

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



University of Nebraska-Kearney adds new sports communication major to curriculum

Austin Koeller, Alma Harlan Co. Journal, March 24, 2016

The Department of Communication began offering a sports communication major at UNK this academic year, which focuses on preparing students for various careers in the sports industry.

The department had previously offered a major in sports communications, but faculty felt it was not a specialized sports major. After hearing from students who wished to pursue a career in sports, the department revised its curriculum and revived the sports communication major to meet student needs.

“They move from working in broadcasting, to working in print and online, to working for the industry,” said Ralph Hanson, professor and chair of communication at UNK. “They’re going from being reporters, to broadcasters, to marketing communications,” Hanson said.

The department also created three new courses that cover sports writing for the media; sports radio - focused on sports talk radio and play-by-play announcing; and a sports section of UNK’s The Antelope newspaper staff. “Instead of saying, “We’re preparing you for this specific career, we’re preparing them for things that may or may not even exist right now,” Hanson said.

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 4/4:

2x2

Beatrice Daily Sun — Janet Harms (paper made \$300.00)
Crete News — Pat Hier (2 ads)(paper made \$300.00)
Hickman Voice News – Linda Bryant (6 ads) (paper made \$2,100.00)
North Platte Bulletin — Floydene Brown (paper made \$312.50)
North Platte Telegraph — Mahaila Botts (paper made \$487.50)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)
Hickman Voice News — Linda Bryant (paper made \$112.50)
Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$228.50)
Valentine Midland News — Dana Anderson (NCAN Special Free Ad)

Week of 4/11:

2x2

Cambridge Clarion — Cody Gerlach (paper made \$487.50)
Chadron Record -- (paper made \$162.50)
North Platte Telegraph — Mahaila Botts (paper made \$487.50)
Sutton Clay Co. News — Tory Duncan (paper made \$150.00)
Wayne Herald — Jan Stark (paper made \$162.50)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$225.00)
Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$225.00)
Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Ogallala Keith Co. News — Brian McElvain (2 ads) (paper made \$225.00)

Week of 4/18:

2x2

Fairbury Journal News — Jennifer Lewis (paper made \$150.00)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$300.00)
Hickman Voice News — Austin Roper (2 ads) (paper made \$462.50)
North Platte Telegraph — Mahaila Botts (paper made \$487.50)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)
Hickman Voice News — Linda Bryant (2 ads) (paper made \$112.50 + NCAN Special Free Ad)
Nebraska City News-Press — Erin Johnson (NCAN Special Free Ad)
Ogallala Keith Co. News — Brian McElvain (2 ads) (paper made \$225.00)

Week of 4/25:

2x2

Hickman Voice News — Linda Bryant (3 ads) (paper made \$937.50)
Hickman Voice News — Austin Roper (paper made \$150.00)
Norfolk Daily News — Denise Webbert (paper made \$325.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)
Hickman Voice News — Linda Bryant (NCAN Special Free Ad)
Ogallala Keith Co. News — Brian McElvain (2 ads) (Both NCAN Special Free Ads)

Competing for customers

By John Foust, Raleigh, NC

Years ago, I helped judge an advertising competition for a large agricultural association. By design, all of the judges were outsiders. We evaluated each ad on its merits, without being influenced by inside knowledge of individual advertisers or personalities.

I recently ran across a leftover scoring sheet in my files. There were five scoring areas, with points awarded in each one. Although it was an industry-specific competition, these areas easily apply to all advertising:

1. Stopping power (described on the scoresheet as “attention getting ability”): This concept of stopping power is more important than ever. In the old days, we were exposed to about 500 ads per day. But today’s number is 5,000 or higher.

It takes a lot to break through that kind of clutter.

2. Clarity of message (“is message understandable?”): I once heard a speech by John O’Toole, president of the famous Foote, Cone & Belding advertising agency. After his talk, I chatted with him for a minute or two and asked what he thought was the most important principle of advertising. Without hesitation, he said, “Clarity.”

3. Interest of message (“does message hold attention of audience?”): Once an ad gets attention, the task is to maintain that attention. The surest way to do that is to appeal to the target audience’s interests.

And what are we human beings interested in? Ourselves. There’s real truth in the old cliché that we all listen to radio station WII-FM – “What’s In It For Me?” Every time we encounter an advertiser’s product or service – even for a split second – we automatically run it through the self-interest filter. If it holds some appeal, we’ll give it a few more moments of our time. If not, we’ll click, tap or turn to something else.

The key is to know the audience. Marketing textbooks emphasize the value of features and benefits. Along the way, it’s smart to narrow the list to those which are most relevant. Features A,B and C may not mean anything to potential buyers, but Feature D might hit the mark.

4. Believable (“will audience believe message?”): Although advertisers realize that there is no sale without trust, some of them hurt their chances by resorting to exaggerations and unsubstantiated claims. They lose credibility when they use shallow terms like “unbelievable,” “one of a kind” and “best deals in town.”

I believe that people often exaggerate when they lack confidence in the truth. Sometimes this means the copywriter has not learned enough about the product and the audience to create a believable campaign. The remedy is to get the right information – and simply put that information into words and pictures.

5. Tone (“good taste in keeping with audience”): This is a matter of likability. People would rather hear, “We

understand you, and here’s something you’ll like” than to hear, “You’re making a big mistake if you don’t buy from us.”

At the end of the day, there’s something which can mean more to your advertisers than winning ad contests. And that’s winning customers.

(c) Copyright 2016 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.



Joan von Kampen returns to North Platte Telegraph newsroom

North Platte Telegraph, April 10, 2016

Joan von Kampen left the *North Platte Telegraph* in 1997, after working there for two years as a copy editor, wire editor, news editor and interim editor. Wanting to work at a larger newspaper, she took a position as a copy editor at *The Omaha World-Herald*, and after working there for 19 years, most recently as manager of *The World-Herald* News Service for the last three years, she returned to the *Telegraph* in April to head their newsroom.

“While I was at *The World-Herald*, I was also selecting stories to run from North Platte. I edited those stories, calling reporters and editors - and editors called me for advice. Dealing with the people on the *Telegraph* staff is what made me want to work here again,” Joan said.

Joan has great expectations for the newsroom staff and the *Telegraph*’s role as a connecting point for the community. “North Platte is a good town and deserves good journalism. There are so many stories to be told out there.”

Classified Advertising Exchange

May 2, 2016

REPORTER WANTED: If you like talking to people, possess excellent written and verbal communication skills, are organized, have reliable transportation, and want to be part of a creative team, you are the person we're looking for. Send your cover letter, resume and writing samples to: The Custer County Chief, Attn: Mona Weatherly, Editor, P.O. Box 190, Broken Bow, NE 68822, or email to: chiefnews@custercountychief.com, Attn: Mona Weatherly, Editor.

SPORTS/NEWS WRITER WANTED: The Custer County Chief is searching for a full time sports/news writer. If you love all sports, are detail orientated and organized this may be the job for you. We will train the right team player. Must have a current drivers license, high school diploma and continuing education. We offer competitive wages and benefits. For more information contact Mona Weatherly, chiefnews@custercountychief.com, call 308-872-2471 or stop by the Custer County Chief office to pick up an application at 305 South 10, Broken Bow, NE 68822.

ADVERTISING SALES PEOPLE WANTED: The Custer County Chief in Broken Bow, NE has openings for full-time sales people to join our team. We need outgoing, self motivated, organized, team players. People who enjoy the challenge of setting and making goals. Good people skills are a must. Sales experience is preferred, but we will train the right people. We offer salary, commissions and company benefits. We are the Hometown Newspaper of Broken Bow, Custer County and Central Nebraska and We Need You! Let's Grow Together! The Chief is an award-winning, weekly newspaper that offers the sort of coverage typically found at much larger daily papers. The population of Broken Bow is 3,500, with nearby towns (covered by the paper) totaling nearly 21,000. Broken Bow is a lively community located in the center of the state and sits on the "Sandhills Journey Scenic Byway." The Custer County Chief is owned by Horizon Media, with daily newspapers throughout the U.S. There is potential for future advancement to one of our daily papers. Send resume and references to: Bill Parsons, Publisher, publisher@custercountychief.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Online Media Campus flyers.

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.



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



Three-Call Sales System

Proven process for closing sales quickly

Thursday, May 12

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

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

Registration fee: \$35
Registration Deadline:
May 9

*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...

You may have heard the statistic that 80 percent of sales are made after the fifth call — and in some cases well beyond the fifth call. In a day and age where time is money, we want to help you save time and increase revenue by fine-tuning your sales approach. This webinar will walk through the how and why of a three-step sales process to close more sales in less time.

- First call — Establishing credibility.
- Second call — Building trust.
- Third call — Solidifying belief.

Presenter Bob Berting tried and tested this system over 15 years with a leading suburban newspaper chain where he averaged two cold contracts a week. This session will benefit new sales professionals as well as industry veterans.

The presenter...

Bob Berting



Bob Berting is a professional speaker, newspaper industry sales trainer and marketing expert who has conducted more than 1,500 seminars for newspaper sales staffs, their customers and print media associations in the U.S. and Canada. He is a columnist in many national and regional newspaper trade association publications and is the author of two best-selling e-books for the newspaper industry: “Dynamic Advertising Sales and Image Power” and “Advanced Selling Skills for the Advertising Sales Pro.”

Presented in partnership with:



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

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



ONLINEMEDIACAMPUS

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



Creating Focus on Enterprise News

Best practices for digging deeper

Thursday, May 19

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

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

Registration fee: \$35
Registration Deadline:
May 16

**Presented
by:**



In this webinar...

The Medford Mail Tribune's recent participation in GateHouse's Better Journalism Project revealed several best practices for consistently creating enterprise news, as well as developing a highly visible campaign for readers. In this session, learn how to plan for, execute and promote enterprise journalism on a weekly basis.

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.

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...

Carlene Cox



Carlene Cox is the director of newsroom development for GateHouse Media.

Cox is a member of GateHouse Media's News & Interactive division, which provides training and support to newsrooms throughout the country.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation