

Bulletin

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Calendar of Events

Events

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

Webinars

July 7, 2016
Pub Aux Live: Converting Your
Newspaper to a Requester
Publication
(Pub Aux/Online Media Campus)

July 8, 2016
Goal-Based Networking: How
to Turn Your Social Life into
Profitable Relationships
(Online Media Campus)

July 14, 2016
U.S. Department of Labor's
New Rule on Overtime
(Online Media Campus)

July 28, 2016
How and Why Readers Engage
With Us
(Online Media Campus)

July 29, 2016
Revamping Your High School
Sports Coverage
(Online Media Campus)

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Despite 'Doom and Gloom,' Community Newspapers are Growing Stronger

Editor & Publisher, Sharon Knolle, June 1, 2016

Small, community newspapers across the country are not just surviving, but—in many cases—actually thriving. Many of them have managed to dodge the layoffs and downsizing that larger papers have had to face.



NNA President,
Chip Hutcheson

Chip Hutcheson, president of the National Newspaper Association (which represents more than 2,100 community newspaper companies), said, "You don't hear about community papers going out of business. It's not the doom and gloom that major market papers face. At a recent press association meeting, I met several people who say they started a (small) paper two or three years ago. I started one in 2008. Weekly and small dailies are faring better than our major counterparts."

Editor & Publisher spoke with several of these successful community papers to find out how they've navigated through the storms.

"Print is our lifeblood"

Despite dire predictions that print is dead, it's still the backbone of many community dailies and weeklies nationwide.

"Print is our lifeblood," said Billy Coleburn, editor of the weekly Courier-Record in Blackstone, Va. The paper's circulation is 6,100, more than twice the town's population of 3,000. "For seven full-time employees, we rock 'n' roll down here," he said.

In Petoskey, Mich., Jeremy McBain, executive editor of the Petoskey News-Review (circulation 9,108), also said print was going well for them. "We haven't seen erosion in print that other larger papers like the Detroit Free Press and Grand Rapids Press have." He credits part of that to his paper's "hyper localized" content.

Michael Messerly, publisher of Batavia Newspapers Corp., which puts together The Daily News in Batavia, N.Y. (circulation 10,000) said, "Our ROP revenue was up 30.1 percent over the previous year, without raising rates. Through the first quarter of this year, we're again outpacing last year by more than 30 percent. So, yeah, print is still doing well for us."

At the Inter-Mountain in Elkins, W.Va., publisher and general manager Heather Goodwin Henline, shared, "I think if you ask any newspaper, print still remains the lion's share of revenue."

Keeping Up with the Times

On the other hand, as for most papers, digital is now just as important. Digital strategy varies among smaller papers: Some publications are embracing the latest technology and offering multiple formats to their readers while others still focus primarily on print.

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UNL College of Journalism & Mass Communications places fifth in Hearst Intercollegiate Journalism Awards

The University of Nebraska-Lincoln College of Journalism & Mass Communications has placed fifth overall in the national 2016 Hearst Intercollegiate Journalism Awards competition.

Winning college journalists were announced on June 2, 2016 during the final awards ceremony at The City Club of San Francisco, an historic venue in the Financial District.

The CoJMC was named third in the broadcast competition and fourth in both the photojournalism and multimedia competitions. "UNL's top-five placement in the nation is truly a great accomplishment," CoJMC Dean, Maria Marron said. "This strong finish is a testament to the program we have here at CoJMC and our talented faculty who train our students to be successful journalists."

From May 30th through June 2nd, 28 finalists – all winners from the 14 monthly competitions – participated in the 56th annual Hearst Championships in San Francisco where they demonstrated their writing, photography, radio, television and multimedia skills in rigorous on-the-spot assignments. The assignments were chosen by media professionals who judged the finalists' work throughout the year and at the Championships.

The Hearst Journalism Awards Program is open to undergraduate journalism majors currently enrolled in 108 member colleges and universities of the Association of Schools of Journalism and Mass Communication with accredited undergraduate journalism programs. The program was founded in 1960 to foster journalism education through scholarships for outstanding college students. Since its inception, the program has distributed more than \$12 million in scholarships and grants for the very best work by student journalists.

Sidney Sun-Telegraph changes to morning delivery

Sidney Sun-Telegraph Publisher, Keith Hansen, announced last week that the paper will be switching to a morning edition, in response to reader input.

In visiting with subscribers, Hansen found that they missed having a morning paper and didn't like getting their (pm edition) paper sometimes two days after it's published. With the switch to a morning edition, it will be in subscriber's hands by Tuesday noon.

To facilitate the move to a morning edition, the Sun-Telegraph is also switching its schedule to a Tuesday-Saturday paper.

2016 Husker home game football tickets still available!

NPAS has a pair of football tickets to each of the following 2016 Husker home games.

- Cost is \$123.00 for the pair per game. Tickets are in the North Stadium, Section 39, Row 82, Seats 9-10.
- Pre-payment required by Visa or MasterCard only. No checks. No holding tickets for later payment.
- Limit is one pair per newspaper/group.

Available home game tickets:

September 10 - Wyoming
November 12 - Minnesota
November 19 - Maryland

Contact Jenelle in the NPA office (800-369-2850) to purchase any of these tickets.

“ Some are born great, some achieve greatness, and some hire public relations officers. ”

- Daniel J. Boorstin

Mitchell Index to cease publication

Chabella Guzman, owner and publisher of the Mitchell Index, notified NPA that the newspaper will cease publication. The final issue will be published June 29.

Guzman, who purchased The Index in November, 2014, from Chuck and Margy Karpf, had put the newspaper up for sale earlier this year but was unable to find a buyer. Prior to purchasing The Index, Guzman was a reporter at the Scottsbluff Star-Herald.

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 6/20:

2x2

Fremont Tribune — Katy Reznicek (paper made \$325.00)
 Grand Island Independent — Pat Bell (paper made \$162.50)
 Hickman Voice News — Linda Bryant (2 ads) (paper made \$475.00)
 Hickman Voice News — Austin Roper (paper made \$625.00)
 Seward Co. Independent — Patrick Checketts (paper made \$150.00)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
 North Platte Telegraph — Julie Murrish (paper made \$157.50)



NNA's 130th Annual Convention and Trade Show, September 22-24, 2016, at the Franklin Marriott Cool Springs in Franklin, TN.

The convention will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities. **For registration and convention information, go to:** <http://www.nnaweb.org/convention>



newspaperinstitute.com

2016 Fall Schedule of Classes

October 5-8 • Knoxville, Tennessee



University of Tennessee College of Communication and Information

WEDNESDAY, OCT 5

BONUS EARLY-BIRD CLASSES

4:30 Hour Bonus Session: Getting a Handle on Camera Raw & Bridge

Lisa Griffin, Boone Newspapers (Alabama)

5:30 Hour Bonus Session: InCopy Basics

Kevin Slimp, Institute Director

6:30 Institute Eve Dinner on the Square

Dinner on the Market Square

CLASS DESCRIPTIONS

Time and Territory Management PLUS Prospecting that Pays

How to organize, prioritize and create more face time rather than windshield time with customers using the GOALS setting process. How to prospect for new business, what to say, what to leave behind and what to say on the phone when following up with customers.

Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Print being our bread and butter, specific questions and skills on how to sell print in a digital world. PLUS, Bundling together your products, based on your customer's needs, using the eight steps presentation process.

Design Between the Ears

This is THE Ed Henninger Class that is a MUST for any newspaper editor or designer. All the basics of constructing a well-designed publication.

When "Write" is "Wrong"

Writers need to keep design when writing a story. Editors and writers should find a way to attend this class.

Personality and the Art of Communication

Understanding different selling and buying styles and how to adapt our selling style to match their buying their style

THURSDAY, OCT 6

MORNING CLASSES

Combining Photography and Videography in the Newsroom

Tracey Trumbull, WRCB, Chattanooga TN

Latest Overview on Technology: Hardware, software, cloud technology, servers, tips & tools

Lisa Griffin, Boone Newspapers, Selma AL

Time and Territory Management PLUS Prospecting that Pays

Tim Smith, Allentown, Pennsylvania

InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director

AFTERNOON CLASSES

Reporting New(s) Style: Using Drones

Tracey Trumbull, WRCB, Chattanooga TN

Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Tim Smith, Allentown PA

Introduction to Ad Design with Illustrator

Lisa Griffin, Boone Newspapers, Selma AL

Photoshop & Photo Editing Basics

Kevin Slimp, Institute Director

Design Between the Ears

Ed Henninger, Rock Hill SC

FRIDAY, OCT 7

MORNING CLASSES

Understanding Color and Color Management Photoshop Guru Series

Karl Kuntz, Columbus (OH) Dispatch

Storytelling on deadline: Stories you want to write and readers want to read

John Hatcher, Univ. of Minnesota, Duluth MN

Ed's Top Ten Design Hints and Maybe More

Ed Henninger, Rock Hill SC

Sales: Personality & the Art of Communication

Tim Smith, Allentown PA

AFTERNOON CLASSES

When "Write" is Wrong

Ed Henninger, Rock Hill SC

Advance Photo Editing: Be the Guru

Karl Kuntz, Columbus (OH) Dispatch

Sales: Handling Objections and Developing Closing Skills

Tim Smith, Allentown PA

Cloud Management for the IT Director

Marc Lighter, Paxis Technologies, Knoxville TN

Engaging audiences: Ways to create a citizen-centric news organization

John Hatcher, Univ. of Minnesota, Duluth MN

SATURDAY, OCT 8

MORNING CLASSES

Photo Field Trip: Shoot, Edit, Critique

Rob Heller, Univ. of Tennessee

Design Between the Ears

Ed Henninger, Rock Hill SC

Print First: Lessons from Newspapers who Focus on Print

John Hatcher, Univ. of Minnesota, Duluth MN

InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director



Marc



Karl



Tim



Lisa



Ed



Rob



Kevin



Tracey



John

NNA supports progress on postal reform

Tonda Rush, tonda@nna.org, June 16, 2016

National Newspaper Association President Chip Hutcheson, publisher of *The Times-Leader* in Princeton, KY, this week expressed cautious optimism that introduction of a new postal reform bill in the House of Representatives would lead to a final legislation this year.

A “discussion draft” of a bill supported by a bipartisan group on the House Oversight and Government Reform Committee was released June 15. The bill would provide financial relief for the stressed U.S. Postal Service by requiring some retirees to use an already-funded Medicare benefit instead of USPS’s own plan. USPS has built up nearly \$70 billion in debt on its balance sheet because of its inability to make an annual \$5 billion prepayment for its own plan to the federal government. The bipartisan bill would dramatically reduce or eliminate the need for that annual payment by integrating Medicare into the postal retiree package.



The bill also contemplates other changes. Among them would be a one-time increase of postage rates by 2.1 percent, likely to be implemented in late 2016. It would also require classes of mail that are not currently covering costs to pay an additional 2 percent annual increase until USPS covers at least 90 percent of the cost of that mail. Periodicals mail users are among the postal customers that would be required to pay that increase.

Hutcheson said NNA is still analyzing the complex legislation but that its primary goal is to avoid further cuts in postal service.

“It would be difficult for us to support a postage increase, but if we had the assurance that further massive closing of mail processing plants would be averted by a modest increase, our board would be looking very seriously at that deal. We must stop the loss of our subscribers who are disappointed in mail service,” he said. “However, I want to emphasize that discussion of this legislation is not over. NNA will be actively involved in shaping the final bill. We want to thank the primary bill sponsors, including Chair Jason Chaffetz and Ranking Minority Elijah Cummings for their hard work in taking the process this far.”

The primary sponsors will be Chaffetz, R-UT; Cummings, D-MD; Reps. Mark Meadows, R-NC; Gerry Connolly, D-VA and Stephen Lynch, D-MA. The full text of the pending bill will be available at <https://oversight.house.gov>.

Thank You!



NPA members join with NSAA (Nebraska School Activities Association) in thanking (left) NPA affiliate members Linda and Don Russell of Sutton, along with Alex Solodovnik, Lincoln, for their help setting up and facilitating the media tent at the State High School Track Meet in Omaha, May 20-22. Also pictured (right) is Sarah Sasse, former NSAA assistant director.

We appreciate your time and hard work!



From the Iowa Newspaper Foundation ...

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- After registering, receive a link to watch the webinar archive.
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“Online numbers have climbed to where daily visits compared to circulation boast much higher percentages than our online advertising equates to our total ad revenue percentage,” said Henline. Their latest circulation numbers: Almost 8,000, about a thousand more than the population of Elkin itself.

McBain described the Petoskey News-Review’s website as “cutting-edge.” “We are doing 360 video, we’re doing photo, augmented reality, live broadcast, live concerts.” He explained that about 80 percent of their print articles are rewritten for the Web for a “quick read,” then enhanced with interactive graphics, photo galleries and other Web-only features.

“We’re a media company, no longer just a newspaper,” said Messerly. “We apply the same types of goals and effort into all of our platforms. We’re platform agnostic. Digital as a separate platform has greatly increased our opportunities to succeed.”

Scott Matthew, senior advertising representative of the Courier-Record, told E&P, “We have a digital e-edition of our newspaper, and we’ve dabbled some in small local advertisers purchasing banner ads on our website. Our digital presence has helped us increase our circulation slightly, by several hundred, and it allows a small extra source of marginal advertising revenue.”

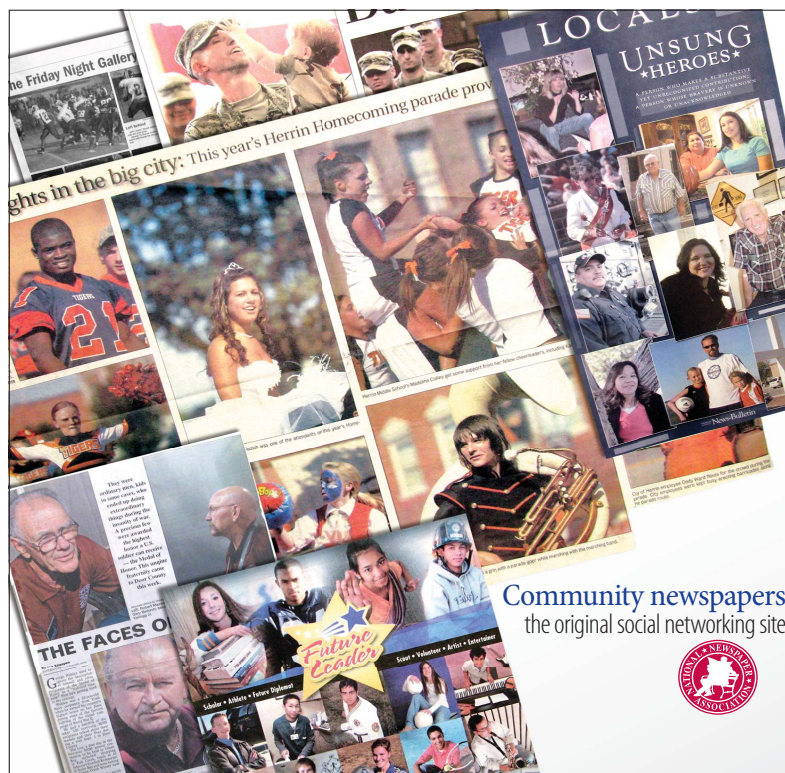
The Courier-Record didn’t even have a website until 2014. “We have some ads and we have a paid subscriber site where you pay us \$25 a year, you can get the paper sent to you by email. We’ve got about 400 paid subscribers for that. It’s a fraction of our print circulation,” Coleburn said. And he admitted, “Digital strategy, per se, we’re weak there,” but he foresees adding someone to staff with “social media savvy” within the next two years.

A digital edition is definitely paying off for The Inter-Mountain. “We offer our website as well as an e-edition online daily,” Henline said. “Nearly all of our content is behind a paywall for subscribers, though mobile alerts and other breaking-news features are not. Having a digital option, which includes digital-only, has helped to retain subscribers we otherwise likely would have lost.”

When it comes to competing with social media, Matthew said, “It has become nearly impossible as a weekly newspaper to cover breaking news in the social media age, so we now concentrate on bringing our readers the most accurate story with lesser-known details we as a media source are able to obtain.”

Coleburn agreed. “My biggest competitor is Facebook. We have to grab people by the shoulders and shake them and say, ‘Stop! Listen to some facts and some well-researched truth.’ And that’s harder and harder to do.”

But Facebook is also a valuable tool for any reporter. “It’s easier to contact the wreck victim, the newsmaker,” Coleburn said. “In fact, I’m using Facebook right now. We had a fugitive that went on the run for 90 days after she allegedly stole a lot of money. She’s free on bond, and I’m gonna Facebook her this afternoon and see if I can get an interview.”



The Built-In Advantages of Community Newspapers

Residents are eager for news about their own communities, which, increasingly, only local news organizations can provide. According to a 2013 study conducted by The Reynolds Journalism Institute on behalf of the NNA, about 67 percent of residents in small U.S. communities read local newspapers

ranging from one to seven days a week.

“Perhaps our greatest advantage is we have content no one else does,” said Henline. “We are out at local sporting events. Little League coverage is vital content. Bigger competitors rarely have placed a significant value on such a hyper-local approach.”

Coleburn, whose father also worked at the Courier-Record, is a proud third-generation resident of Blackstone. “Our paper’s staffed with local people, so we’ve got strong knowledge of the community and the pecking order. Anybody can come here and learn that pretty quick. But when you write a story about a building that burns down, we can tell you what it originally was, what family owned it, the whole history of the building.”

He added that once upon a time, he was intimidated by the nearest big paper, the Richmond Times-Dispatch. “It

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Newspapers - from pg. 5

used to be, 'Oh gosh, the daily paper scooped us, so there's no point in doing the story.' But a lot of my readers here in Blackstone don't even look at a daily paper. Or they might miss it because it's on page B17."

Doug Caldwell, Petoskey News-Review publisher, said local was his company's franchise. "Our readership recognizes the value of the local newspaper. We are the cheerleader, guardian and watchdog all rolled up in one. We monitor the pulse of the community and focus on local news stories of interest—not what we (newspaper) want but what our readers want in their community newspapers."

The Benefits of Being Small

The people who run smaller newspapers point out there are several advantages over their larger colleagues, including lower overhead and greater adaptability.

The Daily News's Messerly said, "I've worked at newspapers of all sizes. The advantage we have in Batavia versus our much larger competitors is we're smaller and more nimble. We can get to market faster with new ideas and adjust faster to market conditions."

At the Petoskey News-Review, McBain said, "We're faster...and we understand the communities more and we understand the readers a lot more." He also says that being small also means more independence and freedom from a "cookie cutter" approach to news that might exist at a national chain. "Not every community is alike and what works with one may not work in yours."

And as the larger metro papers operate with shrinking newsrooms, many of the community newspapers are stepping up to fill in the missing local coverage readers want.

"The Associated Press doesn't have as much content anymore, (and) as bigger publications wane and stories don't proliferate news services, such as AP and Reuters," said Henline. "This has been particularly difficult with regard to our state coverage. Our smaller community newspapers have had to pick up the slack. We, along

with other smaller papers throughout the state and our state press association, have helped to bridge the coverage and content gaps."

Messerly added that providing unique coverage alone is far from the only consideration. "We can see opportunities left open by larger publications as they pull back in some areas, but if there is truly an opportunity to be had, it will most likely be filled by an even smaller competitor with much lower margins needed to survive. Our focus needs to be on constantly maximizing the potential in the footprint we occupy and react quickly and effectively to any new opportunities within those boundaries."

Making Big Changes

Even in a small town like Blackstone, where, as

Coleburn admitted, "things move slower," newspapers of all sizes have had to adapt. For example, the Courier-Record just added a second ad sales person to their staff. "That was a big deal for us," he said. That person started with a six-month trial period because of their "cautious hiring," Coleburn said, and that's why he's never yet had to let anyone go.

Courier-Record's Matthew named a few more big changes:

"Within the last several years, we've switched to a new printer, launched a digital e-edition, closely analyzed and made positive changes to our company's accounting, more closely analyzed expenses and sought ways to cut them, and reinvented our special publications. All have paid off very well."

Meanwhile, Messerly reported at the Daily News their biggest change was in reducing the size of their sales staff. "The theory was if we gave our reps more accounts through attrition, they would find themselves busier, yet making more money. More sales calls, more money, it's Sales 101. Since that change, our advertising revenues are up in all direct sales categories and still growing."

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He added, “We had a lot of turnover in the last year, but it was necessary turnover to have a team that now buys in to the new process and strategies we have going forward. We lost some quality people, but they just weren’t the right people for the media company we are today.” He boasts that the Batavia Newspaper Corp. is now enjoying a three-year growth curve.

Jeremy McBain, Petoskey News-Review executive editor Over at the Petoskey News-Review, McBain restructured the editorial staff. “Last July, I split the newsroom in half, with half on print and the other half on digital. It helped us out immensely. On the print side, it’s allowed us to do more investigative and watchdog stories. Before, we had reporters trying to do everything, trying to tweet while trying to write a story. Now we’re doing at least one enterprise story a week and it used to be one a quarter. It’s a monumental change in the way we’re doing things that’s resulted in upticks in numbers in print and upticks in numbers online.” McBain also took design duties off his editor’s desks and turned it over to a dedicated design department.

McBain said that his paper has been fine-tuning its news approach. “We found out that national news and world news, like AP, does not work for our paper at all. We also found that in our print side, the short stories don’t really work for our readership. They want more in-depth reading.”

And with the split in his newsroom team into print and digital teams, some of the old news beats had to go away. “We went through analytics and reader focus groups and data to make that decision. We pulled back a lot on outlying areas that only have populations in the hundreds. We condensed our core coverage area.”

McBain admitted there was some blow back, but that having those smaller communities send in press releases and photos “smoothed things over.” Cutting back on some of the sports coverage was less popular, however. “We got severe blow back on that and there’s no really good answer to appease readers of those areas. It’s a business decision that we made and we just had to suck it up and go forward, and the numbers are supporting our decision.”


A Bright Future

Not surprisingly, most of the editors, publishers and ad people E&P spoke with are convinced that the future for newspapers remains bright especially at their smaller publications.

“Newspapers are alive and well,” said Henline. “We are relevant and vital to the communities we serve. Our future is paved with a path of services that continue to lift and enhance the communities we serve and to provide the stories no one else can tell. These are our stories, our people, our communities, our commitment. Ultimately, we

have not abandoned them, and I don’t believe our readership will abandon us.”

Coleburn also was optimistic about the journalism industry. “I know the product that we put out and the manner in which we do it is going to change. I’m buying movie tickets on my phone and I’m like, ‘My god, what is the future of our business?’ But they said the same after radio, they said the same thing with television. As long as you have a story and information to provide people and they trust you and you do well, I’m naïve enough to believe that you will stay in business because your product will remain. The form of that may change. It may look different. But the stories are still the same. They’re stories about people, about events, controversies—that has not changed.”



Upcoming Webinars

**Pub Aux Live:
Converting Your Newspaper
to a Requester Publication**
Thursday, July 7
Presenters
Jeanne Straus, Straus News;
Max Heath, NNA Postal Chair; and
Tonda Rush, American PressWorks

Goal-Based Networking
Friday, July 8
*Presenter Jeff Beals, National Sales
and Marketing Trainer*

**U.S. Department of Labor’s
New Rule on Overtime**
Thursday, July 14
*Presenter Michael Zinser,
The Zinser Law Firm*

**How and Why Readers
Engage with Us**
Thursday, July 28
*Presenter Liz Worthington,
American Press Institute*

**Revamping Your High
School Sports Coverage**
Friday, July 29
*Presenter Tim Schmitt,
GateHouse Media*

Register at
onlinemediacampus.com

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

Classified Advertising Exchange

June 20, 2016

GENERAL ASSIGNMENT REPORTER: Sidney Sun-Telegraph, a five day a week daily in Nebraska's Panhandle is seeking a general assignment reporter. Reporting on city government, and events around town as assigned, must be competent photographer, and computer experience necessary. Must be a team player. Competitive wages, flexible schedule. Send resume and writing samples to: Don Ogle, editor at: editor@suntelegraph.com.

ASSISTANT NEWS EDITOR: The Norfolk Daily News is looking to hire a full-time assistant news editor to fill a vacancy in its newsroom staff. An attractive candidate will have a passion for accuracy, excellent editing skills, a flair for newspaper design and the ability to meet deadlines. A college degree in journalism or related field is a plus. Hours are generally 7 a.m. to 4 p.m., with some Saturday morning shifts required. Competitive wages, strong fringe benefits and a positive, fun place to work. Interested individuals should submit work samples, resume and cover letter. Applicants can contact Kent Warneke, editor of the News, via email at editor@norfolkdailynews.com or at 877-371-1020.

SALESPERSON needed for The Fairbury Journal-News. Must have good communication and people skills, be a self motivated individual with sales experience and knowledge of digital sales helpful. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, timothylinscott1@gmail.com, or PO Box 415, Fairbury, NE., 68352.

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, or PO Box 415, Fairbury, NE., 68352.

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.

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

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.