

Calendar of Events

Events

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 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)

November 3, 2016
Explanation of Overtime Rules/Fair Labor Standards (NNA)

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>

Are you ready? New rules are about to hammer your payroll

NNA (National Newspaper Association) will host a webinar on the change to the overtime rules under the Fair Labor Standards Act, on Thurs., Nov. 3 at 10:00 a.m. Central.

The new rule governing overtime pay for employees will create disruption at small newspapers and will likely lead to more job cutbacks. The new rule is set to go into effect December 1, 2016.

Tonda Rush, NNA's director of public policy, will explain the new rule, and how it changes current federal labor laws. She will describe which types of newspapers and employees are exempt, the policy implications of the change, and the limited options employers have to minimize its financial and operational impact.

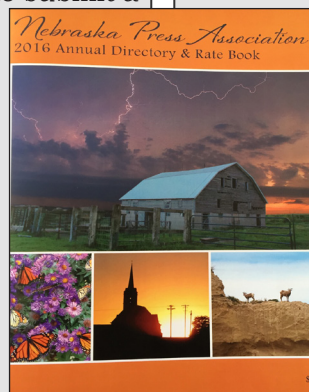


Registration fee is free to NNA member newspapers and \$65.00 for non-NNA members. Register now for this webinar at <https://www.regonline.com/NNAOTRules>.

Submit your photo for 2017 Directory cover

Newspapers are invited to submit a great photo they think is worthy of being published on the front cover of the 2017 NPA Directory/Ratebook. To submit a photo, email a high resolution JPEG to nebpress@nebpress.com. Include a brief description of the photo and location where it was taken.

Photos must have been taken within the last year and can include photos your paper may have entered in the 2016 NPA contest. **Photo submission deadline is November 7, 2016.**



Request for Bids:

Would you like to print the 2017 NPA Directory?

See attached flyer for details.

Deadline for bid submissions is November 7, 2016.

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



How did you promote National Newspaper Week?

National Newspaper Week, October 4-10, 2015, is an annual observance that reinforces the importance of newspapers to the communities we serve.

How did your newspaper promote National Newspaper Week?

Please email samples of your promotional pages, editorials, community events, photos, etc. to Susan Watson in the NPA office at nebpress@nebpress.com so we can share some of the examples with our members.

Newspapers can continue to access National Newspaper Week editorials, cartoons, promotional ads and more throughout the year at no charge.

Resources at: www.nationalnewspaperweek.com



New Digital Marketing Hotline - Call 402-590-8093, Ext. 702

The new Digital Marketing Hotline is available 8:00 AM to 5:00 PM (CST), Monday through Friday. If you don't reach a live person, just leave a message and one of the hotline team members will get back to you as soon as possible.

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

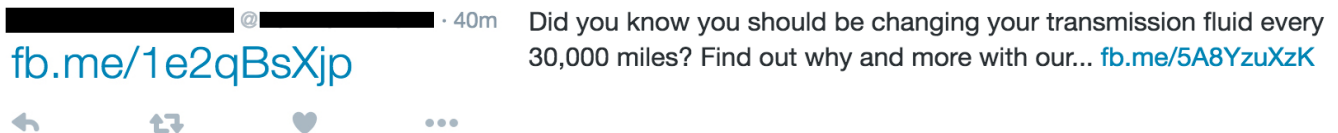
- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate, etc. when I look at my web stats?
- How should I respond 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 Digital Hotline service is free for NPA member newspapers!

Watch for Digital Hotline articles twice a month in the Bulletin!

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.

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS

SOME GOVERNMENT AGENCIES WANT TO TAKE OFFICIAL NOTICES OUT OF LOCAL NEWSPAPERS AND BURY THEM ON GOVERNMENT-RUN WEBSITES. THIS IS LIKE PUTTING THE FOX IN CHARGE OF THE HEN HOUSE.



KEEP PUBLIC NOTICES
IN NEWSPAPERS

 Newspaper
Association
of America
www.naa.org

“Dance like no one is watching; email like it may
one day be read aloud in a deposition.”

- Anonymous

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 10/3:

2x2

Beatrice Daily Sun - Janet Harms (paper made \$300.00)
Fairbury Journal-News - Jennifer Lewis (paper made \$150.00)
Hickman Voice News - Austin Roper (2 ads) (paper made \$1,137.50)
Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)
Kearney Hub - Becky Hilsabeck (paper made \$162.50)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
Wayne Herald - Jan Stark (paper made \$487.50)
West Point News - Karey Rahn (paper made \$325.00)

NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)
Hickman Voice News - Austin Roper (paper made \$125.00)

Week of 10/10:

2x2

Bayard Transcript - Alisha Heath (2 ads) (paper made \$300.00)
Beatrice Daily Sun - Amy Stokebrand (paper made \$150.00)
Fairbury Journal News - Jennifer Lewis (paper made \$150.00)
Hickman Voice News - Austin Roper (4 ads) (paper made \$775.00)
Stromsburg Polk Co. News - Patrice Clifton (paper made \$487.50)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
West Point News - Kary Rahn (paper made \$325.00)

NCAN

Broken Bow Chief - Renee Daniels (paper made \$137.50)
Hickman Voice News - Austin Roper (NCAN Special Free)

newspaper
© **ACADEMY**
ONLINE COMMUNITY

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>.

Classified Advertising Exchange

Oct. 17, 2016

SPORTS EDITOR: Adaptable, dedicated, fun, positive, team player wanted to cover Washington County sports. Email Katie Rohman, editor@enterpriseub.com. Who we are: @entpubsports, www.enterpriseub.com. EOE

SPORTS REPORTER: The Star-Herald is seeking a Sports Reporter to join our award-winning team. Candidates must have solid writing and photography skills, an understanding of Associated Press style, strong copy editing skills, and be able to design and lay out attractive-looking pages. The position is full-time and requires evening and Saturday work. The position offers a competitive wage and comprehensive benefits package, including health/dental/vision benefits, paid vacation, sick leave and holidays, and 401(k) with employer match. The Star-Herald is a proud member of Berkshire Hathaway Media Group. Please send resume and writing samples to: Star-Herald, Attn: Jeremy Woznick, 1405 Broadway, Scottsbluff, NE 69361, or email to jeremy.woznick@starherald.com.

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@enterpriseub.com. EOE

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. Husker Pre-Game Flyer, NPA Directory-Request for Bids Flyer.

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.

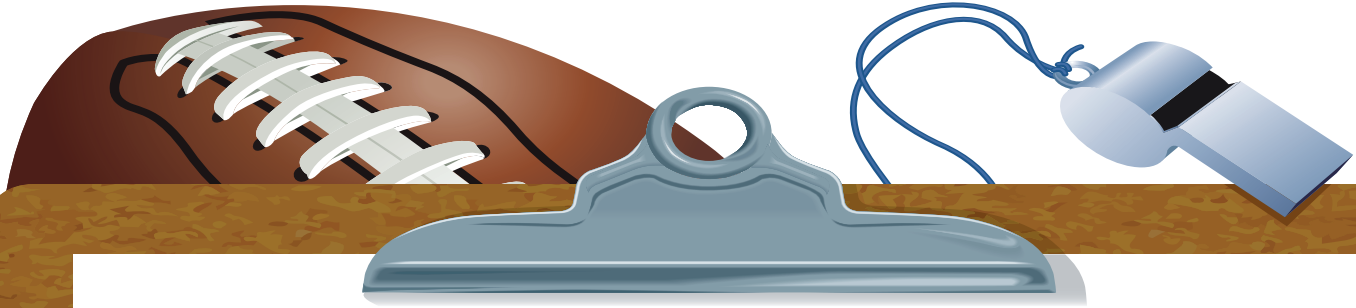
(plus postage)

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.



To: NPA Members & Staff

Husker football pre-game!

Join us Saturday, October 22,
prior to the game, for food & conversation

starts at 12:30 p.m.

at the NPA office, 845 "S" St, Lincoln, NE
(no parking available in our lot)

Huskers vs. Purdue

Pre-game Sponsor:

**UNL College of Journalism &
Mass Communications**

Go Big Red!

Would you like to print the 2017 NPA/NPAS Newspaper Directory and Rate Book??

*Submit your detailed bid by
Monday, November 7, 2016*

Here's what is involved:

- 1,000 copies
- Covers, 4-color (*inside covers b/w*), bleed, (#80 gloss stock)
- 52 b/w inside pages (#70 gloss stock)
- The book is sent to you ready to print as a camera-ready PDF, created in InDesign CS5
- 8 1/2" x 11" finished - two-staple binding
- Please include shipping costs (to NPA office) & sales tax with your bid*

Please submit your bid to:

NPA
845 "S" Street,
Lincoln, NE 68508
or by email to
nebpress@nebpress.com.

If you have any questions, please contact Susan at
402-476-2851/800-369-2850
or nebpress@nebpress.com.

