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Bender received the OPC Foundation 2019 Journalism Educator Award, and Jordon received the OPC Foundation 2019 Career Achievement Award. In addition, scholarships and student awards were presented to 15 UNL, UNO and Creighton University students during the awards ceremony.

John Bender has taught at the college or university level for more 35 years. He joined the UNL faculty in 1990.

He is lead author of "Writing & Reporting for the Media," one of the best-selling college textbooks on news reporting and writing. His teaching and research areas include news reporting and writing, mass media law, media history and controls of information. For nearly 16 years he was executive director of the Nebraska High School Press Association.

Before Bender began teaching, he worked for six years for the Pittsburg (KS) Morning Sun, as a reporter, assignment editor, news editor and then managing editor.

Steve Jordon spent more than half a century with the Omaha World-Herald, for most of his career serving as the anchor of the newspaper's business news department.

He began his 51-year career in 1967 as a beat reporter covering crime, the courts, county government and education.

In 1985, Jordon moved to business and over the next three-plus decades covered the rise of Warren Buffett as one of the nation's most successful investors and influential businessmen. Jordon wrote a weekly column about Buffett and also wrote a book on Buffett's Omaha life and connections, entitled "The Oracle & Omaha." He retired in October, 2018.

John Bender, Steve Jordon among honorees at Omaha Press Club Foundation Annual Awards Ceremony, April 26




*John Bender, UNL
College of Journalism
and Mass
Communications*



*Steve Jordon,
Omaha World-Herald
(retired)*

At the April 26 Omaha Press Club Foundation annual awards ceremony in Omaha, John Bender, UNL professor of journalism and Steve Jordon, retired Omaha World-Herald business news writer and columnist, were among those honored.

For journalists
every day
is national
coffee day
(and gettin'
the job done
day, too)



#newspapersthive

Under New Employment Advertising Rule, Americans Need Not Apply

By Paul Boyle, News Media Alliance, May 1, 2019

Proposed changes to an advertising requirement for employers in the U.S. could mean that soon, many eligible American workers will not learn about



available job opportunities in the U.S. before they are offered to non-resident, foreign workers instead.

The U.S. Department of Homeland Security (DHS) and the U.S. Department of Labor (DOL) are proposing to eliminate the requirement

that employers inform U.S. workers of available job opportunities through publishing job listings in the local print newspaper. Instead, they are proposing to allow employers to simply place an ad on a website that is “widely available.” While this solution may seem acceptable, it will practically guarantee that fewer eligible U.S. workers will know about job opportunities.

U.S. employers are required to make every possible attempt to hire U.S. workers before turning to non-immigrant, foreign workers, who can be granted visas to work in our country (In early April, the DHS and the DOL announced they would issue up to 30,000 H-2B visas through the end of the government’s fiscal year – this is in addition to the 66,000 visas that are already granted each year). Under the current policy, which has been in place since the 1980s, employers must place two advertisements in Sunday newspapers in the local market in which the job opening is available. Now, that could change. Last fall, both the DHS and DOL set forth proposals that would weaken this long-standing policy.

While an online ad may seem to offer the most reach, there are two critical reasons a website placement requirement alone would fail to reach many local U.S. residents:

1. An ad on a single, local website doesn’t come close to the reach of employment ad in a printed newspaper ad. Why? The newspaper, in effect, serves as a local ad agency to ensure the broadest possible delivery of an employment ad in a local market. In addition to helping employers meet the requirement for a print ad appearing in Sunday print editions, the newspaper provides added reach by distributing the ad across all of its platforms — its own website, social media and on recruitment websites such as Monster.com and CareerBuilder. More platforms mean more people reached.

2. Not everyone in the U.S. is connected to the internet, leaving many citizens in the dark when it comes to job opportunities posted solely on the web. According to the Federal Communications Commission, nearly 40 percent of Americans living in rural areas lack access to fixed broadband internet. The print newspaper continues to be the primary way Americans — particularly those living in rural areas — learn about their communities, including available job opportunities. In their proposal to eliminate the print requirement, the DHS and DOL acknowledged that nearly one-third of American workers learn of job opportunities in print publications.

Not only is the current requirement to post employment listings in the print newspaper good for the U.S. worker, it is good for the employer who wants to legally hire a foreign citizen. In any job market, employers are expected by the government — and their U.S. customer base — to prioritize promotion of available positions to the U.S. worker. The local newspaper offers a trusted, verifiable means of doing so, as well as the supporting documentation to prove that the employer complied with the law.

Fortunately, it is not too late for the Trump Administration to protect the U.S. worker. Instead of eliminating the print ad requirement, DHS and DOL should simply require employers to use both print and digital ads for letting U.S. workers know of available job opportunities. This is one of those situations where more is more – and good government policy.

Paul Boyle is the Senior Vice President of Public Policy at the News Media Alliance.



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.

NNA call for nominations: Amos, McKinney, Phillips Awards

Every year, the National Newspaper Association announces the Call for Nominations for the Amos, McKinney & Phillips Awards, which are the highest honors awarded to working and retired newspapermen and women who have exhibited distinguished service to the community press.

Amos Award:

The General James O. Amos Award was established in 1938 by E.C. Amos, publisher of The Sidney Daily News, to honor his father, General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association.

McKinney Award:

The Emma C. McKinney Award was created in 1966 to honor Emma C. McKinney, co-publisher and editor of the Hillsboro (OR) Argus for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women and in 1957 received the Amos Voorhies Award, the highest state honor that can be awarded to an Oregon newspaper person. Mrs. McKinney was inducted into the Oregon Journalism Hall of Fame in 1982.

Phillips Award:

The Daniel M. Phillips Leadership Award was established in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer and photographer who passed away in 2005 at the age of 47.

For more information and to nominate:

<https://nna.formstack.com/forms/amp>

Nomination deadline for all three awards is June 14, 2019. The awards will be presented on the morning of Saturday, October 5, 2019 at the NNA Convention & Trade Show in Milwaukee, Wisconsin.

Direct questions about the awards to Lynne Lance, Executive Director, National Newspaper Association, Phone: 850-542-7087, Email: lynne@nna.org.

Resolution to preserve Saturday mail nears critical mass

Tonda Rush, Director, Public Policy, NNA, May 1, 2019

WASHINGTON — The House of Representatives went into Easter recess lacking only five sponsors to reach a majority on a non-binding resolution in favor of preserving six-day mail. The resolution, H Res 54, expresses the sense of the House that the body should take all reasonable measures to preserve Saturday mail service. Original sponsors were Reps. Gerald Connolly, D-VA, and Sam Graves, R-MO.

Although the resolution does not bind these co-sponsors to a vote, the sheer bulk of supporters tends to discourage legislative attacks on cutting mail service. Many members of Congress — particularly in rural areas — remain sensitive to the implications of mail service cutbacks after receiving many complaints when the U.S. Postal Service closed nearly half of its mail processing network in the early part of this decade.



NNA Government Relations chair Matt Paxton, publisher of The News-Gazette, Lexington, Virginia, said he was heartened that nearly half of the co-signers came onto the bill after NNA's visits to Capitol Hill March 13-15.

"We see a number of names on the list that heard from our members about the importance of rural mail service," Paxton said. "While we strongly support cost-cutting measures at USPS, they have to be focused on expenses that do not dramatically diminish mail service. Many small businesses are like community newspapers in their dependence upon reliable mail.

"Congress has other ways to help USPS achieve sustainability, including a change in the onerous requirement to pre-pay health benefits for a large retiree force. We are supporting current conversations among House and Senate leaders to get a postal reform bill moving before summer. The strong showing on the six-day mail resolution will help to protect the mail from hasty and ill-fated service cuts as Congress seeks the right path for reform. But we need five more co-sponsors to get to a majority of the House. **I encourage NNA members to get on the phone and ask their members of Congress to join this resolution.**"



Classified Advertising Exchange

May 6, 2019

MANAGING EDITOR: The Dakota County Star in South Sioux City is now hiring a managing editor. The winning candidate must be a strong writer and editor, community-minded and organized. Photography and digital layout experience is a plus. Send resume by email to jason_sturek@sturekmedia.com.

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 timothylincott1@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, 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.

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.

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, 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.