

CONFIDENTIAL

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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

February 6, 2015
NPA/NPAS Board Meeting
(by conference call)

Webinars

December 11, 2014
Pay Day: Top 5 sales strategies
to create more revenue

January 9, 2015
What's Next for Classifieds?
Making 2015 a growth year

CONTACT INFO:
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Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.

lynda.com



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

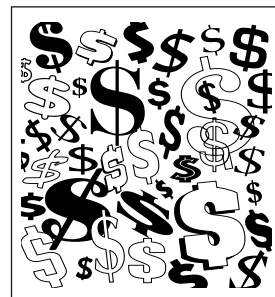
Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

NPA has created recommended playlists including tutorials and courses on commonly-used newspaper software such as InDesign, Photoshop and Illustrator.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. **To request a license, email Violet Kirk at sales@nebpress.com or call 1-800-369-2850.**

...and more advertising sales training sessions sponsored by NPAS!

The Nebraska Press Advertising Service, in concert with the Nebraska Outstate Daily Advertising Managers Association, is sponsoring a series of advertising sales training sessions this late summer and fall. The sessions include five videos, which can be viewed from your office computer.



Newspapers that sign up will have access to five videos that can be viewed at your convenience. There will be a live wrap-up webinar on a date to be determined, most likely in December of this year.

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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 12/1:

2x2

Hickman Voice News — Linda Bryant (3 ads) (paper made \$600.00 + \$176.50 out of state)

Hickman Voice News — Austin Roper (paper made \$162.50 + \$112.50 out of state)

NCAN

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

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

Neligh News & Leader — Joan Wright (paper made \$130.00)

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.

2015 Circulation/Audience Mega Summit slated for St. Louis, MO

The Midwest Circulation Management Association (MCMA) has teamed up with the Central States Circulation Managers Association (CSCMA) to offer the 2015 Mega Summit, April 19-20, in St. Louis, MO.

The summit theme is: "Growing Audience & Revenue Utilizing the Tools in Your Toolbox!"

Newspapers must find the optimum balance between the basic subscription/membership models and finding new revenue - no easy feat in today's business climate.



If you haven't given up on your circulation, there has never been a better time than now to re-commit to growing your circulation and audience! There is no conference in the industry that offers this valuable of a program at such an affordable price.

Go to <http://summit.360mediaalliance.com> for a sampling of the content and powerful presenters that are lined up for the 2015 Mega Summit.

Midwest Circulation Management Association is a circulation executive organization that provides networking between circulation professionals in the eight state area of Arkansas, Colorado, Kansas, Missouri, Nebraska, New Mexico, Oklahoma and Wyoming.

Contact your Nebraska State Director for more information: Carole Sprunk, Fairbury Journal News; 402-300-0399 or Carole@fairburyjournalnews.com

Deadline Driven

You're in the business. You know the drill.

Wow! Today has been one of those days. You're in the business. You know what I'm talking about.

I planned to start on this column four hours ago, but the phone started ringing. Karen, who emailed late last night, needed my help to get an ad to print correctly in her paper. How could I not take care of that first thing? Jim called from another state to get my advice about a publisher's job he's been offered. Ed Henninger, who never refuses to help when I call, called to get some technical advice.

Add to that staying up late last night to help a group of newspapers in another area get the remote access to their server working and, well, you get the idea.



Kevin Slimp
The News Guru

kevin@kevinslimp.com

United States and Canada.

I'm also reading over the comments from a few folks who have been helping me assess the results. Tim Bingaman, CEO at Circulation Verification Council, wrote that he found the results "fascinating."

Bingaman wrote, "From the comments I read, I am encouraged that so many are focusing on content, customer service and connecting with their communities and advertisers. I certainly agree that there should be a ban on 'print is dying' stories from all sides. Baffling why they would write those things about themselves. My first boss once told me that 'The appearance of momentum is often better than momentum itself.' In the early days I certainly think that message helped CVC survive. I also believe it's what the print industry needs today."

Dick Colvin, Executive Director of Midwest Free Community Papers, seems to agree with Tim when he made a created a list of "Overall best strategies," after looking over the results of the survey. Number one on his list: "Continue to fight the 'Print is dead' mantra. It is not even sick!"

Dr. Walter Fain, psychologist, is used to studying statistics in his work. He wrote a detailed synopsis of his thoughts concerning the survey. Dr. Fain wrote, "Newspapers bread and butter used to be to put out a paper of interest to people for a subscription fee and by selling advertising. The printed paper is still their bread a butter."

David Bordewyk, executive director of South Dakota Newspaper Association, mentioned that he found several findings quite interesting. "If there is one key take-away for me," wrote Bordewyk, "it is that local, community-minded and based newspaper publishers realize that it's not about the delivery technology or platform, it's about the content and news. The content is most important and community newspaper publishers understand that as well as anyone in the industry."

Dr. Fain sounded like a newspaper pro when he wrote, "I agree with some of the

feedback on the survey that newspapers are most effective when they are locally owned and have active involvement with the community. National news can be found online through Google, Bing, MSNBC, *The Washington Post* and 1,000 other online sources. Local ownership/management, involvement and reporting is something the national sources can't provide."

Colvin ended by writing, "Hyperlocal, hyperlocal, hyperlocal. Print the stuff mommies and daddies will cut out and hang on the fridge. Write stories about folks' neighbors and friends. That is what they want."

Bingaman, who spends a good deal of time studying newspaper revenue added, "I am floored by the similarity of response from free & paid papers on total digital revenue. This certainly lends a lot of weight to the message that publications must embrace digital, but print is where the money is and is here to stay."

Dr. Fain noted that newspapers might not be alone in some of their challenges: "Some newspaper folks are weary of having to continually improve the product with fewer people. They are tired of advertisers wanting more and better ads for less and less money. This is a challenge for newspapers, but today I find those same issues in many industries and services, including schools, hospitals, government, manufacturing, retail, service and others."

Everyone involved in this study notes the optimism prevalent among newspaper publishers. Even so, there are marked differences between papers that are primarily run locally and those who receive more direction from their corporate leadership. We'll look at this and other issues in future columns.

Now, back to setting up that remote access system.

"This certainly lends a lot of weight to the message that publications must embrace digital, but print is where the money is. //



Publishers were quick to share their thoughts in the survey of North American publishers.

You know the drill. We work in a deadline-driven business. We get it done. No matter how busy we are or what is already on our plates, we get it done.

I heard from a university professor yesterday who had promised to help with a project I was working on. He was several weeks late, so I wrote to ask him how his part was going. He apologized and explained that he hadn't had time to keep his promise because he had to prepare for a talk next week. Next week. Geesh.

I've thought about that as I've looked over the results of my recent survey of North American publishers. These publishers are people who get things done. It's no wonder that most of the newspapers in North America plan to have a bright future. We're used to making the impossible happen every day.

Today, I'm looking more closely at the survey results. In all, 615 publishers responded to the survey, covering every area of the

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



Former Nebraska publisher/owner, Bill Welsh, dies at 68

Former publisher and owner of the *Nebraska City News-Press* and the *Syracuse Journal Democrat*, Bill Welsh, died November 2, 2014, in Mesa, Arizona, at the age of 68.

Prior to moving to Nebraska City in 1990, Welsh had lived in Iowa, Minnesota, Wisconsin and Illinois. In recent years, Bill and his wife, Ruby, wintered in Arizona.

Welsh was past president of the Association of Free Community Papers (AFCP) and was AFCP Publisher of the Year in 1998.

He is survived by his wife Ruby, of Nebraska City; son Skip and family, of Nebraska City; and daughter, Stephanie and family, of Mundelein, IL.

Funeral services were held November 8 in Nebraska City, with inurnment to be held at Wyuka Cemetery in Nebraska City at a later date. Memorials are suggested to the family's choice. Online condolences may be expressed at www.marshallfuneral.com. Marshall Funeral Chapel in Nebraska City was in charge of arrangements.

Demerath rejoins Omaha World-Herald as local retail sales manager

Jennifer Demerath has rejoined the Omaha World-Herald as local retail sales manager.

Her 14 years of newspaper experience include various roles at the Lincoln Journal Star, Omaha World-Herald, Kansas City Star and most recently as the Advertising Director for Walter Magazine at the Raleigh (NC) News & Observer.

Demerath is a native of Sidney, NE, and a graduate of the University of Nebraska-Kearney.

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 extended to December 15, 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. **Details and application form are attached to this Bulletin.**

NPAS training - cont. from pg. 1

If you have new staff members to train, or want to motivate your current sales staff, these videos provide excellent tips and resources. **Participating newspapers will have access to the videos until December 2015.**

“Lots of great information - I’m invigorated and inspired! I look forward to watching, hearing and learning more in the five modules. Thank you all for the opportunity to participate.”

*Judy Murphy, Advertising Consultant
Falls City Journal*

We’re really excited about this advertising training series. You will find the sessions to be fast-paced and applicable to newspapers of all sizes. Contact Rob James, rj@nebpress.com, or Violet Kirk, sales@nebpress.com, in the NPA office with your questions.

Athlon offer special 2014 annuals to NPA members

Athlon Media, publishers of Parade, American Profile and Relish magazines, is introducing The American Annual, a 160-page, high-quality, hardcover book that looks back at 2014 with a unique perspective on the year’s major events.

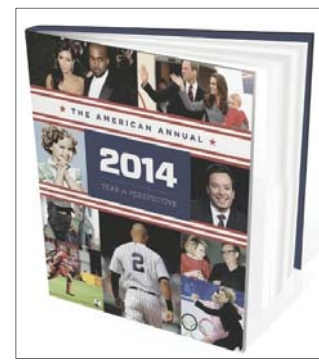
Athlon is offering the books to Nebraska Press Association member newspapers for only \$9.00 each. Additionally, \$2.00 from each book sale will be donated to the NPA Foundation by Athlon. The retail price of the book is \$29.95.

The books make good gifts for key advertisers, effective subscription incentives, and can be sold as single copies to the public.

Orders are due by December 20, and the books will be delivered directly to newspapers by the end of January.

To download a brochure: [http://www.scpres.org/13eBulletin/2014 Review Brochure.pdf](http://www.scpres.org/13eBulletin/2014%20Review%20Brochure.pdf).

To download more details about The American Annual: <http://www.scpres.org/13eBulletin/TheAmericanAnnual.pdf>, or contact Charlie Miller at Athlon: cmiller@athlonmediagroup.com, or 615-440-5623.



Classified Advertising Exchange

Dec. 1, 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.

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus Webinar Flyers, UNO Andy Awards Application 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.

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.





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

Pay Day

Top 5 Sales Strategies to Create More Revenue

Thursday, December 11

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

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

Registration fee: \$35

Registration Deadline:

December 8



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...

In today's "information age," salespeople need an updated way to generate more revenue. Does the thought of creating more revenue leave you tired or frustrated? That will change in minutes when you apply these top five strategies:

- **Stop** wasting time with people who can't say YES!
- **Multiply** the number of sales by asking the right questions.
- **Maximize** the "Formula for Success" for every objection.
- **Avoid** the single biggest mistake that 90% of salespeople fall into.
- **Expand** every sales opportunity with the best closing techniques that drive more sales.
- Plus so much more!

Steve Kloyda will share his top sales tactics that he has developed, implemented, refined and personally tested with more than 1,000,000 (yes, that's one MILLION!) sales and prospecting calls plus 30 years of experience.

The presenter...

Steve Kloyda



For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers. As founder of The Prospecting Expert, Kloyda helps his clients attract more prospects, retain more customers and drive more sales.

With the Internet now a driving force, Kloyda has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message to target audiences. Kloyda's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business. His mission is to lead, teach and inspire salespeople to apply timeless principles that produce life-changing results.

Presented in partnership with:

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



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

What's Next for Classifieds?

Making 2015 a growth year

Friday, January 9

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

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

Registration fee: \$35

Registration Deadline:

Tuesday, January 6



*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...

Classifieds in 2015 can be a huge challenge or an easy way to hit budget. Learn what it will take to grow auto, employment and real estate in 2015. In this webinar you will learn:

- What is the ONE reason your advertisers will stick with you in 2015?
- What big changes are coming in automotive and how should your newspaper react?
- What is the new trend in recruitment and are you ready to capture that revenue?
- Why will your local realtors come back to your newspaper and spend more money?
- What online partnerships do you need to create the best online/print synergy?

Presented in partnership with:

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

The presenter...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She spent 13 years at the Mercury News, much of it as a manager in the paper's state-of-the-art classified advertising department.

She then relocated to southern California as recruitment advertising manager before moving to Arizona where she was the classified advertising director of the Scottsdale and Mesa Tribune for seven years.

DeGeorge has been the president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.



Online Media
Campus



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