

Bulletin

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Calendar of Events

Events

October 24, 2014

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

March 18-20, 2014

NNA Leadership Summit
Washington, D.C.

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

Meetings

October 24, 2014

NPA/NPAS Board Meeting
NPA Office, 845 "S" St.
Lincoln, NE

November 6, 2014

NPA Foundation Board Meeting
1:30pm (CDT)
Conference Call

Webinars

November 7, 2014

10 Ways to Build Reader
Engagement: Easily integrate
new technologies into your workflow
(Online Media Campus)

December 4, 2014

User-Generated Content:
More readers, more revenue
(Online Media Campus)

December 11, 2014

Pay Day: Top 5 sales strategies
to create more revenue

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5 newspaper myths debunked

By Catherine Payne, NAA content producer, Oct. 15, 2014

As Halloween creeps up, the Newspaper Association of America (NAA) clears away common misconceptions that haunt newspapers.

1. Myth: Newspapers are dying.

The newspaper media industry, like many other American businesses, faces considerable but surmountable challenges. The rise of the Internet and social media has given consumers new options for getting news and information relevant to their varied interests. Many newspapers are adapting and thriving in this digital universe, expanding the number of people they reach. The newspaper digital audience reached a peak in August, according to data from comScore and NAA. The newspaper digital audience increased 18%, to 164 million unique visitors in August 2014 from 139 million unique visitors in August 2013.

2. Myth: Newspapers are stuck in the past.

Newspapers are experimenting with and excelling at new products and revenue streams. For example, The Des Moines Register and Gannett Digital reaped praise from "Harvest of Change," a series about Iowa farm families, created with virtual reality technology.

The Toledo (OH) Blade and Apple collaborated on a multimedia product called Buckeye1. The service provides residential Internet subscribers with an iPad preloaded with news and other apps.

The question is not whether newspapers are innovating, but how those innovations are playing out in the marketplace and what the lessons from those innovations mean for the future.

3. Myth: Millennials are not reading newspapers.

Research shows that Millennials read the newspaper, but not at the same regular frequency of earlier generations. But they are very connected with newspaper digital content. Women ages 18-24 make up the fastest-growing segment of the newspaper digital audience, with an increase of 38%, according to data from comScore and NAA. Newspaper digital media reach women ages 25-34, with 92% engagement, more than any other group. This high level of engagement gives newspapers an opportunity to build a loyal audience with purchasing power for years to come.

4. Myth: Newspapers are not going where readers are.

Readers are all over the map, and newspapers know their footprints — er, fingerprints. About 38% of those who access newspaper digital content use mobile devices only, 34% use desktop and laptop computers only, and 28% use desktop/laptop computers and mobile devices.

Newspaper subscribers are increasingly turning to their smartphones and tablets while remaining attached to the print edition, according to a survey by the Donald W. Reynolds Journalism Institute. Furthermore, some of those subscribers use smartphone and tablet apps branded by newspapers.

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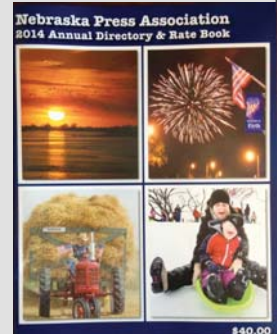
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Deadline is October 27 to submit photos for NPA 2015 Directory cover!

Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2015 NPA Directory/Ratebook. Photos that your paper may have entered in the 2014 NPA contest categories can also be submitted for front cover consideration.



To submit a photo, send a high resolution JPEG to nebpress@nebpress.com. Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year. The selected photo(s) will receive mention in the 2015 Directory. Cover photo(s) will be selected by NPA/NPAS staff. **Deadline for photo submissions is October 27, 2014.**

Don't delay! Submit workshop topic ideas now for 2015 NPA convention!

It's already time (*really?*) to start thinking about workshop topics and presenters for our 2015 NPA convention and we'd like to hear your suggestions for topics!

Convention is the one time each year when our members can meet, network and learn from the experts. Our goal each year is to provide convention sessions that cover topics and issues that are important to our members - daily or weekly papers, large or small.

Now's your chance to let us know what topics and issues you'd like to see covered in 2015. Please email your suggestions to Susan Watson in the NPA office at nebpress@nebpress.com. Mark your calendar - the 2015 NPA Convention will be April 17-18 at the Holiday Inn-Downtown, Lincoln, NE.

Myths - cont. page 1

5. Myth: There is a one-size-fits-all solution for newspapers.

Some observers might be tempted to look for a single magic business model formula for prosperity in the media business. They will be disappointed.

The reality is that there are so many new options for consumers and advertisers that no one strategy is sufficient. And the business model for newspaper media has changed dramatically in recent years. In 2007, 80% of newspaper media revenue came from advertising. Last year, less than half of all newspaper media revenue derived from advertising in the daily and Sunday editions. Consumers purchasing print and digital access are a more important source of income than it has been in the past, and proceeds from new operations — digital agency services, event marketing, and many other activities — are increasing rapidly.

Newspapers in local markets will do what works for them, based on their own sense of local market conditions and local opportunities.

The importance of publishing legal notice of amendments (ballot measure)

Nebraska's law requires that voters get plenty of opportunity to look at the legal notice of the amendment (ballot measure) before they vote on it in the general election in November.



A reminder to newspapers that it's very, very important that these legal notices run as scheduled. If they do not, a challenge could be lodged that would throw the payment into question.

We ask newspapers to do two things: **1)Make sure you have an insertion order from NPA for the legal notice to run.** (You should have received the insertion order last week). Every newspaper in the state will have an insertion order, so make sure you have yours, and **2)Make sure the legal notice runs as ordered.** Call the NPA office if you have any questions about publishing the statutory initiative.



Join us Saturday, October 25, for Husker pre-game at the NPA office

If you're attending the Husker football game this Saturday, October 25, (Rutgers) join us for complimentary food (while it lasts!) and conversation with fellow newspaper people.

Pre-game begins at 9:00 a.m. at the Nebraska Press Association office, 845 "S" Street.

Parking in the NPA lot is *sold out* for Husker games, but we're conveniently located near the Stadium, so stop by on your way to the game. We hope to see you Saturday. **GO BIG RED!**

Free Speech Week, October 20-26, 2014

Free Speech Week is an annual, nationwide program held every October. This year, it takes place Oct. 20-26, 2014. The goal of this nonpartisan, event is to raise awareness and celebrate the importance of free speech and a free press in the United States.

A wide variety of organizations and schools that believe in the value of freedom of speech register as Free Speech Week Partners, and hold activities such as panel discussions, mock debates, and library exhibits to celebrate the week.



For a variety of free resources and materials that you can use online, in print and on social media, and for more information about Free Speech Week, visit www.freespeechweek.org.

November is Military Family Appreciation Month

Each year the President signs a proclamation declaring November Military Family Month. Last year President Obama said that our nation owes "each day of security and freedom that we enjoy to the members of our Armed Forces and their families. Behind our brave service men and women, there are family members and loved ones who share in their sacrifice and provide unending support."

Throughout the month of November, military families serving around the world are honored through a variety

UNL J-School project produces community stories on diversity issues for local Nebraska newspapers

An ambitious collaboration to enhance coverage of diversity issues in Nebraska is underway at the University of Nebraska-Lincoln College of Journalism and Mass Communications, in partnership with the Asian American Journalists Association and the National Lesbian and Gay Journalists Association.



Bobby Caina Calvan, who serves as the lead reporter for the Heartland Project, has covered national politics for the *Boston Globe's* Washington bureau, covered the war in Iraq for McClatchy Newspapers, served as a foreign reporting fellow for the International Center for Journalists, and traveled to Laos to report on the millions of unexploded U.S. bombs that still menace the country. At the *Sacramento Bee*, he wrote about the policy, politics and human consequences of health care.

Calvan, who grew up on a dairy farm in Hawaii, hopes to extend the collaboration to news organizations across Nebraska to produce stories and multimedia projects about the state's communities of color, as well as lesbian, gay, bisexual and transgender issues.

The project intends to explore the lives of Nebraskans, with particular emphasis on access to health care, immigration, domestic violence and economic recovery.

Calvan will work with news outlets across the state, free of charge, to identify and produce stories relevant to their specific communities. Calvan will also work with newsrooms to help bring voices of diversity to the outlet's day-to-day work. He hopes to enlist wide participation among the state's news media.

The Heartland Project, funded by a \$200,000 grant from the Ford Foundation, makes Calvan's experience, as well as freelancers, available to news outlets across the state.

Calvan is based out of Lincoln, but will travel to communities across the state through December, 2014. To discuss potential stories, reach Calvan at bobbyc@heartlandproj.org or 916.384.6750.

of observances and recognized for their commitment and the many contributions they make every day in support of the military and our nation.

Community leaders, businesses, and military bases and posts are teaming up to recognize military families through special events such as: open houses, fun runs, family fun nights, community dinners and special recognitions during community activities throughout the month of November.



Classified Advertising Exchange

Oct. 20, 2014

ADVERTISING SALES REPRESENTATIVE: The Seward County Independent is looking for an energetic, self-motivated individual to help grow our business. The right person will work with local business owners to develop advertising plans to grow their business. Previous advertising sales experience is helpful, but not required. Reliable transportation, valid driver's license, current auto insurance and a good driving record are required. Responsibilities include, but are not limited to: selling and preparing ad copy for production, preparing advertising campaigns and internal advertising office duties. Candidate should enjoy working with people and be goal-oriented. Base salary plus commission opportunities. Please apply to: Seward County Independent, Attn: Kevin L. Zadina, Publisher, P.O. Box, 449, Seward, NE, 68434 or email: kevinzadina@sewardindependent.com

FULL-TIME REPORTER-PHOTOGRAPHER with Page-maker and PhotoShop skills, photography and newspaper and legal notice page layout, attention to detail, customer service, and proofreading. Benefits: vacation and sick time, 401K match, plus pleasant, working environment. Challenging, fast-paced, ever-changing experience at independently owned, largest community weekly newspaper in southeast Nebraska, covering the news of 25 communities. Call 402-792-2255 or send resume and writing sample as soon as possible to voicenews@inebraska.com. Located in Hickman, Nebraska, 15 minutes south of Lincoln. www.voicenewsnebraska.com

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, fred@mcbattas-companies.com.

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.

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.

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.

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, 402-476-2851 jp@nebpress.com, .



ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus Webinar Flyers, Husker Pre-Game Flyer.

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.



To: NPA Members & Staff

***It's Husker football
time again!***

Join us Saturday, October 25,

prior to the game, for food & conversation,

starts at **9:00 a.m.**

at the NPA office, 845 "S" St, Lincoln, NE

(Sorry, our lot parking is sold out)

**Huskers
vs.
Rutgers**

Sponsored by: Butch & Nancy Furse

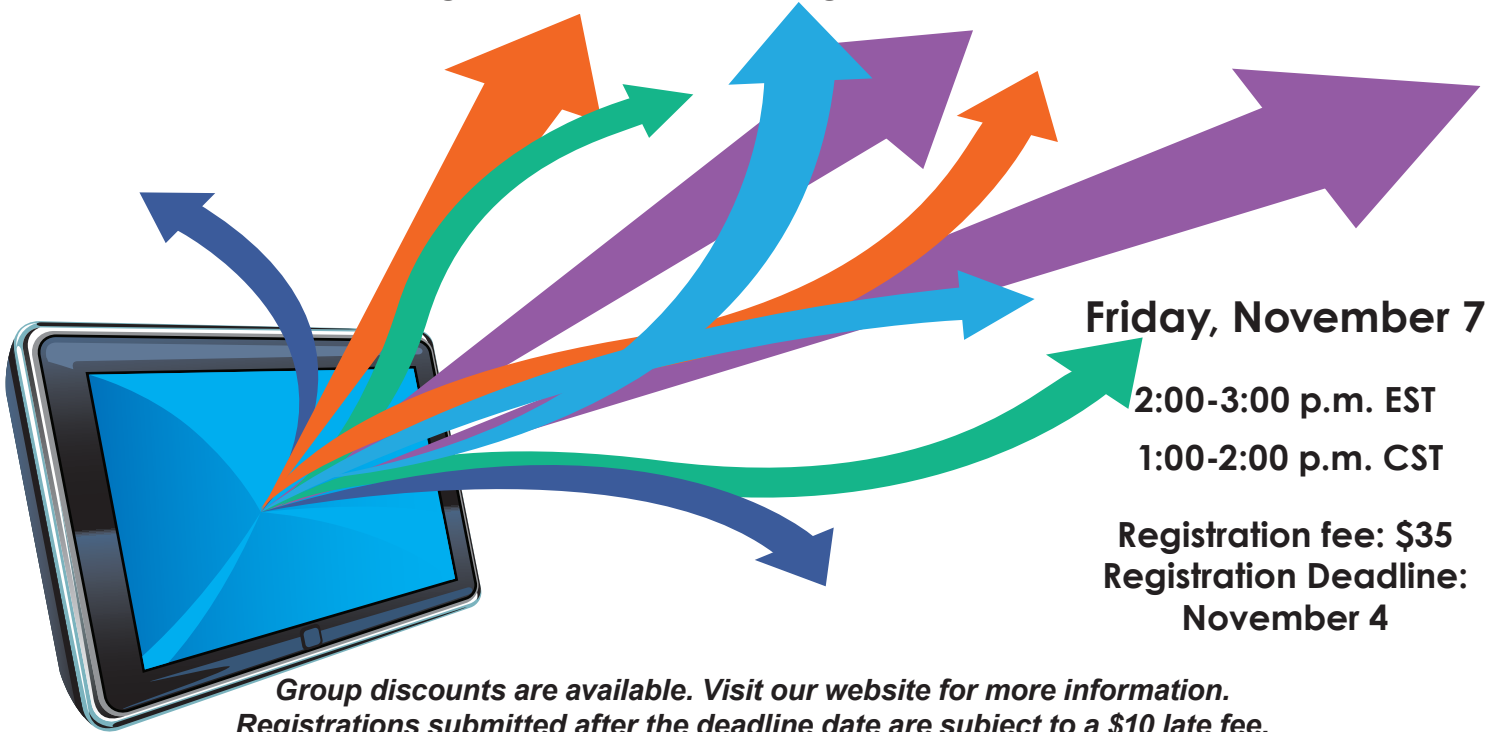
Go Big Red!



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

10 Ways to Build Reader Engagement

Easily integrate new technologies into your workflow



Friday, November 7

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

Registration fee: \$35
Registration Deadline:
November 4

*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...

Twitter, Facebook, Vine, Yo, SoundCloud — there are so many ways to connect and engage with readers today that it's confusing for journalists who are always on deadline and needing to file the next story.

This webinar will show you how you can quickly adopt these new technologies and easily integrate them into your workflow. You'll better engage your audiences and encourage them to participate in the conversations of the communities you cover.

The presenter...

Brian Steffen



Brian Steffen (@BrianSteffen) is professor and chair of Communication & Media Studies at Simpson College in Indianola, Iowa, where he teaches journalism and social media courses. Steffen has been a professor at Simpson since 1989. In addition to his role at Simpson, he serves as the editor of the national research journal Teaching Journalism and Mass Communication.

Prior to teaching, Steffen worked as a government and politics reporter for the Ames Daily Tribune and the Associated Press.

Presented in partnership with:

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



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