

# Bulletin

## Calendar of Events

### Events:

**June 21, 2019**

NPA/OnePress Summer  
Board Meeting (conference call)  
Time TBA

### Webinars:

**April 11, 2019**

Advanced InDesign  
Kevin Slimp  
10:00am CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**April 18, 2019**

Media Generational Strategies:  
What Drives Your Consumers  
Chuck Underwood  
1:00pm CST  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

**April 26, 2019**

Details, Details!  
Ed Henninger  
10:00am CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**Thank you to all who attended the  
NPA Convention. We hope you enjoyed it!  
Our convention would not be a success  
without you, our members.**

***Watch for the online convention survey  
coming soon!***

## **Get all the convention news releases for:**

- Master Editor-Publisher
- Outstanding Young Nebraska Journalist Award
  - Harpst Leadership Nebraska Award
  - NPA Foundation Scholarship recipients
- New 2019-20 NPA/OnePress officers & board members
- World-Herald Community Service & Service to Ag Awards
  - NPA Better Newspaper Contest winners

***PRESS RELEASES WERE EMAILED TO ALL PAPERS  
ON APR. 5 & 6. Releases are also available on the NPA  
website homepag - scroll down under NPA NEWS.***

**A BETTER NEWSPAPER CONTEST TAB  
will be mailed to newspapers who weren't able  
to attend this years' convention.**

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**INSPIRE**  
**NEBRASKA PRESS ASSOCIATION**  
**2019 ANNUAL CONVENTION**

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## **Longtime World-Herald regional editor, Eugene “Gene” Beran, dies at 88**

*Kevin Cole, Omaha World-Herald, Apr. 5, 2019*

Eugene “Gene” Beran, who served as regional editor at the Omaha World-Herald for 27 years, died March 31, 2019, at Brighton Gardens assisted living facility in Omaha at the age of 88.

Beran, who began working at The World-Herald in 1966 until he retired in 1993, was the regional editor overseeing coverage of the Nebraska Legislature and state government.

David Hendee, a longtime World-Herald reporter who retired last year, said Beran was a great mentor for the copy editors and reporters who had the privilege to work with him. “He worked what seemed to be nearly two full shifts daily - and not only when the Legislature was in session,” Hendee said. “Under intense pressure from the front office and unforgiving deadlines for the afternoon and morning editions, he handled it all with grace.”

Beran attended Fairbury (NE) Junior College before serving in the U.S. Navy. He then returned to finish his degree at UNL. After a short stint at the Broken Bow Custer Co. Chief, he joined The World-Herald.

Funeral services were held April 5 at St. Augustine of Canterbury Episcopal Church in Omaha, with interment at Prairie Home Cemetery in Beran’s hometown of Diller. Memorials are suggested to St. Augustine Episcopal Church or the American Cancer Society.

Beran was preceded in death by Carole, his wife of 61 years. He is survived by sons Jim and Michael Beran of Omaha, and their families.

## **Joint board minutes available for February 1, 2019, NPA/OnePress meeting**

Minutes from the February 1 joint winter board meeting (conference call) are available to NPA members. Contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com) if you’d like a copy of the minutes.

## **UNL journalism students available to help newspapers cover effects of flooding, winter weather across the state**

The UNL College of Journalism and Mass Communications is looking at ways to deploy the talent, skills and energy of its students and faculty to help Nebraska media outlets cover the devastating effect of flooding and winter weather across the state.

The college is looking for short-term and long-term opportunities for students to get involved in the coverage.

**If your publication is interesting in working with the CoJMC as part of this project, or if you have story/photo suggestions, please contact Jennifer Sheppard at [jsheppard4@unl.edu](mailto:jsheppard4@unl.edu).**

## **May is Beef Month**

The Nebraska Beef Council has Beef Month information out on their website right now for media partners:

<https://www.nebeef.org/about-us/beef-month/>.

If you have specific requests or would like additional content, please contact: Adam Wegner, Director of Marketing, Nebraska Beef Council, 1319 Central Ave, Kearney, NE 68847; Phone: 308-236-7551; [adam@nebeef.org](mailto:adam@nebeef.org).



## Mobile microlearning works! Sample the first course in digital journalism delivered to your phone

By Linda Austin, project director, Associated Press Media Editors' NewsTrain, March, 2019

Almost two years ago, I asked for help in identifying your training needs in digital journalism. More than 700 of you responded to a survey, with three-quarters supporting the idea of bite-size lessons delivered via your smartphone.



The idea was to overcome the biggest obstacle to training for journalists — lack of time — by providing learning in five-minute chunks that could be consumed while on public transit or waiting in line. In the past decade, mobile microlearning has taken off in other industries but not yet in journalism.

Now, the results are back from that first course in digital journalism delivered via mobile microlearning, using the EdApp. And you responded enthusiastically.

All of the 35 journalists who took that first course — The 5 C's of Writing News for Mobile Audiences — would recommend it to other journalists interested in the subject.

Read the full post:

<https://www.rjionline.org/stories/mobile-microlearning-works-sample-the-first-course-in-digital-journalism-de>

## Georgia Republicans propose “Journalism Ethics Board” and fines for news outlets

By State News, Apr. 9, 2019

A bill filed by Republicans in the Georgia House this week proposes a “Journalism Ethics Board” to oversee coverage in the state. It also suggests fines and sanctions to punish outlets that don't comply with parts of the proposed law.

The bill, sponsored by state Republican Andy Welch, calls for the creation of an “independent” board to make “canons and ethics” and “rules and regulations” for journalism in Georgia.

The board would be housed at the University of Georgia's journalism and communications school and comprise three editors, three news producers, two digital journalists and one retired journalism professor.

The legislation says the board could investigate complaints about ethics violations, and develop a “voluntary accreditation process in journalism ethics,” which would only be awarded to news organizations where every employee has accreditation. Accredited journalists and outlets could be “sanctioned” for violations, which could include “probation” and “public reprimand.”

Click here to read the full story:

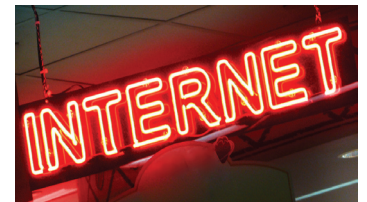
<https://www.cbsnews.com/news/georgia-republicans-propose-journalism-ethics-board-and-fines-for-news-outlets/>

## Beware of internet art...it ain't free

By Bill Rogers, Executive Director, South Carolina Press Association, Mar. 27, 2019

I talked to a weekly publisher last week about a bug.

A mosquito to be exact. His newspaper ran a picture of one that was likely picked up from the internet four years ago and ran with a story about mosquitoes.



Out of the blue this month, a lawyer contacted him demanding \$1,000 for the use of a copyrighted photo they found on his website and contended it is a copyrighted image by one of his clients.

What do you do?

First, negotiate. The law firm was willing to cut the fee by more than half.

Second, stop using internet art if you don't have permission to do so.

These lawyers have set up a cottage industry shaking down newspapers and other media outlets for copyright violations.

They demand a small enough amount that it is not worth the paper fighting them in court. You would spend many times over the \$1,000 demanded if you had to hire a lawyer. And you would likely lose.

So talk to your staff. Tell them not to Google a topic and then pick up a photo to use.

Some years ago, a publisher was threatened suit over using a Mark Twain quote in an ad.

Another publisher got a photo of a band from the local chamber and ran it. The chamber didn't own the copyright to the photo and they also were shaken down for several hundred dollars by the band.

It is very easy these days to spot violations using Google Images. Make sure you use copyright-free images.

# Classified Advertising Exchange

April 8, 2019

**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).

**NEWSPAPER FOR SALE** - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

**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.

## NEBRASKA PRESS ADVERTISING SERVICE, INC.

845 "S" Street  
LINCOLN, NEBRASKA  
68508-1226

**NPAS MAILING LABELS AVAILABLE FOR MEMBER NEWSPAPERS** -

If you'd like a pad of these 2 1/2" x 5" mailing labels (to use when sending your papers to the NPA office each week, please contact Susan Watson, NPA office, at [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 800-369-2850.

**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).