

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

March 18-20, 2015

NNA Leadership Summit
Washington, D.C.

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

Meetings

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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Late fees for statewide and regional network ads to increase

At the October 24 NPAS board of directors meeting, the board voted to increase late fees for submitting statewide and regional statewide classifieds after deadline.



Effective January 1, 2015, the late fees will be as follows:

\$150 for a statewide 2X2 network ad or statewide classified ad and \$50 for a regional network ad. The deadline for display ad network as is 4:00 PM Tuesday for ads to appear the following week. The deadline for statewide classified ads is 10:00 AM Wednesday the week prior to publication. We appreciate all your efforts to get ads submitted on deadline.

NNA update on postal legislation

The House of Representatives on Sept. 17 passed a short-term funding resolution to keep the federal government operating through Dec. 11. The measure continues the congressional requirement for the U.S. Postal Service to deliver mail six days a week.

Bills are pending in both House and Senate that would grant the Postal Service's wish to drop Saturday service. Neither bill is likely to pass in this Congress. Compromise legislation is being discussed in the Senate to relieve the Postal Service's financial burdens without further diminishing service.

NNA is active in monitoring and lobbying for community newspapers' interests on Capitol Hill as these postal issues are considered and debated this fall.

NPA begins year three of Rural Health News Service "Thinking About Health" columns

The Nebraska Press Association has partnered with three press associations - South Dakota, Colorado and Indiana for year three of the Rural Health News Service, "Thinking About Health" columns, written by Trudy Lieberman. Year three started this month and will continue through 2015.

We encourage our members newspapers to publish these columns, provided to you free of charge, as a service to your readers.

Funded by a grant from The Commonwealth Fund and distributed through NPA, the Rural Health News Service will continue to provide Nebraskans with unbiased health-related information, designed to help better understand the health issues facing our communities, state and nation.

Minutes are available for June board meetings

Minutes from the June 20, 2014, NPA and NPAS board meetings are now available. Contact Susan Watson, nebpress@nebpress.com, to request a copy of the meeting minutes.

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Join us Saturday, November 1, for Husker pre-game at the NPA office

If you're attending the Husker football game this Saturday, November 1, (Purdue) join us for complimentary food (while it lasts!) and conversation with fellow newspaper people. Pre-game begins at 12:30 p.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!

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 10/20:

2x2

Ainsworth Star-Journal - Rod Worrell (paper made \$487.50)
Doniphan Herald - Randy Sadd (paper made \$975.00)
Gothenburg Times - Greg Viergutz (paper made \$312.50)
Hartington Cedar Co. News - Peggy Year (paper made \$162.50)
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)
Hickman Voice News - Austin Roper (paper made \$625.00)
Sutherland Courier-Times - (paper made \$312.50)

NCAN

Aurora News-Register - Dani Lemburg (NCAN Special Free Ad)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Broken Bow Chief - Les Mann (paper made \$112.50)
Hastings Tribune - Kathy Avis (paper made \$133.50)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$277.50)
Wayne Herald - Jan Stark (paper made \$116.00)

Week of 10/27:

2x2

Ainsworth Star Journal - Rod Worrell (paper made \$325.00)
Blair Enterprise - Lynette Hansen (paper made \$162.50)
Callaway Courier - Mike Wendorff (paper made \$975.00)
Crete News - Pat Hier (paper made \$312.50)
Fremont Tribune - Desirae Stahlecker (paper made \$975.00)
Gothenburg Times - Greg Viergutz (paper made \$312.50)
Grand Island Independent - Cheri Scow (paper made \$150.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$1,087.50)
Hickman Voice News - Austin Roper (paper made \$625.00)
Nebraska City News-Press - Erin Johnson (paper made \$487.50)
Neligh News & Leader - Joan Wright (paper made \$975.00)
Seward Co. Independent - Patrick Checketts (paper made \$300.00)

NCAN

Broken Bow Chief - Pat Jackson (paper made \$149.50)
Hastings Tribune - Kathy Avis (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$225.00)

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.

Absolute design

By Ed Henninger, Henninger Consulting

One definition of the word “absolute” is: “not qualified or diminished in any way.”

Works for me.

It works because I believe in some design absolutes—call them laws, if you will. I’m convinced that a design that does not adhere to these absolutes is a design that is faulted.



Put it this way: If I owned a newspaper, I’d be sure these 10 absolutes are followed. Always. No question. No sidestepping. Always.

So, if you wanna work for me, here are the 10 design musts I’d expect you to learn and live with:

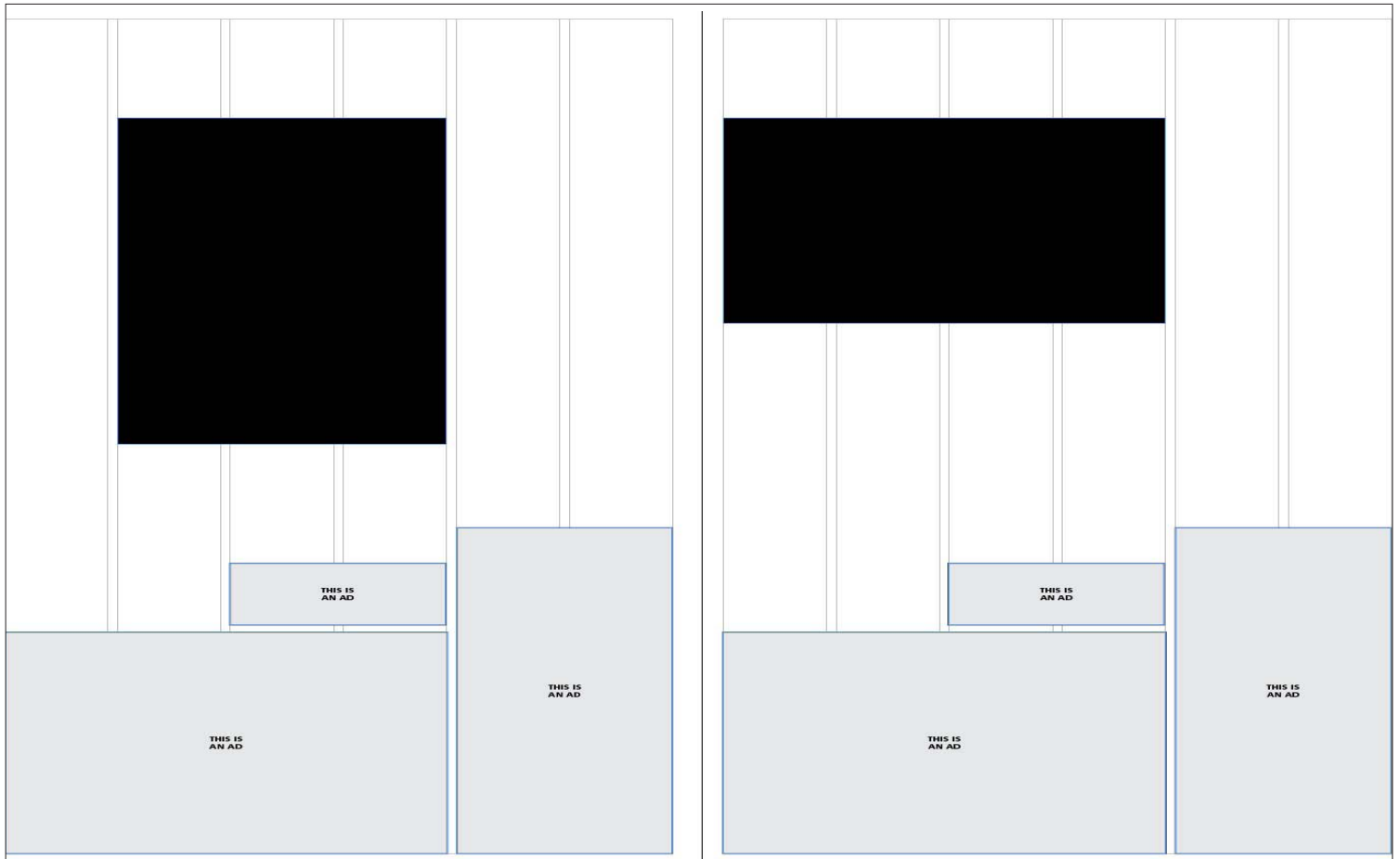
1. Place the visual first. The lead photo or graphic you place on the page is the element your reader will see first. Place it where it will be most effective—and give it the size it needs to have some impact. Remember, you can arrange type in various configurations around visuals, but visuals (for the most part) are rectangular and can’t be “configured to fit.” So place the visual first then arrange the type around it as needed to create a well-designed package.

2. Align text to the baseline. You want your publication to have a professional, planned, polished look. This is the first step in getting there. It’s easy to set up, it’s easy to work with. Most important, it makes your paper easier to read.

3. Negative space is a positive force. Stop working so hard to fill every square inch of space on the page. Allow the page—especially in features packages—to breathe where you can. No, I’m not suggesting you leave open spaces on the page willy-nilly. But I am pointing out that a bit of negative space, for example, around the edges of a photo page helps to create a more pleasing, more comfortable package for your readers.

4. Think and work in picas. Yes, I respect the fact that advertisers and ad reps always deal in inches. And I don’t argue against that. But if you’re working on the design of the entire page, you must learn to think and work in picas. Why? Because a quarter-inch is just too much space between elements and packages. And an eighth of an inch is too tight. So, what number falls exactly between four and eight? Six. And how many picas are in an inch? Six. Well...whaddaya know! It’s not difficult to train yourself to think in picas. All ya gotta do is start. Give it a week and you’ll be there.

cont. pg. 4



One of Ed’s Ten Absolutes: Place the visual first.

Henninger - cont. from pg. 3

5. Don't leg obits or recipes. Obits are what I call "Bible material." The relatives of the deceased want to be able to clip an obit from your paper and place it—in one piece—in the family Bible. They will not want to have to tape it or staple it together. And those who cut out your recipes will want to clip them in one piece so they can file and use them more easily.

6. Always fix a widow. A widow is a line of type at the top of a column that does not fully go across the width of the column. These are distracting and they just look wrong. No, readers may not object to these, but widows send a subliminal message that you're not careful. And if you're not careful about your typography, how can readers be sure you're careful about getting the facts straight in a story? The details matter. Get them right.

7. Design the page first. Don't wait until you have all the photos, all the stories. You can't afford the time to do that. Once you have a good idea of what's going on the page, do a loose design of how the page should look. This takes planning and communication. Yeah, I know: radical concepts in some newsrooms. If a story comes in a bit too long, be ready to trim it. If it's too short, look for ways to help fill the space. You can use another line of headline, a subhead, a pullout, another visual.

8. Think like readers. Stop thinking like the editor, designer, writer or photographer you are (in some cases, I know, you're all of these!). Start asking yourself what the reader wants to know...what the reader needs to know: Do I really need to know all these details? Does this story really need to be this long? Wouldn't it be better for me to see these facts in a list? In a chart? On a map?

9. Be consistent. Decide on the look for your newspaper... then stick to it! If your headline typeface is Baskerville, use different fonts and sizes of Baskerville. Don't toss in a smidgen of Minion here or a smattering of Caslon there. And puhleeze bring a consistent look to your standing heads. Create a look that works for all of them, then stay with that look. For the crime report...weddings...sports... editorials. All. The same.

10. Less is more. Stop trying too hard. Relax and quit over-designing. If there's any one fault I see in the design of community newspapers, it's over-designing. Often, it's obvious in the many different designs of standing elements (see previous paragraph). Readers want us to give them packages that are uncluttered. Clear. Concise. Consistent. Compelling. Designed with ease of reading in mind. We can give them that if we keep things simple. You show me how good a designer you are not by what you choose to place on the page, but by what you choose to take away.

Take it easy. Less...really is more.

Actually, I have more than 10 absolutes. At least another ten...maybe more. But, for now, these are the ten I think matter most.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com or 803-327-3322. ED HENNINGER is an independent newspaper consultant and the director of Henninger Consulting. On the web: www.henningerconsulting.com.

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 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.



Community newspapers
the original social networking site



Classified Advertising Exchange

Oct. 27, 2014

REPORTER: The Grand Island Independent is seeking an energetic reporter to cover law enforcement in Central Nebraska. This reporter would cover crime news and court proceedings. General assignment reporting would also be part of the job. Please send resume and clips to Jim Faddis, Managing Editor jim.faddis@theindependent.com.

RETAIL ADVERTISING SALES: The Grand Island Independent is seeking an Advertising Retail Sales Professional. Position offers base plus commission. Please send resume to Molly Holcher, Human Resources, molly.holcher@theindependent.com.

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

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.

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

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@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.

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, 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, November 1,

prior to the game, for food & conversation,

starts at 12:30 p.m.

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

(Sorry, our lot parking is sold out)

Huskers

VS.

Purdue

Sponsored by: Nebraska Lottery

Go Big Red!