

Bulletin

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Calendar of Events

Events

March 16-17, 2016

NNA (National Newspaper Assn)
Leadership Summit, Washington DC

April 1, 2016

Omaha Press Club Dinner &
Show, Holland Center, Omaha

April 9, 2016

Associated Press Media Editors
(APME) NewsTrain Workshop
UNL Campus, Lincoln, NE

April 22-23, 2016

NPA Annual Convention
Holiday Inn Convention Center,
Kearney, NE

Webinars

March 10, 2016

Using Excel As a Reporting Tool

March 24, 2016

Building Your Graduation Pages

March 25, 2016

Growing Your Digital Audience

Deadlines

March 31, 2016

NPA Convention hotel room
reservations, Kearney

April 1, 2016

OWH Community Service &
Service to Ag Awards entry
deadline

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Great line up planned for NPA Convention, April 22-23!

Here's your chance to learn from the best, with sessions on newspaper design, advertising sales, Adobe products and more:

Newspaper Design - Ed Henninger, Henninger Consulting



Ed has been an independent newspaper consultant since 1989 and a leading design consultant for community newspapers.

Ed will lead three FRIDAY sessions:

- "25 Design Things They Say You Can't Do...But You Can"
- "License to Print Money" (design ideas to generate revenue)
- "You Call the Shots (Q&A - bring your design questions!)"

Sales Training - Mike Centorani, Sales Transformation Now



A sales training and sales management consultant, Mike has over 25 years of print media and digital/search engine marketing expertise. Mike is known for his "real world" approach to the sales call process.

Mike will lead three SATURDAY sessions:

- "Getting Properly Trained for Your Sales Call"
- "Making the Sale During the Needs Analysis"
- "Developing Effective Solutions & Proposals"

Adobe InDesign, Photoshop - Russell Viers



Russell is an Adobe Certified Instructor who specializes in print production. A professional trainer since 1997, he shares his expertise to help newspapers work faster and create better files.

Russell will lead three SATURDAY sessions:

- "InDesign Techniques to Get Your Paper Out Faster"
- "Quality Photos From Any Camera"
- "Photoshop"

Social Media - Chris Rhoades, Enterprise Publishing Co.



Chris is associate publisher of Enterprise Publishing Company in Blair. When he started at Enterprise ten years ago, he launched a Specialized Marketing Division which focuses on digital marketing, speciality printing and niche publications.

Chris will lead a FRIDAY & SATURDAY session:

- "Selling Against Social" (sales strategies to show the power of print vs. social)
- "Social Media Strategy Session" (what's new in social media & digital marketing, plus a quick analysis of your Facebook page or website).

Plus: Sessions on news writing & headline writing, NPA Legal Hotline Q&A, Great Idea Exchange, UNL's Nebraska News Service, Networking Roundtables and more!

Plan to attend both days: Network and catch up with colleagues, learn about industry trends and take away new ideas and solutions on a number of topics that you can implement at your newspaper.

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Make your convention hotel reservations:

- **NPA Convention standard (group) room rate: \$92.95 p/night + tax** (standard room is 1 King or 2 Queen; room can accommodate 1-4 people; no additional fee p/person)
- Free hotel parking
- Be sure to mention NPA Convention when you register to ensure group rate
- **RESERVATIONS:** CALL: 308-237-5971 OR 855-444-5769, option "0" (no online reservations)
- **Block room reservations close March 31**



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.

Sales – Week of 2/22:

2x2

Grand Island Independent - Cheri Scow (paper made \$162.50)

Hickman Voice News - Linda Bryant (5 ads) (paper made \$1,212.50)

Hickman Voice News - Austin Roper (2 ads) (paper made \$650.00)

Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)

Hickman Voice News - Linda Bryant (paper made \$112.50)

Kearney Hub - Becky Hilsabeck (paper made \$112.50)

“ Great minds discuss ideas; average minds discuss events; small minds discuss people. ”

- Eleanor Roosevelt

Thank You!

The Nebraska Press Association
joins NSAA
(Nebraska School Activities Association)
in thanking

Butch Furse
and
Sondra Steele
(Ravenna News)

for their help serving as “den mothers”
and press check-in facilitators
last week at the
State High School Wrestling Tournaments
at CenturyLink in Omaha.

We appreciate your help and hard work!

Orchard News has new owners

Orchard News, February 17, 2016

An Orchard, NE, native is the new owner of the *Orchard News*. After nearly 18 years of ownership, John and Lucy Ferguson sold the *Orchard News* to Pitzer Digital, LLC, of Neligh, which is owned by Wade and Carrie Pitzer. Pitzer Digital has two divisions - marketing and website development and a news division.

Carrie is a graduate of Orchard and earned her bachelor's degree in journalism from Midland Lutheran College. She will oversee the marketing division, along with content and staffing of the news division. Wade, a graduate of Neligh-Oakdale and Northeast Community College will be the advertising director of the news division of the company.

"We're excited to be carrying on the tradition of having a newspaper in Orchard," Carrie Pitzer said in an announcement in last weeks' paper. "I grew up reading The Orchard News, and the previous owner, Janice Mosel, was very instrumental in my becoming a journalist. Lucy Ferguson has done a tremendous job with the publication, and both she and John have been wonderful with helping to make this transition as smooth as possible. They are great assets to the community and to us as the new owners." The *Orchard News* will continue to have an office at its current location, and while Carrie will serve as publisher, they have yet to name an editor, but are accepting applications for the full-time position.

Carrie has nearly 20 years of experience in media, including 18 years in print and 11 in digital. She launched Pitzer Digital in 2013.

The Fergusons purchased the News in 1998 from Val and Janice Mosel. The newspaper has been in publication since 1902.

Kid Scoop offers Leap Day content

Why do we add an extra day to the calendar every four years? Kid Scoop provides an explanation with both text and entertaining graphics. A great NIE extra for your teachers and families!

Kid Scoop uses Leap Day as a starting point for more entertaining and educational activities such as graphing, math and reading.

To purchase the page for your newspaper go to: <http://store.contentthatworks.com/products/kid-scoop-leap-year-2016>.

For more information contact: Vicki Whiting, publisher & editor, Kid Scoop; vicki@kidscoop.com; (707) 996-6077.



Celebrate open government March 13-19 with Sunshine Week 2016

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 11th annual Sunshine Week initiative, March 13-19. Special projects and events are already planned around the nation to mark this year's open-government awareness, which will be even more meaningful as the federal Freedom of Information Act approaches its 50th year in July.



Hosted by ASNE and the Reporters Committee, sunshineweek.org provides participants with myriad resources in the Toolkit section, including the newly created list of open-government questions that journalists can ask federal candidates. Op-eds, editorial cartoons and Sunshine Week logos are also part of the toolkit.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included print, broadcast and digital media outlets; government officials at all levels; schools and universities; nonprofit and civic organizations; libraries and archivists; and individuals interested in the public's right to know. Since 2012, ASNE has partnered with the Reporters Committee to oversee the national coordination of resources and provide support for participants.

For more information about Sunshine Week, visit www.sunshineweek.org.

Overtime pay, ad taxes and postal reform topics at NNA Newspaper Leadership Summit, March 16-18

Members of the National Newspaper Association will travel to Capitol Hill to present issues important to community newspapers to congressional leaders. The Summit is March 16-18 at the Crystal City Marriott in Arlington, VA.



We encourage our members to attend this event. It's important that NPA has a strong delegation attend the Summit as we meet with our congressional leaders to discuss issues important to our newspapers and our state. **To register for the Summit, make hotel reservations or view the agenda, go to: <http://www.nnaweb.org/events?eventTitle=nna-s-leadership-summit--1436909099--220>.**

Classified Advertising Exchange

Feb. 22, 2016

REPORTER WANTED: The Northeast Nebraska News Company is looking for a reporter for our print, web and video products. The successful candidate must have a good nose for news, and be able to dig out stories where ever they happen. We are looking for a versatile person with the ability to cover everything from city government to church fund raisers. This position also offers a great opportunity for advancement in our company. Send resume and cover letter to: Rob Dump, Cedar County News/Northeast Neb. News Co., ccnews@hartel.net.

PRINTING EQUIPMENT FOR SALE: Rosbach 6-station collator, stapler, 3-knife trimmer; Consolidated 18 1/2 by 24 1/2 Pearl offset press; 10 x 15 Heidelberg letterpress; Rosbach perforator, model 220A; Morrison wire stitcher; Challenge 1-hole paper drill; Wing mailer and other antiques from hot-type days. Lee Ostdiek, Ostdiek Printing, Blue Hill, NE. Phone 402-756-2097.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

2016 NNA calendar strips available

If you'd like additional strips contact the NPA office.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.