

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



Postal, cont. from 1

Current postal rules require Periodicals publications to supply USPS with a copy of each edition of each issue whenever they present the mailings.

The copies must be marked by hand to indicate the paid advertising percentage, which is mailed at a higher postage rate than news content.

The requirement was instituted by a 19th century Congress and carried forth into today's highly digital world, where the hand-markings and submission have slowed processes for both publishers and postmasters.

NNA members may contact Max Heath for help at maxheath@lcni.com or Tonda Rush at tonda@nna.org.

NNA members can get more information on signing up for the process on the NNA website, www.nna.org.

NNA will also conduct a training webinar for their members on using the new annual validation process this fall on a date to be announced soon.

The editor bought it, hook, storyline and power quote.

During college, I wrote for the campus newspaper and served as yearbook editor. I learned about interview techniques, recording audio and video and ethical behavior.

A few professors talked about the role journalism plays in society, but they did not stress why journalism matters, how it shapes a community and paints a truthful depiction of its citizens during everyday moments.

Those lessons came once I began working with publications, delving into the heart of the community and finding the common themes that bind us together.

That's why I know community journalism will remain alive and thrive. It's the story of us, our collective vignettes.

This week marks the 118th anniversary of this publication, which happens to fall during National Newspaper Week, a time to celebrate the significance of the press and its role in communities.

Each week, the newspaper staff works diligently to bring current, relevant information to you in print, online and through social media. It's our duty, as community watchdogs, to attend meetings and sporting events, cover business openings and concerts, write interesting feature stories about the people who live among us, as well as in-depth coverage of issues that are not always easy to write about. We celebrate our citizens and keep governing bodies accountable.

It isn't always easy work, but that makes us stronger.

Each week, we believe that we provide a quality product, filled with important work.

There is no substitute for a newspaper offers its best to you. We thank you for welcoming us into your homes.

A Fresh Look at Nebraska

By LuAnn Schindler, managing editor, Clearwater Record/Ewing News

Warren Buffet wrote, "There is no substitute for a local newspaper that is doing its job."

He is correct.

A strong local newspaper - leader of community journalism - establishes a strong bond with its readers and creates a permanent, accurate and complete record of the community's history.

That historical accuracy is what drew me to newspapers to begin with. Every Thursday, I would retrieve the two county weeklies - The Clay County Sun and the Clay County Leader - from the mailbox and read both, noting differences in style, the similar approaches to storytelling, the distinct smell of ink on paper strikingly different between the two.

I landed my first stringer assignment at age 16, after a conversation at a career fair. After listening to one of the county news editors talk about careers in communications, I struck up a conversation and offered to write a sports article about then-Husker I-back I.M. Hipp, a family friend.



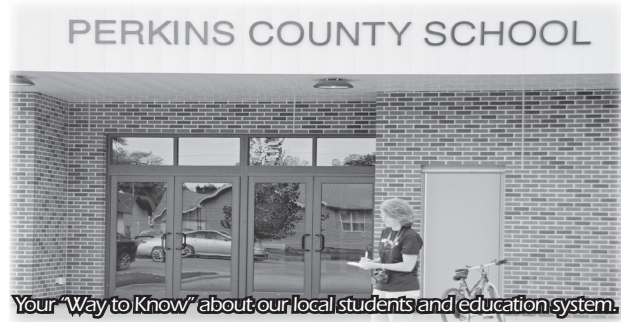


NATIONAL NEWSPAPER WEEK

OCTOBER 2-8, 2016



Your "Way to Know" what's happening in the government.



PERKINS COUNTY SCHOOL

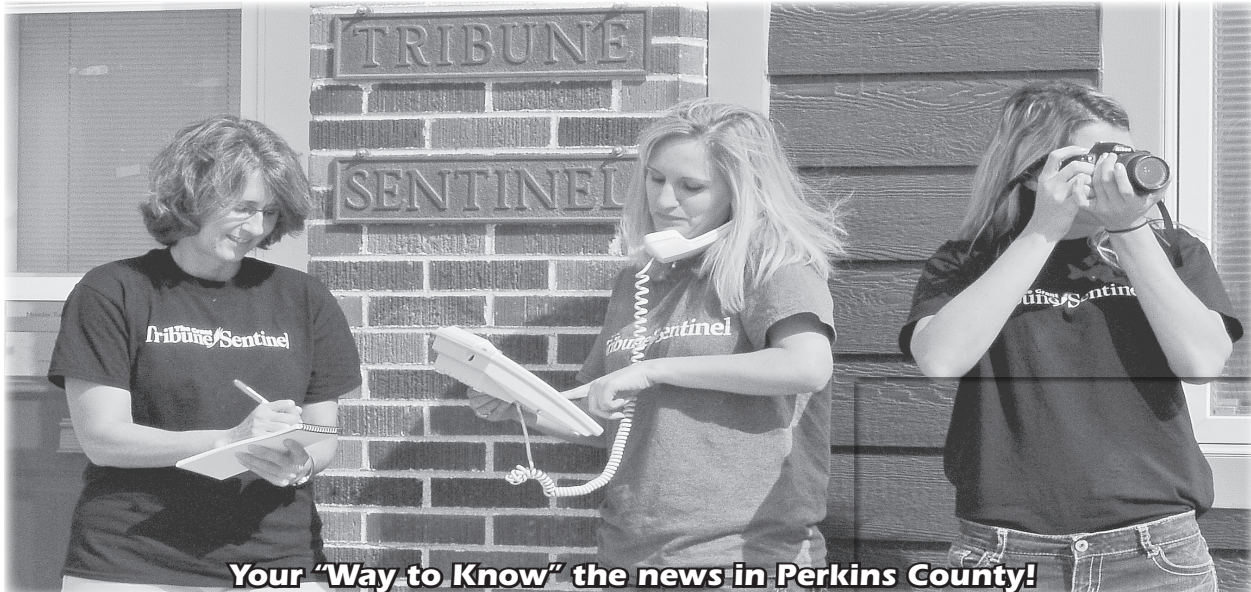
Your "Way to Know" about our local students and education system.



Your "Way to Know" the score and highlights of the game.



Your "Way to Know" what's growing in the field.



Your "Way to Know" the news in Perkins County!

The Grant Tribune Sentinel

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

Welcome To "Way To Know"



With your host Jim Phelps

Who Works At A Paper	What a Newspaper Does	Press On	Newspaper Stats	Who Reads Newspapers	Potpourri
\$200	\$200	\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600	\$600	\$600
\$800	\$800	\$800	\$800	\$800	\$800
\$1000	\$1000	\$1000	\$1000	\$1000	\$1000

Jim: Delivers news, opinions, sports, features and so much more each and every week.

Jim: They read the newspaper each week in the U.S.



Trevor



Tim

Jim: Makes all of the advertising and graphic elements for the newspaper.



Jennifer

Jim: The top media source cited by shoppers as their choice for planning shopping and making purchase decisions.



Susan

Jim: They read their local paper each week.



Gordon

Jim: Gathers the news, organizes the pages and helps layout the paper each week.



Matt

newspaper
© **ACADEMY**
ONLINE COMMUNITY

Kevin Slimp launches Newspaper Academy

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 kicked off in Sept/Oct.

UPCOMING WEBINARS:

Basic InDesign for New and Newer Users

Wed, Oct 26 at 2 p.m. Central/ 3 p.m. Eastern
60-minutes (Cost \$39)

<http://newspaperacademy.com/promo>

Learning to Use the InCopy Editorial Workflow

Wed, Nov 2 at 2 p.m. Central/ 3 p.m. Eastern
90-minutes (Cost \$69)

<http://newspaperacademy.com/webinar/learning-use-incopyindesign-editorial-workflow-90-minutes/>

InDesign Tips for Editors & Newspaper Designers

Thurs, Nov 3 at 10 a.m. Central/ 11 a.m. Eastern
60-minutes (Cost \$59)

<http://newspaperacademy.com/webinars/list/>

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>.**

Alliance Times-Herald to begin publishing biweekly effective Nov. 2

The *Alliance Times-Herald* announced last week that effective November 2, it will transition to a biweekly publication. The paper will be delivered through the mail to subscribers each Wednesday and Saturday.

Kyle Cummings, Times-Herald director of operations, said in their announcement article that the change to biweekly will allow their staff to devote more time to building their online presence, which is important to their readers. They will also roll out a new website in the coming weeks that will be more interactive and easier to navigate. Cummings emphasized that their print product will continue to be an important focus as well, and the decrease in print production and elimination of a daily

deadline will allow staff to produce more local news and provide better content.

Heinemann named general manager of Lexington Clipper-Herald

As of October 10, Heather Heinemann is the new general manager of the *Lexington Clipper-Herald*. She will be responsible for all aspects of the newspaper's operations.

Heinemann has been a sales representative at the Clipper-Herald since May 2013. Prior to that, she was the community relations director at Brookdale Lexington (formerly Park Avenue Estates). A lifelong resident of the Lexington area, she was named 2015 Ambassador of the Year by the Lexington Area Chamber of Commerce.

Former publisher Katy Bergstrom has accepted the position of lead salesperson for Big Red Auto Book out of Grand Island.

Teresa Paulsen named chief communication and marketing officer at UNL

University of Nebraska-Lincoln Chancellor Ronnie Green announced this summer that Teresa Paulsen was named the new chief communication and marketing officer for the university. In this role, Paulsen will unite university leaders campus communicators and other partners to achieve shared goals, lead university efforts in strategic marketing, news and issues management, public relations, photography, broadcast services, brand management, digital and social media and events.

Paulsen was previously vice president for communication and external relations at ConAgra Foods in Omaha. A fifth-generation Nebraskan, Paulsen earned a bachelor's degree in journalism from UNL and a master's degree in communication from the University of Nebraska-Omaha. Paulsen succeeds Meg Lauerman, who retired the end of June after directing University Communications for 15 years.

Large attendance at NE High School Press Association fall convention

More than 700 high school students and teachers attended the October 17 Nebraska High School Press Association fall convention in Lincoln, which is co-sponsored by the UNL College of Journalism and Mass Communications.

Students and teachers from 48 schools spent the day on campus learning about broadcasting, newspapers (print and online), yearbooks, leadership, career exploration and media law. Professionals and educators provided 32 workshops on a variety of topics.

The theme of the convention was storytelling - and the day began with keynote speaker Erin Grace, a columnist from the Omaha World-Herald, who shared insights about storytelling in the digital age.

The NHSPA fall convention and the Cornhusker awards competition are generously supported by the NE Broadcasters Assn., NE Press Assn. Foundation, the Omaha World-Herald and Student Newspapers Online (SNO).

The NHSPA is celebrating its 85th year of providing support for teachers and advisers responsible for high school publications and working to establish standards of excellence for high school journalism. For more information about the convention, Cornhusker award-winners and NHSPA, go to: <http://www.nhspaonline.org>.



Charging your website ads based on impressions

“What the heck are impressions?” is probably what you just said to yourself after reading the title, right? And don’t worry if you did, there’s nothing wrong with that, it just happens to be a digital marketing term for “views” that’s being used more prevalently today than ever before.

Whether you’re checking your statistics on Facebook or Twitter, or maybe you’ve just started a targeted marketing campaign (we’ll get to that later), “impressions” is the term, and tool used to measure the impact and reach of a Facebook or Twitter ad, or perhaps an ad on your newspaper’s website.

For the longest period, Enterprise Publishing had charged a fixed rate for their online ads. As an example, a poster ad on their website which is 300x250 went for a rate of \$99 per month. No matter how many views or impressions it gained, \$99 was the price each month. But Enterprise wanted to change that, provide their advertisers with a more “bang for their buck” ad rate. So, in working with Enterprise we changed from a fixed rate, to charging advertisers on a per impression rate.

Advertisers could purchase however many impressions they wanted, minimum 30,000 (this can be changed based on the monthly traffic to your website), and would be charged a specific rate, based on the size of the ad, per 1,000 impressions. For instance, if an advertiser ordered 30,000 impressions for one of our “Leaderboard” ads (728x90), they would be charged \$6.50 per 1,000 impressions, which comes out to be \$195 per 30,000 impressions. This is no longer a monthly rate either; however long it takes their ad to garner 30,000 views doesn’t matter, once they hit that mark, that’s when they pay. And once they do hit the impression mark, they can then decide if they would like to order another 30,000 (or whatever number they’ve chosen) impressions.

Why change it to this format? Because this way, your advertisers know that their ad(s) are being seen, and that they are having an impact on your website. Essentially, what it comes down to is, they are paying for what is being seen.

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. 24, 2016

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

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange. Request for Bids (NPA Directory Printing) Flyer, Webinar Flyers.

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.

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.





ONLINE MEDIA CAMPUS

Online Media Campus, in partnership with NNA, presents:



PUB AUX LIVE

**Are You Ready? New rules are
about to hammer payroll**

Thursday, November 3

11:00 a.m. EST / 10:00 a.m. CST

About this program:

Tonda Rush will explain the new rule, which is due to take effect on Dec. 1, 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: FREE for NNA Members; \$65 for non-members
Registration deadline: Monday, October 31st

*Registrations submitted after this date are subject to a \$10 late fee until
Midnight Nov. 2.*

Register now for this webinar at

<https://www.regonline.com/NNAOTRules>

*PUB AUX LIVE, featuring revenue-generating ideas for community newspapers,
is brought to you by The National Newspaper Association, in partnership with the
Iowa Newspaper Foundation.*

**Leading the
Discussion:**

HOST Stan Schwartz,
National Newspaper
Association

GUEST STAR

Tonda Rush, American
PressWorks

**PUB AUX LIVE
first Thursdays at
11 a.m. EST/
10 a.m. CST**

Follow us:



Online Media
Campus



OnlineMediaCamp

Questions? Contact Jana Shepherd at 515-422-9051 or jshepherd@inanews.com



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



Prospecting That **PAY\$**

Friday, November 11

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

Registration fee: \$35
Registration Deadline:
November 8

In this webinar...

This session provides a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise.

You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. **This session is a must for those who sell, and those who lead sales teams!**

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Kelly Wirges



For over 25 years, Kelly Wirges has helped companies increase sales and revenue in all facets of business. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

Wirges has authored over 50 training programs, has customized materials for hundreds of companies, and has helped over 200,000 ProMax alumni increase their success. She understands the challenges and opportunities that exist in today's competitive and complex environment. With this knowledge she prepares and shares practical techniques that can be put to work immediately for increased success.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM