

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

### March 12-14, 2014

NNA Leadership Summit  
Washington, D.C.

### March 16-22, 2014

Sunshine Week - promote the  
importance of open government  
& freedom of information

### April 11-12, 2014

NPA Annual Convention  
Midtown Holiday Inn  
Grand Island, NE

## Deadlines:

### March 3, 2014

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

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## It's convention time - network, connect, learn, be inspired!

There's a great line up of workshops planned for this year's convention. Quality presenters and relevant topics, including:

- **ADVERTISING SALES & REVENUE:** 3 different workshops covering prospecting, developing a competitive advantage and proven techniques to generate sales.
- **ADOBE INDESIGN, PHOTOSHOP, CAMERA RAW, CLOUD:** 3 different workshops to learn about favorite features,
- **Sessions on POSTAL ISSUES,** along with one-on-one time to discuss your specific postal concerns.
- **PLUS, SESSIONS** on news reporting in an election year, social media, photography, legal hotline issues, the Great Idea Exchange, networking roundtables and more.

## And the nominees for 2014 are...

### NPAA Board Nominations:

The Nebraska Press Association's Nominating Committee — Kurt Johnson of the Aurora News-Register, Darran Fowler of the Hastings Tribune, Peggy Year of the Hartington Cedar County News, Jim Dickerson of the Albion News and Mike Konz of the Kearney Hub — has met, discussed potential new board members, and determined three who are willing and capable of performing their duties as members of the NPA Board of Directors. As chairman of the NPA Nominating Committee, I wish to place into nomination the following three NPA members to replace board members Mike Konz of the Kearney Hub and Mike Wendorff of the Callaway Courier, as well as former NPA Board member Les Mann of the Norfolk Daily News, who resigned his board position in late 2013. **Nominated for three-year terms: Tom Shaal of the Alliance Times-Herald, Lori Pankonin of the Imperial Republican, and Terrie Baker of the Lexington Clipper-Herald.** Nebraska Press Association members will have the opportunity on April 11, during the NPA's annual meeting in Grand Island, to confirm these nominations and to approve the NPA Board's transition of leadership. **Therefore, I submit the following nominations for consideration on April 11: Jim Holland of the Scottsbluff Star-Herald nominated as NPA President; Dennis Morgan of the Elgin Review nominated as Vice-President and Jason Frederick of the Trenton Hitchcock County News as Treasurer.** NPA President Rod Worrell of the Ainsworth Star-Journal, nominated for Immediate Past President. According to NPA bylaws, Worrell will be nominated to a one-year term; Holland will be nominated to a three-year term. Holland's tenure on the board will expire after his terms as NPA President and Immediate Past President. As Chairman of the NPA Nominating Committee, I respectfully put forth these nominations for confirmation. - *Michael J. Konz, NPA Immediate Past President*

### NPAS Board Nominations:

**The nominating committee of the NPAS, chaired by Don Smith, Publisher of the Grand Island Independent, has nominated Mike Edgecombe, Publisher of the Hebron-Journal Register as President and Shary Skiles, Publisher of the McCook Gazette as Vice President.** Tom Kelly, Publisher of the West Point News was nominated to a one-year term to serve as Immediate Past-President. **Chris Rhoades, General Manager of the South Sioux City Dakota County Star, was nominated to serve a three-year term on the board to fill the seat vacated by Don Smith who has finished his term on the board.** As Chairman of the NPAS nominating committee, I respectfully put forth these nominations for confirmation. - *Don Smith, NPAS Immediate Past President*

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
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### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## **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!

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.

It gets better...

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.

For information, inspiration and ideas, go to [www.sunshineweek.org](http://www.sunshineweek.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 per 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 Nebraska 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.



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

## Here's a snapshot of the convention agenda. (Agenda subject to change):

### THURSDAY, APRIL 10

5:30-8:00 p.m. NPA Foundation Fundraiser Event-  
 Stuhr Museum/Railroad Town

### FRIDAY, APRIL 11

7:30 a.m. Registration Opens  
 8:00 a.m. Daily Publishers Meeting  
 10:00-11:15 a.m. Associated Press Meeting

Noon LUNCH - Outstanding Young Journalist Awards, Harpst Leadership Award, Golden Pica Pole Awards

1:30-4:30 p.m. NPA Collegiate Writing Competition  
 1:30-4:30 p.m. Omaha World-Herald Collegiate Photojournalism Competition  
 1:30-3:00 p.m. UNL-Drone Journalism Report & Local News App Presentation - Gary Kebbel & Matt Waite  
 1:30-2:30 p.m. Postal Issues - Postal Expert, Helen Sosniecki  
 2:45-4:10 p.m. Legal Hotline Workshop, Shawn Renner

4:15 p.m. NPA Annual Meeting  
 4:45 p.m. NPAS Annual Meeting  
 5:30-6:30 p.m. Social Hour-Cash Bar  
 6:30 p.m. AWARDS BANQUET - Omaha World-Herald Awards; Keynote Speaker-Gene Policinski, Newseum Institute; Hall of Fame Inductees Announcement; Master Editor-Publisher Award  
 9:30 p.m. Master Editor-Publisher Reception

### SATURDAY, APRIL 12

7:00 a.m. Registration Desk Opens  
 7:30-9:00 a.m. Breakfast-Great Idea Exchange

9:15-10:15 a.m. Ad Sales: Winging it Doesn't Produce Sales - Kelly Wirges  
 9:15-10:15 a.m. Life in Adobe Cloud; cloud-based software, technology - Lisa Griffin  
 9:15-10:15 a.m. Postal Issues, Q&A - Helen Sosniecki

10:30-11:45 a.m. Ad Sales: Prospecting That Pays - Kelly Wirges  
 10:30-11:45 a.m. Adobe Photoshop/Camera Raw - Lisa Griffin  
 10:30-11:45 a.m. Social Media & Reporting - Panel

Noon LUNCH - Foundation Scholarship Presentations, Collegiate Competition Presentations, Collegiate Awards

1:30-3:00 p.m. Photography - Panel  
 1:30-3:00 p.m. Ad Sales: Developing a Competitive Edge - Kelly Wirges  
 1:30-3:00 p.m. Adobe InDesign - Favorite Features & Useful Tips - Lisa Griffin  
 3:15-4:45 p.m. Election Year News Reporting-Dave Kotok  
 3:15-4:45 p.m. Networking Roundtables-Share ideas & experiences with peers from similar size newspapers  
 5:30-6:30 p.m. Social Hour-Cash Bar  
 6:30 p.m. NPA CONTEST AWARDS BANQUET, Installation of Officers, Foundation Raffle Drawings & Silent Auction Winners



**Entry deadline is MARCH 3 for**

**2014 Omaha World-Herald Community  
Service & Service to Agriculture Awards**

**Contest rules & guidelines attached!**

**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 2/24: 2x2**

Doniphan Herald — Randy Sadd (paper made \$487.50)  
Grand Island Independent — Teresa Verplank (paper made \$487.50 + \$812.50 Out of State ads)  
Hebron Journal Register — Christy Farnstrom (2 ads) (paper made \$300.00)  
Hickman Voice News — Linda Bryant (6 ads) (paper made \$2,200.00 + \$127.50 Out of State)  
Hickman Voice News — Stephenie Doeschot (paper made \$487.50)  
Hickman Voice News — Austin Roper (BOGO Free Ad)  
Kearney Hub — Melodee Hauserman (BOGO Free Ad)  
Norfolk Daily News — Suzie Wachter (paper made \$162.50)  
Scottsbluff Business Farmer — Craig Allen (paper made \$487.50)

**NCAN**

Arapahoe Public Mirror — Gayle Schutz (paper made \$137.00)  
Blair Enterprise — Lynette Hansen (NCAN Special Free Ad)  
Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Broken Bow Chief — Deb McCaslin (2 ads) (paper made \$225.00)  
Columbus Telegram — Helen Neemeyer (paper made \$133.50)  
Hickman Voice News — Linda Bryant (2 ads) (paper made \$242.50)  
Kearney Hub — Becky Hilsabeck (paper made \$154.50)  
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$295.00)

**UNL newspaper, Daily Nebraskan, will cut back to two days a week**

The University of Nebraska-Lincoln's student newspaper will become a twice-weekly publication in the fall. The *Daily Nebraskan* has been a Monday-Friday publication during the school year, but the university's publications board voted on February 20 to cut publication to twice a week - Mondays and Thursdays.

Print readership and advertising are both declining, said Penny Billheimer, advertising manager. The newspaper will shift its focus to online and mobile content.

- **Next issue of NPA Bulletin:**  
**MARCH 3**

- **ARCHIVED ISSUES OF THE BULLETIN are available on the NPA website!**

**Beatrice Daily Sun welcomes new staff**

The *Beatrice Daily Sun* recently added two new staff members to its team that will be working in the news and advertising fields.

Wendy Doyle is a new advertising sales consultant. A Beatrice native, she has been in sales for 15+ years.

Austin Buckner is the new city beat reporter, covering the Beatrice City Council and Board of Public Works in addition to city departments such as Beatrice Fire and Rescue and the Beatrice Police Department.

An Iowa native, Buckner has past experience writing for the *Chillicothe Constitution-Tribune* in Chillicothe, MO.

As Buckner begins his new position, former city beat reporter, Scott Koperski, will transition to covering Gage County and has accepted the position of news editor at the Daily Sun.

**Omaha World-Herald earns top photography and design awards**

*Omaha World-Herald* photographer, Alyssa Schukar, earned third-place honors in the sports feature category from the World Press for her work on a Legends Football League special report.

The World Press competition is seen as the world's largest and most prestigious annual press photographers contest. This year, 5,754 photographers of 132 nationalities entered 98,671 images in nine categories. World Press awards first through third-place honors in each category.

The World-Herald also earned 41 Awards of Excellence, plus two Silver Medals, in the 35th Society of News Design competition, considered the world's most prestigious print design contest. Judges consider writing, photography, graphics and headlines as well as the presentation of stories. The top vote-getters among Award of Excellence winners are then eligible for another round of judging to award medals.

World-Herald journalists won Silver Medals for coverage detailing four generations of escalating criminal activity by members of the Levering family, culminating in the arrest of Nikko Jenkins on suspicion of four homicides, and for a Vietnam War special section for Memorial Day.

**Oleksy joins Chadron Record staff**

Kevin Oleksy is the new staff writer at the *Chadron Record*. A California native, Oleksy moved to Chadron in 2008 to attend Chadron State College. While working on a literature degree, he got interested in journalism and spent several semesters working at the student newspaper, *The Eagle*. Oleksy's design for *The Eagle's* website, CSCEagle.com, won the Nebraska Collegiate Media Association's best in state for 2012.

# Small towns continue to depend on local newspapers

*By Jan Schultz, News Editor, The Imperial Republican*

Editor's Note: This column ran in the February 6, 2014, issue of the Imperial Republican and is reprinted here with permission.

The deadline for our annual state newspaper contest was last Friday, and as we worked off and on the previous week or so finalizing our entries, I was again amazed at all of the events on which we reported the past year.

As we paged through our coverage in 2013 looking for our best news stories, photographs, sports coverage and opinion pieces, it was eye-opening to recall all the news that happened in Imperial.

We again had some major events in our community when you consider the ground-breaking on new rental homes in the Cornerstone property, the near completion of major street improvements in the Sage Addition, planning for a new fire hall and, unfortunately, a kidnapping that drew national attention and resignation of our police chief.

On the lighter side, think of all those great photos of your kids we published and the feature stories on people of our community. What about the extensive coverage of the Chase County Fair each year, the only publication you can rely on for that?

In a somewhat timely report earlier this week, a new National Newspaper Association readership survey was released, noting that two-thirds of residents in small towns across America depend on their local newspapers for information. A very high percentage of small town folks look to their hometown newspaper for accurate news each week.

In the era of smart phones and other devices, small town residents are also accessing their local newspapers more often electronically.

Those conducting the NNA Community Readership Survey contacted 508 households in communities where a local newspaper with circulation of 15,000 or less served their community. Here is what they found:

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

If there was no Imperial Republican, think about this:

How would you know what action your city council or school board took at their meetings, affecting your daily life here?

Who else is reporting so extensively on the Upper Republican NRD water management activities such as the area's augmentation projects and annual water allocations?

During election years as this one, who else tells you which of your fellow citizens filed for office?

What other news agencies cover Longhorn and summer sports year round, and not just when one of our teams qualifies for state?

Where else can you find weekly insight and explanations on faith-based issues that several of our local pastors provide in the weekly Speaking of Faith columns we publish?

And, where else do you have the chance to express your opinions in a Letter to the Editor read by your peers and fellow residents?

The 2013 survey results show high marks for coverage of local news, quality of writing and fairness of reporting. We try very hard every week to meet those marks.

We take that responsibility seriously as we gather the news happening in Imperial and Chase County. Thanks for supporting those efforts.

# Advice to a new Publisher

*Kevin visits with new publisher to discuss improvements to his community paper*



Kevin Slimp  
*The News Guru*

kevin@kevinslimp.com

**S**o tonight I was sitting with my son, Zachary, at Dragon Den. After a bite of his eggroll, Zach stopped and turned to ask a question. “Dad,” Zach asked, “what happens with all those things you write all the time?”

I told him in my best fatherly voice, “They’re called columns. Every column I write appears in more than 60 industry journals and publications around the world.”

I couldn’t wait to hear what my son had to say next.

“So write about Legos.”

A story about Legos makes more sense than some of the stories I’ve read online in the past week. Did you read about the Russian who was killed when the Olympic ring didn’t appear as planned during the opening ceremony?

Remember the one about Tony Romo and Jason Whitten, NFL stars, coming out of the closet together? Everybody was talking about that one a few weeks ago.

As my son so aptly reminded me later in the evening, “You can write about anything dad.”

Maybe that’s true. But, as I explained to him, there’s a big difference between the headlines he reads on Facebook and those in the newspaper.

## Tips For a New Publisher

I have a new friend on Facebook. I just “accepted” Roger’s friend request this morning. More about that later.

While speaking at a convention last week, I noticed Roger sitting in the front row, taking notes furiously in my classes. There were sessions on photo editing, page design, newspaper management and PDF technology. He sat through every class, writing most of the time.

I hadn’t met Roger before, so I struck

up a conversation with him during a break. I learned that he was new to the newspaper business. When I asked what he did at the paper, he paused.

I interjected, “Let me guess. Everything.”

He laughed and said, “Yes, just about everything.”

We chuckled about that for a moment, then I explained to Roger that I’d heard that before. He told me he had recently purchased a paper and was doing everything he could to make it grow.

I asked how he ended up at the convention, when he wasn’t even a member



**Lots of local content. Roger has learned the first rule of successful community newspapers.**

of the association. He said, “I read about the convention and saw you were speaking, so I registered and here I am.”

Roger told me he wanted to improve his paper and this seemed like a good first step. He gave me a copy of his most recent issue and I promised to look over it and make suggestions after I returned home.

Trainers and speakers tend to like people who listen closely and write lots of notes. It reminds us that we’re saying something that is important to the audience. After visiting with Roger, I liked him even more.

Here are some simple tips I give to folks like Roger to help grow their papers:

### Improve the quality of your content.

For community papers, the key is hyperlocal. Include stories that are important to the readers.

### Improve the look of your paper.

If I had to name one thing that could increase the popularity of many community newspapers, it would be improving the look of the product. Looking over Roger’s paper, I see a lot of areas that could be improved:

- Headlines aren’t consistent. Some are centered. Some are justified. The leading (space between lines) is too great in the headlines.

- Black & White photos are too dark and muddy. It makes the whole paper look dirty. That will probably change after a lesson I gave Roger between classes.

- Get rid of the clip art. Clip art can make a newspaper look more like a church newsletter. I’ll have a talk with Roger about that.

**Even more local content.** I would have more columns like “Students of the Month” and “An In-depth Look at the Life of Our State Representative” and fewer columns like “Are You Ready For Valentines Day?” and a few others.

I like Roger’s paper. He’s done some really good things. He’s got a religion page with a column by a local clergy member that is full of ads from local religious groups. He has several stories about local athletes and ball teams. And I’m sure a lot of families pick up his paper for the kid’s page, which is very well done.

The keys to the future success of Roger’s newspaper aren’t that different from any other paper: local content that draws readers, continued updating of equipment and training to produce an attractive publication, plus consistent efforts to keep and attract advertisers.

I’ll look forward to checking out Roger’s paper in a couple of weeks and seeing if the training was worth it.

**See Kevin in person in March & April:**

Denver CO, Syracuse NY, Hershey PA, San Antonio TX,  
Des Moines IA, Brookings SD and other cities.



# Classified Advertising Exchange

Feb. 24, 2014

**ADVERTISING SALES ACCOUNT EXECUTIVE:** The Sidney Sun-Telegraph is searching for an Advertising Sales Account Executive to join our team. We're looking for a goal-oriented self-starter who enjoys working with business people to help them increase their name recognition through our print and online products. Job summary: Responsible for growing business in the assigned territory by managing customer base and developing new customers for our newspaper and e-edition. You will develop and implement a weekly sales plan and be responsible for reaching a monthly revenue goal.

Work performed:

- Call on retail and service businesses and present the company's print and Web-based advertising products.
- Manage existing accounts and prospect for new accounts through face-to-face meetings and other techniques.
- Create effective advertising schedules to help customers market and grow their business.

- Establish and maintain customer files and contacts
- Required to maintain a general sales-oriented knowledge of the company's full product line
- Represent the company and its products in a professional manner.

Qualifications:

- Previous sales or retail experience preferred.
- Must demonstrate team oriented work skills and be very customer-service driven.
- Ability to negotiate contracts and analyze competitive situations
- Excellent verbal and written skills and presentation skills.
- Ownership of a dependable vehicle with proof of insurance and a good driving record.

We offer a competitive salary and a great work environment. Email your résumé to: [publisher@suntelegraph.com](mailto:publisher@suntelegraph.com).

**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.

**ADVERTISING SALES REPRESENTATIVE:** THE AWARD-WINNING Western Nebraska Observer is looking for an advertising representative. This individual must be outgoing, energetic, self-motivated, organized, and self-confident. Duties will include selling and creating advertisements. This will entail selling and designing ads for both new and existing customers. Knowledge of InDesign and Photoshop preferred but not required. This is a full-time position (five days a week), and offers a competitive salary. Interested individuals may drop off a resume to the Western Nebraska Observer office at 118 E. Second Street in Kimball from 8 a.m. to 5 p.m. Monday through Friday or email it to: [editor@western-nebraskaobserver.net](mailto:editor@western-nebraskaobserver.net).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange; NPAS Buy-One-Get-One flyer, Online Media Campus Webinar flyers, Omaha World-Herald Community Service & Service to Ag Awards 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).



## *Omaha World-Herald Community Service Award*

### Deadline:

Must be postmarked by March 3, 2014

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

## *Omaha World-Herald Service to Agriculture Award*

### Deadline:

Must be postmarked by March 3, 2014

### Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

### Prizes:

One winner may be named in each of the five circulation categories. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

### What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

### Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

### Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.





# Buy-One-Get-OneFREE\*

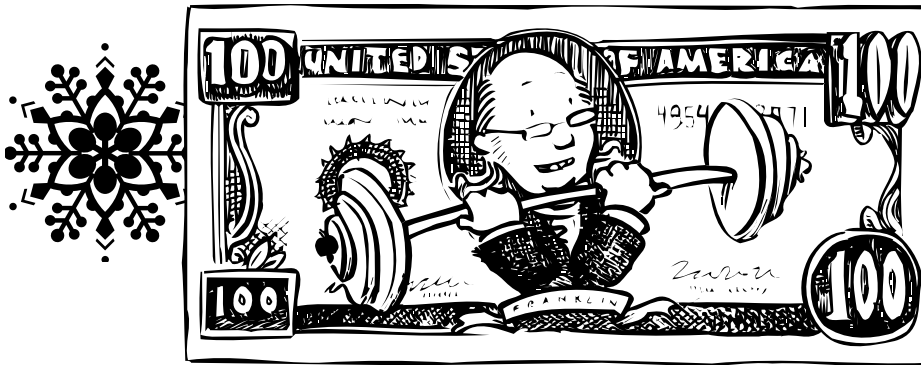
# FEBRUARY

## Hey Newspapers!

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.

## It gets better...

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 4p.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: 1.800.369.2850 - fax: 402-476-2942





High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

## Just the Facts ...

### Obtaining and using the information you need to report accurately

Thursday, March 13  
2:00-3:00 p.m. EDT  
1:00-2:00 p.m. CDT

Registration fee: \$35  
Registration deadline:  
Monday, March 10

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline are subject to a \$10 late fee.

#### In this webinar...

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 veterans' skills in reporting.

This webinar will cover:

- 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 and editors to one common goal.

#### Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

#### The presenter...

##### Lyle Muller



Lyle Muller is the executive director-editor of the Iowa Center for Public Affairs Journalism. He is a former editor of The Gazette (Cedar Rapids, Iowa). He was a senior editor on the team that directed coverage of an Iowa flooding disaster, which won The Gazette the Society of Professional Journalists' national Sigma Delta Chi award for deadline reporting in 2008. A 1992 Council for the Advancement of Science Writing national fellow, his focus as a reporter was on health, science and higher education.



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# \$ALES by the Numbers

**Friday, March 14**  
**2:00-3:00 p.m. EDT**  
**1:00-2:00 p.m. CDT**

**Registration fee: \$35**  
**Registration deadline:**  
**Tuesday, March 11**

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

## ***In this webinar...***

Do you really know your sales numbers? Not just the end result of how many ads you had in your last publication, but 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 ... 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.

This webinar will cover:

- 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.

## ***Presented in partnership with:***

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

## ***The presenter...***

### **Tim Smith**



Tim Smith has been in the training and development field for more than 27 years and worked in the newspaper and print industry for 10 years. He began his career in circulation and was promoted to a supervisory role in the production department due to his work ethic and results. He has also worked on the sales

side of the business, again being promoted to sales manager due to his results, specifically in revenue, repeat business and his ability to generate business

Smith has delivered tailored training programs on management skills, customer service and sales training primarily focused on the newspaper industry. He has provided keynote speeches at conventions, individual newspaper training and one-on-one coaching with managers, production, display, classified, editorial and sales staff. He has guided several publications in creating customer service models and increasing revenue through consistent sales processes with both outside display and inside classified salespeople.



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