

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## 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 11, 2016**

Prospecting that Pays  
(Online Media Campus)

#### **November 17, 2016**

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

#### **November 17, 2016**

Getting People to Pick Up Your  
Paper (Newspaper Academy/  
Kevin Slimp)

#### **November 18, 2016**

What's New in Adobe Creative  
Cloud? (Newspaper Academy/  
Kevin Slimp)

The NPA/NPAS office  
will be CLOSED Nov  
24 & 25 (Thurs & Fri)  
for THANKSGIVING.

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

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

## 1,100 community papers ask for postal reform

By Tonda F. Rush, NNA director of public policy, November 1, 2016

What happens when 1,100 newspapers speak with one voice to Congress about the need for reliable mail service?

Postal reform! Or at least that is what National Newspaper Association hoped when it sent a letter Oct. 20 to every member of the House of Representatives. NNA joined in the Coalition for a 21st Century Postal Service to request prompt action in the lame-duck 114th Congress to save the U.S. Postal Service from creating more cuts in service.

NNA is seeking action on HR 5714, the Postal Service Reform Act of 2016, sponsored by leading postal experts in the House, Rep. Jason Chaffetz, R-UT, and Elijah Cummings, D-MD. The bill passed the House Oversight and Government Reform Committee in July, but did not see action on the House floor before Congress recessed to campaign for the Nov. 8 elections. Now, according to NNA, House Speaker Paul Ryan must act emphatically in late November to save newspapers from facing the trauma of slower mail and higher postage rates.

The bill's primary purpose is to shift about 77,000 postal retirees who contributed to Medicare, but forgo those benefits in favor of a more costly postal

**cont. on 3**



## 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 get 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](mailto:chris@courtside-marketing.com).

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## Newspapers under new ownership

*Stapleton Enterprise*, Nov. 3, 2016

Creative Printers, Inc., publishers of *The Stapleton Enterprise/McPherson County News*, *The Thedford Thomas Co. Herald*, and *The Arnold Sentinel*, announced last week that the newspapers are under new ownership as of November 1.

Forty-year employee and shareholder, Marcia Hora, has purchased the Stapleton and Thedford papers, along with the Creative Printers, Inc. company and the building in Stapleton. Hora began working for the Frenches in 1976.

Lacy McCarthy of Coeur d'Alene, Idaho, has purchased *The Arnold Sentinel* and building, located in Arnold. McCarthy is a 1999 graduate of Arnold High School and purchased the Sentinel to give back to her hometown and help support the growth of the Arnold community. Janet Larreau, who has worked at the Sentinel for 29 years and is the current editor and manager, will continue in that capacity.

Art and Audrey French started Creative Printers and became owners of their first newspaper, *The Tryon Graphic*, when they purchased the publication from Audrey's parents, Hugh and Louelva Priest in 1957. The Frenches purchased the *Stapleton Enterprise* in 1960, merging it with the *Tryon Graphic* in 2009, and purchased *The Arnold Sentinel*, along with shareholder Marcia Hora, in 1987. Art French passed away in 2008 and Audrey continued as publisher of three newspapers until the time of the sale.

## Fairbury Journal-News office moving

*The Fairbury Journal-News* will relocate from its current location to 510 C Street in downtown Fairbury effective December 5. According to owner and publisher, Timothy Linscott, the new location will provide more parking and work space. The Journal-News will have the same mailing address, PO Box 415. The paper's present location, 516 5th Street, will continue to be occupied by McBattas Packaging and Printing and MSA Promotions, owned by Fred Arnold. Arnold sold the Journal-News to Linscott in October.

## Former Lincoln Journal Star publisher, Julie Bechtel, named 2016 E&P Publisher of the Year

Julie Bechtel, group publisher of all Lee Enterprises properties in Nebraska and Illinois, and former publisher of the *Lincoln Journal Star*, has been named 2016 Publisher of the Year by *Editor & Publisher*, a leading news media publication in the country. Bechtel was selected by the E&P editorial staff from 60 nominees.

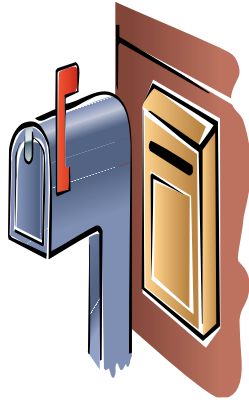
She joined Lee Enterprises in 1988 as circulation manager and then operations manager at the *Lincoln Journal Star* until 2002, when she left to serve as publisher of the *Bismarck (ND) Tribune*. In 2011, Bechtel returned to the Journal Star as publisher until her promotion to Lee Enterprise group publisher (NE & IL) in 2014. She currently serves as president and publisher of *The Pantagraph* in Bloomington, Illinois.



Kurt Johnson, publisher of the *Aurora News-Register*, and several Chase County High School alumni were invited to a Bronco football game Oct. 30 by fellow alumni Sandy Rufenacht, founder/owner of *Three Peaks Capital* in Denver. The group enjoyed the game in the *Three Peaks Capital* suite and Rufenacht capped off the experience by introducing them to NFL great Peyton Manning.

### **Postal - cont. from 1**

medical plan, to actually use Medicare instead. About \$30 billion sits unused in the federal treasury that was contributed for these employees' retirement. Requiring them to use this fund would relieve USPS of the obligation created in the 2006 Congress to prepay retirees' health benefits—a \$5 billion annual contribution that plunged the postal system into red ink almost immediately. The bill also would require the federal government to calculate postal benefits by using postal-only actuarial data, rather than relying on the life expectancies of the full federal work force. The combined effects would save USPS billions of dollars. Mailers hope it would make the system solvent again without having to institute major service cuts.



Just to be sure, NNA asked that the bill be amended before final passage to ensure greater attention by regulators to reliable service.

HR 5714 also institutes a 2.15 percent postage increase. Without the increase and the Medicare integration, mailers fear the Postal Regulatory Commission will institute double-digit increases when it begins its review of postal rate-setting in 2017.

NNA President Matt Paxton said the 1,100 newspaper signatures on the Congressional letter demonstrated the deep reliance of newspapers upon reliable mail delivery. "At the NNA convention this year, we heard many tales of woe about lost subscribers. What I thought was interesting is that we are also hearing about tight cash flows at many newspapers because the First Class Mail with checks inside is not being delivered on time. The stress placed on mail service to small towns after the closing of mail processing plants in the past half-decade has been severe. While we see improvement in some areas where NNA and the Postal Service has conducted special studies, this process is like emptying the ocean with a thimble. We need system-wide improvement, and we most emphatically cannot stand more plant closings and service standard cuts," he said.

Paxton thanked NNA members and a number of state press associations that solicited key signatures from newspapers that use the mail.

"We have a big voice when we need to use it. Now our job is to make sure our members of Congress realize we need action before they go home in December," Paxton said.

A copy of the letter to Congress is available at [www.nnaweb.org](http://www.nnaweb.org).

## **Nominations Invited for Marian Andersen Nebraska Women Journalists Hall of Fame**

Nominations now are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame. **Deadline for submission is Jan. 20, 2017.**

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities. The general public is invited to submit nominations for the award. Women nominated may be living or deceased, may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2016 will be considered again in 2017, and it is not necessary to resubmit the nomination.

### Nominations will be judged on:

- Contributions to the profession
- Achievements within the profession
- Service to her communities (local as well as Nebraska and/or regional/national)

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria.

See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines. Or go directly to [http://nebraskapresswomen.org/?page\\_id=303](http://nebraskapresswomen.org/?page_id=303).

Final selection will be made by the NPW Board of Directors. Inductees will be honored at the 2017 Nebraska Press Women spring convention in North Platte. Convention details will be announced at a later date.

Nebraska Press Women is a nonprofit, professional organization, for women and men from all branches of communications. The organization provides professional growth opportunities and offers a forum of activities of interest to communicators.

### Past Hall of Fame Honorees:

2011 - Bess Furman Armstrong, Wilma Crumley, Lynne Grasz, Marj Marlette, Beverly Pollock, Deanna Sands

2012 - Mildred Brown, Harriet Dakin MacMurphy, Mary McGrath

2013 - Clara Bewick Colby, Maxine Moul

2014 - Gwen Lindberg, Leta Powell Drake, Elia Wilkinson Peattie

2015 - Joan Rossiter Burney, Beverly Deepe Kever

2016 - Mary Ann Koch Blackledge, Sharron Hollen

Contact Cheryl Alberts Irwin, Nebraska Press Women vice president, 402-464-7955, [rcirwin@windstream.net](mailto:rcirwin@windstream.net).



## Digital Ad Trends

Digital ad spending in the state of California is going to increase by 65.9% during the years 2015 to 2017. In a recent study conducted by Borrell Associates - one of the nation's leaders in advertising data - found in their 2017 forecast for those ad spenders in California that 58% of their dollars will go towards online ads. Newspapers? 8%. Within that same study, Borrell found that newspaper ad spending is set to drop by 14.3%.

It's a trend that newspapers are certainly wary of, and likely do not want to confront any time soon. Local advertisers are cutting their traditional spending budgets in order to save money for online needs, such as Facebook. And I'm sure you're asking yourself right now, "how do I compete against digital?"

The best advice here is: Don't compete *against* digital, *leverage* it for sales!

And it starts with your sales reps. When meeting with a client, don't bad-mouth digital or say that it doesn't work, because that's the exact opposite. Instead, act in a consultative manner, complimenting digital for what it can do, but then also point out the benefits of traditional advertising and how it can coincide with digital. For instance, if during your meeting you find out they are going to run a contest or promote a service or product on Facebook, present them an idea of how they can advertise that contest, product or service in the newspaper as well.

Speaking of contests, a great way to work digital with traditional advertising is by creating contests throughout the year on third-party platforms, like Second Street. With this site you can create college, pro football or basketball, Mother's and Father's Day contests that run weekly on the site. And you can generate revenue by selling sponsorship spots not only online on the site but in the newspaper where you will also promote the contest(s).

Newspapers aren't going to defeat the digital trend. And that's certainly a scary notion for some. But what you can do is leverage this trend into more traditional sales through creative means.

---

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](mailto:chris@courtside-marketing.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](http://www.nebpress.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:

#### Getting People to Pick Up Your Paper

Thu, Nov 17 at 1:00 p.m. Cent./12:00 p.m. Mountain  
Normal Price: \$39 **Assn. Discounted Price: \$32**

Kevin Slimp visits more than 100 papers each year as a consultant. His research is featured in industry journals throughout the world. Spend 30 minutes learning from the best in the business and find out what it takes to get people to pick up your newspaper. We will discuss content, design, and research based on newspaper readers and non-readers.

We're going to discuss all kinds of topics from content to design to research into what makes readers pick up certain pubs, and not pick up others. **Register at:** <http://newspaperacademy.com/association/>

#### What's New in Adobe Creative Cloud?

Fri, Nov. 18, 2016 at 10 a.m. Cent./9 a.m. Mountain  
Normal Price: \$49 **Assn. Discounted Price: \$39**

You will get your money's worth in this webinar. In a recent poll, we asked newspaper editors and designers what type of training they'd most like to receive in a webinar. The most popular answer: "What's new that newspapers will use in Adobe's Creative Cloud software." We'll look at InDesign, Photoshop, Illustrator, Muse, and other apps that you would use ... if you only knew what they did. **Register at:** <http://newspaperacademy.com/association/>

#### Learning to Design Websites with Adobe Muse

Fri, Dec 2 at 10 a.m. Cent./9 a.m. Mountain  
Normal Price: \$49 **Assn. Discounted Price: \$39**

People are always saying that Adobe Muse is worth the price of Creative Cloud by itself. Did you know just about anyone can create a website and have it online in hours, rather than days or weeks, using Muse. In this 45 minutes, you'll get enough information to begin designing your own websites. This webinar isn't for just the web experts. It's good for anyone who already designs pages in InDesign. **Register at:** <http://newspaperacademy.com/association/>

# Classified Advertising Exchange

Nov. 7, 2016

**JOURNALIST:** The Fairbury Journal-News is seeking a journalist. This position would help run the news staff and steer one of the largest progressive weeklies in the right direction. The Journal-News is moving in new and exciting directions and needs someone wanting to help mold that direction. Send resumes to [timothylinscott1@gmail.com](mailto:timothylinscott1@gmail.com).

**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](mailto:jeremy.woznick@starherald.com).

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Online Media Campus 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](mailto: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](mailto:nebpress@nebpress.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](http://WWW.ONLINEMEDIACAMPUS.COM)**



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

## Integrating Snapchat and Instagram into Your Newsroom



Presented by:



GateHouse Media™

**Thursday, November 17**

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

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

Registration fee: \$35

Registration Deadline:

November 14

### ***In this webinar...***

With platforms like Snapchat and Instagram growing explosively, but offering little or no referrer traffic back to a site, how should newsrooms approach them? GateHouse editors are using these tools to connect with audiences, and we'll walk through several examples of what works and what doesn't.

*Group discounts are available. Visit our website for more information.  
Registrations submitted after midnight November 14 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...***

#### **Penny Riordan**



Penny Riordan manages digital content partnerships for GateHouse Media. Prior to joining GateHouse, she worked at Patch.com for four years, where she led social media, blogging and user generated content efforts for the company.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**