

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:

December 9, 2016

Selling Strategically: How to
Manage Your Time & Territory

December 15, 2016

Clean Up Your Copy: A Crash
Course on AP Style

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Ravenna News Co-Publisher/Editor, Nancy Jackson, killed in car crash

Nancy Jackson, 66, of Ravenna, was killed November 17, 2016, in a two-vehicle crash north of Kearney, NE.



A longtime employee of the *Ravenna News*, Jackson began working part-time at the paper in the 1980's as a typesetter. She worked her way up to office manager and later to editor and part owner of the News.

She was a devoted mother of two daughters, very committed to the News, and she loved the town of Ravenna. According to *Ravenna News* employees, Jackson did everything from writing stories, to photography, to layout and design, as well as day-to-day managerial duties of a weekly newspaper. A vital part of the community, Jackson attended school board and city council meetings, sporting events, school functions and various benefits and fundraisers. Over the years she was a member of many community organizations.

Jackson's youngest daughter Erin Nye of Ravenna has worked with her mother at the newspaper off and on since 1996. According to Ted Gill, co-publisher of the *Ravenna News* with Jackson, the fate of the newspaper lies with Nye and her sister Andee, but for now the paper continues to publish.

Jackson is survived by her parents, Gordon and Marguerite Bernet of Ravenna; her daughters Andee (Arnulfo) Casarez of Katy, TX, and Erin (Travis) Nye of Ravenna; five grandchildren; and two sisters and a brother-in-law.

Funeral services were held November 23 at Bethlehem Lutheran Church in Ravenna, Rasmussen Funeral Home in Ravenna was in charge of arrangements. Memorials can be made to Bethlehem Lutheran Church, or to the family to be used for a Ravenna High School Scholarship in Nancy's name.

Northeast newspapers join forces to showcase newspaper content

Norfolk Daily News, Nov. 28, 2016

The *Norfolk Daily News* and fourteen weekly newspapers in Northeast Nebraska have joined forces to create a new online product designed to showcase the impressive content that newspapers in this corner of the state produce on a regular basis.



Called "News First," the online product will make it easier for residents of this corner of the state – and others – to have access to stories, photographs and videos from their home town, as well as other area communities.

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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

***We are often the last to know about
these changes!***

***Help us better serve you by
keeping us in the loop. Thanks.***

News First - cont. from 1

Rob Dump, co-publisher of the Cedar County News in Hartington with his wife, Peggy Year, said News First will meet an important need in providing trusted news content.

Participating newspapers will add the News First feature to their home pages and post links to content from their own newspapers on a regular basis. Users of the feature will be able to easily see the content available or choose a particular newspaper's content to focus on.

"The beauty of News First is that most everyone has family, friends or some connection to other towns in Northeast Nebraska. This way, they can stay on top of what's going on in a variety of communities without having to seek out individual websites," said Kent Warneke, editor of the Daily News. "Plus, they know what they'll be reading and seeing is not only interesting, but also accurate and reliable."

"If you want to talk about a one-stop shop in terms of newspaper content in Northeast Nebraska, News First fills that need," Dump said.

The News First feature also creates advertising opportunities for businesses, groups and others that seek a wide, regional online audience.

"News First is designed to be of true value and service to Northeast Nebraskans. We think it will be the place many begin to turn to for their news," Warneke said.

Participating newspapers are *Albion News, Clearwater Record/Ewing News, Coleridge Blade, Creighton News, Elgin Review, Hartington Cedar Co. News, Laurel Advocate, Neligh News & Leader, Norfolk Daily News, O'Neill Holt Co. Independent, Osmond Republican, Petersburg Press, Randolph Times and Wausa Gazette*. Additional newspapers are expected to join within the next few weeks.

Newspapers in Northeast Nebraska that haven't already been contacted about News First and would like more information are encouraged to call Kent Warneke at 402-371-1020 or Rob Dump at 402-254-3997.

New communications manager named for BH Media Group

Omaha World-Herald, Nov. 9, 2016

Michael Williams has been named communications manager for BH Media Group, the parent company for the *Omaha World-Herald*.

Williams, a native of Omaha, will develop internal communication channels for BH Media, which has 31 daily newspapers and more than 45 weekly publications across 10 states.

Williams holds a bachelor's degree in art from the University of Nebraska at Kearney and a master's degree in English from the University of Nebraska at Omaha. He also has a graduate certificate in technical communication.

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 11/21/16:

2x2

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

Hickman Voice News – Austin Roper (paper made \$300.00)

Wayne Herald – Jan Stark (paper made \$487.50)

York News-Times – Natalie Mariscal (paper made \$300.00)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)

Crawford Clipper – Diane Clark (paper made \$112.50)

Nebraska City News-Press – Erin Johnson (2 ads) (paper made \$225.00)

Week of 11/28/16:

2x2

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

Crete News – Jennifer Zapata (paper made \$150.00)

Stromsburg Polk Co. News – Patrice Clifton (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniels (paper made \$137.50)

Nebraska City News-Press – Erin Johnson (paper made \$112.50)

Trenton News – Amy Frederick (paper made \$112.50)



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.

Postal Service 2017 Forever stamps includes Nebraska statehood

Last week, the Postal Service announced more subjects that will be featured on Forever stamps in the new year.

Here's a sneak peek at the 2017 Nebraska Statehood stamp:

This stamp celebrates the 150th anniversary of Nebraska's statehood.



Known for agriculture, the Cornhusker State became the 37th state on March 1, 1867. Nebraska photographer Michael Forsberg set up among prairie grasses on the riverbank between the cities of Grand Island and Kearney to capture the image shown on the stamp.

In the photograph, sandhill cranes fly low to scout for shelter from nighttime predators. This mid-migratory rest for half a million birds along the Platte River is unique to Nebraska.

Forsberg captured this image as winter thawed into spring around the year 2000. Art Director Derry Noyes designed the stamp using Forsberg's existing photograph.

Federal court puts new overtime rule on hold

News Media Alliance, Nov. 23, 2016

Judge Amos Mezzant of the US District Court of Eastern Texas has issued a preliminary injunction against new overtime rules scheduled to go into effect Dec. 1, 2016.

The judge said his order would hold until further court review, accepting the argument of a number of state governments that to allow the rule to go into effect would create harm to employers. The judge said Congress intended to create an exemption from the overtime rule in the Wage and Hour laws for employees who were in the executive, administrative and professional categories.

By increasing the salary threshold to \$47,476 annually, a doubling of the previous threshold, the Department of Labor effectively created a "salary test" that consumed the definition of exempt employees. This action, said Mezzant, exceeded the Department's authority.

The Labor Department is expected to seek an immediate review. Until another court issues a contrary order, however, the Dec. 1 implementation is on hold nationwide.



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 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.

Typefaces to toss

By Ed Henninger, Henninger Consulting

SOME TYPEFACES are just downright strange. Like Curlz. I just can't bring myself to believe that someone was serious about designing that one.

And there's Dom Casual. And Hobo. And (of course!) Comic Sans.

You never...ever...use any of those typefaces. Right?

Ah...but I'll bet some of you are still using Times. Or Helvetica. Maybe New Century Schoolbook. Or Franklin Gothic. If so, you really need to toss those and find something else.

Here's a list of 20 typefaces (actually, 16 typefaces and 4 complete groups) I'd toss, along with a few words why:

Arial: Basically, it's a Helvetica (more in a moment) knockoff. Looks like a genuine simulated imitation faux Helvetica.

Avant Garde: Designed in the 1960s. That was more than 50 years ago. Not so avant garde now.

Brush Script: No one ever writes like that.

Chancery: Is there any place in your newspaper where Chancery is appropriate?

Comic Sans: The target of a lot of jokes. Deservedly so.

Curlz: Seriously?

Dom Casual: I can't even think of a schoolroom poster where this would make sense to use.

Helvetica: A darling of designers for decades. But it has been soooo overused. It's a dead horse. Stop beating it.

Hobo: A cousin of Dom Casual...and just as silly.

Franklin Gothic: Designers jumped on this typeface in the 80s as an attractive alternative to Helvetica. Then they rode this horse 'til it, too, collapsed and died.

Mistral: It's different. Too different.

New Century Schoolbook: Easy to read for text but too round and takes up too much space. There are better choices.

Papyrus: Designers of menus and movie posters wore this typeface out within a year or two. It's cliché.

Souvenir: Floppy, insipid.

Times: Still a darling of many publishers. But Times (and, yes, Times New Roman) is timeworn. And there are many better choices for text.

TRAJAN: Another typeface done in by designers of Hollywood movie titles and posters. Very classic and very overused.

Blackletter type: Yes, it's still OK to use Olde Englishe for your nameplate. Nowhere else.

Dingbat fonts: Why clutter your system with junk?

Grunge fonts: Can we puhleeze stop with the angst?

Typewriter fonts: Oh, please. It's the 21st Century!

Some of you will disagree, especially about Helvetica and Times. That's OK. It's still your newspaper. Some of you may think there are other typefaces that need to be on the "toss list."

Email me at edh@henningerconsulting.com and I'll do a follow-up.



Kevin Slimp launches Newspaper Academy

InDesign guru, Kevin Slimp's latest venture is <http://newspaperacademy.com>, an online community for newspapers. The Newspaper Academy will offer webinars, live broadcasts and podcasts, and by the end of the year,

where newspapers and individuals can pay a monthly fee to be a part of as much learning as they wish. The Newspaper Academy launched in September/October.

UPCOMING WEBINARS:

Learning the Basics of Web Design in Adobe Muse (45 minute webinar)

Fri., Dec. 2 at 10 a.m. Central

Normal Price: \$49 **Assn. Discounted Price: \$39**

Getting People to Pick Up Your Paper (35 minute webinar)

Thurs., Dec. 8 at 10 a.m. Central

Normal Price: \$39 **Assn. Discounted Price: \$32**

Learning the Basics of Adobe Illustrator (45 minute webinar)

Thurs., Dec. 15 at 10 a.m. Central

Normal Price: \$49 **Assn. Discounted Price: \$39**

For webinar descriptions and to register using the discounted rate, go to:

<http://newspaperacademy.com/association/>

Classified Advertising Exchange

Nov. 28, 2016

RACKS FOR SALE: Thirteen broadsheet stacker style racks with mechanisms available for purchase. Only two years old. Like new. \$150 each OBO. Must pay shipping costs or arrange for delivery at your expense. Racks are Colonial Blue. Call Lisa Betz-Marquez, Gering Citizen, 308-672-1114.

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.

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

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.



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



Selling Strategically: How to Manage Your Time and Territory

Friday, December 9

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

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

Registration fee: \$35

**Registration Deadline:
December 6**

In this webinar...

Do you have too much work and not enough time in the day to get it done? Do you find yourself changing the date on your to-do-list? Are you doing more driving than selling?

If you answered yes to these questions, then this practical, real-life situational seminar is for you!

We will help you clarify what your territory goals are as well as your own, start the goal setting process from the end to the beginning, prioritize what is really important vs. what someone else thinks is "ASAP". You will learn how to get the most out of your weeks and days, organize your work environment, deal with interruptions, and the people that stop by to say "hi" and never seem to leave.

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...

Tim Smith



Tim Smith has been in the training and development field for more than 28 years and has worked in the newspaper and print industry for more than 10 years. He started out in circulation and was promoted to a supervisory

role in production due to his work ethic and results. He also has worked on the sales side of the business, again being promoted to sales manager due to his results, repeat business and ability to develop new business.

Smith has delivered tailored training programs on management skills, customer service and sales to the newspaper industry for more than 10 years. He has helped several publications develop customer service models and increase sales through a more consistent consultative sales process with both outside display and inside classified salespeople.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

Clean Up Your Copy

Thursday, December 15

1:00-2:00 p.m. CST ▪ 2:00-3:00 p.m. EST

Registration fee: \$35

Registration deadline: December 12

Presented by:



GateHouse Media™

In this webinar...

AP style — it's the industry standard, and an ever-evolving set of rules that journalists need to understand and follow. Amber Krosel, a member of the American Copy Editors Society, will get you caught up on recent changes to the stylebook, as well as old standards that routinely trip up reporters and editors.

*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...

Amber Krosel



Amber Krosel is director of Community Content for GateHouse Media's Center for News & Design in Austin, Texas. Her team processes community-based content for more than 160 newspapers, all in AP Style and covering everything from calendar briefs to rewriting news releases, editing columns and typing up police blotter. Krosel is a member of the American Copy Editors Society and has a master's degree in public affairs reporting from the University of Illinois Springfield, in addition to reporting and news editing experience with daily and weekly newspapers across Illinois.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM