

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 10, 2014

NPA Foundation fundraiser
event - Stuhr Museum/
Railroad Town walking tour
Grand Island, NE
5:30pm

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

Deadlines:

March 27, 2014

Deadline to reserve hotel
rooms (Holiday Inn-Midtown,
Grand Island) at special NPA
Convention rate!

CONTACT INFO:

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

There's a great line up of workshop sessions for this year's convention. Quality presenters and relevant topics - You won't want to miss them:

- **FRIDAY - UNL's DEMONSTRATION OF THE NEW MOBILE NEWS & CONVERSATION APP** presented by Gary Keibel and a report on their drone journalism program from Matt Waite.
- **FRIDAY - LEGAL WORKSHOP:** NPA Legal Hotline attorney, Shawn Renner, will answer questions & cover legal topics of concern to community newspapers.
- **FRIDAY & SATURDAY - POSTAL ISSUES, Q&As & ONE-ON-ONE CONSULTATIONS:** Helen Sosniecki, a longtime Missouri newspaper publisher, has a history of battling postal issues both as a community-newspaper owner and also as a member of the National Newspaper Association. She currently is the senior sales and marketing manager at Interlink, a Michigan-based circulation-software company serving the community-newspaper industry. NNA Postal Consultant Max Heath has recommended Helen to present postal matters from the viewpoint of the local newspaper. She understands the view from the bottom up, and the rules and regulations governing community newspapers.
- **SATURDAY - ADVERTISING SALES & REVENUE:** For over 25 years, Kelly Wirges, President of ProMax Training & Consulting, has assisted companies increase sales and revenue in all facets of business. Known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results, Kelly shares practical techniques that can be put-to-work immediately for increased success. Kelly will present three different workshops on prospecting, developing a competitive advantage and proven techniques to generate sales.
- **SATURDAY - ADOBE INDESIGN, PHOTOSHOP, CAMERA RAW, CLOUD:** Lisa Griffin is the IT Publishing Specialist for Boone Newspapers (TN) and a staff member at the University of Tennessee/Tennessee Press Association Institute for Newspaper Technology. She has conducted group training for press associations and newspapers and will present three different workshops covering Adobe InDesign favorite features/useful tips, Adobe Photoshop/Camera Raw & Adobe Cloud/new technology. Lisa is recognized as a pioneer in the areas of computer pagination and remote printing methods for newspapers. Attendees will find her sessions interesting, informative and applicable to their everyday workload.
- **MORE SATURDAY SESSIONS** - on social media & reporting; news reporting in an election year; photography panel offering valuable, practical tips & how-tos that daily & weekly newspapers photographers won't want to miss. Plus the Great Idea Exchange and the networking roundtables!

The NPA Convention is the largest annual gathering of Nebraska community newspaper people. Don't miss this opportunity to network with your peers, learn from the experts, share ideas and enjoy!

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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 3/3:

2x2

Fremont Tribune — Julie Veskerna (paper made \$162.50)
Grand Island — Teresa Verplank (BOGO free ad)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$425.00)
Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$462.50)

NCAN

Arapahoe Public Mirror — Gayle Schutz (paper made \$137.00)
Broken Bow Chief — Pat Jackson (2 ads) (paper made \$272.50)
Broken Bow Chief — Deb McCaslin (3 ads) (paper made \$337.50)
Columbus Telegram — Helen Neemeyer (paper made \$133.50)
Crete News — Pat Hier (3 ads) (paper made \$351.50)
Hebron Journal-Register — Christy Farnstrom (paper made \$112.50)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$242.50)
Kearney Hub — Becky Hilsabeck (paper made \$154.50)
Kimball Observer — Penny Merryfield (paper made \$361.00)
Nebraska City News-Press — Roxy Schutz (4 ads) (paper made \$506.00)

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.



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
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 Photo-journalism Competition

1:30-3:00 p.m. UNL's demo of new mobile news app for NE newspapers & drone journalism report - Gary Kebbel & Matt Waite

1:30-2:30 p.m. Postal Issues - Postal Expert, Helen Sosniecki

2:45-4:10 p.m. Legal 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

Perfecting the balance between print and digital for newspapers

By Caroline Little, NNA President and CEO, Newspaper Association of America (NAA), February 2014



Over the past year, newspapers have transformed. We told the world that we were going to evolve, adapt and remain essential. We have done just that. Not only are newspapers still delivering on that promise, they are thriving as innovation and new ideas drive our success – across all platforms.

While much of our recent success has been attributed to digital initiatives, it is very clear to me that our readers need to be reminded of the critical balance that newspapers must strike between print and digital.

The past year marked a significant moment in the transition for the newspaper industry. We improved our products, reconstructed our business models and created new revenue streams. Newspapers have invented new ways to engage with readers.

The beauty of newspapers is that we are there every day of every week of every month with a tremendous product, in print, online and on mobile, to our millions upon millions of eager consumers. When we gather for our annual NAA mediaXchange conference in Denver in March, we will discuss the way forward to better serve our readers. And it's not only print, only digital or only mobile – it's the balance among them.

Newspaper audiences are undeniably massive and diverse. Research suggests that our content audience on all platforms each week is larger than the audience over the course of a month for Google, Facebook, Yahoo, YouTube, and others. While digital news is a growing and emerging market for our companies, we cannot rely solely on it to reach all of the consumers that are seeking news.

Studies reveal the 169 million U.S. adults that read content from newspaper media each week and 144 million of those consumers read a physical copy. It is clear that many of our readers still choose to read the newspaper for many reasons. For some, it is a matter of necessity, like those who take a subway to work with no cell service. For CEOs, executives and businesspeople, the printed paper is part of the daily routine to be prepared for the workday ahead. And for many families, the Sunday newspaper is as necessary as that first cup of coffee.

It is for these reasons, to name merely a few, why newspapers are an invaluable tool and platform for advertisers. A study released in January revealed that 63 percent of adults in North America trust newspaper ads – outpacing every other form of paid advertising, from magazines to television to radio to online. There is a reason why more than 100 advertisers will be at NAA mediaXchange to meet with newspapers, because they understand how a great print ad can lead directly to sales.

It is important for newspapers to sustain a meaningful relationship between the physical and online products

that we offer. Our combined assets open the door to new avenues for new revenue streams and new offerings for advertisers.

Newspaper media companies that innovated in this way have witnessed success, with digital-only circulation revenue growing by 275 percent and revenue from bundled subscriptions seeing a six-fold increase. Building on the strength of print ads, newspapers can leverage that trust to advertisers and consumer.

Technology has ignited endless opportunities for our product and industry. Throughout the digital revolution, newspaper media has saturated every format imaginable – from desktop to laptop, mobile to tablet, and now social to app – and our audience numbers have skyrocketed.

The mobile newspaper audience is growing fast and last found that a total of 33 million adults use only mobile devices to access newspaper content. Through the transformation, the perception that newspaper have shed readers is simply not true – in fact, we have more readers than ever who are using new technology to access our content in different ways.

Readers know that when they read newspaper-generated content they are reading the most valuable and trusted source of information. As the consumer desire for trusted, immediate intelligence grows, the role of media and journalists will continue to progress and strengthen our worth.

Nearly three-quarters of adults in this country read newspapers, whether in print or online or both. The impact of newspapers has not waned and continues to strengthen. The way forward for newspapers in 2014 is maintaining the balance to provide readers the content they need, how they want it.

Thank you!

Butch Furse and OJ Nelson,

Time now permits me to reflect on the occasion of the State Wrestling Tourney in Omaha, just concluded.

The NSAA and our publishers report that both of you were superb in your help with media check-in and general media operations.

Please know that the press association and our members are very grateful to both of you for being wonderful volunteers and helping make the tournament a success for everyone involved.

Many publishers noted that they were surprised to meet and greet both of you at the arena in Omaha and they noted how much they appreciate you volunteer service.

Gentlemen...your efforts and help did not and does not go unrecognized or unappreciated. Both of you are valuable to our association and to the work of the media. Please accept our gratitude.

Respectfully,

Rod Worrell-President
Allen Beermann-Executive Director

Classified Advertising Exchange

Mar. 3, 2014

PT GRAPHIC DESIGNER: for ad and page layout of new Southeast Nebraska Shopper. New publication at the weekly newspaper, VOICE NEWS of southeast Nebraska, needs experienced ad/page designer for new product to be designed, printed and mailed every Wednesday- approx 6-8 hours includes all aspects of project with opportunity for expansion of hours. Must be quick and skilled at ad design on Pagemaker/Indesign and Photoshop. **Send resume to voicenews@inebraska.com by March 9.**

WANTED-JOB PRINTER APRON & PICA POLE: Old-time retired editor of a weekly Nebraska newspaper wants to purchase job printer apron and pica pole for a young lad entering journalism. Back when ye old timer started out, hot lead was the norm. Newsprint companies often gave away aprons. Your help appreciated. Best Wishes. Wade Misko, 1130 H Street, Lincoln, NE, 68508, 402-477-6210, or email: jigsawwade@windstream.net.

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.

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. 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@westernnebraskaobserver.net.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus webinar flyers.

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.



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.



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

\$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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