

# Bulletin

## 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

**October 25, 2019**

NPA/OnePress Board Mtgs, Lincoln  
Details TBA

**October 25, 2019**

Nebraska Journalism Hall of Fame  
Banquet  
Nebraska Club, Lincoln, NE

### Webinars:

**June 13, 2019**

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

**June 20, 2019**

Grant-Writing & Partnerships  
1:00-2:00pm CDT  
Steve Dorsey, GateHouse Media  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

**NPA/OnePress office  
will be CLOSED  
Thursday & Friday,  
July 4 & 5  
for the July 4th  
holiday.**

#### CONTACT INFO:

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402-476-2851  
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## Nebraska Press Association accepting applications for NPA Executive Director position:

The Nebraska Press Association, a member-driven trade association representing all of the daily and weekly newspapers in the state, is seeking its next Executive Director to succeed Allen Beermann, longtime Executive Director, who is retiring.

The Executive Director will lead the NPA and its affiliated organizations, OnePress (dba, Nebraska Press Advertising Service) and the Nebraska Press Association Foundation. The advertising service is a non-profit newspaper and digital sales, planning and placement organization, while the foundation is a charitable entity serving the interests of the newspaper industry and its partners with a focus on education. The Executive Director reports to the boards of those three entities.

The successful candidate will have a minimum of a bachelor's degree with extensive experience in sales, leadership and management. A newspaper industry background will be considered a strong plus.

The next Executive Director must be capable of working on multiple tasks at the same time, be a consensus builder, have strong written and oral communication skills, and possess organizational, team-building and time management skills. Strong financial acumen and familiarity with financial reporting in the non-profit sector and an ability to set and meet budget targets are a must. An interest in and willingness to help lead the association's legislative efforts, including lobbying, and building coalitions are key components of the executive director's responsibilities.

**For more information, or to apply for this position, email:  
[exdir@nebpress.com](mailto:exdir@nebpress.com).**

## Husker football tickets still available!

Tickets (pairs) still available for these games:

- **August 31 - South Alabama**
- **November 16 - Wisconsin**

*Cost is \$134.00 for the pair-per game.*

*Tickets are in the North Stadium, Section 39, Row 82.*

*We require pre-payment by Visa or MasterCard only.*

*No checks. No holding tickets for later payment.*

**Contact Jenelle at the NPA office (800-369-2850) for tickets.**

## 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)



## **New staff members join Northeast Nebraska News Co., Wausa Gazette**

Northeast Nebraska News Co. and the Wausa Gazette have added two new staff members.

Raelynn Schmit joins the company as a graphic designer. Isaiah May's main role will be as a digital advertising executive. With his extensive background in journalism, May will also write occasional feature stories and news stories.

Schmit joined the team in early May, coming from a similar position with the Plainview News. A native of Rapid City, SD, she graduated in 2012 from Mount Marty College with a degree in graphic design. Prior to her work in newspapers, Schmit was communications director for Sisters of Sacred Heart Monastery in Yankton, SD.

May comes to the digital sales position with a varied background. After a year in Kemmerer, WY, as editor of The Gazette, he worked at the Norfolk (NE) Daily News, and then with News Channel Nebraska.

A native of Beatrice, NE, May has lived in Norfolk since 2012. In 2014, he won NPA's Outstanding Young Nebraska Journalist award.

# *Thank You!*

...for judging the Better Newspaper Contest entries for Louisiana Press Association:

**Trevor Gill**, Fairbury Journal-News

**Jennifer Lewis** - Fairbury Journal News

**Erika Pritchard** - Kearney Hub

**Jim Dean** - Retired Daily Editor

**Mary Jane Skala** - Kearney Hub

**Mike Konz** - Kearney Hub

**Darin Epperly** - Norfolk Daily News

**Jake Wragge** - Norfolk Daily News

**Emily Case** - Norfolk Daily News

**Tim Pearson** - Norfolk Daily News

**Angela Henery** - Norfolk Daily News

**Jill Martin** - UNL CoJMC

**Tory Duncan** - Sutton Clay Co. News

**Ron Petak** - Bellevue Leader

**Maxine Moul** - Retired Publisher

**Emily Hemphill** - Seward Co. Independent

**Lysandra Marquez** - Seward Co. Independent

**Willis Mahannah** - West Point News

**Ashley Swanson** - Sutton Clay Co. News

**Russ Pankonin** - Imperial Republican

**Gordon Hopkins** - Fairbury Journal-News

**Leeanna Ellis** - Blair Washington Co. Enterprise

**Deb McCaslin** - Retired Publisher

**LuAnn Schindler** - Neligh News & Leader

**Tiffany Stoiber** - Kearney Hub

**Rob Breeding** - UNK Antelope Advisor

**Randy Sadd** - Doniphan Herald

**Alison Buchli** - Kearney Hub

**Heidi Dawe** - Ord Quiz

*NPA/OnePress appreciates your time, expertise & assistance!*

## Year Three: NPA Foundation 2019 Summer Internship Scholarships

The NPA Foundation Summer Internship Scholarship Program continues in 2019 - with four newspapers and four Nebraska journalism students participating.

The logo for the Summer Internship program features the words "SUMMER" and "INTERNSHIP" in a bold, green, blocky font with a black outline. The text is set against a red background that includes a large, stylized arrow pointing downwards and to the right.

The Nebraska Press Association Foundation launched this internship program in 2017 as a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. The program is only available to students enrolled in a Nebraska college or university and majoring in journalism or communications.

### Participating newspapers and internship students for Summer 2019 are:

- Elgin Review - Marie Meis, Sophomore at UNL
- Hartington Cedar Co. News - Kenneth Ferreira, Junior at UNL
- Crete News & Seward Co. Independent - Nick Boys, Senior at Concordia University & Madison Keith, Junior at UNL

The program was adopted in the hope that with this type of experience under their belts, former interns would some day want to become involved in community journalism, either by going to work full-time at a Nebraska paper, or possibly buying a Nebraska weekly, continuing the vital role newspapers play in our rural communities.

Participating newspapers agree to pay interns a living wage and a housing stipend. Interns can be involved in any aspect of journalism — reporting, photography, videography, graphic art or advertising. Each employer defines the specifics of the job.

After successfully completing the eight-week summer internship program, each student will be awarded a \$1,000 scholarship from the Foundation. Scholarship funds are released after the Foundation receives a completed evaluation form from participating interns and newspapers.

## After 37 years at UNL's student newspaper, The Daily Nebraskan, Dan Shattil has announced his retirement

*A new general manager has been named*

*Mark Champion, The Daily Nebraskan, June 8, 2019*

After 37 years as general manager of the Daily Nebraskan, Dan Shattil has announced his retirement. Shattil's career at The Daily Nebraskan began in July 1982, when the University's Publications Board hired him as the first general manager in the paper's history.

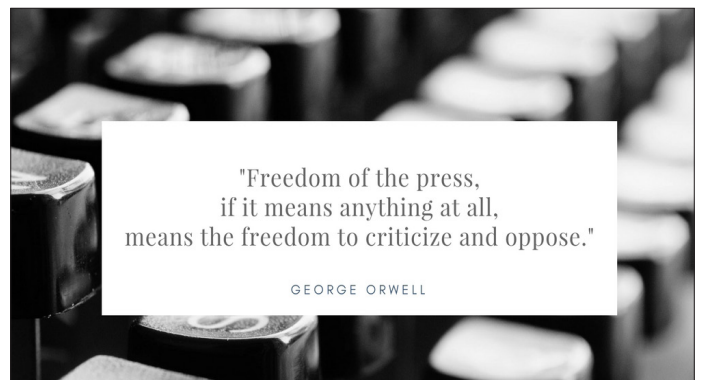
In 1982, the newspaper's writers and editors relied only on typewriters - they had no computers, so one of Shattil's first tasks was computerizing the office, which started with a sole computer used for business purposes. After his first year as general manager, he negotiated with the Publications Board to computerize the newsroom, which happened a few years later.

Shattil's tenure will overlap with the new general manager for a smooth transition. Even then he doesn't plan on quitting entirely after his retirement. "I'm retiring, but I will still be around. I plan to still come in as a volunteer," Shattil said.

Allen Vaughan, the new Daily Nebraskan general manager, left his position as consumer experience director at the Des Moines Register to move to Lincoln and tackle management of the student newspaper.

Vaughan's journalism career includes starting a new media business in Springfield, MO, and teaching as an adjunct professor at his alma mater, Drury University - a role in which he said he found validation working with students. "I'm really looking forward to meeting the students and the staff, and I've always found a lot of energy from working with students," he said.

To ensure that The Daily Nebraskan continues to compete in the ever-changing journalism industry, Vaughn plans to employ change and experimentation to stay on the cutting edge. "We obviously have to figure out how to be exceptional digitally," he said. "We've got to make sure that we are modern, up-to-date and doing everything that the industry is doing because things change so quickly."



## Attention: display & classified network participants!

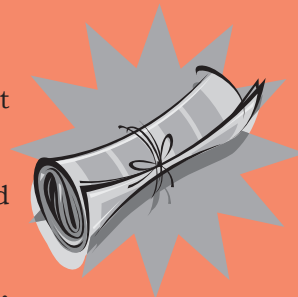
It has come to our attention that some newspapers are invoicing advertisers for ads that are running in the 2x2/2x4 Display Network & the Statewide Classified Network.

These advertisers have already paid to have their ad run in the network. You will be paid for these ads with a quarterly pool check.

**In some instances, advertisers have paid the newspaper again for running the ad. This defeats the purpose of the convenience & cost effectiveness of the networks and creates a real mess in getting the advertiser's money back.**

**Please be sure to instruct your bookkeeping department NOT to bill advertisers direct for these ads.**

If you have any questions, please contact Carolyn Bowman at OnePress ([cb@nebpress.com](mailto:cb@nebpress.com)). Thanks for your help!



## Rural teens engage with local newspapers to see value and their lives in news

*Reynolds Journalism Institute Online, June 6, 2019*

There is a heightened interest in what goes on in the heads and hearts of modern teenagers, particularly by legacy media. But teenagers from rural communities are not often factored into mainstream Gen Z coverage.

There is a heightened interest in what goes on in the heads and hearts of modern teenagers — dubbed “Generation Z” (Gen Z) — particularly by legacy media. But teenagers from rural communities, especially in the Midwest, are not often factored into mainstream Gen Z coverage. This can be attributed to a number of factors, such as living in a news desert, living in the middle of the country, and-or unpredictable Wi-Fi access that hampers engagement with news and information sources.

With these barriers to access in mind, the central question becomes: Do rural Gen Z teenagers see themselves in the news they consume? If they do, what news topics and-or information is of interest to them? Where do they consume it? And if they don't consume news and information, how can they be compelled to engage with it?

As a residential fellow with the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism, Nico Gendron spent August 2018 through April 2019 working with rural, mid-Missouri teenagers who live in news deserts.

Gendron worked with five high schools, spanning four counties. The 15 juniors and seniors who participated in Gendron's fellowship project were given the opportunity to produce an original, local news story about their community which they felt hadn't been explored by legacy, regional and-or local media.

In the process of producing their stories, students learned the basics of journalism and were encouraged to adopt a digital news and information “diet,” whether that was following a news outlet they like on Instagram or finding a news-oriented podcast.

As one of the participating students at Russellville told Gendron upon filing in his final draft, “journalism is much harder than writing fiction.” Project goal achieved.



## 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>.**

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

Hosted by [NewspaperAcademy.com](http://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:*

<https://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!***

## As legislatures adjourn for the year, newspaper notice as strong as ever

June 2019, Public Notice Resource Center

We've heard dire warnings for many years that public notice would soon be moving from newspapers to the internet. Yet here we are, twenty years after the pessimists first began predicting doom, and newspapers are still the primary vehicle for official notice in all 50 states.



And after several mostly successful years defending public notice in state legislatures, the newspaper industry is faring especially well on that front in 2019. With 33 state legislatures already shuttered for the year and eight others scheduled to adjourn sine die by the end of the month, the third leg of the government-transparency stool is looking pretty stable.

That doesn't mean there aren't lawmakers still fighting the bad fight. Bills were introduced in at least ten state legislatures this year that would eliminate newspaper notice and move it to government websites. But with eight of those legislative bodies already adjourned and the two others set to wrap things up within the next three weeks, not a single one of those bills has even made it out of committee.

Moreover, most of the 66 notice-related bills we've been tracking that have been signed into law are newspaper friendly. More than half require new newspaper notices in limited circumstances, or supplement existing notices by mandating additional exposure on a government website. Several others amend public notice eligibility requirements, mostly to deal with evolving circumstances created by a shrinking newspaper industry.

**To sign up for the free monthly Public Notice Resource Center newsletter, go to: <https://www.pnrc.net/subscribers/email-newsletter/pnrc-newsletter/> for regular reports on public notice, links to news articles and op-ed pieces about public notice.**

*"If you are not willing to learn no one can help you. If you are determined to learn no one can stop you."*

*- Zig Ziglar*

# Classified Advertising Exchange

June 10, 2019

**EDITOR:** The Norfolk Daily News – an independent, family-owned news organization serving the northeast quarter of Nebraska – is seeking an editor to guide its approximately 15-person newsroom and play a key role on its leadership team. The Daily News, which has been owned by the same family for more than 125 years, is known for its commitment to community advocacy and a conservative worldview, and is seeking an editor who embraces those foundational pillars. The Daily News publishes not only a six-day-a-week afternoon newspaper, but also a variety of digital products that continue to grow in scope. Its next editor will have a track record of journalistic excellence and a broad knowledge of the issues, challenges and opportunities in the evolving world of community journalism. The Daily News is seeking an individual who is equally comfortable in meeting with high-ranking elected officials as well as individual subscribers. The editor will especially be knowledgeable and excited about the digital side of journalism and how best to distribute content to effectively reach Nebraskans of all ages. If interested please contact Bill Huse at [whuse1@gmail.com](mailto:whuse1@gmail.com).

**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.

**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](mailto:timothylincott1@gmail.com).

**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](mailto:brad.staman@starherald.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](mailto:generalmanager@custercountychief.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](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).