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## **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, [www.meierhoffer.com](http://www.meierhoffer.com).

## **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.

# DECLARATION OF INDEPENDENCE

The Declaration of Independence, the Constitution and the Bill of Rights are often referred to as our Founding Documents. These documents may be seen at the National Archives in Washington, D.C. Although, they are equally important, the Declaration came first and contains the ideas that eventually brought forth a new nation — the United States of America.



In 1776, what is now the United States of America was an area that belonged to several nations in Europe, mainly England, France and Spain. In the area along the Atlantic Ocean, there were 13 colonies (they later became states) ruled by the King of England, George III. Most colonies had their own government for two reasons:

- ★ Travel between the colonies and England took months.
- ★ Most importantly, the colonists had left England because they wanted to make their own laws. They wanted more freedom than a king allowed.

Although each colony had its own government, they were similar. Each colony had people they elected who made the laws, a governor to make sure that people followed the laws, and courts where people who broke the law got a fair trial. King George did not like that the colonists had set up their own governments and found ways to take away some of their freedoms. This made the colonists mad and each colony sent representatives, called delegates, to Philadelphia to meet about their concerns. Their meeting was called the Continental Congress.



The Continental Congress asked Thomas Jefferson to write something they could send to the king expressing their anger. He wrote the Declaration of Independence with suggestions from others, like John Adams and Benjamin Franklin.

On July 4, 1776, the Congress approved the Declaration. Fifty-six of the delegates signed the Declaration in August 1776 and it was sent to King George. The 56 signers knew that by

signing the document, King George could charge them with treason, a crime that could be punished by death.

The King of England was very upset when he received the Declaration of Independence so he sent his soldiers to force the colonists to obey him. The colonists fought back. In what we now call the Revolutionary War, the colonists won the war and then formed a new country, the United States of America.

### TIMELINE

- June 11, 1776**  
Thomas Jefferson, John Adams, Benjamin Franklin, Roger Sherman and Robert R. Livingston appointed to a committee to draft a declaration of independence.
- June 12-27**  
Jefferson drafts a declaration. Jefferson's "original Rough draft," is reviewed by the committee.
- June 28**  
A draft of the Declaration of Independence is read in Congress.
- July 1-4**  
Congress debates and revises the Declaration of Independence.
- July 2**  
Congress declares independence as the British fleet and army arrive at New York.
- July 4**  
Congress adopts the Declaration of Independence in Philadelphia. John Dunlap prints the Declaration of Independence. These prints are now called "Dunlap Broad-sides."
- July 5**  
John Hancock, president of the Continental Congress, dispatches the first of Dunlap's Broad-sides of the Declaration of Independence to the legislatures of New Jersey and Delaware.
- July 6**  
Pennsylvania Evening Post prints the first newspaper rendition of the Declaration of Independence.
- July 8**  
The first public reading of the Declaration is in Philadelphia.
- July 9**  
Washington orders that the Declaration of Independence be read before the American army in New York.
- July 19**  
Congress orders the Declaration of Independence engrossed (officially inscribed) and signed by members.
- August 2**  
Delegates begin signing engrossed copy of the Declaration of Independence. A large British reinforcement arrives at New York after being repelled at Charleston, S.C.
- January 18, 1777**  
Congress, now sitting in Baltimore, Md., orders that signed copies of the Declaration of Independence printed by Mary Katherine Goddard of Baltimore be sent to the states.

### THE DECLARATION STATED THAT A GOOD GOVERNMENT WAS ABOUT THESE IDEAS:

- 1 All people are equal. No one is better than anyone else, including the king.
- 2 People are born with certain rights. They are life, liberty and the pursuit of happiness. These cannot be taken away by anybody, including the king.
- 3 A government is made up of the people who have to live with the rules the government makes so all power is with the people, not a king.
- 4 Everyone, even the king, has to obey the laws that the people make.

### LINKS TO LEARNING

- Visit [ushistory.org](http://ushistory.org) to learn more about the Declaration of Independence, the signers, Dunlap Broad-sides and George Washington. Orations and newspaper clippings to help provide historical perspectives on the Declaration of Independence also can be found there, including:
  - ★ *America Settled Among The Nations (1780)*, by Jonathan Mason
  - ★ *Americans Will Celebrate 1775 As A "Glorious Era,"* by John Wilkes
  - ★ *Independence: A Solemn Duty*, by Richard Henry Lee
  - ★ *A Nation Born in a Day*, by John Quincy Adams, July 4, 1821
  - ★ *"The Meaning of July Fourth for the Negro,"* by Frederick Douglass, July 4, 1852
  - ★ *Thomas Jefferson Selected as the Author Because Richard H. Lee Was Absent*, *The New York Times*, 1917

### UNALIENABLE / INALIENABLE

Is the word in the Declaration of Independence unalienable or is it inalienable? The final version of the Declaration uses the word "unalienable." Some earlier drafts used the word "inalienable," which is the term our modern dictionaries prefer. The two words mean precisely the same thing. According to "The American Heritage Guide to Contemporary Usage and Style,"

The unalienable rights that are mentioned in the Declaration of Independence could just as well have been inalienable, which means the same thing. Inalienable or unalienable refers to that which cannot be given away or taken away.

TIMELINE SOURCE: LIBRARY OF CONGRESS

## May is Beef Month in Nebraska!

The Nebraska Beef Council is offering content for area newspapers who wish to highlight the beef industry 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 [adam@nebeef.org](mailto:adam@nebeef.org), or call him at 308-236-7551, and he can assist you.



# 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: [john@johnfoust.com](mailto:john@johnfoust.com)



## 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 [vk@nebpress.com](mailto:vk@nebpress.com) 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: [publisher@suntelegraph.com](mailto:publisher@suntelegraph.com). *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, [timothylinscott1@gmail.com](mailto:timothylinscott1@gmail.com), 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 [www.bhmginc.com](http://www.bhmginc.com), 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: [publisher@suntelegraph.com](mailto:publisher@suntelegraph.com). *No phone calls please.*

**PRINTING EQUIPMENT FOR SALE:** Ryobi 3302M printing press and a numbering machine "Count" Numbermatic M121 for sale. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: [epbusiness@neb.rr.com](mailto:epbusiness@neb.rr.com).

**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 [nebpress@nebpress.com](mailto: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](mailto:nebpress@nebpress.com).