

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

December 16, 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:

November 2, 2016

Learning to Use the InCopy
Editorial Workflow (Newspaper
Academy/Slimp)

November 3, 2016

Explanation of Overtime Rules/
Fair Labor Standards (NNA)

November 3, 2016

InDesign Tips for Editors &
Newspaper Designers (Newspaper
Academy/Slimp)

November 11, 2016

Prospecting that Pays
(Online Media Campus)

November 17, 2016

Integrating Snapchat & Instagram
into Your Newsroom
(Online Media Campus)

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Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>

NPA Digital Hotline to conduct free newspaper website critiques

Is your website as good as it could be? Looking for ways to improve? Want to utilize social media to grow your newspaper readership and website audience? The NPA Digital Hotline can help.

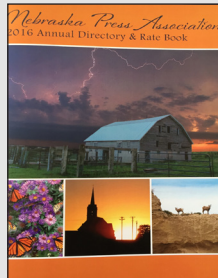


You say you don't have a website? The folks at Courtside Marketing/NPA Digital Hotline can't create a website for you, but they can give you reasons why you should have one and get you jump-started with a helpful tips.

To set up your free website review, call the NPA Digital Marketing Hotline at 402-590-8093, Ext. 702, or email chris@courtside-marketing.com.

Submit photos for 2017 Directory cover by Nov 7!

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.

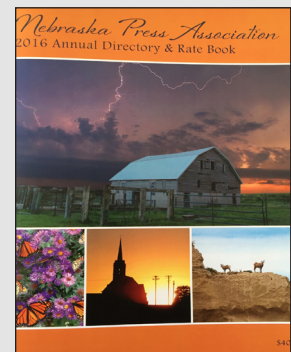


To submit a photo, email a high resolution JPEG to nebpress@nebpress.com. Include a brief description of the photo and location where it was taken.

Photos must have been taken within the last year and can include photos your paper may have entered in the 2016 NPA contest. **Submit your photos by Monday, November 7.**

Would you like to print the 2017 NPA Directory?

Deadline to submit your bid is Monday, November 7!



See bid details on attached flyer.

NPA/NPAS Staff

Allen Beermann

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Violet Spader Kirk

Advertising Sales Assistant
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Wayne Herald has new managing editor

Calyn Dunklau joined the Wayne Herald in early October as their new managing editor.

A Wayne native, Calyn was an intern at the Herald while she attended Wayne State College. After graduating from Wayne State College, she worked at the Norfolk Daily News before accepting the managing editor position.

Eight questions that will sharpen a story idea

By Vicki Krueger, Poynter, July 5, 2016

For an editor, coaching means engaging the writer in an ongoing conversation about the story, from the conception of the idea to the final edit. The more time and thought you invest in this conversation, the less work you will likely face in “fixing” the story when it comes in.

One key moment in coaching: after the idea, but before the reporting.

In this conversation, you can help the reporter sharpen the idea, develop an initial premise for the story and prepare for any potential mine fields in the reporting. Ask:

- Why are we doing this story, and why will the reader care?
- Knowing that the premise will evolve during the reporting, what do you think this story could be about?
- What are our expectations of the story? We'll be flexible about the story's scope, depending on what we find out, but let's start talking about story length and the amount of time for reporting.
- What are some of the key questions to address in the story?
- What sources should we consider? Who are the stakeholders? If applicable, whom might you tell the story through?
- Does the story, at least as we understand it now, represent a larger trend? What background do we need to understand this trend?
- How do we address issues of ethics and diversity?
- Are there any previously published stories from newspapers, books or magazines that I can share that will inspire the reporter?

Taken from *The Language of Coaching*, a self-directed course by Poynter's Roy Peter Clark at Poynter NewsU.

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**

N Newspaper
Association
of America
www.naa.org

Postage will go down for many newspapers next year

Paul Boyle, News Media Alliance (formerly Newspaper Association of America), Oct. 27, 2016

The U.S. Postal Service on October 12, 2016, proposed new rates for 2017 that will significantly decrease postage costs for many newspapers using the nation's postal system to deliver Total Market Coverage (TMC) products (e.g. ad inserts to non-subscribers). As a result of the change, some major market metros could see a reduction in postage costs by hundreds of thousands of dollars next year.



Why the decrease? The Postal Service is simplifying the rate structure by removing Flats Sequencing System pricing for Marketing Mail (formerly Standard Mail) and increasing the “piece pound breakpoint” for Saturation, High Density Plus, and High Density flats from 3.3 to 4.0 ounces. Because of this increase in the piece pound breakpoint, newspapers could see a rate decrease of 11 to 17 percent, depending upon the volume of mailings and where the mail is entered into the system.

The News Media Alliance met with Postal Service management more than a year ago to discuss ways it could encourage newspapers to keep their TMC products in the mail versus independent carrier delivery. Postal Service management suggested increasing the piece pound breakpoint as a way of incentivizing newspapers to grow the size of the mailed piece on the theory that a heavier piece with more advertising inserts will offset mailing costs and create a financially healthier package that is more likely to stay in the postal system. With this increase in the piece pound, the Alliance believes the Postal Service is sending a strong message that it wants newspapers' TMC business.

The USPS proposal also brought good news for weekly newspapers that mail their editorial product. Rates in 2017 for periodicals within-county will largely remain flat, except for periodicals that use the 5-Digit Automation flats rate, which rises 3.67 percent. The new prices, if approved by the Postal Regulatory Commission, will also include a two cent increase in the price of a First-Class Mail Forever stamp.

The new rates will go into effect on January 22, 2017.

Direct postal rate questions to News Media Alliance Senior VP, Public Policy, Paul Boyle: 571-366-1150, paul@newsmediaalliance.org.

“ Half a truth is often a great lie. ”
- Benjamin Franklin

UNL College of Journalism and Mass Communication seeks to add new sports media and communications major in 2017

With the passion for sports an integral part of Nebraska life, and with a high percentage of UNL journalism students surveyed wanting more courses in sports media, the College of Journalism and Mass Communications faculty announced in September they are seeking university approval to add a new sports media and communications major to the spring 2017 curriculum.

The proposed 40-hour major would lead to a bachelor of journalism degree, with a broad set of core sports courses and the option to provide depth in specific areas. Some of the proposed required courses include: sports writing/reporting, data literacy and analytics in sports, sports media relations and promotion and mass media law.

The new major has received approval from the UNL faculty committee and the academic vice president. There is one additional step in the process before presentation to the regents. According to J-School Dean, Maria Marron, the approval process in “progressing nicely.”

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 10/17:

2x2

Bayard Transcript — Alisha Heath (2 ads) (paper made \$300.00)
Beatrice Daily Sun — Amy Stokebrand (paper made \$150.00)
Fremont Tribune — Jennifer Gruber (paper made \$975.00)
Hickman Voice News — Austin Roper (2 ads) (paper made \$487.50)
Norfolk Daily News — Denise Webbert (paper made \$650.00)
West Point News — Karey Rahn (paper made \$325.00)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
Tecumseh Chieftain — Bev Puhalla (paper made \$112.50)

Week of 10/24:

2x2

Bayard Transcript — Alisha Heath (2 ads) (paper made \$300.00)
Beatrice Daily Sun — Amy Stokebrand (paper made \$150.00)
Blair Enterprise — Loraine Ellis (paper made \$162.50)
Hickman Voice News — Austin Roper (4 ads) (paper made \$1,237.50 + \$178.00 out of state)
Stromsburg News — Patrice Clifton (paper made \$90.00 out of state)
West Point News — Karey Rahn (3 ads) (paper made \$1,300.00)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
Ogallala News — Brian McElvain (paper made \$112.50)
Tecumseh Chieftain — Bev Puhalla (paper made \$112.50)

The Curse of Knowledge

By John Foust, Raleigh, NC

In 1990, Elizabeth Newton, a graduate student in psychology at Stanford University, conducted an experiment to measure knowledge and familiarity. One group “tapped” popular songs with their fingers, and another group tried to identify the tunes. When the tappers were asked to predict the number of tunes which would be correctly named, they consistently overestimated. The tappers predicted the listeners would have a 50 percent success rate, but the listeners named only 2.5 percent correctly. That’s a huge gap.



This illustrates what some people call the Curse of Knowledge. Once we know something – even something as simple as the melody of a song – it’s difficult to imagine not knowing it. As a result, it can be a big challenge to get in step with someone else when dealing with that topic. It’s nearly impossible to teach algebra to someone who doesn’t know algebra if you don’t remember what it was like to not know algebra.

Curse of Knowledge is a big factor in the world of sales. I recently shopped for a computer at a store where I had bought electronic equipment before. Unfortunately, I got stuck with a sales person who assumed everyone knew as much about computers as he did. I repeatedly asked him to simplify his explanations, but he wasn’t capable of seeing things from a non-tech’s point of view. It was impossible for me to suddenly gain enough knowledge to understand what he was talking about, and it was impossible for him to remember what it was like to not know as much as he knew. The experience was frustrating for both of us, and I eventually had to find someone else to help me.

The business people in your market have varied ranges of ad knowledge – from highly informed to neophyte. Like the old saying, “If you’re treating all of them the

same, you’re treating most of them wrong.” Here are some points to keep in mind:

1. Learn as much as you can. It should be your goal to know more about advertising in general, more about your specific advertising product, and more about each one of your clients and prospects than anyone else in your area. This will give you plenty of reserve power.

2. Listen carefully to find out how much your prospect knows. A sales appointment is not a performance. It’s an opportunity to get in step with your prospect, so you can tailor the conversation to his or her specific marketing needs – in terms that are clearly understood.

3. Don’t assume that you’re being understood, just because the other person isn’t saying anything. They may be bored, or they may feel unsure in their lack of knowledge.

4. Develop a variety of ways to explain advertising concepts. The good news is that you can prepare explanations and examples in advance. Some should be basic and some should be advanced. And some can be used with all levels.

You see, it’s not just what you know about advertising. It’s what you know about communication.

(c) Copyright 2016 by John Foust. All rights reserved.

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



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:

Learning to Use Adobe InCopy to Create an Editorial Workflow System

Wednesday, Nov. 2 • 2pm Central/1pm Mountain
90 Minutes - Normal \$69/**Discounted \$49**
<http://newspaperacademy.com/promo/>

Advanced InDesign Tips for Editors & Designers

Thursday, Nov 3 • 10am Central/ 9am Mountain
70 Minutes - Normal \$59/**Discounted \$49**
<http://newspaperacademy.com/promo/>

Classified Advertising Exchange

Oct. 31, 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, Early (Thanksgiving) Network Adv. Deadlines 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.

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.





EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 11/28/16 - DL Tues., 11/22/16 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 11/28/16 - DL Mon., 11/21/16 at 4:00 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service

800-369-2850 Fax: 402-476-2942

www.nebpress.com