

CONFIDENTIAL

# Bulletin

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

## Calendar of Events:

### **March 12-14, 2014**

NNA Leadership Summit  
Washington, D.C.

### **April 11-12, 2014**

NPA Annual Convention  
Midtown Holiday Inn  
Grand Island, NE

## Deadlines:

### **February 17, 2014**

Deadline to submit nominations  
for 2014 NPA Awards

### **March 3, 2014**

Entry deadline for  
Omaha World-Herald 2014  
Community Service & Service  
to Agriculture Awards

#### CONTACT INFO:

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Web Site: <http://www.nebpress.com>

## **Pay NPA membership dues by February 12 for contest entries!**

According to the rules of the 2014 Better Newspaper Contest, only contest entries from dues-paying members can be judged. If you have not yet paid your 2014 dues, please do so.

If your 2014 dues are set up for a deduction against advertising, they are considered paid. **Your dues payment must be received by Wednesday, February 12!**

## **2014 NPA awards nominations deadline February 17!**

Click here for award guidelines and nomination forms:

<http://www.nebpress.com/wp-content/uploads/2014/01/2014%20NPA%20Award%20Nominations.pdf>

Nominations are being accepted for these awards:

- **Master Editor-Publisher Award**
- **Hall of Fame**
- **Harpst Leadership Award**
- **Outstanding Young NE Journalist Award**
- **Golden Pica Pole**

Contact the NPA office if you have any questions.

## **Black History Month features offered FREE from Missouri Press and Newspapers in Education**

February is Black History Month. In observance, the Missouri Press Association, in partnership with The Missouri Bar and Newspapers in Education (NIE), has released two new features commemorating Dr. Martin Luther King, Jr.'s, "I Have a Dream" speech. Dr. King delivered that famous speech in August 1963 during the "March on Washington for Freedom and Jobs."

Black History Month began in 1926 as Negro History Week. The commemoration is held in February to honor the birthdays of Frederick Douglass, former slave, abolitionist and orator, and President Abraham Lincoln.

The first of the two features offers background on King's speech. The second feature focuses on King's contribution to the Civil Rights Movement. Both features offer activities to encourage young newspaper readers to learn more about the topics. Also available to celebrate Black History Month is a feature on the Emancipation Proclamation.

**These three Black History Month features may be published FREE by our member newspapers and the PDFs will be attached with this week's Bulletin email.**

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## February buy-one-get-one sales event

During the month of February, the Nebraska Press Advertising Service is offering a buy-one, get-one free deal for any ads sold within the 2x2 and 2x4 Statewide Display Advertising Network to a new customer. This offer is available to anyone who has not advertised in the display ad network in the last 18 months.

The names of everyone who sells a NEW regional or statewide ad will have their name put in a hat. A name will be drawn and \$100 will be awarded to that person.

Ads must be turned into the NPA by 4 p.m. the Tuesday prior to the week the ad is scheduled to run.

Only one free ad is allowed. After the ad has run once, the customer is no longer considered a new customer. Free ad must run in the same region(s) as paid ad.

**The final deadline in order for ads to qualify for the discount will be February 25 at 4 p.m. and will print the weeks of March 3 and March 10, 2014.**

If you have questions about selling statewide or regional ads, or the February BOGO special, please contact Carolyn Bowman, [cb@nebpress.com](mailto:cb@nebpress.com), or Violet Kirk, [sales@nebpress.com](mailto:sales@nebpress.com), at the Nebraska Press Association.

**Buy-One-Get-One-FREE\* FEBRUARY**  
Hey Newspapers!  
It gets better...  
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The names of everyone who sells a NEW regional or statewide ad will have their name put in a hat. A name will be drawn and \$100 will be awarded to that person!  
\* Ads must be turned in to NPA by 4 p.m. the Tuesday prior to the week the ad is scheduled to run. Name of Salesperson must be included to be eligible for drawing. \*Only one free ad allowed. After ad has run once, customer is no longer considered a new customer. Free ad must run in same region(s) as Paid ad.  
\* Final deadline in order for ads to qualify for the discount will be February 25 at 4 p.m. and will print the weeks of March 3 and March 10, 2014.  
Nebraska Press Advertising Service  
Contact: Carolyn Bowman - [cb@nebpress.com](mailto:cb@nebpress.com)  
phone: 1-800-399-2820 Fax: 402-476-2942

## Sunshine Week, March 16-22, promotes need for open government

Sunshine Week 2014, the week of March 16-22, is a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants include news media, civic groups, libraries, nonprofits, schools and others interested in the public's right to know.

Launched in 2005 by the American Society of News Editors, this non-partisan, non-profit initiative is celebrated in mid-March to coincide with James Madison's birthday on March 16. In 2011, the Reporters Committee for Freedom of the Press joined ASNE as a national co-coordinator of Sunshine Week, enabling the organizations to join forces and resources to produce toolkit materials for participants and keep the website and social media sites engaged.

A Sunshine Week toolkit is a free resource available to participants, and will be continually updated as Sunshine Week nears, to include a selection of opinion columns, cartoons, house and public-service ads, event



logos and related news and information on open government topics.

Go to [www.sunshineweek.org](http://www.sunshineweek.org) for information, inspiration and ideas. (Please note that permission to use these Toolkit materials covers Sunshine Week only, March 16-22, 2014, however special use permission may be granted in cases of student newspapers, weeklies and others who may not be able to publish that week).

# *It's time to think about convention!*

NPA Annual Convention  
**April 11-12, 2014**  
Holiday Inn-Midtown, Grand Island

## Reserve your hotel rooms now!

- NPA Convention room rate (single or double) - **\$85.00 p/night (+ tax)**
- **Call 1-800-548-5542 to make your reservations** (*no online reservations accepted at special Convention room rate.*)
- **Be sure to mention you're with the NPA Press Association Convention.**
- **Don't delay! Convention block room reservations close March 27** (*Convention room rate and room availability cannot be guaranteed after this date.*)
- Complimentary parking.
- If you have any questions regarding room reservations, contact the NPA office, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



Direct access to I-80  
at Exit 314!

- Microwaves and Refrigerators in all rooms
- "Fast" Wireless Internet
- Heated Indoor Pool and Whirlpool
- Miniature Golf and Rec Area
- Convention & Meeting Space for 300+

**Midtown Holiday Inn**  
2503 S. Locust St. Grand Island, NE  
[www.holidayinn.com/midtown](http://www.holidayinn.com/midtown)  
1.800.548.5542 or 308.384.1330

## *There's a great line up of workshops planned for this year's convention, including:*

- Advertising sales sessions on prospecting, developing a competitive advantage and proven techniques to generate sales
- Sessions on Adobe InDesign favorite features, Adobe Photoshop, Camera Raw and Cloud
- News reporting and election coverage
- Session on postal issues plus one-on-one time to discuss your specific postal concerns
- *PLUS* sessions on social media, photography, legal hotline issues, networking roundtables, the Great Idea Exchange and more!

*It's your chance to network, connect, learn and be inspired!*

## 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 2/10:

#### 2x2

Broken Bow Chief — Deb McCaslin (paper made \$487.50)

Cozad Tri-City Tribune — Teri Hanson (BOGO Free Ad)

Hebron Journal Register — Christy Farnstrom (paper made \$150.00)

Hickman Voice News — Linda Bryant (6 ads) (paper made \$637.50 plus BOGO Free Ads)

Hickman Voice News — Stephenie Doeschot (3 ads) (paper made \$475.00)

Neligh News & Leader — Sandy Schroth (BOGO Free Ad)

Norfolk Daily News — Suzie Wachter (paper made \$162.50)

Norfolk Daily News — Denise Webbert (paper made \$975.00)

Ponca Journal Leader — Judy Volkman (2 ads) (BOGO Free Ads)

Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)

Valentine Midland News — Dana Anderson (paper made \$975.00)

#### NCAN

Aurora News-Register — Dave Bradley (NCAN Special Free Ad)

Aurora News-Register — Dani Lemburg (paper made \$126.50)

Blair Enterprise — Lynette Hansen (paper made \$112.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Broken Bow Chief — Deb McCaslin (2 ads) (paper made \$225.00)

Columbus Telegram — Tryci Greisen (paper made \$112.50)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$179.00 plus NCAN Special Free Ads)

Kearney Hub — Becky Hilsabeck (NCAN Special Free Ad)

Nebraska City News-Press — Roxy Schutz (paper made \$112.50)



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices. **Cost is \$35.00 p/webinar.**

## Upcoming webinars:

### Just the Facts...Obtaining and Using the Information You Need to Report Thurs., Mar. 13 - 1:00-2:00pm (CDT)

Who reads a city budget when growing up, going to college or first entering the workforce? Or questions authorities to explain a matter until every detail is crystal clear? Few, if any, yet skilled reporters and photographers rely on these practices to become successful journalists. This webinar will utilize a set of tools and basics to arm new reporters as well as boost veteran's skills in reporting.

#### Topics covered:

- How to get the information you need from documents and interviews.
- How to stay focused on a story when sources try to lead you away from it.
- How to meet deadlines effectively.
- How to work as a team of reporters, photographers, editors to one common goal.

### Sales By the Numbers Fri., Mar. 14 - 1:00-2:00pm (CDT)

Do you really know your sales numbers? Not just the end result of how many ads you had in your last publication, rather the details such as how many people you need to speak with to get one ad, or what your closing ratio is and how many spec ads are needed to be sent out per day.

This webinar will look at what the "best of the best" classified salespeople do on a daily basis of how they track their numbers and plan their days to achieve consistent success regardless of the market conditions, month of the year or the territory they sell into.

#### Topics covered:

- How many sales calls are needed to be successful as opposed to the "shot gun" approach.
- How to balance prospecting, selling and servicing calls on a daily basis.
- How to understand calls to contacts ratio, contacts to appointments ratio and appointments to sales ratio.
- The 10 most effective questions to ask to really understand what a customer is trying to sell.

**To register for these webinars, go to:**  
**[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**

**REMINDER: Entry deadline is March 3 for**  
**2014 Omaha World-Herald**  
**Community Service &**  
**Service to Agriculture Awards!**

- **Next issue of NPA Bulletin:**  
**FEBRUARY 17**
- **ARCHIVED ISSUES OF THE BULLETIN are**  
**available on the NPA website!**

# **National Newspaper Association survey: Small town residents depend on their community paper**

*National Newspaper Association (NNA), February 3, 2014*

Two-thirds of residents in small towns across America depend upon their local newspaper for news and information, according to the National Newspaper Association's most recent newspaper readership survey.

NNA, founded in 1885, represents 2,200 members across the U.S. Its mission is to protect, promote and enhance America's community newspapers. Most of its members are weekly or small daily newspapers in smaller or niche communities.

The survey noted that more readers are using mobile devices to shop, read and communicate. The number with smartphones jumped from 24 percent to 45 percent and 39 percent said they used the phones to access local news.

Newspaper websites remained the leading provider of local news, followed distantly by a local TV station's site and then by national aggregators, such as Google and Yahoo.

The annual NNA Community Newspaper Readership survey was completed in 2013 in partnership with the Center for Advanced Social Research of the Reynolds Journalism Institute at the University of Missouri. Surveyors reached 508 households in communities where a local newspaper of circulation of 15,000 or less served the communities. The survey began in 2005. It has consistently shown the community newspaper to be the information leader in smaller communities.

Trust in the local newspaper remains high, the survey found.

Overall, readers in the 2013 survey gave high ratings to the accuracy, coverage, quality of writing and fairness of news reporting of the local print newspapers. In "coverage of local news," "quality of writing" and "fairness of reporting," their combined ratings were higher than in 2012.

- 94% of readers agreed that the newspapers were informative.
- 80% said that they and their families looked forward to reading the newspapers.
- 78% relied on the newspapers for local news and information.
- 72% said the newspapers entertained them.

Local readers also like to share their newspaper with others. The "pass-along rate" of the primary subscriber's sharing with others rose in 2013 to 2.48, compared to 2.18 in 2012 and 2.33 in 2011, possibly indicating continued economic pressure from the fallout of the Great Recession as families economize by purchasing fewer individual copies.

Striking was the finding that nearly one-third of households still do not have Internet access at home. The finding parallels similar conclusions from the U.S. Census Bureau and others that continue to report slow growth in Internet penetration across smaller, and particularly rural communities.

NNA President Robert M. Williams Jr., publisher of the Blackshear (GA) Times, remarked that the RJI research consistently shows the community newspaper as the dominant information medium in their communities.

"We know that it is very difficult for a good community to survive without a good newspaper and vice versa," Williams said. "The high levels of trust, the consistent pass-along rate and the desire to find the newspaper in

whatever medium the reader wishes to use—whether mobile, print or Web—demonstrate the value of good community journalism."

Williams' theme during his presidency has been the interdependency of local communities and local newspapers.

"As I often say, if you want a Big Mac, you go to McDonald's. If you want local news in Blackshear, you go to the Blackshear Times. That high quality news franchise is replicated across America—particularly in smaller communities—in ways that electronic media can only enhance, not supplant. As our electronic mission develops, we remain strong in print and proud of it. We are thankful for America's readers, who use our news and information and make our communities strong," he said.

Jerry Lyles with Athlon Media Group, said "Newspapers are the eyes, ears and hearts of communities across America. They provide local news and information important to their residents that can't be found anywhere else."

Interlink founder and owner Bill Garber said, "This year's NNA research confirms that the newspaper itself remains, by a wider margin, the most preferred and trusted source for local news and information as well as advertising."

"Like readers everywhere, Interlink values community newspapers; and like publishers everywhere, we value community newspaper readers, too.



"That is why this year, and well before the U.S. Postal Service regroups to require it, we will bring proven Full-Service Intelligent Mail® delivery superiority to every newspaper subscriber that every one of our clients mail to wherever they live and work," Garber added.

"As the NNA study also proves, newspapers today don't need to be different or better to attract more subscribers. People like the paper well enough just the way it is! Not that better isn't—well, better. And not that with more readers publishers aren't likely to invest in making their papers better for both their readers and their advertisers. As the study proves and as publishers are proving every week, new subscribers are signing up every day."

Interlink President Brad Hill concurs: "We salute NNA and its member publishers for being truly successful under what has been for some time less than an ideal economy," Hill said, adding that Interlink is proud to be an NNA Partner and proud to help support NNA's readership survey.

"Interlink believes in the strength of community newspapers. Nothing connects the people of a small community like their local newspaper," added Hill, who is an NNA representative on the Postmaster General's Mailers' Technical Advisory Committee.

Full survey results are available to NNA member newspapers at [www.nnaweb.org](http://www.nnaweb.org).

# Classified Advertising Exchange

Feb. 10, 2014

**ADVERTISING** - McCook Gazette is looking for an individual who would like to help our advertisers grow their business. Our ideal candidate is someone who:

- Is a high-energy person who likes to get things done.
- Is well organized and can set priorities.
- Enjoys people and will go the extra mile to keep a commitment.
- Likes to set goals and can work independently to reach those goals.
- Has a positive attitude and is a great communicator.

We offer a full-time position with: base pay, plus bonus opportunities, health insurance, dental insurance, disability insurance, 401K retirement plan, paid time off and holidays, mileage reimbursement plan.

Some sales experience would be helpful, but a positive attitude, energy and willingness to work will be equally important. If this is you, please send a cover letter and resume to: Shary Skiles, Publisher, McCook Gazette, P.O. Box 1268, McCook, NE 69001, or email: [sskiles@ocsmccook.com](mailto:sskiles@ocsmccook.com)

**REPORTER/EDITOR:** Full-time position opening at progressive weekly newspaper in ag-based Nebraska community. Job involves writing, editing, photography and page design. Contact Kurt Johnson, co-publisher, Aurora News-Register, P.O. Box 70, Aurora, NE 68818, or call 402-694-2131. Email: [kjohnson@hamilton.net](mailto:kjohnson@hamilton.net).

**FT ADVERTISING SALES CONSULTANT** for Lincoln and several villages south of Lincoln. Skills required: outgoing, energetic, self-motivated, organized, self-confident person to call on existing customers and build new business, selling and designing ads with new and existing customers. Selling ads in Lincoln and small towns as well as selling statewide newspaper ad network to businesses small and large, across the state. Sales experience preferred. 75% phone calls in Hickman office, 25% in person sales calls.

Salary plus commission, benefits + 401K. Now the largest independent weekly newspaper in southeast Nebraska. EOE. Send resume to: [voicenews@inebraska.com](mailto:voicenews@inebraska.com).

**FOR SALE - SOUTH CENTRAL NE NEWSPAPERS:**

The Arapahoe Public Mirror and Elwood Bulletin, weekly newspapers, are for sale. Located in south central Nebraska, with good schools and business districts. Solid, turn-key operations with updated equipment and software. For more information contact Gayle Schutz, 308-962-7261 or 308-962-6305 or email [arapmir@atcjet.net](mailto:arapmir@atcjet.net).

**FOR SALE - NORTH CENTRAL NE NEWSPAPER:**

The Holt County Independent, a weekly newspaper, is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operation with equipment and software. For more information, contact Tom or Terry Miles, 402-336-1220, or email [news@holtindependent.com](mailto:news@holtindependent.com).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange; NPAS Buy-One-Get-One flyer.

**FOR SALE:**

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.  
Contact NPA for more information.

**Reporter's Handbooks For Sale**

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.  
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

**Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) 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.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



# Buy-One-Get-OneFREE\*

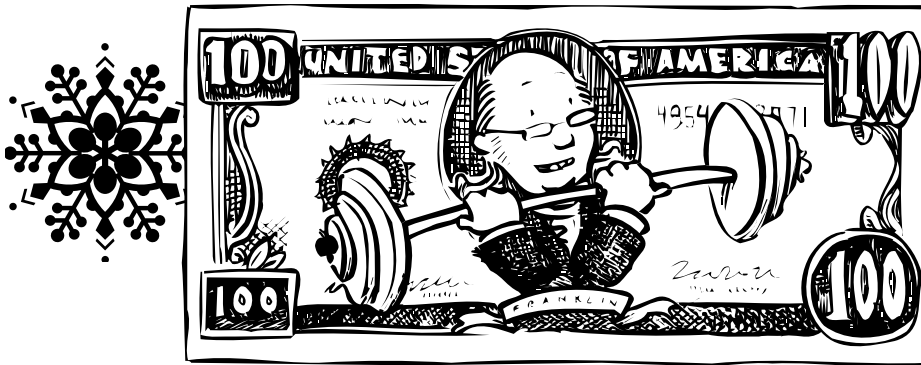
# FEBRUARY

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