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NewsTrain - cont. from 1

Attendees regularly rate NewsTrain as 4.5, with 5 as highly useful and highly effective.

The sessions — requested by a committee of local journalists and designed to teach immediately usable skills — include:

- Using social media as powerful reporting tools,
- Storytelling on mobile: making smart choices,
- Becoming a verification ninja,
- Editing smarter video on your smartphone, with #MobileJournalism evangelist Geoff Roth, and
- Mining data for enterprise off any beat, with USA Today Senior Reporter Matt Wynn.

The early-bird rate of \$75 includes two light meals. Plus, the first 20 registrants receive a free, yearlong, online subscription to The AP Stylebook – a \$22 value. Discounted hotel rooms start at \$99 a night.

Journalists, journalism educators and journalism students from diverse backgrounds are invited to apply for competitive scholarships, which cover their registration, by Feb. 19.

Lincoln will be the site of the 97th NewsTrain, designed in collaboration with a host committee of local

journalists. The host committee for Lincoln is led by the University of Nebraska-Lincoln's College of Journalism and Mass Communications.

Started by the nonprofit Associated Press Media Editors (APME) in 2003, NewsTrain has trained more than 7,500 journalists across the United States and Canada.

For more information:

<https://www.apme.com/page/LincolnNebraskaNewsTrain2020>, or email Jessica Fargen Walsh at jessicafargenwalsh@gmail.com.

This is Bill.

Bill wants to stay up to date with the latest local and community news.

Bill knows the best place to find it is in the local newspaper, in print and online.

Bill is smart.

Be like Bill.

#newspapers**thrive**



D.C.'s Newseum is closing its doors at the end of the year

Jason Daley, smithsonian.com, Oct. 3, 2019

Citing financial difficulties, the Newseum, a museum dedicated to the history of journalism, First Amendment freedoms and the free press, will close its doors to the public at the end of 2019.

The Newseum had struggled financially for several years and could no longer sustain operations at its current location. Last January, the museum's founder and primary funder, the Freedom Forum, sold the building to John Hopkins University to be used for its D.C.-based graduate programs.

At the end of the year, everything in the permanent collection will be moved to an archive facility outside Washington until a location is determined for public display.

The museum has hosted dozens of temporary exhibitions, as well as various exhibitions on editorial cartoonists and exceptional journalists. Its traveling exhibits will continue on at museums around the country.

Over the course of more than 11 years, the Newseum drew some 10 million visitors, charging \$24.95 for adult visitors. But with many free museum options just a few blocks away, the Newseum had difficulty competing.

Publishers should be aware of the shifting legal interpretations of ADA

Q : I am being told our website might not be in compliance with the Americans with Disabilities Act because visually impaired people cannot read it. Can we be sued? What do we have to do to get into compliance?

A : Newspapers in several states have been receiving letters from disability activist groups and their attorneys threatening lawsuits unless their websites come into compliance with Americans with Disabilities Act requirements that, in advocates' views, require publishers to convert visual displays to voice or Braille outputs for people with low or no vision.

There is a reason the letters are coming now, and publishers should be aware of the shifting legal interpretations of ADA.

First, ADA applies to businesses that provide public accommodations. It has various specific requirements for businesses like

restaurants and hotels, which a few decades ago had to install ramps, elevators, Braille signs and the like for people with various disabilities. But in general, ADA prohibits discrimination against people with disabilities by all businesses that are open to the public. Whether a newspaper office, particularly in this day of remote offices, is a public accommodation is a case-by-case question. It is far from settled in the courts.

But the issue of websites being deemed a public accommodation is relatively new.

Second, the law was strengthened in favor of the disabled during the final years of the President George W. Bush's administration, making it easier for the disabled to sue — and reinforcing a clear statement that whenever a business falling under public accommodation laws is accused of discriminating against the disabled, the courts should lean toward the interests of the disabled.

Third, advocates for the disability community have recently been targeting brick-and-mortar businesses that have websites. A decision last year in the U.S. Court of Appeals in

the Eleventh Circuit (Atlanta) against Dunkin' Donuts allowed a visually disabled person to sue the donut shop because its website could not be read by his screen reader. The website was viewed as a part of the physical business, which is clearly under obligations under the public accommodation laws not to discriminate. That decision has sparked a number of cases, ergo, the recent letters. And then this year, the Supreme Court declined to review a similar case against Domino's pizza company, which leaves the state of the law in some disarray.

Fourth, there are also a handful of decisions in other courts that require websites standing alone and not tied to a physical presence to comply with ADA.

So it is clear the law is forming storm clouds around web publishers. A demand letter might be headed your way, if you haven't already received one.

What should you do?

Take it seriously. Lawyer letters are always intimidating, sometimes so much so that people reflexively put them aside to deal with after deadline, and then let them get covered up in the too-hard pile.

Consulting with your local attorney is a good idea so you are ready if a lawsuit comes and you can decide whether you want to send a letter back. Often, the plaintiff's real goal is to force you to fix the website, so you might decide to write back and say you are on it.

Be aware of the risks of lawsuit. ADA suits are federal matters. As a rule, a plaintiff has to come to your federal district to sue you. So a letter from California to a small newspaper in Alabama is less likely to result in a suit than one generated by an Alabama reader.

Know the penalties. Plaintiffs cannot sue public accommodation businesses for money damages under ADA unless a violation was intentional. But if you have already been warned about compliance and haven't taken action, you might be amassing evidence that you are intentionally keeping the visually impaired off your website.

Also, if you are sued in your district and fail to appear or a court enters a compliance order and you don't follow it, you could be found in contempt, and penalties can definitely be entered for that behavior. That is the best reason not to leave the letter



KATE RICHARDSON, PUBLISHERS' AUXILIARY

At the National Newspaper Association's 133rd Annual Convention & Trade Show, NNA Director of Public Policy Tonda Rush (center) presents a Flash Session on ADA compliance, in collaboration with The News-Gazette Publisher Matt Paxton (left), NNA past president and chair of government relations committee, and Thad Swiderski (right), eType (Austin, Texas).

sitting in your too-hard pile. If a court orders you to bring your site into compliance, even if no money damages are assessed, you might be under an obligation to report back to the court to demonstrate that you followed through — which will cost some time and money. You might as well spend the money fixing the website.

State law could be different from ADA in the penalty possibilities. Some states allow money-damage penalties for noncompliance. So even if the federal law won't lead a plaintiff to your bank account, your state law might.

All of this adds up to the wisdom of getting right with ADA. The industry's web designers and hosts are already thinking about this problem. Chances are a consultation with your provider will give you some concrete beginning steps to take.

Here are a couple of questions to ask your web designer and/or provider.

1. Is there a widget for my site that can be clicked by a visually impaired person to generate a voice-assist? In other words, can you make my website accessible so a visually impaired person can have stories read to them?

2. Can you help us with an audit of our existing website to make sure all of our images have some text that a voice-assist plug-in could read?

In our visually demanding world, newspaper websites could have hosts of great photos that only a sighted person could appreciate. It doesn't do a low-vision person much good to encounter a great shot of a bucking bronco at the county fair if your web page doesn't have text saying: "photo of bucking bronco" embedded in alternate text or in a cutline.

Do you need a policy statement on your website saying your intention is to be accessible, providing a contact for disabled persons if they encounter problems?

Finally, a tax credit is available for making ADA improvements in some circumstances. Is there a chance you can pay for ADA accessibility with tax credits?

Making strides toward compliance is important in ADA. The law doesn't require you to make dramatic changes that would affect the entire look of your site, but if relatively accessible tools are available to boost the chances of a visually impaired person being able to read, using them creates a record of compliance. Plus, you attract one more reader, and who doesn't need more readers?

TONDA RUSH is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at tonda@nna.org

LEGAL STANDING



TONDA F. RUSH

Would you like to print the 2020 NPA/OnePress Newspaper Directory and Rate Book?

*Submit your detailed bid by
Friday, December 6, 2019*

Here's what is involved:

- Print Quantity: 500 copies
- Covers (#80 gloss stock): Outside front/back covers are 4-color, bleed; Inside front/back covers are B/W
- 52 inside B/W pages (#70 gloss stock)
- Book is sent to you as a camera-ready PDF, ready to print, created in InDesign CS5
- 8 1/2" x 11" finished - two-staple binding
- Save any overrun pages for Nebr Press Assn office
- INCLUDE SHIPPNG COST** (to Nebr Press Assn office)
& **SALES TAX** with your bid

Please submit your bid to:

Nebraska Press Association
845 "S" Street,
Lincoln, NE 68508
or by email to
nebpress@nebpress.com.

If you have questions, contact Susan Watson at
402-476-2851/800-369-2850
or nebpress@nebpress.com.



Classified Advertising Exchange

December 2, 2019

FULL-TIME PRESSROOM OPENING: The Norfolk Daily News has a full-time opening in its pressroom. Ideal candidate must have:

- Good work ethic
- Attention to detail
- General mechanical knowledge
- Forklift experience a plus
- We will train the right individual
- Outstanding facility and advancement opportunity
- Competitive pay and excellent benefits
- Plus - great people to work with

Apply in person to: Tyler Eisenbraun, Norfolk Daily News, 525 Norfolk Ave., Norfolk, NE 68702.

DIRECTOR OF MARKETING & SALES: The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact allen.vaughan@unl.edu or call 402.472.1769.

NEWS EDITOR: The Ashland Gazette and the Waverly News each have openings for news editor. Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication skills. Some nights and weekends are required. A valid driver's license and working vehicle are required. Bachelors degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Competitive pay and benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

EDITORIAL ASSISTANT: The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

NEWSPAPER FOR SALE: Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

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.

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 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. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.