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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 10/13:

2x2

Ainsworth Star-Journal — Rod Worrell (paper made \$487.50)
Blair Enterprise — Ali Peterson (paper made \$162.50)
Crete News — Pat Hier (paper made \$150.00)
Doniphan Herald — Randy Sadd (paper made \$975.00)
Hickman Voice News — Linda Bryant (7 ads) (paper made \$1,537.50 plus \$34.00 out of state)
Hooper-Scribner Rustler-Sentinel — Kathy Lodl (paper made \$162.50)
Neligh News & Leader — Joan Wright (paper made \$975.00)
Norfolk Daily News — Denise Webbert (paper made \$650.00)
Sutherland Courier-Times -- Trena Seifer (paper made \$150.00)
Wayne Herald — Jan Stark (paper made \$487.50 plus \$52.50 out of state)

NCAN

Aurora News-Register — Dani Lemburg (paper made \$189.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Hastings Tribune — Kathy Avis (paper made \$133.50)
Kimball Observer — Penny Merryfield (paper made \$112.50)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)
North Platte Telegraph — Julie Murrish (paper made \$333.00)
Ogallala Keith Co. News — Larry Strasburg (paper made \$224.50)

Editing Boot Camp, November 8, at Omaha World-Herald offices

The American Copy Editors Society (ACES) will hold an Editing Boot Camp Saturday, November 8, at the Omaha World-Herald offices, 1314 Douglas St., Omaha, NE, from 9 a.m. to 5 p.m.

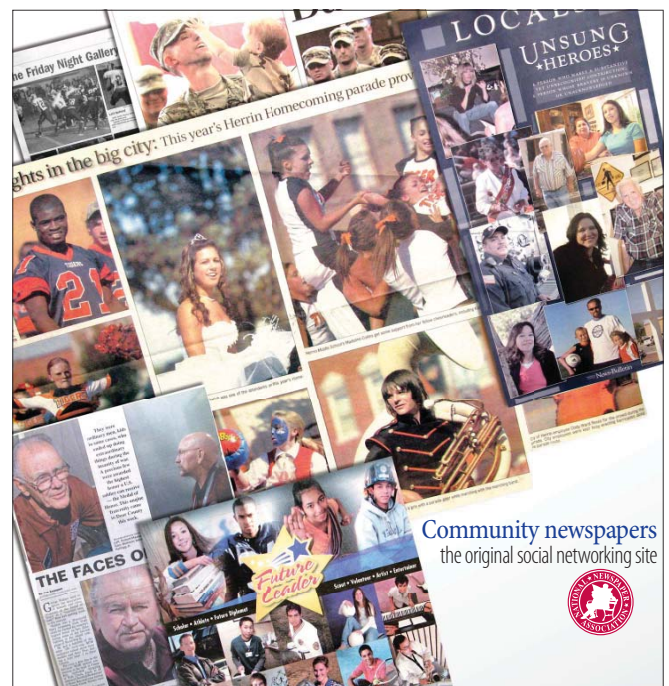
ACES' Editing Boot Camps are a series of intensive regional training sessions held in cities across the U.S. and Canada for editors and people who edit as part of their jobs. The workshops are presented by knowledgeable and experienced editors of ACES' executive leadership team, and will cover the basics of grammar and punctuation, clarity and accuracy, proofreading, SEO headlines and style. The training focuses on equipping writers and editors with better skills for editing themselves in a digital world where stories are often published first and edited second.

The daylong training workshop is designed to polish the editing skills of anyone who communicates professionally, including those in the media, publishing and communication industries, as well as students and educators. Each session costs \$95 for ACES members and \$150 for non-members.

Presenters: Brady Jones, ACES secretary, Omaha World-Herald; Karen Martwick, ACES executive committee

member, Travel Portland; Sue Burzynski Bullard, ACES executive committee member, University of Nebraska-Lincoln; and Sara Ziegler, ACES member, Omaha World-Herald. **Registration site:**

<http://workshops.copydesk.org/event/omaha/>



Daily News, Northeast form partnership

By ANGELA RICHART
Editor of The Viewpoint

A new partnership between the Norfolk Daily News and Northeast Community College is currently underway.

As a part of the collaboration, free copies of the Daily News are now available to students in the residence halls and other on-campus housing.

They're made available through an arrangement in which the Daily News and the college jointly subsidize the cost of providing the students with newspapers.

Kent Warneke, editor of the News, said, "This is to ensure that the young people attending college right now are not only getting a good education but are staying informed about what is happening in Northeast Nebraska and throughout the world."

Research has shown, he said, that when newspapers are easily accessible and free to college students, they are more likely to read them on a regular basis. The second part of the collaboration will allow content to be shared in the Daily News on line and in print from The Viewpoint, which is the Northeast Community College online newspaper.

"We also wanted to do something to make use of the nice and impressive content that The Viewpoint staff is doing now that they don't have a print edition," Warneke said.

The plan is to post Viewpoint stories on a section of the Daily News' website at www.norfolkdailynews.com called "To The Point." The new website section went live Friday.



VIEWPOINT PHOTO

STUDENTS LIVING in Northeast Community College's residence halls and apartment buildings now have access to copies of the Norfolk Daily News thanks to a collaborative agreement between the newspaper and the college. Each day, free copies of the newspaper are placed in racks for the students to pick up and read.

The Daily News also plans to regularly publish some Viewpoint stories in its print edition each Tuesday as part of its regular 20 Below page.

The Daily News is particularly interested in college-related stories that may not be covered by their own reporters. This will benefit the Daily News by bringing a younger demographic into their readership. Plus, Warneke said, it's designed to get people of all ages more

interested in what is going on at the college.

Nancy Sutton Smith, The Viewpoint adviser and mass media instructor, said the chance for real-world experience for the Northeast journalism students is invaluable.

"The challenges for the newspaper and media industry are changing daily because of the Internet and its global reach. It is hard to keep up with the

changes and what we, as educators, should teach our students in the confines of the classroom," she said. "This collaboration with the Daily News puts us in direct contact with the professionals dealing with technology changes and the rapidly evolving media landscape. We are deeply indebted to the Daily News for allowing us this fantastic opportunity."

For Northeast mass media students, it will give them a chance to have their work exposed to Daily News readers — both print and online — throughout Northeast and North Central Nebraska in the college's service area.

Warneke said he hopes that this will make Viewpoint writers realize that the stories they produced for The Viewpoint aren't just class assignments but something tangible that they can take home and show their parents.

Jackson Miller, Viewpoint assistant editor in chief, said, "I feel honored that my works are considered good enough to be featured in the Norfolk Daily News."

Not only is this partnership good for the college and the Norfolk Daily News, it's good for Norfolk, too. "We all know the college is an important part of the community, but if we don't have any direct connection to the college ... the college is something of an island," Sutton Smith said. "So if we can improve the lines of communication, to make the other people in Norfolk better aware of the interesting and exciting things going on at the college, it's good for everyone involved."

Editor's Note: This article ran in the Oct. 10, 2014, issue of the Norfolk Daily News and is reprinted with permission.

Better Business Bureau warns of scam bills mailed to newspaper, magazine customers

Newspapers and magazines should be aware of fraudulent renewal notices being sent in the mail to subscribers nationwide, including *Omaha World-Herald* subscribers. Four people in the Omaha area told World-Herald officials that they had received phony bills in the mail, including one asking for \$445.95.

Companies operating under names like Associated Publishers Network (Henderson, NV), United Publishers Network (Medford, OR) and Readers Payment Service (White City, OR) have been mailing new orders and renewal notices.

BBB has received a volume and pattern of complaints regarding billing and collection, delivery, refund or exchange, and sales practice issues of APN. It has also reported that they continue to bill credit or debit cards even after they were asked to stop, and the consumer cancelled the subscription. APN has an "F" rating with BBB.

According to the notices, the consumer is directed to make a credit card payment at unitedpubex.com. BBB investigation found that you must click on the Publishers Payment link, "To take advantage of your offer." In turn, this link takes you to publisherspayment.com, the website for Publishers Payment Processing, located in Medford, Oregon.

While the deceptive billing has been taking place in various cities and states around the country for several years, complaints have been increasing lately. The BBB has had nearly 900 complaints against United Publishers Network. The BBB has alerted customers in AZ, MD, NY, NC, OH, NE and MN about the renewal scam.

The BBB asks consumers to ignore letters or calls from United Publishers Network or Associated Publishers Network or contact the Better Business Bureau.

Better Business Bureau/Nebraska has a 24-hour information line at 402-391-7612, or 800-649-6814, or go to www.bbb.org/nebraska.

So How Are You Doing?

An inside look at how newspapers are doing



Kevin Slimp
The News Guru

kevin@kevinslimp.com

This column is dedicated to anyone who publishes, writes, edits, designs, sells ads for, delivers or does anything else in the newspaper industry. You might remember that last month I mentioned a survey I've been doing of newspaper publishers in the United States and Canada. It's been three weeks and, so far, more than 600 publishers have taken part in the survey. Requests to complete the survey were sent out by most newspaper associations in both countries. In addition, I sent out requests to publishers in areas where associations didn't send out a request, so we could get an accurate idea of how things are going in our industry.

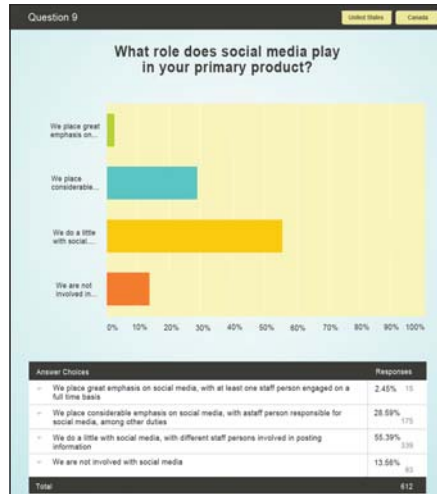
My guess, knowing that many publishers manage multiple titles, is that somewhere around 20 percent of the publishers in these countries completed the in-depth survey. That's a pretty amazing response.

To assist in keeping the results valid, I set up the survey in such a way that only one submission would be accepted from a particular IP address. This meant that answers from only one respondent at each location would be accepted, keeping the results from being skewed.

We're nowhere near ready to release the results, but later in this column, I'd like to share some interesting responses to the survey. I've gathered a group of industry and non-industry experts to sift through the results. Over the next few weeks, we'll be digging through the responses to learn what is really going on in newspapers.

A little about the respondents:

- 17 percent report their primary product is a free paper
- Coincidentally, 17 percent of responses came from daily newspaper publishers and 83 percent from non-daily newspapers.
- Not surprisingly, since most newspapers are situated in small towns and



In September, more than 600 newspaper executives completed surveys related to their publications.

rural communities, 63 percent of survey participants come from those areas. Most of the remaining respondents came from large and mid-size metro areas.

Over the next few weeks, our group will be sifting through the responses and making notes about answers we find particularly interesting or helpful. Once we've had a chance to go through the answers from the 600 plus surveys thoroughly, I will begin sharing the information in this column and at conferences. I'm already scheduled to speak on this topic at conventions throughout Canada and the U.S. in early 2015, so chances are I will be near you at some point.

Over the past two weeks, I was able to share a couple of findings from the survey at conferences in Arizona and Indiana. Audience members were enthusiastic about the information, and many caught me afterwards or wrote me later to discuss the survey.

Some findings related to income at newspapers are simple enough to report, since they came in the form of answers to multiple choice questions. Take this one:

"For those whose primary product is paid, what percentage of your total revenue is derived from your digital/online version(s) of your primary product (through subscriptions and advertising revenue)?"

While 21 percent of publishers answered "zero" to that question, another 49 percent answered "between one and five percent" of their revenue came from these sources. Most of the remaining respondents reported between five and ten percent of their total revenue came from digital sources.

That indicates that 70 percent of newspapers receive very little, if any, revenue from the digital side of things. Contrast that with the number of papers that invest in social and digital media, which is relatively high (86 percent), and you begin to notice some interesting phenomena.

In future columns, I hope to examine in detail responses to questions about how newspapers foresee the future. A quick glance at the survey tells me that 64 percent of publishers, when answering the question, "How true is the following statement of your newspaper: My newspaper is profitable and will be for years to come," responded that the statement is true. Another 25 percent answered that their paper is profitable, but they can't predict the future. Ten percent report that they are having a tough year this year.

Well, there you have it. My first column related to my survey of 600 plus newspaper publishers. To be honest, it's a bit overwhelming to look over the all the responses, many of which were essay questions, and not feel a responsibility to get the information out as quickly as possible. Still, it's going to take some time to sift through all the answers and learn what is really on the minds of our industry leaders.

I can't wait to share comments from publishers who were given an open forum to share their thoughts about our industry and their advice for the future. This is going to be an interesting ride.

Find Kevin in early 2015 in these cities:

- Louisville (KPA), Jan 22-23
- Minneapolis (MNA), Jan 30
- Nashville (TPA), Feb 5-6
- Columbus (ONA), Feb 12
- Edmonton (AWNA), Feb 13-14



Applications now available for 2015 Andy Awards for International Journalism

The University of Nebraska at Omaha is now accepting applications for the 2015 Andy Awards for International Journalism.

Please share with any journalists interested in funding for stories with an international scope. Winner receives up to \$5000 to fund travel and other expenses. **Application deadline: December 1, 2014.**

More information can be found at: <http://world.unomaha.edu/andy.php>. Completed applications should be emailed to Katie Kresha at kbreen@unomaha.edu.

American Press Institute shares newspaper industry reports

The American Press Institute offers several free industry reports for publishers, editors and reporters on transparency, commenting, research on paywalls, news consumption habits of African Americans and Hispanics and more. Check out these reports:



The best ways for publishers to build credibility through transparency

<http://www.americanpressinstitute.org/publications/reports/strategy-studies/transparency-credibility/>. This report provides a definitive strategy paper collecting techniques for making work more transparent and credibility, including effective collaboration with your audience and responsible curation and aggregation are evolving.

How to choose a commenting platform for news sites

<http://www.americanpressinstitute.org/publications/reports/strategy-studies/choose-commenting-platform/>. This report looks into what types of comment sections news organizations are using, and what, if any, value they are adding to news organizations' overarching strategies. The result is a list of questions to ask and best practices for news organizations seeking return on investment for the commenting platforms they provide.

Now available: free e-learning resources for editors

Stay updated on the fast-changing journalism industry with these e-learning opportunities from the American Press Institute, a training partner of The Poynter Institute.

These valuable courses and tools cover everything from content strategies to audience development and are free to registered users of Poynter's News University, thanks to the support of the American Press Institute and the Knight Foundation.

See a full list of self-directed and video courses at <http://pressinstitute.newsu.org/api-home>

Potter Conference at Reynolds Journalism Institute

Have you successfully implemented an idea at your news organization in the last year and thought, "Wow, I could use 20 more like that"? We can help.

The Donald W. Reynolds Journalism Institute is inviting industry professionals to the second Walter B. Potter Sr. Conference this fall and **the price of admission is two successful ideas** - proven winners that generated revenue, boosted readership or improved your operation.

The Potter Conference will bring together community news executives and leaders at the Missouri School of Journalism in Columbia for an exchange and dialogue of **best practices that will help sustain local journalism, especially in small and rural markets.**

The two-day event is scheduled November 20-21 at RJI in Columbia, Missouri. All participants will be permitted to bring up to three colleagues from their outlet or media group.

They're looking for 40 unique ideas, not 40 versions of the same idea. So, compile your ideas NOW and apply, before someone takes your spot! Submit several ideas to increase your chances for participation. Seating is limited. Those who make it to the conference will return home with access to all innovations presented, including details on how you can implement them at your organization.

Information is available at: <http://www.rjionline.org/events/potter14>

“ Baseball, it is said, is only a game. True. And the Grand Canyon is only a hole in Arizona. ”

- George F. Will

Classified Advertising Exchange

Oct. 13, 2014

REPORTER: This is a full time position for a reporter with education beat experience desired, but not required. Reporter responsibilities include covering the education beat - school board, school activities, community college, as well as various general assignment stories. Photography is a plus. Must be versatile and willing to develop stories. We are a 6-day a week daily located in west-central Nebraska. Send resumes and clips to: jvigil@nptelegraph.com

FULL-TIME REPORTER/AD SALES REP: The Sheridan Co. Journal-Star, a weekly newspaper based in Gordon, NE, is seeking a full-time reporter/ad sales rep to join our staff. Please send resumes to Jordan at 400 N. Main, Gordon, NE, 69343, email jordan.scjs@gmail.com, or call 308-282-0118 for more information.

LEADER WANTED: The Fairbury Journal-News is looking for an individual to lead all facets of the newspaper as we transition into the future of community journalism. This is more than just an editor's position. Successful candidate will lead news, circulation, advertising and business development department. Electronic applications only to Fred Arnold, publisher, at fred@mcbattascompanies.com.

THE STANTON REGISTER, located 10 miles from Norfolk, is looking for a qualified, ambitious person to take over management or ownership of the newspaper. Please call Laura at 402-439-2173.

SPORTS EDITOR needed at Holdrege Daily Citizen. FAX resume to Bob King at 308-995-5992, email to holdregecitizennews@gmail.com, or write to PO Box 344, Holdrege, NE 68949.

FOR SALE-ACROPRINT

TIMECLOCK; ES900 digital automatic; features atomic time that synchronizes time automatically from the US Atomic Clock. Works great, we just don't need it anymore. \$175 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, jp@nebpress.com, 402-476-2851.



FOR SALE - PRINTING/PROMOTIONAL BUSINESS:

Owner retiring. Make offer on printing and promotional business in northeast Nebraska. Sale includes equipment, files, inventory and accounts. Contact Kent Broyhill at kbroyhill@studiobgraphics.com.

SERVER FOR SALE: Jointly owned by NPAS and Universal Information Services/Omaha. Server is three years old. Specifications:

2U DUAL QUAD-CORE XEON SERVER w/ 5x HDDs LSI MegaRAID controller. Specifications:
CS8424 - 1pc Supermicro 825TQ-R720LPB 2U Chassis w/ 8x SAS/SATA Hot-swap Bays
-Integrated 720W Redundant 2U Power Supply
MB4417 - 1pc Supermicro X8DTi-F server board w/ built-in IPMI 2.0 (KVM Over LAN support)
CP2207 - 2pcs Intel Quad-Core Xeon E5620 2.4GHz 12MB Cache CPU Processor
FN0202 - 2pcs Intel CPU cooler (2U) Active Heatsink Socket 1366-pin
RM2044 - (12GB) 6pcs 2GB DDR3/1333 ECC REG. DIMM Memory Modules
HD1435 - 2pcs Seagate 500GB ST500NM0011 SATA 6GB/s 7200RPM 3.5" HDD
HD1436 - 3pcs Seagate 1TB ST1000NM0011 SATA 6GB/s 7200RPM 3.5" HDD
DC7137 - 2pcs 3Ware 9750-8i (8-port) internal SAS 6GB/s PCI-E LP RAID Controller Card
CB0307 - 2pcs Standard Mini-SAS (SFF-8087) to 4x SATA Fan out cable
(RAID 1 on two 500); (RAID 1 on two 1TB)
1TB for global hot spare
CD9120 - 1pc Lite-On 8X Slim DVD -RW SATA Drive Black
CB0399 - 1pc Standard Slim Data/Interface optical drive cable
AC6043 - 1pc Supermicro MCP-220-81502-0N Slim SATA DVD Bay KIT
-Integrated Intel ICH10R 6-port SATA 3.0Gbps Onboard Controller
-Integrated Intel® 82576 Dual-Port Gigabit Ethernet Controller
-Integrated Matrox G200eW onboard video controller
Supermicro 2U Rail Set Kit Included
Inquiries to NPA/NPAS office, 402-476-2851/800-669-2850.

Server Image:



ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, 2014 Andy Award Application.

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.

THE ANDY AWARD 2015

FOR INTERNATIONAL JOURNALISM

*In honor of Harold W. Andersen,
Nebraska newspaperman & civic leader.*

FORMAT

Pitch your international story ideas. The annual Andy Award has become a grant program to encourage and fund international reporting projects. A total of \$5,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

JUDGING CRITERIA

Global awareness: How does the story raise global awareness and understanding among Nebraskans?

Journalistic experience: Is the reporter or reporting team experienced enough to capture the complexities of an international story and elegantly explain its relevance to Nebraskans? Prior international reporting experience is not required, but solid journalism credentials are preferred.

Audience reach: Is there evidence that the story will be published or broadcast? Will the story reach a large number of Nebraskans or a particular community that could truly benefit from the story's perspective?

GUIDELINES

- Open to Nebraska-based print, broadcast, and electronic news outlets.
- A news outlet may submit multiple applications.
- Freelance reporters may apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.
- Funds may be used to cover the costs of international travel, accommodations, and related expenses. Applicants may request \$5,000 or a lesser amount, depending on their proposed budget.

APPLY

Complete and submit the attached application.
Deadline: 1 December 2014



Kabul, Afghanistan. Courtesy of Diane Newcomer.

RECENT ANDY AWARD RECIPIENTS

The Andy Awards have recognized outstanding international journalism in Nebraska since 1987. Recent winners include:

- 2014 Julie Cornell and Andrew Ozaki, KETV Newswatch 7
- 2011 Joseph Morton, Alyssa Schukar, Matthew Hansen, & Cate Folsom, *Omaha World-Herald*
- 2009 Carol Katzman, *The Jewish Press*
- 2008 KIOS-FM Radio
- 2005 Ted Kirk & Gordon Winters, *Lincoln Journal Star*
- 2004 Jared Hart & Gary Sadlemyer, KFAB Radio
- 2003 Joe Duggan, Catherine Huddle, & Ken Blackbird, *Lincoln Journal Star*
- 2002 Gordon Winters, *Lincoln Journal Star*; Charles Reinken, *Omaha World-Herald*
- 2001 Scott Bauer & Nati Harnik, Associated Press; Stephen Buttry & Kiley Christian Cruse, *Omaha World-Herald*

THE ANDY AWARDS 2015 APPLICATION

Instructions: Please complete and return to kbreen@unomaha.edu.
For questions, e-mail or call (402) 554-2376. E-mail submissions are preferred, but you can also send hard-copy applications to:

International Studies & Programs
University of Nebraska at Omaha
Omaha, Neb. 68182-0227

Journalist(s):

News organization:

Employee Freelancer (must submit letter of intent to publish from news organization)

Web address:

Street address:

City, state, zip code:

Phone:

E-mail address:

Proposal: Describe the story idea and plans for both reporting and publication or broadcast. Also describe the intended audience. List the qualifications of the journalists. Most importantly, describe how this story would raise global awareness and understanding among Nebraskans, and why this story is important to Nebraska communities. One additional page of description may be attached.

Budget category	Projected expense	Description
Travel:	<input type="text"/>	<input type="text"/>
Accommodations:	<input type="text"/>	<input type="text"/>
Related expenses:	<input type="text"/>	<input type="text"/>
Total:	<input type="text"/>	<input type="text"/>

Deadline: 1 December 2014
Winners announced: 30 December 2014

The University of Nebraska at Omaha is an equal opportunity educator and employer with a comprehensive plan for diversity.

