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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:

June 6, 2019

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

June 13, 2019

100-Minute Photoshop, InDesign,
Acrobat Extravaganza!
10:00-11:45am CDT
Kevin Slimp
<https://msb.press/extravaganza>

A checklist can minimize risks for journalists covering natural disasters

By Elli Fitzgerald, Kaixin Liu and Blythe Nebeker,
Reynolds Journalism Institute, 5/23/19

Newsrooms need plans for covering natural disasters, and coming up with them before the next fire or storm will make a stressful situation simpler.

As part of the Convergence Journalism Capstone Project, University of Missouri journalism students studied disaster plans at The Associated Press and other newsrooms across the country.



For some of the recommendations they found, go to the full post at:

<https://www.rjionline.org/stories/short-takes-a-checklist-can-minimize-risks-for-journalists-covering-natural>

Simple ways to build trust? Apparently not

By Taylor Gion, Reynolds Journalism Institute, 5/20/19

Studies from the Media Insight Project, Trusting News and other show that audiences put their trust in the news depending on certain factors that are present within the organization. In order to uncover where news outlets are on target or lacking in these factors, Discovery Fellow Taylor Gion from the University of Missouri did some research with new sites across the country.



Here's one of the things she learned: Accuracy is the most important factor for 85 percent of adults when determining whether a news source is trustworthy, according to Media Insight Project. According to Gallup, 71 percent of adults say that transparency and fact-checking factors in trusting a news site.

Knowing this, she searched heavily for accuracy statements. She searched under “About Us” tabs or scrolled through paragraphs of legal jargon in the Terms of Use or “Privacy policy” tabs hoping to find something about accuracy and how it was ensured. Only one of 63 news sites that she explored had an accuracy statement.

Read the full post at <https://www.rjionline.org/>. (Scroll down on the homepage under *Recent Stories*.)

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Former Custer Co. Chief copublishers named to 2019 South Dakota Newspaper Hall of Fame

Charley and Norma Najacht, a husband and wife team with more than four decades of experience in weekly newspaper publishing, have been selected for induction into the South Dakota Newspaper Hall of Fame.

The Najachts, of Custer, S.D., will be recognized for the Hall of Fame honor during the joint convention of the South Dakota and North Dakota Newspaper Associations May 30-June 1 at Medora, N.D. A more formal induction ceremony will occur during SDNA's 2020 convention April 23-25 at Deadwood.

"Charley and Norma Najacht have set a high standard for their commitment to community journalism," said SDNA President Debbie Hemmer, copublisher of the Grant County Review at Milbank. "Their work and their newspapers exemplify what community newspapering is all about. Their induction into the South Dakota Newspaper Hall of Fame is well deserved."

The Najachts began their newspapering career in 1972 at Hot Springs where Charley became publisher of the Hot Springs Star. That was followed by stints at a newspaper in Broken Bow, Neb., and Cameron, Mo., before they returned to South Dakota in 1999 to purchase the Custer County Chronicle and the Hill City Prevailer. They later purchased the Winner Advocate.

Charley was president of SDNA in 2012-13. He retired in 1999 from the Nebraska Army National Guard with the rank of colonel and 31 years of military service, which included a year in Vietnam as an infantry rifle platoon leader.

The Najachts are only the second husband and wife team to be inducted into the South Dakota Newspaper Hall of Fame.



NEWSPAPERS

Leading the Way **IN OUR COMMUNITIES**

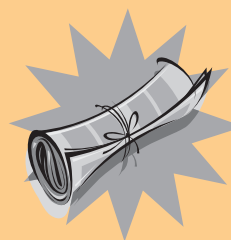
Annual Convention & Trade Show | MKE | Oct 3-5, 2019

Join National Newspaper Association Convention, Oct. 3-5, 2019, in Milwaukee

Registration is now open for NNA's 133rd Annual Convention and Trade Show, October 3-5 at The Pfister Hotel in downtown Milwaukee, Wisconsin. This year's theme is "Leading the Way in Our Communities."

The convention will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

Your full registration includes four general sessions, five sets of round table discussion sessions, an exhibit hall with more than 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment. **To register, for agenda and details, go to: <http://www.nnaweb.org/convention>.**



Credit card payments now accepted for network ad orders

Member newspapers selling 2x2/2x4 or classified

network ads may now pre-pay for those ads with a credit card (MC or VS). A 5% processing fee will be applied to network ad payments. **For more information, contact**

Violet Kirk, vk@nebpress.com.

Rich Macke named new publisher of Scottsbluff Star-Herald

Brad Staman, *Star-Herald*, May 12, 2019

On May 13, a new leader, Rich Macke, took the helm as publisher of the Star-Herald, Gering Courier and Hemingford Ledger.

Macke, a California native, has 34 years of experience in the newspaper business. He began his career in California, has experience in multiple different departments, and worked at newspapers in Oklahoma and Texas. His duties in Texas included overseeing three publications and a commercial printing business.

"My wife (Jennifer) and I are fans of smaller towns, having lived in a number of them over the years. Smaller communities have a strong bond from family to family... We felt that as we met folks around town and within the Star-Herald," Macke said.

Nebraska native and longtime reporter, editor, David Tishendorf, dies at 79

David Tishendorf, 79, of Roseburg, Oregon, died April 30, 2019 at Mercy Medical Center in Roseburg.

Tishendorf was born in Niobrara, NE, and graduated from Niobrara Public School in 1956. He attended Wayne State Teachers College for two years, then enlisted in the U.S. Navy for four years and was honorably discharged as Petty Officer 2nd class in 1962.

He enrolled at the University of Missouri where he graduated with a Bachelor of Journalism degree in 1965.

Except for two years working for a senator in Washington, D.C., he spent the next 40 years as a reporter, editor, and copy editor. Over the years he worked at the Lincoln Journal, Omaha World-Herald and the Roseburg News-Review. He retired from the Seattle (WA) Post Intelligencer in 2004.

Foreign journalists from 10 countries visited Lincoln in May

The Lincoln Council for International Visitors (LCIV) hosted 11 journalists from the Near East and North Africa earlier this month as part of the Edward R. Murrow Program for Journalists, studying U.S. foreign policy.

While in Lincoln, the visitors met with Gov. Pete Ricketts and Secretary of State Bob Evnen, observed the Nebraska Legislature in session and toured the State Capitol. Other meetings were with the Nebraska Chamber of Commerce, Nebraska Farm Bureau, the Nebraska Press Association and the UNL College of Journalism and Mass Communications.

Lincoln has hosted more than 2,000 young and emerging leaders from foreign countries since 1966 through LCIV and the Mayor's Committee on International Friendship (MCIF). In 2018, LCIV and the MCIF hosted 97 visitors from 46 countries.



2019 Great Plains Journalism Awards winners include World-Herald and Journal Star

The 2019 Great Plains Journalism Awards were presented at a May 10 luncheon at the Mayo Hotel in Tulsa, Oklahoma, sponsored by the Tulsa Press Club.

The Great Plains Journalism Awards is a regional contest honoring print, web, TV and magazine journalists for outstanding stories, photography and design.

The eight-state competition includes Oklahoma, Arkansas, Kansas, Missouri, Nebraska, Iowa, North Dakota and South Dakota.

More than 600 entries were received this year, with winners and finalists named in 71 professional and student categories. Winners included:

Lincoln Journal Star

Specialty Feature: Peter Salter

Omaha World-Herald

Great Plains Designer of the Year: Jessica Thompson

Sports Feature Photography: Chris Machian

Sports Reporting: Dirk Chatelain

News Page Design: Michael Boenhlein

Best Website Design, Project: Staff

Sports Feature: Dirk Chatelain

Feature Video: Brendan Sullivan

Graphics/Illustration: Matt Haney

Feature Page Design: Michael Boenhlein

Feature Writing: Matthew Hansen

News Photography, Multiple: Kent Sievers, Jeff Bundy

Portrait: Ryan Soderlin

Review: Micah Mertes

Editorial Cartoon: Jeff Koterba

Project/Investigative Reporting: Steve Liewer

HOLD YOUR HORSES!

Perhaps it's time to take a breath before getting carried away



by Kevin Slimp

kevin@kevinslimp.com

If you've heard me speak at a conference over the past two or three months, you've heard me discuss the differences between newspapers.

For someone as young as I am (no snickering, please), I have seen a lot of changes in our industry over the past 25 or so years. Aside from the technological changes, which are obviously numerous, much has altered the way we think about newspapers.

As a speaker, I remember it was just a couple of decades ago we saw the "great divide" as an imaginary line separating paid-circulation newspapers from free papers. In the "old" days (10 or more years ago), I was one of the few speakers you might find at both "paid" and "free" conventions. There was a general distrust between the two sides, and as a consultant/trainer/speaker, you had to choose a side. Somehow, I became a fixture at both types of conventions and built a consult-

ing career working with both types of papers.

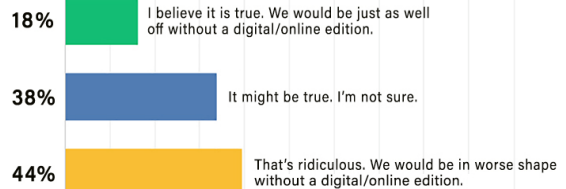
Today, newspaper ownership is more of an indicator of how and what a newspaper is doing. The differences between paid and free papers has become fuzzier. It's not unusual – it might even be more common – to see newspapers publishing both free and paid papers.

I often speak about my annual survey of U.S. and Canadian publishers, the most recent of which was just completed in April. At conferences, the thing that seems to surprise publishers more than anything else is how many things AREN'T changing at newspapers.

It's easy to read social media posts and headlines about buyouts, closings and mergers, believing the entire industry must be in a flux. As I mentioned in my previous column, most papers aren't going out of business any time soon. Interestingly, most publishers report their papers are doing just fine financially.

According to the 2019 survey of publishers, 85 percent of newspapers haven't changed hands since 2015. And a large majority of newspapers that did change hands, moved from one group to another group (5

How would you feel about the following statement: "Our business would do just as well or better without a digital version."



percent of newspapers) or from one private owner to another private owner (4 percent of newspapers).

In similar numbers to previous surveys, 56 percent of publishers reported their papers are locally owned, not part of any group ... not even a small group.

56 percent.

I did not misspeak.

Only 15 percent of newspapers in the survey are part of large national (13 percent) or regional (2 percent) groups. So, while you might feel like every paper is being bought by Gatehouse or Gannett or Adams, it's just not the case. Sure, a few are. Maybe more than a few. But, statistically, they are a drop in the bucket compared to the number of newspapers remaining in local ownership.

Another area that continues to stir confusion among publishers is the benefit of digital efforts. While most respondents feel it is important to have a digital presence, 56 percent believe it either "is" or "might be true" that their papers would do just as well or better without a digital/online version.

Don't get me wrong. I'm not saying for a heartbeat that any newspaper should dump its digital presence. What I'm saying is digital is not "the goose that laid the golden eggs" yet, assuming it ever will be.

Here's how I see it. One of my businesses is a book publishing company. We've had

some pretty big hits lately, including a #1 best seller (*Where Do We Go From Here?*) in May. In the book business, we know that approximately 90 percent of our sales will come from printed books. Knowing that, we put the bulk of our efforts into producing the best printed books we can.

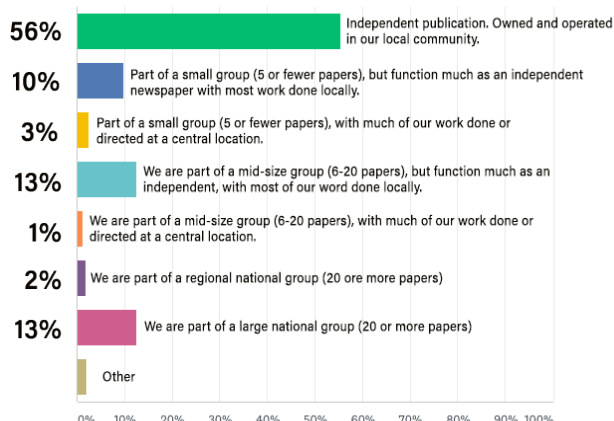
Still, the five to eight percent of revenue we receive from Kindle versions is worth the effort to create digital versions of our books. We would never, however, release a digital version first. The printed version comes first, then the digital, because that's where the readers are and the money is.

It appears, from questions related to income and profit, print – in newspapers – is still where the money is. Recent events at newspapers in New Orleans is perhaps even more confirmation that print is still king, when it comes to newspapers. That may or may not change ten years down the road, but for now it's true.

Okay, I'm off my soapbox. What's the moral of this column? Your paper probably isn't so different from most other papers.

Relax. Enjoy the view. Most papers are doing fine financially. Not all, but most. If you're like most, you're doing just fine. Don't feel like everybody else knows something you don't. Enjoy the experience and put out a good newspaper.

Which comes best to describing the ownership of your newspaper?



100-Minute webinar: Photoshop, InDesign, Acrobat Extravaganza!

Hosted by NewspaperAcademy.com

Leader: Kevin Slimp

Thursday, June 13, 2019

10:00am - 11:45am CST

Web Link: <https://msb.press/extravaganza>

What are the most important skills to know in Photoshop, InDesign and Acrobat?

During this 100-minute Extravaganza, users will learn the most important skills to keep you sharp and ahead of the design curve. This webinar isn't for sissies. It is for newspaper designers and editors who are serious about having the best photo quality reproduction, page design skills and tools available to increase production and improve design.

Among other topics Kevin will discuss:

- Using often-overlooked tools in InDesign that will significantly increase your production capacity
- Getting all the settings right and using the best tools to offer better reproduction of photos
- The best PDF settings to achieve higher quality print production
- Dealing with (and fixing) bad PDF files you receive from advertisers
- And much more!

Kevin is offering a \$20 discount for newspaper association members. (This discount reduces the 100-minute webinar price to \$49.00. Use the following link to receive the discount when registering for the webinar:

<http://msb.press/slimpextra>

Be sure to bring your own questions, which Kevin will answer during and immediately following his class.

This is one webinar you definitely don't want to miss!

Pre-teen reporter delivers commencement speech to graduating class of journalists

See the YouTube video!

On May 10, 2019, 12-year-old reporter and publisher of Orange Street News (Selinsgrove, PA) Hilde Lysiak delivered the commencement speech to West Virginia University's graduating class of journalism students.

In her speech Lysiak urged a return to the traditional elements of journalism — good shoe-leather reporting, and the pursuit of the six fundamental questions: who, what, where, when, why and how.

Answering those “six sacred questions,” said Lysiak, is how journalists have gotten to the truth for years. The reason so few people trust the news anymore, she said, is because journalists have “strayed from the basics. I knew by age six — that reporting was about finding answers to those six sacred questions.”

Watch her commencement speech at:

https://orangestreetnews.com/2019/05/15/osn-editorial-to-the-class-of-2019/?utm_source=API+Need+to+Know+newsletter&utm_campaign=56e26275ea-EMAIL_CAMPAIGN_2019_05_17_12_56&utm_medium=email&utm_term=0_e3bf78af04-56e26275ea-45844761

**Freedom of speech
and of the press
are essential to the
enlightenment of a
free people and in
restraining those
who wield power.**

– Felix Frankfurter

Classified Advertising Exchange

May 27, 2019

REPORTER: Do you enjoy writing? Do you like talking to people? Feature and general assignment reporter, full or part-time. Apply in person at the Albion News, 328 W. Church St., Albion. Experience helpful, but will train. Come and be a part of our award-winning newspaper team! Albion News, Petersburg Press, St. Edward Advance.

REPORTER: The Scottsbluff Star-Herald, named Nebraska's top daily newspaper in 2019, seeks a self-driven reporter interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The right candidate should be willing to uncover hard-hitting stories and hometown features. Send cover letter, resume and clips to brad.staman@starherald.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.

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- 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.

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

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