. The email address is [nebpress@nebpress.com](mailto:nebpress@nebpress.com). More information can be found at [www.nebpress.com](http://www.nebpress.com).

**Nomination submissions must be received  
at the NPA office by February 22, 2019!**



# THE LEADERSHIP NEBRASKA AWARD

## Nebraska Press Association



**AWARD PROMOTES LEADERSHIP:** With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

**Deadline for submission of nominees must be received by the NPA office no later than February 22, 2019.**

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

### THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

### PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders".

### AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- \*photo essay
- \*editorial or series of editorials
- \*news articles
- \*feature story or stories
- \*promotional activities
- \*reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels".

### NOMINATION GUIDELINES

1. **Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
2. **Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
3. **No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
4. **Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
5. **Any Nebraska Press Association member can submit a nomination.**
6. **Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
7. **No entry fee shall be required.**

### JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

### AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought "The Indianola Reporter" in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a "note and a prayer"! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

**Submission of nominees must be received  
in the NPA office by February 22, 2019.**





# Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)

## Nomination Form



Name of nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Current Mailing address of nominee: \_\_\_\_\_  
\_\_\_\_\_

Number of years employed in newspaper business: \_\_\_\_\_

Locations Worked:

No. of Years:

Locations Worked:	No. of Years:
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where presently employed? \_\_\_\_\_

Present job title: \_\_\_\_\_

Nomination submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_

Return this form no later than February 22, 2019 to:



Nebraska Press Association  
Attn: Susan Watson  
845 "S" Street, Lincoln, NE 68508-1226  
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942  
e-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)



# Nebraska Journalism Hall of Fame

Deadline for nominations is March 15, 2019.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor. **Here are the rules:**

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

#### **Other considerations of importance:**

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the

University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous inductees include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2019

**Send nominations to:**  
**Susan Watson, Nebraska Press**  
**Association, 845 "S" St., Lincoln,**  
**NE 68508**

**Nominations must be received by March 15, 2019.**  
*(Hall of Fame inductees will be announced in late April or early May.)*