

Bulletin

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Calendar of Events

Events:

June 21, 2019

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

October 3-5, 2019

NNA 133rd Annual Convention
Pfister Hotel, Milwaukee, WI

Webinars:

May 23, 2019

Foundations of Journalism:
Ledes, Sources & Meetings
1:00-2:00pm CDT
Tim Schmitt
www.onlinemediacampus.com

June 6, 2019

Classified Rescue
1:00-2:00pm CDT
Janet DeGeorge
www.onlinemediacampus.com

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June 1 Omaha Press Club Hall of Fame induction includes Norfolk Daily News editor, Kent Warneke *Six journalists/communicators to be honored*

One of the Omaha Press Club's most glorious celebrations, a night to honor journalists past and present, is coming Saturday, June 1. The 11th Annual OPC Journalists of Excellence Hall of Fame will induct six industry professionals recognized for their extraordinary contributions to the media industry, including Kent Warneke, editor of the Norfolk Daily News.



Kent Warneke

Past Hall of Fame recipient Ann Pedersen will emcee the evening, which begins at 5:30 p.m. with cocktails and dinner to follow. The event, sponsored by Firespring, is open to OPC members and non-members, but reservations are required.

The other 2019 inductees include: Joan (Joni) Baillon, Ben Gray, Walt Kavanagh, Mike McKnight, and Carrie Murphy.

Kent Warneke started his newspaper career at the Omaha World-Herald in 1982 as a reporter, copy editor and editorial writer. He joined the Norfolk Daily News in 1987 and serves as editor and vice president to this day. He has served on numerous civic boards including Faith Regional Health Services, the Norfolk Area Chamber of Commerce and the Humanities Nebraska Foundation. On April 5, 2019, Kent received the highest honor given by Nebraska Press Association - the Master Editor-Publisher Award - during the NPA Convention in Kearney. He served as NPA President in 2005, and in 2012, was inducted into the Nebraska Journalism Hall of Fame.

Joni Baillon became her broadcast career in radio, and from 1969 to 1981 hosted an interview/talk show at KMTV in Omaha.

Ben Gray spent his entire journalism career at KETV in Omaha, and produced and hosted the longest running public affairs show in Omaha TV history, "Kaleidoscope."

Walt Kavanagh (posthumous) was the voice of radio news in Omaha for 42 years - and broadcast for 39 of those years at KFAB, where he became news director.

Mike McKnight began working at WOWT in Omaha right after graduating from UNL, and still works there today as the station's investigative reporter. McKnight also works as a Husker football sideline photographer.

Carrie Murphy turned her college internship at KMTV into a 34-year broadcasting career in television news reporting, producing and management. She currently serves as deputy chief of staff/communications for Omaha Mayor Jean Stothert.

The Omaha Press Club is at 16th & Dodge, 22nd Floor (First National Center). To RSVP, call 402-345-8008, or email opcchristine@gmail.com. More information at <https://omahapressclub.com/>

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Longtime sports reporter, writer, Daryl Blue, dies at 69

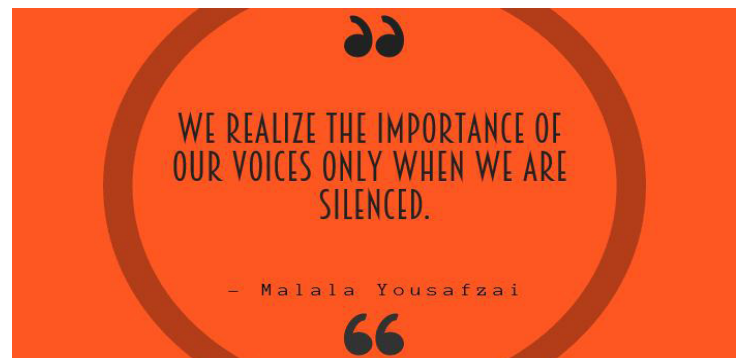
Daryl Blue covered sporting events for more than 40 years for the Omaha World-Herald, and then the Lincoln Journal Star.

A month after his final high school state basketball tournament, Blue died April 19, 2019, at his Lincoln home. He was 69.

A Shelton, NE, native, Blue graduated from UNL in 1971 after working in the Husker sports information office. He began his 32-year career at Northeast High School as an English instructor and journalism adviser. He retired in 2004 but stayed active in high school journalism circles.

Blue started with The World-Herald in 1977, and from 1989 to 1997, he was the primary reporter for volleyball and girls basketball with responsibility for ratings and all-state teams. In 2009, he began writing for The Journal Star. He had a long tenure, starting in 1990, as the traveling secretary and publicity man for the Nebraska Basketball Development Association. He headed the Shelton High School and Shelton baseball halls of fame and was on the statistics crew for Nebraska home football games for the past four decades.

A memorial service was held for Blue on April 25 at St. Mark's Methodist Church in Lincoln.



Omaha Daily Record's Henningsen and Boyd receive Public Service Awards at Law Day luncheon

Law Day theme: "Free Speech, Free Press, Free Society"

Scott Stewart, The Daily Record, May 6, 2019

More than 200 members of Omaha's legal community gathered on May 1 for the Omaha Bar Association's luncheon marking the annual celebration of Law Day with the presentation of awards and a keynote address on this year's theme, "Free Speech, Free Press, Free Society." Law Day is celebrated as a way to reach out to students and the community to promote legal education and awareness of the importance of the rule of law.

Keynote speaker Mike Flood, an attorney, former speaker of the Nebraska Legislature and founder of Flood Communications, talked about the role the free press plays in relation to the justice system.

Flood praised the transparency of Nebraska courts and the quality of news coverage in the local media. He said journalists help citizens understand the truth about what's being done in their name. Part of the value of a free press, Flood said, is they can help keep politicians and government officials accountable. "Ethically, good journalism regulates behavior," Flood said.

The Daily Record's Lynda Henningsen and Lorraine Boyd were both recognized with Omaha Bar Association Public Service Awards for their support of the legal community. Henningsen has been publisher of The Daily Record since 2011, following the death of her husband, former publisher Ron Henningsen, who was presented the same award in 1994. "Lynda has done a marvelous job of keeping The Daily Record relevant and vibrant while continuing to serve lawyers, judges and citizens in this community," Attorney Wayne Mark said.

Lorraine Boyd has been The Daily Record's local news editor as well as the designer of the OBA's quarterly newsletter. "She has been an incredible teller of the stories of the Omaha legal community and the issues that are important to us," said Patrick Cooper, this year's OBA president. "Lorraine's joy and her energy in seeing and interacting with members of the legal community really has jumped off the page of The Daily Record in her 29 years of working there."

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 4/22:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)

Hickman Voice News – Wendy Doyle (3 ads) (paper made \$600.00)

Sutton Clay Co. News – Tory Duncan (paper made \$312.50)

NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

Week of 4/29:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)

Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)

Creighton News – Judy Forbes (paper made \$162.50)

Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

Sutton Clay Co. News – Tory Duncan (paper made \$312.50)

Week of 5/6:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)

Grand Island Independent – Pat Bell (paper made \$162.50)

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,712.50)

Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)

St. Paul Phonograph-Herald – Michael Happ (paper made \$112.50)

Week of 5/13:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)

Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)

Hickman Voice News – Wendy Doyle (paper made \$300.00)

Norfolk Daily News – Suzie Wachter (paper made \$325.00)

NCAN

Blair Enterprise – Tom Jelinek (paper made \$95.00)



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.

Questions? Email NNA Executive Director, Lynne Lance, at lynne@nna.org.



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.

Four words for ad professionals: “Oh yeah? Prove it.”

By John Foust, Raleigh, NC

I once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, “We’re number one.” Their new car slogan was, “We’re number one in new cars.” Their used car slogan was, “We’re number one in used cars.” Their service department’s slogan was, “We’re number one in service.” And of course, their logo featured their name inside a number one.



That approach must have simplified their advertising strategy meetings: “Let’s just tell everybody we’re number one in everything.”

I’m no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying “we’re number one” is like saying “we’re the best.” It’s just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership’s longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, “We’re number one” or “Best deals in town.” On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you’re writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, “Oh yeah? Prove it.”

There are many forms of proof – statistics, photographs, and testimonials, for example. Here’s how evidence can help:

“Our new widget is the best on the market” has no muscle. It’s better to say, “According to XYZ research, our widget has a 95 percent durability rating.”

“Our paper is better than any other advertising option” is an empty statement. It’s better to write, “Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month.”

“Our customers love us” is weak. It’s more effective to say, “Here’s what our customers say about us.”

Just because we believe something doesn’t make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you’re on the right track.

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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

Keep us in the loop!

Notify the NPA office if you have changes:

- New email address(es)
- New phone/fax numbers
- Staff changes (publishers, managers, editors, advertising contacts)
- Advertising/color rate changes
 - Change of publication day
 - Newspaper format changes
- New mailing or delivery address

Thank you!

Classified Advertising Exchange

May 13, 2019

ACCOUNT ASSOCIATE: Are you outgoing? Self-motivated? Organized, goal oriented, and possess good people skills? The the Custer County Chief in Broken Bow would like you to join our team! We offer salary, commissions, and company benefits. Must have a valid drivers license and reliable transportation. We are the Hometown Newspaper for Broken Bow, Custer County and Central Nebraska. Send resume and references to: Donnis Hueftle-Bullock, General Manager, generalmanager@custercountychief.com.

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 timothylinscott1@gmail.com.

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.