

NPA/NPAS Staff

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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 11/17:

2x2

Hickman Voice News - Linda Bryant (6 ads) (paper made \$1,725.00)

Hickman Voice News - Austin Roper (3 ads) (paper made \$612.50)

Norfolk Daily News - Mari Ortmeier (paper made \$325.00)

Wayne Herald - Jan Stark (paper made \$487.50 + \$52.50 out of state)

NCAN

Arapahoe Public Mirror - Gayle Schutz (paper made \$112.50)

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

Aurora News-Register - Dani Lemburg (NCAN Special Free Ad)

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

Kearney Hub - Becky Hilsabeck (paper made \$144.00)

Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Superior Express - Bill & Rita Blauvelt (paper made \$112.50)

June NPA/NPAS board meeting minutes now available

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.



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 12/1/14 - DL Tues., 11/25/14 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/1/14 - DL Mon., 11/24/14 at 4:00 p.m.

**Please pass this information along to all employees.
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service

800-369-2850 Fax: 402-476-2942

www.nebpress.com

Late fees to increase for statewide and regional network ads

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 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.

Saturday, November 29, 2014 is Small Business Saturday®

– a day to celebrate and support small businesses and all they do for their communities. Founded by American Express in 2010, this day is celebrated every year on the Saturday after Thanksgiving.



For information, resources and free graphics for Small Business Saturday, go to:

- www.americanexpress.com/us/small-business/Shop-Small/
- <http://www.sba.gov/smallbusinesssaturday>



“Shop Local” is more than a good idea - it’s good business

Metro Creative Graphics

The “shop local” movement isn’t new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.

Here are just a few of the long-known benefits of what shopping local can mean to a community:

• **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.

• **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community.

• **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.

• **Community uniqueness is enhanced.** Shopping locally can display what is special about a community.

• **Shopping locally generally provides a more personalized shopping experience.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.

• **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the holiday season.

To help in your promotions, here are some “shop local” websites that offer ideas and resources:

- www.independentwestand.org
- <http://thinkshopbuylocal.com>
- www.the350project.net
- www.AMIBA.net (American Independent Business Alliance)

Upcoming Webinars

**User-Generated Content:
More Readers, More Revenue**
Thursday, December 4
*Presenter Allan Barmak,
The Barmak Group*

**Pay Day:
Top 5 Sales Strategies to
Create More Revenue**
Thursday, December 11
*Presenter Steve Kloyda,
The Prospecting Expert*

Register at
onlinemediacampus.com

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

Things designers don't want to hear

By Ed Henninger, Henninger Consulting

It happens all the time at newspapers: Things we don't want to hear:

"We just lost the Hamilton account."

"Now Adobe wants us to pay a monthly subscription price for the software."

"Bob just fell off a step on the press and broke his ankle. We're gonna hafta report it."

"Geez...another computer meltdown?"



It's just what happens.

Another thing that happens—in newsrooms large and small and all across the globe—is poor design thinking on the part of those who don't understand design.

File the following under TDDWH: Things Designers Don't Want to Hear. And...if you've said some of these things yourself, maybe you should wash your mouth out with soap. OK...virtual soap.

Here are Things Designers Don't Want to Hear:

"What can we do to jazz it up?"

"What do you mean we need a photo? Why would we need a photo?"

"What do you mean we need a chart? Who's got the time to create a chart? It's just a budget story."

"What do you mean we need a map? It's just a detour."

"Of course we've been working on this story for three months! But why would you need to know that? You've got all night to get some art together."

"I am so tired of hearing that you need a faster computer. None of the writers needs a faster computer...why should you?"

"How about using magenta on the headline on that breast cancer story?"

"We're in the business of writing."

"Of course, you can design it however you want...but just remember you can't trim the story."

"What do you mean we need a visual to go with the jump? The jump is only 20 inches."

"Do you really mean you would cut that story to get in a pull quote?"

"I know readers don't like long stories, but this one is only 32 inches and it's a great read."

"We've never done long-term planning before. Why do we need to do that now? I thought it was your job to come up with the visual ideas."

"Why would we need mapping software?"

"Look...I'm just giving the advertiser what he wants."

"Why do you want our reporters to think about photos? They're not photographers. They're writers."

"It's Christmas. What's wrong with running a red border and green background on that story?"

"Wait. You'd really hold the story just to get mug shots of the candidates?"

"We have color on that page...can we run the headline in color?"

"It's a story about the environment. Can we run a green color block behind it?"

Had enough? There are more...lots more. But you get the idea. If you've ever said anything like this—or even thought it—perhaps you should search for that virtual bar of soap.

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

*IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about Henninger on Design and 101 Henninger Helpful Hints by visiting Ed's web site: www.henningerconsulting.com.*



A classic example of what designers don't want to hear.

Classified Advertising Exchange

Nov. 17, 2014

ADVERTISING SALES REPRESENTATIVE: Immediate opening at the York News-Times. Qualified candidates will possess a can-do attitude, be success-driven and customer service oriented. Must be organized with computer experience. Previous sales experience a plus, but will train the right candidate. Great earning potential. This is a full-time position with full benefits package, health, life, disability, dental and 401k. Must love sales! Send resume and references and salary history to: Kathy Larson, Sales Manager, kathy.larson@yorknewstimes.com.

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, NPA/NPAS Directory Bid Request Flyer, 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 22,

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.
Minnesota**

Sponsored by: Black Hills Energy

Go Big Red!

Would you like to print the 2015 NPA/NPAS Newspaper Directory and Rate Book??

*Submit your detailed bid by
Monday, November 24, 2014*

Here's what is involved:

- 1,000 copies
- Covers, 4-color/black, bleed (#80 gloss stock)
- 52 b/w inside pages (#70 gloss stock)
- The book is sent to you ready to print as a camera-ready PDF, created in InDesign CS5
- 8 1/2" x 11" finished - staple binding
- Please include shipping fees & sales tax with your bid*

Please submit your bid to
NPA
845 "S" Street,
Lincoln, NE 68508
or by email to
nebpress@nebpress.com.

If you have any questions, please contact Susan at
402-476-2851/800-369-2850
or nebpress@nebpress.com.

