

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

October 17-23, 2016

Free Speech Week

October 21, 2016

NPA/NPAS Fall Board Meetings, Lincoln, NE

October 21, 2016

Journalism Hall of Fame Banquet, NE Club, Lincoln, NE

November 18, 2016

NPA Foundation Board Meeting Lincoln, NE

March 15-17, 2017

NNA Community Newspaper Leadership Summit Arlington, VA

April 21-22, 2017

NPA Annual Convention, Country Inn & Suites-North, Lincoln, NE

Webinars/Workshops

October 13, 2016

Tools for Live Reporting (Online Media Campus)

October 19, 2016

Tips to Improve Page Design in Newspapers (Newspaper Academy/Slimp)

October 21, 2016

Tips to Improve Page Design in Newspapers (Newspaper Academy/Slimp)

October 26, 2016

Basic InDesign for New & Newer Users (Newspaper Academy/Slimp)

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October 2-8 is National Newspaper Week

This year marks the 76th anniversary of National Newspaper Week (NNW), October 2-8. This observance celebrates and emphasizes the impact of newspapers to communities large and small. The theme of this year's National Newspaper Week is "Way to Know!" and will underscore the role newspaper media as the leading provider of news in print, online or in your palm via mobile devices.

Materials are available for download at www.nationalnewspaperweek.com. The National Newspaper Week content kit contains editorials, editorial cartoons, promotional ads and more, available for download at no charge to newspapers across North America. Newspapers are encouraged to promote National Newspaper Week and editorialize locally about how your newspaper is relevant to your community.



NEWSPAPER MEDIA HAS THE POWER TO INFORM, ENTERTAIN AND CONNECT.

When you hold your local newspaper in your hands – whether in print or on a mobile device – you hold a powerful tool to inform and inspire.

For centuries in towns and cities across North America, local newspapers have served as the voice for the public good and as a powerful connection between citizens and the communities around them.

Oct. 2-8, 2016, is National Newspaper Week, a time to salute the dedicated professionals who work hard to bring you the news.

In this digital age, the newspaper audience has never been greater, with millions reading in print, online or via mobile. No matter the medium, those millions of readers rely on their local newspaper as the "Way to Know!"

NATIONAL NEWSPAPER WEEK
Oct. 2-8, 2016

How is your paper promoting National Newspaper Week? Email examples to Susan Watson at NPA, nebpress@nebpress.com, so we can share with our members!

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Connecting Young Nebraskans Summit, Oct. 27-28, in York

The CYN Summit is a statewide gathering of young professionals, offering interactive breakout sessions from a variety of topics to take new skills back to your businesses and communities.

There will be an evening social on Thurs., Oct. 27, with speakers and sessions on Fri., Oct. 28, from 8:00 a.m. to 4:00 p.m. at the Holtus Convention Center, York, NE.

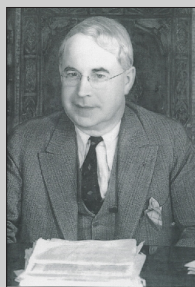
For agenda details and to register for the Summit, go to:
<https://www.regonline.com/Register/Checkin.aspx?EventID=1873293>

The event is sponsored by UNL's Connecting Young Nebraskans and Rural Futures Institute. For questions, contact Kayla Schnuelle at kschnuelle@nebraska.edu.

Four inductees to be honored at 2016

Journalism Hall of Fame banquet, October 21, in Lincoln

The 2016 Journalism Hall of Fame banquet, sponsored by the Nebraska Press Association and the UNL College of Journalism and Mass Communications, will be held Friday, October 21, at the Nebraska Club in downtown Lincoln, NE. The four 2016 inductees into the prestigious Hall of Fame are (l to r): Sharron Hollen; Woody Howe; J.P. O'Furey (posthumously); and Matt Waite.



NPA members are invited to attend the banquet to join in honoring the inductees. **Banquet invitation and dinner reservation form are attached to the Bulletin. Reservations deadline is October 10.** Seating is limited and reservations are first-come, first-served. For more information contact Susan Watson in the NPA office, nebpress@nebpress.com.

Reservation deadline is Monday, October 10!

NNA honors young Nebraska community leader with 2016 Phillips Leadership Award

National Newspaper Association (NNA), Sept. 26, 2016

Chris Rhoades was honored during the National Newspaper Association's 130th Annual Convention & Trade Show, when he was presented with the Daniel M. Phillips Leadership Award.

NNA established this award in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer, photographer and assistant publisher of the *Oxford (MS) Eagle*, who passed away in 2005 at the age of 47. This award is presented to an individual between 23-40 years old who is well respected in his or her community, of good reputation and integrity, provides active leadership in the newspaper industry and is active in his or her state press association and community and whose newspaper is a member of NNA.

Rhoades is associate publisher of Enterprise Publishing Co., Blair, NE, and a NPAS board member.

The award was presented at the business luncheon, Sept. 24, 2016, which was held during NNA's Annual Convention & Trade Show in Franklin, TN.

Rhoades is the eighth recipient of the Daniel M. Phillips Leadership Award. Past and present Daniel M. Phillips Leadership Award winners are listed at www.nnaweb.org.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and the largest newspaper association in the country. The nation's community papers inform, educate and entertain nearly 150 million readers every week.



NNA President, Chip Hutcheson, presents Chris Rhoades with the 2016 Phillips Leadership Award on Sept. 24, during the NNA Annual Convention in Franklin, TN.



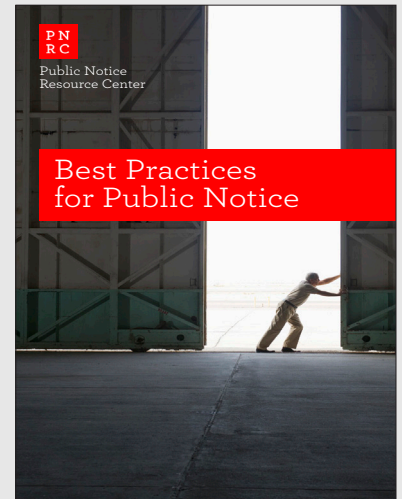
Quitting their day jobs? Tory Duncan (left), managing editor of the Sutton Clay Co. News, and Willis Mahannah, editor of the West Point News, tried out a new gig at the NNA Annual Convention in Franklin, TN.

"Best Practices for Public Notice" guide available

The Public Notice Resource Center issued its "Best Practices for Public Notice" guide at the Best Practices Symposium on September 22, as part of the NNA Annual Convention in Franklin, TN.

PNRC is offering a free PDF of the guide for download to subscribers and non-subscribers at this link:

<http://www.pnrc.net/wp-content/uploads/2016/09/PNRC-Best-Practices-Document-5.5x8.5-07-singles-nobranding.pdf>



NPAS Digital Marketing Hotline available to our members!

The Digital Hotline launched on August 29, providing a free service to our members, including articles in the Bulletin and webinars, provided by Courtside Marketing. You can call the hotline between the hours of 8:00 AM to 5:00 PM (CST), Monday through Friday. If you don't reach a live person, just leave a message and the one of the digital marketing team members will get back with you as soon as possible.

Not sure what questions to ask? Here are a few suggestions:

- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate, etc. when I look at my web stats?
- How should I respond to this guy who is ripping us on Facebook?
- We have a negative review on-line... what should we do? What can we do?
- What are some good video editing software programs we can use?
- How do we get a verified Facebook or Twitter account?
- Vendor lists for web services.... websites, contests, e-mail marketing, daily deals, etc.
- How can I get my staff to embrace / use social media more?
- I have a customer who doesn't believe in print / only uses Facebook to market their business.... what do I do?
- What ad sizes should I offer on my website so that agencies and national programs can buy space?
- What remnant ad programs are out there for my website, so I can get incremental revenue from unsold space?
- What are some ideas to get around this restrictive news feed algorithm you keep talking about?

The hotline service is free for NPA member newspapers.

The hotline number is 402-590-8093, EXT. 702.



Kevin Slimp to launch Newspaper Academy - webinars, broadcasts, podcasts

InDesign guru, Kevin Slimp's latest venture is <http://newspaperacademy.com>, an online community for newspapers. In the beginning, you'll see webinars, live broadcasts and podcasts announced, but by the end of the year, Kevin plans to have a full blown online community created, where newspapers and individuals can pay a monthly fee to be a part of as much learning as they wish.

The project kicks off in September and October by offering a series of webinars to familiarize newspapers with his services.

This project has been in the works for a year, and will include a couple of national experts in online communities. Their research indicates a large number of newspapers will join, in part because of the trust Kevin has built in the newspaper industry over the years.

NPA members get a 40% discount on Slimp October webinars:

Visit <http://newspaperacademy.com> to read full descriptions. Use these links to receive the discounted price (in US dollars):

Tips to Improve Page Design in Newspapers (\$24)

Wed, Oct 19 - 1 p.m. Central
<http://newspaperacademy.com/promo>

Tips to Improve Page Design in Newspapers (\$24)

Fri, Oct 21 - 10 a.m. Central
<http://newspaperacademy.com/promo>

Basic InDesign for New and Newer Users (\$39)

Wed, Oct 26 at 2 p.m. Central
<http://newspaperacademy.com/promo>

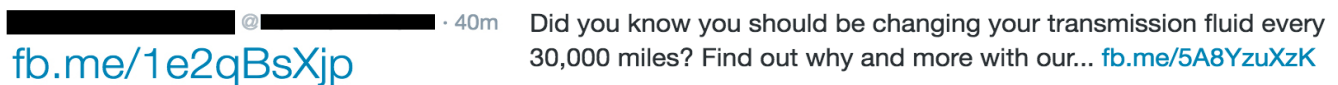
NewspaperAcademy.com features live broadcast interviews

Beginning in September, Kevin Slimp began hosting live interviews on "Newspaper Academy Radio," available free online. Aimed at newspaper professionals, the interviews are casual but cover serious issues, and listeners can ask questions using a "chat" screen during the live broadcast. See the October schedule of broadcasts at: <http://newspaperacademy.com>.



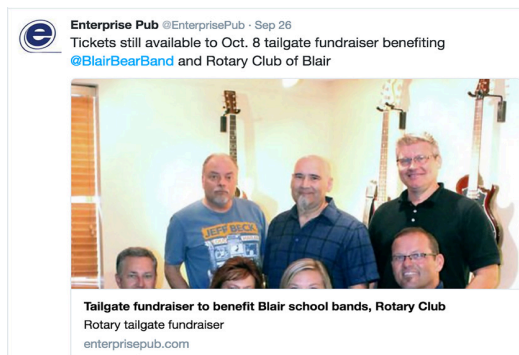
Social Media Tips: Do NOT link Facebook & Twitter

Last month we discussed various tips for using Facebook and Twitter for your newspaper. This time, we're coming with one more HUGE rule for using both. Do NOT link the two accounts. What does this mean? Twitter for whatever reason, in its settings allows you the ability to link your account back to your Facebook page. Which means, if you were to post something on Facebook, it would then post to your Twitter account. A way of making things more "convenient" and taking out the hassle of making separate posts. They look something like this:



Don't be lazy and do this, folks. For starters, when posts come out like this on Twitter, it sends a "spammy" vibe to your followers, which then makes them less inclined to actually click on the link. Moreover, links like the above exclude images that may be included with the post on Facebook or embedded into the story you've shared. Which again, leaves followers less inclined to interact with the post.

If you're going to have a Twitter account, use it correctly. Take the time to adjust your post to the 140 character limit that the social media site enforces. If you do, followers will be much more inclined to click on the link attached, or the photo itself for more details. This, as a result, then leads to "Favorites" and "Retweets," driving more traffic to not only your Twitter account, but your newspaper's website as well.



To contact the Digital Marketing Hotline, you can call us at Courtside Marketing, at 402-590-8093 ext. 702, or email us at chris@courtside-marketing.com.

Classified Advertising Exchange

Oct. 3, 2016

ADVERTISING SALES REPRESENTATIVE: The Plattsmouth Journal in southeast Nebraska is looking for an energetic, self-motivated person to help grow the business. The right person will work with local business owners to develop advertising plans that increase their business. Previous sales experience is helpful but not required.

Candidate needs reliable transportation, a valid driver's license, current auto insurance and a good driving record. Responsibilities include, but are not limited to selling and preparing ad copy for production, preparing billing summaries and aiding in the collection process. Candidate should enjoy working with people, be goal-oriented and possess an entrepreneurial spirit.

Weekly base salary plus excellent commission opportunities. The Plattsmouth Journal, a division of Lee Enterprises, offers a competitive salary, medical, dental, vision, life insurance benefits, vacation, sick leave, holiday pay and 401k retirement plan. It is a drug-free workplace and all applications must pass a post-offer drug screen prior to being employed. Email your resume to gloftus@fremonttribune.com.

REPORTER: Motivated storyteller wanted for challenging beat in progressive newsroom. Competitive pay and benefits. Send resume and PDF clips/portfolio link to Katie Rohman, editor@enterpirsepub.com. EOE

DIGITAL SALES MANAGER 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. Large market of sales targets. Will train the right candidate. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, timothy.linscott1@gmail.com, or PO Box 415, Fairbury, NE, 68352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Journalism Hall of Fame Banquet Letter/Invitation/Reservation Form.

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.

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, October 21, 2016
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2016 Honorees are:
Sharron Hollen
Woody Howe
J.P. O'Furey (*posthumously*)
Matt Waite

**This event is sponsored by the
Nebraska Press Association and the
University of Nebraska -
College of Journalism and Mass
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. **Deadline for dinner reservations is October 10, 2016. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or nebpress@nebpress.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 21, 2016

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Roasted Chicken Breast w/Boursin Cream Sauce,
Roasted Red Potatoes & Glazed Baby Carrots
OR

Panko Crusted Tilapia w/Lemon Dill Sauce,
Rice Pilaf & Vegetable Medley
(Meals include salad, dessert, coffee and tea.)

Name: _____

Chicken Fish

Name: _____

Chicken Fish

Name: _____

Chicken Fish

Name: _____

Chicken Fish

(For children's menu & price, contact NPA office).

Total Number of Meals ____ @ \$46.00 per meal = \$ ____

Please return this form, along with your check
made payable to NPAS, to
Susan Watson, Nebraska Press Association,
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is
October 10, 2016 (Seating is limited!)**