

CONFIDENTIAL

Bulletin

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Calendar of Events:

October 2-5, 2014

National Newspaper Assn. (NNA)
128th Annual Convention &
Trade Show
Grand Hyatt, San Antonio, TX

October 24, 2014

Nebraska Journalism Hall of Fame
Banquet
Nebraska Club, Lincoln, NE



NEWSPAPERS

The Original Social Media

Thanks to all who attended the NPA Convention this past weekend. We hope you enjoyed it!

Our convention would not be a success without you, our members.

If you didn't get a chance to fill out an evaluation form after Saturday night's banquet, there's one attached to this Bulletin.

We'd really like to get your comments on this year's convention, along with any suggestions to make next year's convention even better!

Please email your evaluation form to nebpress@nebpress.com, or fax it to the NPA office, at 402-476-2942.

Get all the Convention award winner details:

- Harpst Leadership Award
- Master Editor-Publisher Award
- 2014 Hall of Fame inductees
- NE Young Outstanding Journalist Awards
- NPA Foundation Scholarship recipients
- Newly elected NPA/NPAS officers & board members
- Omaha World-Herald Community Service & Service to Ag Awards
 - Better Newspaper Contest Winners

Click on this link for press releases:

<http://www.nebpress.com/2014-npa-annual-convention-press-releases/>

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New publisher named at Broken Bow Custer Co. Chief

Deb McCaslin, *Broken Bow Custer Co. Chief*, announced a formal “Change of Command” ceremony at the newspaper office on March 31, 2014.

Les Mann, has been named the new publisher of the Custer Co. Chief, and Deb McCaslin, former publisher, takes on a new role as executive editor.

Mann is a former newspaper publisher in Chadron and Wayne, served on the faculty of Wayne State College and spent the last 15 or so years as the business manager for the *Norfolk Daily News*.

Les, and his wife Deb, plan to relocate to Broken Bow from outside of Wayne.

McCaslin, who has been publisher of the *Custer Co. Chief* for the past 12 years, plans to work fewer hours at the newspaper, but will devote her time to the editorial department, taking pictures and writing stories.

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 3/31:

2x2

Fremont Tribune — Julie Veskerna (paper made \$162.50)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$637.50 plus \$420.00 out of state)

Sutherland Courier-Times — Trena Seifer (paper made \$312.50)

Wayne Herald — Jan Stark (paper made \$487.50 plus \$148.13 out of state)

Wayne Herald — Melissa Urbanec (paper made \$162.50)

NCAN

Aurora News-Register — Dave Bradley (paper made \$112.50)

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

Gothenburg Times — Greg Viergutz (paper made \$172.00)

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$463.50)

Stapleton Enterprise — Marcia Hora (paper made \$112.50)

Sutton Clay Co. News — Tory Duncan (NCAN special free ad)

Tecumseh Chieftain — Sarah Grof (NCAN special free ad)

Week of 4/7:

2x2

Elkhorn Post-Gazette — Mike Overmann (paper made \$625.00)

Hickman Voice News — Linda Bryant (6 ads) (paper made \$1,575.00)

Hickman Voice News — Stephenie Doeschot (paper made \$487.50)

NCAN

Aurora News-Register — Dave Bradley (NCAN special free ad)

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

Gothenburg Times — Greg Viergutz (NCAN special free ad)

Hickman Voice News — Linda Bryant (paper made \$112.50)

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$470.50)

North Platte Telegraph — Dixie Galaway (paper made \$165.00)

Week of 4/14:

2x2

Fremont Tribune — Julie Veskerna (paper made \$162.50)
Hickman Voice News — Linda Bryant (paper made \$975.00)

Hickman Voice News — Stephenie Doeschot (paper made \$150.00)

Tecumseh Chieftain — Bev Puhalla (paper made \$150.00)

Wayne Herald — Jan Stark (paper made \$487.50 + \$148.13 out of state)

NCAN

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

Hickman Voice News — Linda Bryant (3 ads) (paper made \$348.00)

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$291.50 + NCAN special free ad)

North Platte Telegraph — Dixie Galaway (paper made \$165.00)

Tecumseh Chieftain and Pawnee Republican welcome new ad manager

Elaine Karel is the new advertising manager for the *Tecumseh Chieftain* and the *Pawnee Republican* newspapers.

Karel, a graduate of Peru State College, has a bachelor's degree in graphic design and a previous degree in art education. While attending Peru State College, she served as ad manager for the college newspaper, the *Peru State College Times*.

Sprunk elected to board of directors for Midwest Circulation Management Association

Carole Sprunk, circulation manager for the *Fairbury Journal-News*, was elected to a two-year term on the board of directors for the Midwest Circulation Management Association at the group's annual convention in St. Louis, MO, April 13-14.

Sprunk will be representing circulation managers from Nebraska newspapers. The Midwest Circulation Management Association is made up of newspaper professionals from NE, KS, OK, MO, AR, WY, CO and NM.

Schwartz joins Lexington Clipper-Herald as editor

Ben Schwartz, a North Platte native, is the new editor of the *Lexington Clipper-Herald*.

A 2006 graduate of Brown College in Minnesota, Schwartz worked in radio in Minnesota and South Dakota before returning to North Platte to become Associate Editor for the *North Platte Bulletin*. In 2011, he got back into radio as News Director for Hometown Family Radio in North Platte and McCook, and eventually accepted a position with KRVN in September 2012.

"I am really excited to have Ben join the *Clipper-Herald* team," said Publisher, Terrie Baker. "I am confident he will make local news his first priority."

Sedam to cover area news for Grand Island Independent

Lauren Sedam has joined the *Grand Island Independent* staff as the regional reporter, covering area towns and counties.

Sedam worked at the *Journal & Courier* in Lafayette, IN, where she reported on art, music and food as a features reporter. She also has experience in editing through

internships at the *New York Times* and *Indianapolis Monthly*. Originally from Indianapolis, Sedam received her bachelor's degree in journalism and English at Indiana University in Bloomington, IN.

Longtime Lincoln journalist, Gil Savery, to receive 2014 Mayor's Artistic Achievement Award - Literary Arts

Gil Savery, longtime journalist who had a 44-year career at the *Lincoln Journal*, will receive the 2014 Artistic Achievement Award - Literary Arts, at the Mayor's Arts Awards ceremony, to be held May 28 at the Lied Center for Performing Arts in Lincoln.

The Artistic Achievement Award recognizes excellence and accomplishment in writing and literature and is sponsored by the *Lincoln Journal Star*.

The 2014 Mayor's Arts Awards were announced in late March by Lincoln Mayor Chris Beutler and the Lincoln Arts Council. For a list of other 2014 Mayor's Art Awards winners, and information on the upcoming May 28 event, go to www.artscene.org.

Deb McCaslin, Broken Bow Custer Co. Chief, awarded Lifetime Achievement in Volunteer Service Award

Executive Editor, Deb McCaslin, of the *Broken Bow Custer Co. Chief*, received the Lifetime Achievement in Volunteer Service Award at the 2014 First Lady's Outstanding Community Service Awards Luncheon, held April 11, at the University of Nebraska in Omaha and sponsored by ServeNebraska.

As an Air Force spouse, McCaslin has published papers in Taiwan and Germany to keep families informed about members of families away in combat. As a volunteer in Broken Bow, she has been active in the Rotary Club, worked with Alliance for Smiles, organized Hero Flights for WWII veterans, served on the TeamMates board, mentored a fifth-grader and more.

McCaslin, former publisher of the *Broken Bow Custer Co. Chief*, was the third generation of her family to hold the publisher position.

Eleven awards for outstanding community service were awarded at the luncheon by Nebraska First Lady, Sally Ganem. For more information about the ServeNebraska volunteer awards, categories and recipients, go to: www.serve.nebraska.gov.

Did the dog eat your homework?

It's no secret that the more sales people know about their prospects – before they begin a sales presentation – the better their chances for successful outcomes. In advertising, this means learning prospects' business and marketing histories, identifying major competitors and analyzing what they want to accomplish in their advertising.



Ad-libs

by John Foust
Raleigh, NC

Since pre-presentation homework is such a crucial step in the sales process, why don't more sales people make it a top priority? There are several possible reasons:

1. Impatience. High-energy sales people thrive on the adrenaline of the pitch and are eager to get to the main event. After all, isn't that where their powers of persuasion come into play? And isn't that where decisions are made?

Impatience has a big downside. It sends a signal that sales people are (1) unprepared and (2) concerned only about themselves. That's a negative first impression that is difficult to overcome in a presentation.

2. Overconfidence. This is particularly common with experienced account executives; they feel like they can wing it, instead of spending time gathering information. They have dealt with so many widget dealers that they think they can skip the discovery step.

3. Lack of knowledge and skills. Sales people may skip this step because they don't know the techniques to gather information. They may not have learned how to ask open-ended questions to encourage prospects to talk. They may be poor listeners. They may not know where to find information (online research, networking, etc.).

4. Research paralysis. Some people are more comfortable with technology than they are with people. Rather than avoid gathering information, they overdo it. You'll find them at their desks, basking in the glow

of their computer monitors, poring over online and database research, surrounded by charts and graphs.

Their mantra is not "Ready, aim, fire." It's "Ready, aim, aim." This approach creates the risk of losing relevant, usable information in a mountain of details.

5. Poor time management. You may be familiar with the time management grid which illustrates four categories: (1) Urgent and Important, (2) Urgent but

not Important, (3) Important but not Urgent and (4) not Urgent and not Important. It's human nature to concentrate on the

tasks which are in the urgent category, regardless of their importance. Something shouts "do this now," and we do it – often without asking ourselves if it can wait.

Good time managers discipline themselves to focus on tasks which are important but not urgent. Preparation time can easily be put on the back burner, but they don't let that happen.

6. Lack of desire. Every job has its most favorite and least favorite parts. Strong sales people persevere through the parts they don't like, because they see how those duties fit into the big picture. Weak sales people simply avoid the things they don't like.

7. Lack of perspective. Too many sales people – veterans as well as rookies – simply don't realize the importance of research. The message here for them is: knowledge is power. That goes for knowledge of the sales process, as well as knowledge of their prospective advertisers.

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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.

More Convention details & photos in the April 21 issue of the Bulletin & the April issue of the Nebraska Newspaper (late April)!

Classified Advertising Exchange

Apr. 14, 2014

PRODUCTION MANAGER: Full time position available at the VOICE NEWS of southeast Nebraska in our Hickman office. Need experienced graphic designer/office manager to oversee daily operations in our busy newspaper office. Design ads, coordinate printing projects, create PDF's, update our website, handle accounts receivable, payroll, provide technical support to staff, assist customers on the phone and in person.

Experience in Quickbooks, Microsoft Office, PhotoShop, PageMaker, InDesign preferred. IT experience helpful - Windows Server 2003, Windows 7, network hardware, etc. We offer competitive wages, benefits, Simple IRA retirement plan, and a pleasant working environment. Send resume to voicenews@inebraska.com or call Kevin, 402-792-2255.

EXPERIENCED PRESSMAN: to work with 4 unit Goss Press at a weekly newspaper in Northeast Nebraska. The work includes process color and black and white runs. This is a full time position. Call 1-800-672-3418. Melissa Urbanec, General Manager, Wayne Herald/Morning Shopper.

REPORTER/ADVERTISING SALES/SOCIAL MEDIA: The Arapahoe Public Mirror/Elwood Bulletin has an opening for a reporter/advertising sales/social media person. The Arapahoe Public Mirror and Elwood Bulletin are located in south central Nebraska. This is an excellent opportunity for developing skills for writing and sales in the newspaper industry. Candidates should have the ability to write general news and take pictures and some basic sales knowledge. Candidates should be familiar with Adobe InDesign, Adobe Photoshop and capabilities of social media. For more information or to send resume please contact Gayle Schutz, Co-Publisher, Arapahoe Public Mirror and Elwood Bulletin, arapmir@atcjet.net.

PLATE PROCESSOR WANTED: The Holdrege Citizen needs a new plate processor, or a good used one. We have an Iconics Model ICM-25 made by Iconics Control, Inc. of Troy, OH. If you know of one, or Iconics' address, call Bob King, Publisher, at 308-995-4441.

REPORTING POSITION WANTED: Kassaundra Hartley of Spalding, NE, is seeking a reporting position. Recent Creighton University graduate in journalism with a double track in news and public relations. Contact her at kassi.hartley@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Convention Evaluation Form, Online Media 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.



2014 Nebraska Press Association Annual Convention

Overall Evaluation Form

Please take a moment to complete this form to help us plan for future conventions.

Circle the option that best reflects your opinion of each item listed.

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Fair</u>	<u>Poor</u>
<u>Hotel</u>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<u>Food</u>					
Overall	5	4	3	2	1
Friday Luncheon	5	4	3	2	1
Friday Banquet	5	4	3	2	1
Saturday Breakfast	5	4	3	2	1
Saturday Luncheon	5	4	3	2	1
Saturday Banquet	5	4	3	2	1
<u>Other</u>					
Great Idea Exchange	5	4	3	2	1
Better Newspaper Contest (Video Show)	5	4	3	2	1
Met Expectations	5	4	3	2	1

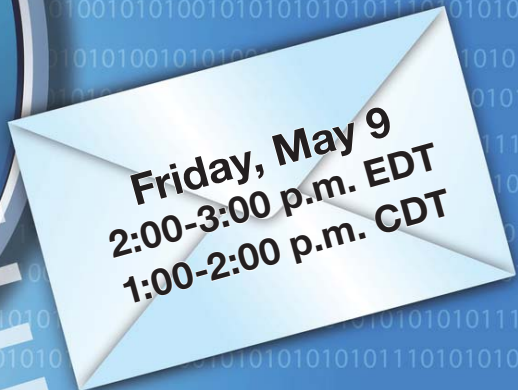
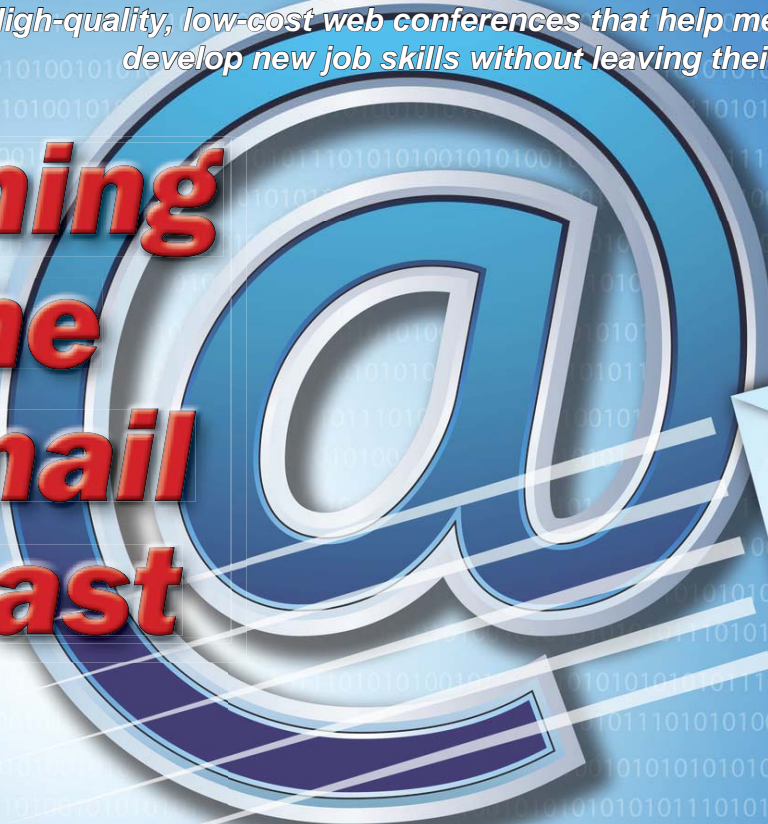
Please feel free to voice any comments, questions, or suggestions that may help us in planning for next year's convention, April 17-18, at the Holiday Inn-Downtown, Lincoln.

Complete Reverse Side



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

Taming the E-mail Beast



Registration fee: \$35
Registration deadline:
Tuesday, May 6

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...

- Understand the nature of e-mail and information overload in today's workplace.
- Have a strategy for "splitting" work, personal and junk/spam e-mails for greater efficiency.
- Use a very simple "rule" for managing all incoming e-mail that allows for both greater speed and prioritization of those messages and embedded tasks.
- Learn how to convert e-mails quickly into tasks, contacts and calendar items.
- Use embedded functions inside of your e-mail that allow you to "automate" certain common activities/messages.
- Build a personal file "infrastructure" that can assist in achieving greater organization and possibly even "e-mail ZERO"!
- Better manage both sent and received CC's, forwards and replies to reduce confusion and increase communication capabilities.

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...

Randy Dean



Randy Dean, the "Totally Obsessed Time Management Tech Guy and E-mail Sanity Expert" and author of the recent Amazon e-mail bestseller, "Taming the E-mail Beast: 45 Key Strategies for Managing Your E-mail Overload," is a national speaker and trainer on advanced time management using technology. He focuses on managing the mess of e-mail and information overload with related topics including smart phone and tablet usage and ending office clutter. He has more than 20 years of experience using and teaching advanced principles of time and project management and personal organization. He combines humor with relevant and useful content while providing strategy-rich information on finding and saving time, taming the e-mail beast and getting the most out of your devices both at home and work.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

Selling the Digital Value Proposition Laying the Groundwork & Giving the Pitch

Thursday, May 15

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration fee: \$35
Registration deadline:
Monday, May 12

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...

Many companies are now spending over a quarter of their marketing budget on digital pursuits. Are you and your sales staff prepared to sell online and capture the lion's share of that revenue?

This webinar will focus on trends in online advertising, internet marketing standards, building the relationship online and selling the digital value proposition.

This webinar will cover:

- Preparing for online ad sales.
- The Needs Analysis approach.
- Maximizing your effectiveness.
- Building a presentation that gives you the best chance for success.

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...

Allan Barmak



Allan Barmak leads The Barmak Group, a sales consulting and training firm which leverages 20 years of sales experience in digital media. He has worked with a variety of companies across multiple industries, helping each of them expand their sales operations by optimizing existing revenue streams as well as building new ones.

He has been training newspaper sales teams for the last ten years and has unmatched experience selling the digital value proposition. Prior to starting his own consulting firm, he worked at AOL, where he was the top sales rep in the country for five of seven years and second to the lead the other two.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM