

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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UNL to host free Google Tools training

The University of Nebraska-Lincoln College of Journalism and Mass Communications will host a Google Tools



Training

training on Friday, Aug. 30, from 8 a.m. to 3 p.m. in the Nebraska Union Auditorium. **The training is free and open to the public. Registration is required.**

To improve research, news gathering, reporting, storytelling, market analysis and creative projects, the training will cover how to use a variety of Google tools, including:

- Google Trends
- Google Scholar
- Google My Maps
- Google Flourish Studio
- Google Earth Pro
- Google Earth Engine
- Google Earth Studio

The training will be led by Mike Reilly, a CoJMC alum and digital trainer for the Society of Professional Journalists. Reilly has taught Google News Initiative tools to more than 4,000 journalists and educators in the past 2.5 years. When he's not on the road doing trainings, he teaches data and multimedia journalism at the University of Illinois-Chicago, where he is a visiting professor.

A former reporter at the LA Times and web editor at the Chicago Tribune, Mike served for 13 years as a faculty member at Northwestern, Arizona State University and DePaul University, teaching digital journalism to hundreds of students and professional journalists. He holds journalism degrees from the University of Nebraska-Lincoln (undergrad) and Northwestern University (masters).

For additional information and to register, go to <https://journalism.unl.edu/google-tools-training>. For questions, contact Gary Kebbel at garykebbel@unl.edu.

A second 'Adobe Extravaganza' webinar scheduled for July 18!

Hosted by NewspaperAcademy.com

Leader: Kevin Slimp

Thursday, July 18, 2019

10:00 - 11:40 a.m. CST

Cost: \$69.00

The June Extravaganza was such a great time, Kevin has added another 100 minutes of tools and tips to make you an even greater Adobe guru. **Kevin will offer advanced tips in InDesign, Acrobat and Photoshop to take your design skills to the next level.**

A few topics Kevin will cover:

- Creating and Working with Tables in InDesign (switching first/last name, etc.)
- More about Scripts and How to Use Them
- Data-Merge in InDesign
- Advanced Photo Editing Techniques
- Embedding Cutlines/Captions into Photo in Photoshop that work with InDesign
- Dealing with 4-Color Text and Other Problems in PDF Files

Don't miss this chance to further your skills and become an Adobe software guru. **For more information on the July 18 webinar, go to: <http://msb.press/extrapart2>.**

Video as revenue: Start with listening

By Kat Duncan, Reynolds Journalism Institute, July 11, 2019

Alabama Media Group launched Red Clay Media in 2017 as a video-driven revenue stream. It began with videos created in the newsroom that inspired engagement from their readers.



Today it is a thriving video arm with three distinct brands that focus on feel good, inspirational and comedic southern content. Author Kat Duncan spoke with Elizabeth Hoekenga Whitmire, senior director of audience development for Alabama Media Group and Red Clay Media, to learn more about how they've conquered what many newsrooms are still struggling with - making money with video content.

Full post: <https://www.rjionline.org/stories/video-as-revenue-listening-to-your-audience>.

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 6/24:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Grand Island Independent – Pat Bell (paper made \$162.50)
Tekamah Plaindealer – Deanna Ray (paper made \$162.50)
NCAN
Ainsworth Star-Journal – Rod Worrell (NCAN Special Free Ad)
Nebraska City News-Press – Theresa Kavan (paper made \$130.00)

Week of 7/1:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Fairbury Journal News – Jennifer Lewis (paper made \$300.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Wayne Herald – Brianna Forman (paper made \$162.50)
NCAN
Broken Bow Chief – Renae Daniel (paper made \$142.50)

Week of 7/8:

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 (paper made \$300.00)

Week of 7/15:

2x2

Blair Enterprise – Lynette Hansen (2 ads) (paper made \$325.00)
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)
Hickman Voice News – Wendy Doyle (paper made \$150.00)
Sutherland Courier-Times – Trenda Seifer (paper made \$150.00)
Tekamah Plaindealer – Deanna Ray (paper made \$162.50)
Wahoo Newspaper – Grant Fiedler (paper made \$312.50)
NCAN
Nebraska City News-Press – Theresa Kavan (paper made \$130.00)

Maryland Stands Up for a Free Press, Honors the Capital Gazette Shooting Victims

By Arantxa Hernandez, News Media Alliance, June 28, 2019

June 28 will always be a hard day for any journalist – that was the day, one year ago, that five newsroom staffers were lost to the hands of a gunman who shot his way into The Capital Gazette newsroom in Annapolis, Maryland, barring a grudge against the local paper. While the gunman was later arrested and will soon stand trial, The Capital Gazette is only one of many newsrooms that have faced losses in the past year.

Despite this, journalists continue to risk their lives every day, facing threats not only out in the field, but in their own newsrooms. Growing anti-journalist sentiment around the world has increased the dangers faced by reporters, whether they're working in a war zone or their local communities.



This year, the state of Maryland marked the tragic day with a message of support, naming June 28 Maryland Freedom of the Press Day. In honor of those lost, the city of Annapolis hosted a summit on preventing gun violence, while The Capital Gazette, Baltimore Sun Media and Tribune Publishing dedicated a memorial garden to the victims, with a rose bush planted for each of the five lost Capital Gazette staffers. In addition, there was a concert and community gathering in the evening, as well as a moment of silence at 2:33 p.m. on June 28.

Read the full article at: <https://www.newsmediaalliance.org/honoring-the-victims-on-maryland-free-press-day/>



EARLY DEADLINES!!!

Since I will be out of the office August 7-9 for computer training, the following early deadlines will apply. **These deadlines are firm. Late Network ads will not be accepted & cannot be sent out.** Thanks!

2x2 Display Network Ads

Ads running the Week of 8/12/19

Deadline is 4:00 p.m. on Monday, 8/5/19. Ads will be sent out on Tuesday, 8/6/19.

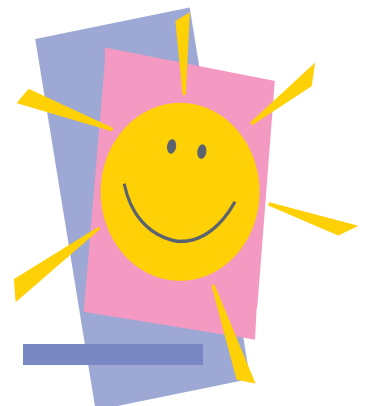
Statewide Classified Network:

Ads running the Week of 8/12/19

Deadline is 10:00 a.m. on Tuesday, 8/6/19. Ads will be sent out on Tuesday, 8/6/19.

Any Questions? Contact:

Carolyn Bowman
Nebraska Press/OnePress
845 "S" Street
Lincoln, NE 68508
800-369-2850
cb@nebpress.com



NSAA 2019-20 Media Manual, Credential Request Form available

All updated media forms, including the NSAA Media Credential Request Form, are now available on the media page of their website, <https://nsaahome.org/media-info/>.

NSAA will review and process credential requests as they receive them, so media is encouraged to begin applying now. **Credential Request Forms should be returned to Alicia McCoy in the NSAA office at amccoy@nsaahome.org.**

Also, the updated (NSAA) Nebraska School Activities Association's 2019-20 Media Manual is now available on the media page of their website, <https://nsaahome.org/media-info/>. There are no rate increases for broadcast rights fees (audio, tape-delay, or live video) for the 2019-20 year. Both the audio and video rate cards remain unchanged from the previous year.

NSAA's Media Meet & Greet is Friday, August 9, in Lincoln. It's important that our newspapers are well represented at this event.



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

2017 NSAA MEDIA MEET & GREET

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Breakfast will be provided for attendees!

TIME: 9:00 am – 9:30 am – Credential Pick-Up & Breakfast

9:30 am – 11:00 am – Discussion

DATE: Thursday, August 17TH, 2017

PLACE: NSAA Media Room, 500 Charleston St

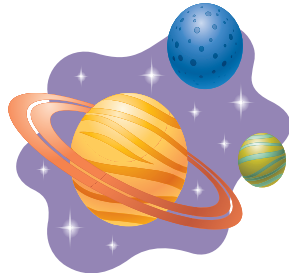
PLEASE RSVP with attendee names by Monday, August 14th:

amccoy@nsaahome.org

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

New feature page available from Newspaper Fun: “NASA - The U.S. Space Program”

Newspaper Fun is a weekly, flexible-format activity page with original puzzles, cartoons and games – all with an underlying educational framework that encourages reading. It's aimed at kids, but adults enjoy it just as much.



Their newest feature page - “NASA - The U.S. Space Program” - is now available for instant download in PDF format at <https://www.newspaperfun.com>. This edition explores the NASA story, from its formation to today's missions.

Their special full-color MOON LANDING Anniversary edition is available free to all newspapers at: <https://www.newspaperfun.com/sweetheart>

* If you're buying a single feature page (or subscription) for the first time, please create an account at <https://www.newspaperfun.com/new.php>, then purchase through PayPal.

* If you already have an account, sign in as you normally do on the home page.

* **VIEW PRICE CHART:** <https://www.newspaperfun.com/subscribe.php>

* **SEE WHAT'S AHEAD:** https://www.newspaperfun.com/upcoming_themes

For more information, or to request a sample of their feature, contact Ann and Ernie Mills, Newspaper Fun, 860-693-8766 (Canton, CT), www.newspaperfun.com.

University of Kansas journalism students provide coverage for a city without a newspaper

Evelyn Mateos, Editor & Publisher, July 11, 2019

As an assistant professor at the University of Kansas' School of Journalism and Mass Communications, Teri Finneman understands that nothing can replace actual real world experience. So, when the professor learned that the nearby city of Eudora, Kan. no longer had a local newspaper, she knew this was an opportunity for her students to take the skills they learned in the classroom and apply it to a real newsroom—one they call the Eudora Times. (website: <https://eudoratimes.wixsite.com/news>)

The idea originated from Finneman's time at South Dakota State University, where the journalism school had partnered with a local newspaper. When she arrived in Kansas last fall, Finneman knew she wanted to start a similar program.

“In the process of deciding what I wanted to do...it (occurred) to me that Eudora is a town of 6,000 people and they didn't have a newspaper,” she said. “I just couldn't believe that a community of that size didn't have its own newspaper anymore.”

Read entire article at: <https://www.editorandpublisher.com/a-section/university-of-kansas-journalism-students-provide-coverage-for-a-city-without-a-newspaper/>

*“The bad news is time flies.
The good news is you're the pilot.”*

- Michael Altshuler, American entrepreneur

Classified Advertising Exchange

July 15, 2019

PRESS WANTED: Looking for a Printmaster Press (two-color) in good condition. Please send pictures, videos, information, pricing, location of press to: Emanuel Printing, Attn: Chris Zavadil, 130 N. Main Street, Fremont, NE 68025. PH: 402-721-4421, Email: epbusiness@neb.rr.com

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.

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.

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.

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 Chamber of Commerce 2019 Fall Forum schedule.

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.

Nebraska Chamber's 2019 Fall Forum Schedule

Monday, Aug. 12

Aurora (Lunch), noon to 1 p.m.
Bremer Community Center (1604 L Street)
Contact: Justise Rhoden, (402) 694-6911

Tuesday, Aug. 13

Alliance (Breakfast), 8 a.m. to 9:30 a.m.
Newberry's (110 W 4th St.)
Contact: Susan Unzicker, (308) 762-1520

Scottsbluff (Lunch), noon to 1 p.m.
Scotts Bluff Country Club (5014 Ave I)
Contact: Karen Anderson, (308) 632-2133

Wednesday, Aug. 14

Sidney (Breakfast), 8:00 a.m. to 9:30 a.m.
Dude's Steakhouse (2126 Illinois St.)
Contact: Sandy Goble, (308) 254-5851

Ogallala (Lunch), noon to 1:30 p.m.
Front Street Steakhouse (519 E 1st St.)
Contact: Karla Scott, (308) 284-4066

Thursday, Aug. 15

North Platte (Breakfast), 7:00 a.m. to 8:30 a.m.
Best Western Plus (3201 S. Jeffers St.)
Contact: Erin Johanson, (308) 532-4966

Kearney (Lunch), noon to 1:30 p.m.
Kearney Chamber Offices (1007 2nd Ave.)
Contact: Derek Rusher, (308) 237-3132

Friday, Aug. 16

Hastings, (Breakfast), 8:00a.m. to 9:30a.m.
Hastings Chamber Office (301 S. Burlington Ave.)
Contact: Michelle Lewis, (402) 461-8400

York (Lunch), noon to 1:30 p.m.
York Country Club (1016 W Elm St.)
Contact: Madonna Mogul, (402) 362-5531

Tuesday, Aug. 20

South Sioux City (Lunch), 11:30 a.m. to 1 p.m.
Cottonwood Inn and Conference Center (4402 Dakota Ave.)
Contact: Jim Steele, (402) 494-1626

Wednesday, Aug. 21

Nebraska City (Lunch), noon to 1:30p.m.
Eagles Club (600 1st Corso)
Contact: Amy Allgood, (402) 873-6654

Thursday, Aug. 22

Auburn 6:00p.m. to 7:00p.m.
Auburn Central Office (1713 J Street)
Contact: Tonia Greiner 402-274-3521

Tuesday, Aug. 27

Broken Bow (Breakfast), 8:00 a.m. to 9:30 a.m.
Adams Land & Cattle Corporate Office (327 S. 1st Ave.)
Contact: Deb Kennedy, (308) 872-5691

Columbus (Lunch), 12:00 p.m. to 1:00 p.m.
Columbus Chamber Offices (753 33rd Ave.)
Contact: Sharyle Sands, (402) 564-2769

Tuesday, Aug. 27

Beatrice (Breakfast), 8:00 a.m. to 9:30 a.m.
The Black Crow (405 Court St.)
Contact: Angie Bruna, (402) 223-2338

Crete (Lunch), 11:45 a.m. to 1:00 p.m.
Crete Chamber Office (2905 Betten Drive)
Contact: Chamber office, (402) 826-2136

Wednesday, Aug. 28

West Point (Breakfast), 8:00 a.m. to 9:30 a.m.
Nielsen Center (200 Anna Stalp Ave.)
Contact: Tina Biteghe Bi Ndong, (402) 372-2981

Norfolk (Lunch), noon to 1:30 p.m.
Norfolk Public Library (308 Prospect)
Contact: Jenni Canham, (402) 371-4862

Thursday, Aug. 29

Fremont (Lunch), noon to 1:30 p.m.
Midland University (Private Dining Room) (900 N Clarkson)
Contact: Tara Lea, (402) 721-2641

Wednesday, Sept. 4

Sarpy County (Lunch), noon to 1:30 p.m.
Tiburon Golf Club (10302 S. 168th St.)
Contact: Annisa Visty, (402) 339-3050

Monday, Sept. 30

Henderson (Lunch), noon to 1:00 p.m.
Perks Café (1045 N. Main St.)
Contact: Kelsey Bergen, (402) 723-4228

Tuesday, Oct. 1

Grand Island (Lunch), noon to 1:00p.m.
Riverside Golf Club (2820 Riverside Dr.)
Contact: Cindy Johnson, (308) 382-9210

Wednesday, Oct. 2

Wahoo (Breakfast), 8:00 a.m. to 9:30 a.m.
Heritage Inn (950 N. Chestnut St.)
Contact: Doug Watts, (402) 443-4001

Blair (Lunch), 11:30 a.m. to 1:00 p.m.
Memorial Community Hospital (812 N. 22nd St.)
Contact: Jordan Rishel, (402) 533-4455

Thursday, Oct. 3

Holdrege (Dinner) 5:30 p.m. to 7 p.m.
JB's (302 East Ave.)
Contact: Barb Alexander, (308) 995-4444

Friday, Oct. 4

Cozad (Breakfast), 8:00 a.m. to 9:00 a.m.
Cozad Elks Club (820 J St.)
Contact: Karmen Morse, 308-784-3930

McCook (Lunch), 11:30 a.m. to 1:00 p.m.
Valmont Industries Training Room-US Hwy S 83,
Contact: Dee Spicer, (308) 345-3200

Tuesday, Oct. 8

Omaha (Lunch), 11:30 a.m. to 1 p.m.
Scott Conference Center-6450 Pine Street
Contact: Cheryl Lawson, (402) 978-7922

Thursday, Oct. 10

Bellevue (Breakfast), 8:00 a.m. to 9:30 a.m.
Bellevue University-John B. Buller Building (Symposium Room), (812 Bruin)
Contact: Faith Morrison, (402) 898-3000

Wednesday, Oct. 23

Lincoln (Breakfast), 7:30 a.m. to 9:00 a.m.
Country Club of Lincoln (3200 South 24th Street)
Contact: Nichole Kaiser, (402) 436-2355