

## **Calendar of Events**

**Events** June 16, 2016 NPA/NPAS Summer Board Meetings (Conference Call)

**September 22-24, 2016** NNA Annual Convention Franklin, TN

**October 21, 2016** NPA/NPAS Fall Board Meetings, Lincoln, NE

**October 21, 2016** Journalism Hall of Fame Banquet, NE Club, Lincoln, NE

#### <u>Webinars</u>

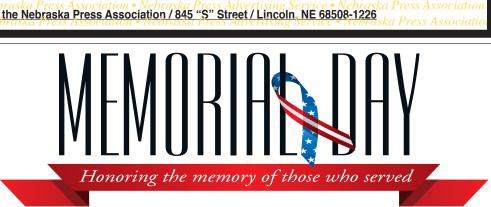
June 2, 2016 Social Media & Your Newspaper (PubAux/Online Media Campus)

*June 3, 2016* How to Market & Sell in Brutally Competitive Environments (Online Media Campus)

June 9, 2016 Interactive Storytelling Tools: Enhance Your Readers' Experience (Online Media Campus)

The NPA/NPAS office will be CLOSED Monday, May 30, for Memorial Day.

CONTACT INFO: Telephone: 800-369-2850 or 402-476-2851 FAX: 402-476-2942 Legal Hotline: 402-474-6900 E-mail: nebpress@nebpress.com Web Site: http://www.nebpress.com



"Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices."

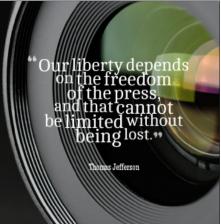
- President Harry S. Truman

## New digital-era First Amendment center to be launched

By Jonathan Peters, Columbia Journalism Review, May 17, 2016 The creation of a new center, the Knight First Amendment Institute, at Columbia University will use research, education and litigation to advance First

Amendment rights in the digital age and help journalists handle internet-era legal issues. There is no hard timeline for the institute's opening, but it is expected to take shape in the coming year.

Backed by \$60 million in funding, the institute launches at a time of growing concern over the use of digital technology in courtrooms, free speech on college campuses, shield laws, crackdowns on whistleblowers, and FOIA delays. "This is a precarious moment for the First Amendment, and with this institute we hope to establish a primary, permanent, influential advocate of free expression," Jennifer



Preston, Knight's vice president for journalism, said in the announcement.

The announcement follows a Knight survey last month finding that editors nationwide are losing confidence in the press's ability to fulfill its role as a First Amendment defender. The survey found that 53 percent of editors agreed that "news organizations are no longer prepared to go to court to preserve First Amendment freedoms," and 65 percent said the media industry is weaker than it was 10 years ago in terms of its capacity to litigate to defend those freedoms.

To read the entire article, go to <u>http://www.cjr.org/united\_states\_project/</u> knight columbia first amendment institute.php

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## 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



# Former Falls City Journal sports and city editor, "Del" Sutherland, dies

Falls City Journal, May 3, 2016

Longtime *Falls City Journal* sports and city editor, Delmar "Del" Sutherland, 86, of St. Joseph, MO, formerly of Falls City, died April 30, 2016, at Mosaic Life Care in St. Joseph.

Del worked at The Journal for 31 years, retiring in 1995.The newspaper was published daily, including Saturdays, for most of that time. He succeeded Claire Hurlbert in 1964 and eventually became the unofficial sports historian for the county. He covered nearly 3,000 basketball games alone during his career. Del was a past president of the Nebraska Sportswriters and Sportscasters Association.

Born in Elm Creek, NE, he graduated from Overton (NE) High School and the University of Nebraska-Kearney, and was a veteran of the Korean War.

Del is survived by his wife of 60 years, Joyce, and children Paula, Quinten, Leah and Sherman and their families.

Farewell Services were held May 5, at Francis Street United Methodist Church in St. Joseph, MO. Meierhoffer Funeral Home & Crematory was in charge of arrangements, <u>www.</u> <u>meierhoffer.com</u>.

# DNRs (Did Not Run): January through April, 2016

The Boards of Directors for NPA/NPAS have instructed us to list a monthly total for ads that did not run as scheduled by NPAS in newspapers for each month. In addition to the total being published in the Bulletin, an e-mail is sent to the publisher of each newspaper that has a DNR that month alerting them to the fact.

#### Here are the total costs for DNRs by month so far for 2016:

January - \$1,947.29 February - \$1,572.33 March - \$3,863.24 April - \$1,005.86

There are many reasons for the DNRs (did not runs), but most of them can be attributed to simple mistakes, such as newspapers not logging in ads on run sheets, running incorrect ads, PDF issues, reproduction issues, etc. To help prevent this from happening, NPAS requires that newspapers confirm all orders. If NPAS does not receive confirmation of an order, we contact the newspaper to make sure the order was received by the newspaper.

Most of our advertising customers are very understanding. Often we are able to secure make good ads at full price. Unfortunately, some of our customers have come to expect errors, which is unfortunate. When an ad does not run as ordered, there is a cost to everyone involved including the advertiser, the advertising agency handling the account, the newspaper and NPAS.

Publishers and advertising managers need to stress the importance of getting ads in their newspapers as ordered. If there is ever a question about an order, newspaper representatives should call NPAS. An ad is to run as scheduled unless you receive a cancellation order. If copy is not a repeat and you haven't received ad copy by your deadline, please contact Carolyn Bowman in the NPAS office. Don't assume that if you haven't received copy, that the ad shouldn't run. Thanks!

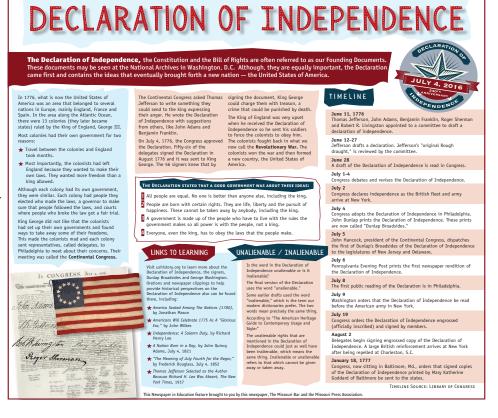
# Feature commemorates Declaration of Independence

Celebrate the 240th anniversary of the Declaration of Independence with a new feature from Missouri Press and The Missouri Bar.

On June 11, 1776, Thomas Jefferson, John Adams, Benjamin Franklin and a few others were appointed to a committee to draft a declaration of independence from England. The Continental Congress officially adopted their Declaration of Independence in Philadelphia on July 4.

Take advantage of this civics education feature by publishing it any time leading up to Independence Day in July.

A PDF of this feature will accompany this weeks' Bulletin.



## Kramer new Battle Creek Enterprise editor

It has been 43 years since the last announcement of a new editor at the *Battle Creek Enterprise*, but effective May 2, Lisa Kramer took over as the new editor. She replaces Donna Smith, who has retired after working at the Enterprise since 1973. Kramer and her family have been a part of the Battle Creek community for 20 years.

## Argus Newspaper Museum grand reopening May 28

The Argus Newspaper Museum in Table Rock, NE, will have its grand reopening Saturday, May 28, at 2:00 p.m. After 40 years as a museum in the small Pawnee County town of about 260, the building (built in 1894) has undergone renovation and remodeling from years of water damage and neglect. Work on the building began in 2015, led by the Table Rock Historical Society and volunteers, and funding from the Herman Bachenberg Trust.

The museum houses old newspaper presses, heavy composing tables, old issues of the *Table Rock Argus* newspaper, photographs and other newspaper-related exhibits. The last owner and publisher of the Argus was Rudy Senft, who purchased the paper in 1948 and ran it until his death in 1974. The issue that Senft was working on when he died still sits on the press, along with equipment and notes still on his desk.

# May is Beef Month in Nebraska!

The Nebraska Beef Council is offering content for area newspapers who wish to highlight the beef in-

dustry in their publications.

To access downloadable articles, images, beef facts and recipes, visit the NBC Beef Month webpage:



http://nebeef.org/mayisbeefmonth.aspx.

Simply click on the content links to be redirected to the online articles or to download files to your computer.

If you would like to source specific information, setup an interview or be connected to a local cattle producer, please contact Adam Wegner, Director of Marketing, Nebraska Beef Council, Kearney. Email Adam at <u>adam@nebeef.org</u>, or call him at 308-236-7551, and he can assist you.

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## The most overused word in advertising

By John Foust, Raleigh, NC



I can imagine this scene playing out hundreds of times every day. A sales person sits in an advertiser's office and says, "Let's talk about your next ad campaign. What are your thoughts?" That's a sensible conversation starter. Ask an open-ended question, hear the other person's ideas and go from there.

Let's say the advertiser answers, "Quality. We've got to let people know we believe in quality." That sounds like a harmless comment, but it's an example of where bad ideas come from. If the sales person does not probe for an explanation, "We believe in quality" will end up as theme of the advertising. And that ad campaign will get lost in a world of other vague advertising claims.

I believe that "quality" is the most overused word in advertising. It's everywhere. Advertisers boast of quality products, quality customer service, quality people, quality selection, quality traditions and quality reputations. They act as though consumers automatically understand what they are talking about. But in reality, the word "quality" is trite and has little meaning in today's marketplace.

"Quality" is not the answer to a question. It's another question. It's your cue to dig for information. Pretend you're a lawyer on a search for evidence to prove your point. Find where your advertiser's unique quality comes from, and let that become the idea.

Generally speaking, there are two types of evidence that can be used in advertising: product proof and human proof. The right choice can define quality and make it come to life in the consumer's mind. Let's take a closer look:

**1. Product proof.** To find this kind of evidence, make a list of features and benefits. Then narrow it to the most relevant information. Are there special ingredients? Is there a unique manufacturing procedure? What about guarantees? Is there a story of a customer who is still using the product after an impressive number of years – or miles – of service?

This approach presents the product as a hero. If you face a specific problem, don't you want the product that will save the day? When you want certain benefits, don't you want the product that is proven to deliver those benefits?

**2. Human proof.** There are two ways to use human proof: (1) a testimonial from a happy customer or (2) a statement from someone who works for the advertiser.

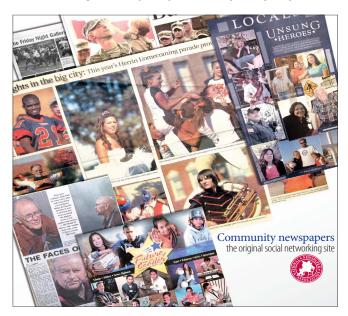
When an advertiser says, "We're really good," that's just another marketer bragging about themselves. But it means something when a real live customer says, "They're really good, and here's why." That's the power of a customer testimonial.

A statement from someone representing the advertiser is what I call an in-house testimonial. For example, the technician who tells you that – when you buy a car from his dealership – you can count on his 24 years of experience to keep your car in tip-top condition. Or the chef who tells you she would be honored to prepare a meal for your special event.

Proof can make "quality" statements come to life.

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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: <u>john@johnfoust.com</u>



## 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.

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. At this time, licenses are available for a two-week period. 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 <u>vk@nebpress.com</u> or call 1-800-369-2850.

# **Classified Advertising Exchange**

May 23, 2016

#### PART-TIME GRAPHIC DESIGNER - Familiar with

**Adobe InDesign, PhotoShop, Illustrator:** We are looking for a creative graphic designer with up-to-date knowledge to interpret our clients needs and to design solutions with high visual impact. You will work on a variety of products, including newspapers, websites, magazines, and you will cooperate with sales and editorial team. Responsibilities:

• Cultivate a solid body of work for the Sun-Telegraph, a five-day-a-week newspaper.

• Work with a wide range of media and use graphic design software, primarily Adobe CS applications.

• Think creatively and develop design concepts, graphics and layouts

• Amend final designs to clients comments and gain full approval.

• Work as part of a team with sales representatives and editorial staff.

Send résumé to: <u>publisher@suntelegraph.com</u>. *No phone calls, please.* 

#### **GENERAL ASSIGNMENT REPORTER/NEWS EDITOR:**

The Fairbury Journal-News, one of the largest weekly papers in Nebraska, is seeking a general assignment reporter/news editor. Writing, photography and computer experience necessary. Competitive wages, flexible schedule. Send resumes and writing samples to: Timothy Linscott, <u>timothylinscott1@gmail.com</u>, or PO Box 415, Fairbury, NE., 68352.

#### PRESS OPERATOR:

- Mechanical ability
- Varied work schedule days, evenings and weekend shifts
- Work independently
- Lift 60 lbs., stand for prolonged periods, climb ladders

Apply online at <u>www.bhmginc.com</u>, or send resume and cover letter to: Rob Hampton, production manager, North Platte Telegraph, PO Box 370, North Platte, NE 69103.

**REPORTER:** A reporter, adept at searching out news that's important and not just the usual claptrap, is needed to beef up our news staff at the Sidney Sun-Telegraph, a five-day-a-week daily in the Nebraska Panhandle. We are looking for a team player with good writing skills and a knack for taking photos that grab the reader's attention. Send résumé and writing samples to: <u>publisher@suntelegraph.com</u>. *No phone calls please*.

**PRINTING EQUIPMENT FOR SALE:** Ryobi 3302M printing press and a numbering machine "Count" Numbermatic M121for sale. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: <u>epbusiness@neb.</u><u>rr.com.</u>

#### ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Declaration of Independence feature.

## 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 <u>nebpress@nebpress.com</u>

#### **ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-ofway 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.