



## NPA/NPAS Staff

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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-OneGet-OneFREE\***  
**FEBRUARY**  
Hey Newspapers!  
It gets better...

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\* 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

## **Let your newspaper's voice be heard**

By Robert M. Williams Jr., NNA President

You know the old tagline from the state lottery: If you don't play, you can't win?

It's the same for lobbying. If you're not there, you have no chance. Our industry has no chance.

Governments can work for or against us. But when our voices are not heard, it can usually be predicted to go against us. That is why an industry facing the challenges we face in community newspapers cannot afford to be silent.

And that is why we need YOU in Washington on March 12-13 for the We Believe in Newspapers Leadership Summit. You are needed to be the voice for your industry. We do not want to wake up this time next year and find advertising taxes facing us. Or even higher postal rates. Or more cuts in service. Or yet another U.S. Postal Service contract aimed directly at taking our advertising away.

No one can do this work for us. Once upon a time, newspapers could count on speaking truth to power on their editorial pages alone. That is no longer enough. That is why I am asking you to make room in your budget—tight as it is—and on your calendar (I know it is full).

Join me, and your industry leadership, at the Crystal City Marriott March 13. We will go to Capitol Hill together, and WE WILL BE HEARD. Registration information is on the NNA website at [www.nnaweb.org](http://www.nnaweb.org). **Cutoff for hotel registration is Feb. 22.**

Uncle Sam wants to compete for some of your advertising ... and tax the rest!

### **FIGHT BACK!**

**JOIN us MARCH 13 in Washington and protest:**

- Taxes on the economic engine in your community—Advertising
- Unfair USPS competition for newspaper advertising! Now that the court has agreed to allow Negotiated Service Agreements, only CONGRESS can stop them.



#### **It's time for action**

- 2-3 delegates from each state are needed
- Postal Summit—8-10 a.m.
- Voice in Washington Program—Go to Capitol Hill. We will arm you with facts and figures: 11 a.m. to 5 p.m.
- We Believe in Newspapers Dinner—National Press Club 6-10 p.m. Featuring CBS Anchor Bob Schieffer.

For More Information go to [nnaweb.org](http://nnaweb.org)



# *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!

Entrance

- 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 2/17:

#### 2x2

Blair Enterprise — Loraine Ellis (paper made \$312.50)

Blair Enterprise — Lynette Hansen (paper made \$325.00)

Fremont Tribune — Julie Veskerna (paper made \$487.50)

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

Hickman Voice News — Linda Bryant (4 ads) (paper made \$1,725.00)

Hickman Voice News — Stephenie Doeschot (4 ads) (paper made \$300.00 plus 3 BOGO Free ads)

Hickman Voice News — Austin Roper (2 ads) (paper made \$300.00)

Kearney Hub — Melodee Hauserman (paper made \$487.50)

Lexington Clipper-Herald — Kathy Gundell (paper made \$162.50)

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

#### NCAN

Aurora News-Register — Dani Lemburg (NCAN Special Free Ad)

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

Broken Bow Chief — Pat Jackson (2 ads) (paper made \$272.50)

Broken Bow Chief — Deb McCaslin (NCAN Special Free Ad)

Columbus Telegram — Tryci Greisen (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)**

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

- **Next issue of NPA Bulletin:**  
**FEBRUARY 24**
- **ARCHIVED ISSUES OF THE BULLETIN are**  
**available on the NPA website!**

# Leading by littles

During one spring training season, the New York Yankees' Nick Swisher asked baseball icon Yogi Berra for some hitting advice. Yogi told him to take a step toward the plate and a step toward the pitcher. "You're letting the pitch break down on you too much. That's why these guys are getting you out."



"That's it?" asked Swisher.

"That's it," Yogi said.

## Ad-libs

By John Foust

In his next time at bat – and against the same pitcher – Swisher took Yogi's advice and hit a stand-up double. When he returned to the dugout, Yogi praised him and said, "You see? All you have to do is make contact with the baseball. Move up against a breaking-ball pitcher."

Yogi had recognized the problem immediately. While Swisher could hit the fastball, it was the breaking pitch that bothered him. By moving up in the batter's box, he could cut the pitch's distance.

Today's sales managers would be wise to follow Yogi's example of leading by littles. That is, helping people grow one manageable step at a time. Here are some points to keep in mind:

**1. Keep it simple.** With 10 World Series championship rings and a plaque in baseball's Hall of Fame, Yogi Berra is a walking encyclopedia of baseball. But it's not his style to clutter a ballplayer's mind with unnecessary information. One simple suggestion – one small thing that Swisher could do on his next at bat – was all that Yogi needed to mention.

Many managers make the mistake of overloading their staffs with too many instructions at one time. Do it this way, they say. And be sure to do that. And don't forget this other thing. And have it all done by tomorrow.

By seeing immediate results, Swisher boosted his confidence. Yogi knew that asking him to do everything at once would not produce a successful experience.

**2. Pay attention.** When Swisher asked for help, Yogi didn't have to do an exhaustive analysis of his batting average, on-base percentages or his lifetime record against that particular pitcher. As a student of the game, Yogi had been watching each player carefully throughout spring training – so he could be ready with help at a moment's notice.

Sales managers should do the same. By getting to know their people, by studying them from the corner of the dugout, they will be in a better position to offer do-able suggestions.

**3. Celebrate success.** The best sales managers recognize the accomplishments of their individual team members. While it's not necessary to throw a party after a big sale (in reality, that strategy could backfire by discouraging those sales people who have not had a big sale lately), it is important to help successful sales people feel good about their successes. Words of praise can go a long way toward helping a manager accomplish the first order of business: building people.

Leadership is not a matter of changing everything at once. It's simply changing one thing at a time – knowing that little changes add up to something bigger.

*(c) Copyright 2014 by John Foust. All rights reserved.*

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com).*

# Classified Advertising Exchange

Feb. 17, 2014

**REPORTER:** The Friend Sentinel, a Nebraska award-winning weekly newspaper, is looking for a reporter with established writing skills. Experience preferred but will consider a promising rookie. We need a self-directed reporter and a motivated newsperson to tell the stories our readers want to read and see. The position requires news, features, some sports writing, photography and page layout.

The Sentinel has three other group newspapers (The Seward County Independent, The Milford Times and The Wilber Republican) and 13 newspapers in our privately owned group. The position is based out of Friend/Seward, NE, and the reporter will work with more than one paper. Please send a cover letter, resume and story clips to [kevinzadina@sewardindependent.com](mailto:kevinzadina@sewardindependent.com). Address: Seward Co. Independent, P.O. Box 449, Seward, NE 68434.

**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\*

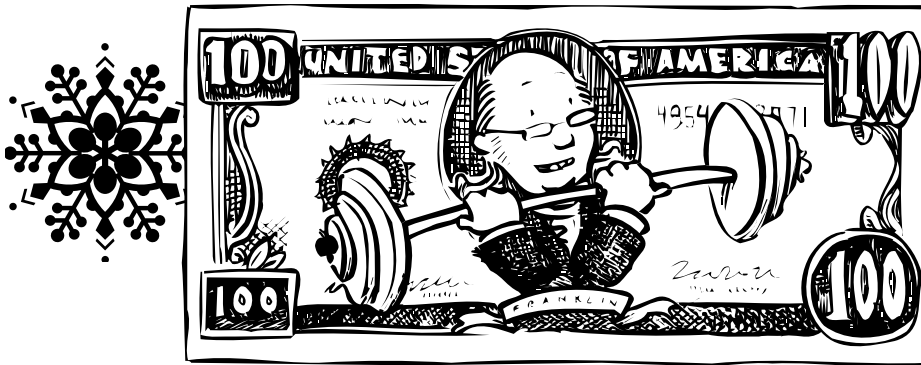
# FEBRUARY

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