

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 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.**

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"Shop Local" is more than a good idea - it's good business

Metro Creative Graphics

The "shop local" movement isn't new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.

Here are just a few of the long-known benefits of what shopping local can mean to a community:

• **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.

• **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community.

• **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.

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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.

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Wanted!

**Changes at your newspaper that
NPA/NPAS need to know about:**

- New/changed email address(es)
 - New phone/fax numbers
- Newspaper staff changes (publishers, managers, editors, advertising contacts)
 - Advertising/color rate changes
- New mailing or (insert) delivery address
 - Publication day change
- Page format/column inch changes

**Often NPA/NPAS staff are the last to
know about these changes.
Help us better serve you by
keeping us in the loop. Thanks!**

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 10/31:

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)
West Point News — Karey Rahn (2 ads) (paper made \$975.00)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
Kearney Hub — Becky Hilsabeck (paper made \$112.50)
Ogallala News — Brian McElvain (paper made \$112.50)
Tecumseh Chieftain — Bev Puhalla (NCAN Special Free Ad)

Week of 11/7:

2x2

Bayard Transcript — Alisha Heath (2 ads) (paper made \$300.00)
Hickman Voice News — Austin Roper (paper made \$312.50)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
Ogallala Keith Co. News — Brian McElvain (NCAN Special Free Ad)

Week of 11/14:

2x2

Bayard Transcript — Alisha Heath (2 ads) (paper made \$300.00)

Crete News — Jennifer Zapata (paper made \$150.00)
Hickman Voice News — Austin Roper (paper made \$162.50)

NCAN

Broken Bow Chief — Renee Daniels (paper made \$137.50)
Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$225.00)

Former Plattsmouth Journal editor, columnist, Wehrbein dies

Jeanene Wehrbein, 76, of Plattsmouth died November 6, 2016 at her home in rural Plattsmouth.

Wehrbein was managing editor and columnist for the Plattsmouth Journal from 1991-2003. She was very involved in organizations in her community and the state of Nebraska, including the Plattsmouth Chamber of Commerce, Plattsmouth Rotary, NE Hall of Agriculture Achievement, NE Beef Council, NE Humanities Council, NE Community Foundation, and Plattsmouth Community Foundation, to name a few.

She is survived by her husband of 55 years, Roger Wehrbein of Plattsmouth, and sons Doug and David and their families of Plattsmouth. A Celebration of Life was held November 10 at First Presbyterian Church, with private family burial at Oak Hill Cemetery in Plattsmouth. Memorials may be directed to the Plattsmouth Community Foundation, First Presbyterian Church, Cass County Historical Society, or ALS. Funeral arrangements by Brian P. Harvey Funeral Home, Plattsmouth, Nebraska, www.bpharveyfuneralhome.com.



Do I need to boost my posts on Facebook?

Chances are if you're running your newspaper's Facebook page you've probably noticed a button that says "Boost Post" at the bottom of each status update. The question then becomes, "should I boost this post?" "What does it mean to boost the post?"

Boost Post

Well, Facebook in their infinite wisdom over the years have configured the social media's platform in ways to make themselves more money. What are one of those ways, you may ask? Boosted Posts. Unless you have a very strong following on Facebook, it's highly likely that posts you're making are only being seen by maybe a third, or even a half of those who follow your page.

And Facebook does this on purpose, too. For some, in order to grasp a larger reach on the site, boosting a post is the option. Once you post an update on Facebook, you're allowed the option to boost it, which means you can pay a certain sum of money per day for a set amount of days to reach a large number of people outside of your following.

With boosting a Facebook post, you can do so in a number of very specific ways, such as a certain geo-location, age range or demographics, and even more. However, it's all dependent on the post and who you are trying to reach.

But then the big question is, do I need to do this? Well, that depends. With any post that you make during the day or week, you need to study the statistics. That's an ugly word that no one likes, isn't it? Statistics. How big of a reach are we getting? How many clicks and what's our interaction with each post? If the result of your finding isn't what you had hoped, then chances are you may need to try to boost one of your posts to gain more traction and interaction.

There may also be something you're not doing that's resulting in the low statistics on your Facebook page. How well are you writing the above-the-fold headline, or for this exercise, the status update for your posts? That may very well be a point of issue, and something that we'll tackle in the newsletter next month.

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.

Know When to Fold Them



When does holding on to older software and hardware become detrimental?



Kevin Slimp
The News Guru

kevin@kevinslimp.com

While in Minnesota last week, I had an assignment similar to assignments I've had many times during the past 20 years: to spend a day with a small community newspaper group, meet with the management and staff individually, then propose two optional plans with the same goal in mind.

The goal was to improve the editorial and production workflow, thereby improving the quality of the publication and efficiency of the operation. Sounds simple enough, and having completed similar assignments hundreds of times before, I felt up to the task.

Every newspaper is different, so I keep their particular needs in mind when offering advice. This group is in a process that many of us find ourselves in: determining whether to tweak the current workflow using the tools available, or to upgrade hardware and software throughout the organization to achieve monumental jumps in efficiency.

I understand the dilemma. Having owned several publications in the past, plus a couple of companies right now, I know what it's like to make upfront expenditures in order to see longterm gains.

Perhaps you are in the same dilemma. Should I purchase new hardware and upgrade software at the same time, or will everything be OK if we upgrade software on our current machines? Would my staff be more efficient with training or is it a waste of time? If I train them too much, will they run off and find a higher paying job somewhere else?

The questions go on. What about camera raw? Will it improve my product or just slow down my workflow? Am I spending enough time on my digital products or am I possibly spending too much time on them?

Speaking of staff, do I have too many or too few? Are they organized in the most efficient manner? Should we create our website in-house or use an outside vendor? The questions could go on forever. It's enough to bring on a panic attack.

Don't panic. Let me suggest a few

things to think about when faced with similar questions. Let us consider hardware and software today and I will discuss other issues in upcoming columns.

Q. Is my hardware too old? Is it all going to come crashing down?

A. Hardware is a delicate issue. One of the quickest ways to improve efficiency is to improve the tools we use. Why do you think Amazon is always investing in new robots and distribution methods? However, hardware isn't cheap and no one wants to waste money.

I would suggest newspapers look over their current hardware and ask a few questions. How old are my computers? If you are working on machines more than six years old, chances are they are getting pretty slow and produce all kinds of delays. I've noticed six years is kind of a magic point for computers. Yes, Macs can last forever, but like anything else they slow down in time. And Windows-based machines slow down more quickly than Macs. It's just a fact of life.

I have four computers I primarily use in my work. One is an eight-year-old iMac. It still works and is fine for word processing and less intensive processes. But, I notice lately that it even slows down during simple tasks like checking email. I wouldn't dare waste my time trying to crank out pages on that computer. Sure I could do it, but it would take three times as long as creating the same pages on my two-year old iMac.

Q. What can I do to get the most of my current hardware?

A. If hardware is slowing down your workflow but new computers aren't in the budget, one of the easiest ways to get more from your machine is to maximize its RAM memory. RAM isn't expensive these days and I've seen machines double or even triple in speed by upgrading their current RAM to higher levels. Most computers can hold 8 to 16 gb of RAM. Check to see how much your machines currently have and how much they can hold, and make an investment (usually under \$100) to maximize the memory in each machine.

Q. Is my software too old? Do I really need to pay a monthly fee to keep from falling too far behind?

A. Maybe, maybe not. Approximately a third of the newspapers I visit are using the most recent design software.

If you're an Adobe user, that means the Creative Cloud version, which requires a monthly subscription.

Does this mean you're behind the curve if you have older software? Again, maybe or maybe not. I don't work for Adobe or Quark, so I have no reason to mislead you.

You don't have to have the latest version of InDesign or Quark to be efficient. I have three versions of Adobe's software on the machine I'm using right now: CS5, CS6 and CC. I've noticed no big difference in speed between CS6 and CC. That's also the case on other machines I use. So if your staff is using CS6 software, speed probably isn't an issue. If it is, you should check the RAM memory, as mentioned earlier. You may want to upgrade to Creative Cloud for other reasons but speed probably isn't one of them.

You might even be OK with Adobe CS5 or 5.5. If things seem to be moving along nicely and you are getting your ads and pages out in a timely manner, you might be safe for now. I wouldn't plan to use CS5 for several more years, but your operation won't come crashing down in the near future due to software issues.

However, if you are using really old software like CS or CS2 (even CS3), your days are numbered. One day in the not-to-distant future you might walk in to learn no one can get their pages out. Even if that weren't a possibility - and it is - it's taking at least twice as long as it should to get your product out the door using old software. CS3 was released just under ten years ago. Not many of us are driving the same cars we were in 2007. And if we are (I've had mine five years), we're probably thinking about upgrading to a newer model.

It's interesting we often update our cars before updating the things that provide our financial security. We forget that time is money. If it takes twice as long to get an issue designed due to old software and computers, the amount of time it would take to recoup the cost of new equipment is minimal.

As I tell my clients, I'll be home in a couple of days. So do what you think is best. But if it were my decision, I wouldn't wait too long before upgrading any older software and hardware.

Shop local - cont. from 1

- **Community uniqueness is enhanced.** Shopping locally can display what is special about a community.
- **Shopping locally generally provides a more personalized shopping experience.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.
- **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the holiday season.

To help in your promotions, here are some “shop local” websites that offer ideas and resources:

www.independentwestand.org
<http://thinkshopbuylocal.com>
www.the350project.net
www.AMIBA.net

(Am. Independent Business Alliance)

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

Still bringing communities together!



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. 14, 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.

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, Husker Pre-Game Flyer, Thanksgiving Early Advertising Deadlines.

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.

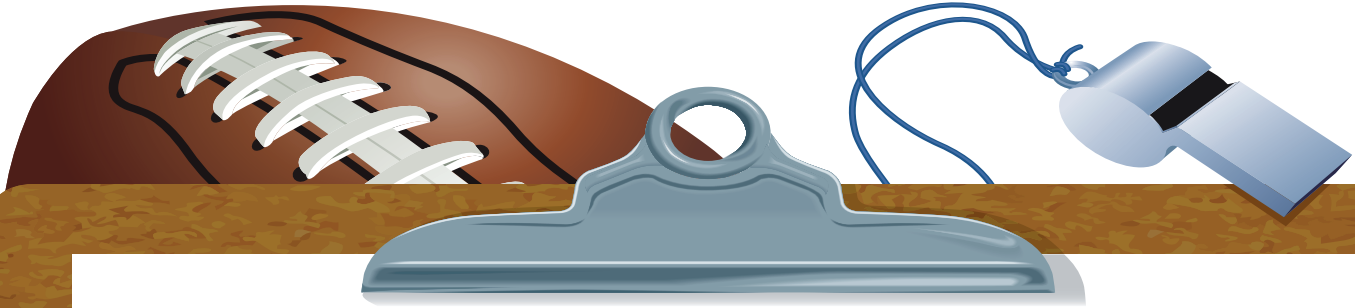
(plus postage)

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, November 19

prior to the game, for food & conversation

starts at 9:00 a.m.

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

Huskers vs. Maryland

Pre-game Sponsor:

Nebraska Lottery

Go Big Red!



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