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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 5/5:

2x2

Fremont Tribune — Julie Veskerna (2 ads) (paper made \$1,462.50)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$300.00)
Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$450.00)
Hickman Voice News — Austin Roper (2 ads) (paper made \$312.50)
North Bend Eagle — Mary Le Arneal (paper made \$487.50)
Sutherland Courier-Times — Trena Seifer (paper made \$150.00)
Tecumseh Chieftain — Bev Puhalla (paper made \$150.00)

NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)
Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$390.00)
North Platte Telegraph — Dixie Galaway (paper made \$161.50)
Sutton Clay Co. News — Tory Duncan (2 ads) (paper made \$277.50)



**Online Media Campus,
in partnership with NNA,
presents:**

PUBAUX LIVE

So You Want To Be a Publisher?

Thursday, June 5 - 10:00 a.m. (CDT)

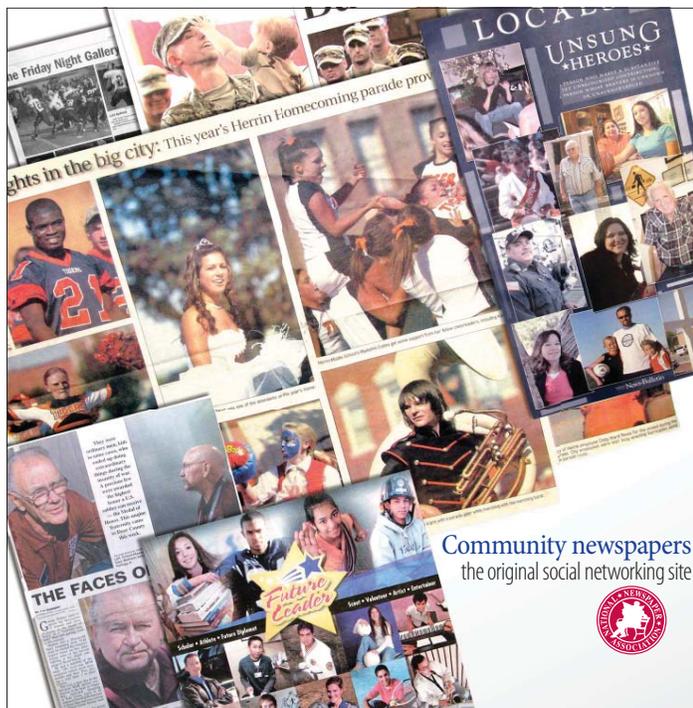
Learn how one veteran journalist made a success in community newspapers.

Registration fee: \$30 - Register by Mon, June 2
(Registrations submitted after 6/2 subject to \$10 late fee)

Register for this webinar at:

www.regonline.com/publisherjune2014

Leading the Discussion: HOST NNA President, Robert M. Williams Jr., SouthFire Newspapers Group, with GUESTS Ed Pawlenty, CFO of Paw Publications, LLC & Julie Bergman, Sr. Assc. at W.B. Grimes & Co.



Newspapers and Baseball: Two Great American Institutions Evolving

There are few aspects of American life that are the same today as they were 100 years ago. Two of them are newspapers and baseball.

While spring officially starts in March, it doesn't truly begin for many until Opening Day rolls around and ceremonial first pitches are thrown. Whether it's at Wrigley Field, Fenway Park or your local minor league stadium, it's been that way for over a century and I imagine it will continue for at least another century.

For the duration of baseball's history, fans have turned to their local newspaper to keep tabs on their favorite teams and players. This has remained unchanged and continues today, as newspapers deliver special sections to preview the upcoming season, post daily box scores and deluge fans with coverage on a daily basis.

But baseball and newspapers have more in common than merely being a part of everyday American life. For both institutions, the reports of their demise have been greatly exaggerated.

Baseball has been besieged with the notion that the sport is fading, overtaken by football and ignored by today's youth. Quite the opposite is true – commissioner Bud Selig predicted his league would surpass \$9 billion in revenue for 2014.

If that sounds familiar, it's because the newspaper industry has dealt with a similar perception problem, with the idea that the younger generation would completely eschew newspapers. This, of course, is not true. Of young adults ages 18 to 34, more than half – 56 percent – read newspaper content in print or online during a typical week.

Newspapers and baseball do not look like they did in 1914 and that's why they remain essential in 2014. In 1914, it took only 19 home runs to lead the league – needless to say, that wouldn't lead the league this year. Though the sport has the same rules, it has evolved and transformed.

In 1914, you would read a newspaper in print and that was it. Today, you can read the newspaper in multiple platforms, choosing what works best for you. There are 161 million Americans that read newspaper content in print or online in any given month. Of those, 43 million read content on mobile devices. As the newspaper industry

guides the way forward, it is based upon a perfect blend of print, digital and mobile platforms to better serve our readers and our advertisers.

It is worth noting that social media wasn't an issue in 1914, or even 2004. But in the past decade, its influence has skyrocketed and changed how our world operates. Baseball has used this to engage fans, giving them a forum to connect directly with their favorite players. For newspapers, it means access for readers to follow their favorite newspaper or reporter. And there is confluence of the two, when a fan can follow his or her favorite baseball team by following the team's newspaper beat writer.

Despite facing the perception that baseball is a sport for the older generation, a new generation of talent has infused MLB with excitement, whether that's Mike Trout in Anaheim or Bryce Harper in Washington, D.C. The newspaper industry, likewise, has an excited, engaged group of college students and young reporters ready to make their mark. I saw this firsthand at NAA mediaXchange 2014, when we enlisted five talented college reporters to cover and report on the news-making conference.

The youth movement for baseball is not limited to the diamond, just as it's not limited to the newsroom for newspapers. Theo Epstein, at 28, was the youngest general manager in history when the Boston Red Sox hired him in 2002 and, two years later, the team had its first World Series in 86 years.

Likewise, newspapers have become an incubator for innovation and change. At NAA mediaXchange, our inaugural Accelerator Pitch program featured eight startup companies with revolutionary ideas, from new mobile apps to improved social media use to re-defining how to sell classified ads. It opened my eyes to the limitless possibilities that exist for our industry as we move forward and expand our offerings across all platforms.

Spring is a time for limitless possibilities, especially after this past brutal winter that battered much of the country with ice, snow and endless gray days. The clouds are parting, the temperature is rising and the sun is shining.

By the time October rolls around, we will be crowning a new World Series champion.

We will also be looking at a newspaper industry that has continued its evolution and growth, with new initiatives and ideas that will ensure its relevance for another 100 years.



By Caroline Little
*CEO, Newspaper
Association of
America (NAA)*

College Papers & Programs

Thoughts from two noted experts on the subject



Kevin Slimp

I asked my new friend, Kevin Schwartz, to coauthor a column about the trend of college newspapers toward reducing print days or moving away from print to digital. Kevin is going to hate that I told you this, but *College Media Matters* recently referred to Kevin as “Dean of the College Media Business.” He knows his stuff.

You can read for yourself what Kevin, who was general manager of *The Daily Tar Heel* student newspaper at the University of

North Carolina for 20 years, thinks about this trend.

I'd like to address another related topic: the trend for university journalism programs to dismiss print altogether.

I asked my friend, Bill Elmore, Chief Operating Officer of a large utility company, the following question yesterday: “If the business college at the local university taught courses and practices which didn't fit in with your corporate thinking, how would you handle that situation?”

His answer didn't surprise me, “We'd simply hire graduates from other universities. There are plenty out there.”

Journalism and communications programs should take note. In the Annual Survey of Journalism & Mass Communication Graduates released in August 2013, I found a lot of interesting information. Jobs are up, slightly for graduates. Salaries are up and most graduates find jobs in the journalism world.

I found a couple of statements regarding work activities of 2012 graduates especially interesting:

“Writing, reporting and editing for print remains the dominant of these activities.”

“Given the prominence of mobile communication, it is surprising that more graduates do not report that type of activity.”

I don't have much space this month, so let me pose a couple of questions:

- If writing, reporting and editing for print are the prominent activities for graduates of journalism and communications schools, doesn't it seem reasonable that those should be important parts of an undergraduate education?

- Isn't it time that journalism and communications programs stopped perpetuating the myth that “print is dead?” Obviously, it's still a dominant medium and will be for some time.

I speak at a lot of universities. I spoke at one this past week. Students are easy to influence. They will pretty much believe whatever their instructors tell them. I know that gadgets, phones, cameras and digital tools are cool. But if they want employment, they'll probably be working for print publications. I suggest we begin telling them the truth about this.

Kevin Slimp, “The News Guru,” speaks internationally to newspaper audiences. His columns can be found at kevinslimp.com.



Kevin Schwartz

Student or professional managers of a number of collegiate daily newspapers have provided a number of reasons the past few years for the decision to cut back a day of their print production or, more drastically, cut to weekly or completely digital.

Unfortunately, in most cases, it has simply been the most expedient way to deal with the twin challenges of dwindling advertising and circulation – a deadly combination at the nation's commercial dailies but a totally fixable issue at campus shops. The changes taking place are for all the wrong reasons and make no economic

sense. It is not going to save the organizations and will likely just quicken their eventual demise.

Most collegiate daily newspapers – and there are about 100 of them – derive 85-100 percent of their generated revenue from their print editions (absent of any school subsidy), which for most papers are published every day there is class.

In fact, a detailed financial survey of dailies in one group for the school year ending in 2012 and extrapolated over all dailies at that time show nearly \$70 million generated from the sale of all print advertising (campus, local, national, classified and inserts) and less than \$4 million in sales from all online and digital efforts.

So if you were the manager of one of these organizations, what should you do?

I would do anything in my power to run a platform-neutral news gathering and dissemination operation with the intent of keeping the print edition relevant, which is not an impossible task, although it certainly must seem like it to any group of eager students untested in the business world.

The truth is that today's college students – with all of the mobility devices at their disposal – will read their printed campus newspaper if it provides relevant content, is easy to obtain and remains free of charge.

There is not a generational barrier – there is a transactional barrier. It is simply harder to close the deal each morning because college dailies have not sufficiently modernized their distribution networks or focused enough on marketing to the reader.

Yes, the free newspaper needs to be marketed using the principles of single-copy distribution that the commercial newspaper industry has used forever. If you haven't been on a campus in a while, it might shock you that college students read printed things. And there is little local merchant budget available for untested digital options that may be developed and deployed by a collegiate newspaper staff.

Add to all that the fact that content quality has slipped overall as journalism schools produce far fewer news majors, today's student wants more things on her checklist by graduation besides a four-year stint at the Daily, and the ones still entrenched are asked to do more and more as digital responsibilities grow.

Publish quality content in every way you can – especially in the format that pays the bills.

Kevin Schwartz is the former general manager of *The Daily Tar Heel* at the University of North Carolina at Chapel Hill and now is a media consultant in St. Petersburg, Fla. Find him on the web at SchwartzMediaSolutions.com.

Classified Advertising Exchange

May 5, 2014

JOURNALISM CAREER? ENTRY LEVEL OPENING!

Full time reporter, photographer, computer graphics with Pagemaker and PhotoShop skills plus photo and newspaper layout. Some office and proofreading duties including circulation management.

In-house position. Pay commensurate w/experience and education. Benefits inc. vacation, sick time, retirement plus pleasant, fun, working environment. Challenging, fast-paced, ever-changing experience at independently owned community weekly newspaper. Send resume and writing sample now to: voicenews@inebraska.com.

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.

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.

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.

FOR SALE: ECRM VRL 36 Script Setter. Handles 15" Film; Glunz & Jensen MultiLine 15 Film Processor; and G4 Mac Computer loaded with the Harlequin Rip. Also have 2 backup G4 Towers for the system. If interested call Kendall at 402-274-8386.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange.

FOR SALE:

Luggage Tags:	\$1.00
Credit Card Case	\$1.00

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 accepted.

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.