

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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Gering Citizen publishes final issue

After publishing for seven and a half years, the *Gering Citizen's* final edition was published December 2, 2016. According to Co-owner and Publisher, Lisa Betz-Marquez, the decision to close the newspaper was not made lightly, and they studied the move for several months.

"We studied this move long and hard, yet ultimately, a light at the end of the tunnel was our guide. While we love our community, and were especially proud to represent Gering and her interests, telling the stories of our community's people and sharing ideas with our readers, it is difficult to run a quality newspaper in a small town, especially in a community so well represented by other newspapers. Finding qualified journalists and salespeople has been one of our greatest challenges. Good journalists don't grow on trees, nor do good sales people, and the work fell upon few shoulders here at our offices on 10th Street," Betz-Marquez said.

The *Gering Citizen* was founded by Jim Headley in 2009. After seven months of publishing, Headley sold the Citizen to Nina and Lisa Betz.

Nominations Invited for Marian Andersen Nebraska Women Journalists Hall of Fame

Nominations are now 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.

- Nominations may be made by the general public as well as by journalists and others in communications. 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 based on the nominee's contributions to the profession, achievements within the profession and 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.

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Gothenburg Times welcomes new general manager

Ellen Mortensen took over the reins as general manager at the *Gothenburg Times* on September 1. She came to Gothenburg from Broken Bow, where she worked at the *Custer County Chief* as managing editor for nine years. Two years ago she transitioned from newspaper to radio, working most recently as news director for KCNI/KBBN in Broken Bow. She says she fulfilled her “writing fix” by serving as the Broken Bow community correspondent to the *Kearney Hub* for the past two and a half years.

“I am very excited at the opportunity to get back into community newspaper full-time. I have always loved the look of *The Times* and look forward to continuing the tradition of quality newspaper that Greg and Kathy Viergutz built here.”

A graduate of Loup City High School, Mortensen was a “non-traditional” student, returning to college after getting married and having four children. She worked at KCNI for five years before taking a job at the *Chief* as an advertising representative. After just a few months on the job she proved her writing abilities and moved into the features editor position, and a few months later took the managing editor job. “Talking and writing have always been my two favorite things, and I have been blessed to be able to enjoy a career of doing both,” says Mortensen.

New news and sports reporter joins Hartington Cedar Co. News staff

Jake Higgins will now be working as a full-time reporter for all six of the Northeast Nebraska News Company newspapers. Higgins will be covering sports teams, taking photos and writing sports feature stories throughout Cedar County. He will also write some general assignment news stories, and will help out with the online editions of <http://www.hartington.net> and <http://northeastnebraskanews.us>, as well.

Originally from Pennsylvania, Higgins has lived in Nebraska for over a year now.

Previously, he worked for the News Channel Nebraska television station.

Higgins has been a part of the Hartington community since last March when he began covering the area for the TV station. “Jake’s love for sports, and his desire to learn make him a big asset for our organization,” said *Cedar County News* Co-publisher Rob Dump. His experience with video will also come in handy, said Co-publisher Peggy Year. “Jake has already put together some video stories for us, and we’re planning on doing quite a few more,” Year said.

At 23 years old, Higgins is just starting his career as a journalist. He graduated from Syracuse University in 2015, and moved to Nebraska by himself to try and start his career.

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 12/5:

2x2

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

Beatrice Daily Sun — Janet Harms (paper made \$300.00)

Hebron Journal-Register — Jami Knerl (paper made \$162.50)

Hickman Voice News — Austin Roper (3 ads) (paper made \$1,300.00)

NCAN

Aurora News-Register — Kurt Johnson (paper made \$147.50)

Broken Bow Chief — Renee Daniels (paper made \$137.50)

Nebraska City News-Press — Erin Johnson (NCAN Special Free Ad)

“ Don't knock the weather. If it didn't change once in a while, nine out of ten people couldn't start a conversation. ”

- Kin Hubbard



Small Town America: What's Being Sold?

When was the last time you opened a phone book? The Yellow Pages? Dex? Don't worry, we couldn't tell you either.

Since the rise of smart phones, and the ability to search for information on the go, the decrease in value of phone books has been enormous. But to keep those books coming, and to stay relevant, these two businesses, more so the former of the two have integrated digital marketing services with their packages. Notably offering new websites and targeted marketing.

Though you need to be wary, and extremely cautious when it comes to their services and overall intentions, they strike small town USA with sales reps rolling through and sweeping towns in a week to sell these services. How do we know this? Well, we've dealt with numerous businesses who have been a victim.

Websites they create aren't optimized, responsive or mobile friendly. There have even been times where services haven't been fulfilled. The turnover rate on sales reps is unprecedentedly high. But more importantly, it's the contracts they sign you up to. In order to keep the phone book afloat, reps sign up businesses to lengthy, expensive contracts that force you to place ads and information in the books, packaging that together with their "digital services."

This ultimately comes down to doing your due diligence and fully understanding what is being sold to you. Read through and understand the contracts; see examples of their work before committing. Also work on educating those in your communities about these services, and not to get trapped into a contract that, from our experience, is incredibly difficult and almost impossible to cancel.

There are a number of great digital marketing companies out there that can offer outstanding, and reliable services. Don't get sucked in by the phone books trying to stay relevant. Take the time to research, and find the company that'll provide the best service.

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.

Nominations - cont. from 1

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.

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 include: 2011 -- Bess Furman Armstrong, Wilma Crumley, Lynne Grasz, Marj Marlette, Beverly Pollock and Deanna Sands; 2012 -- Mildred Brown, Harriet Dakin MacMurphy and Mary McGrath; 2013 -- Clara Bewick Colby and Maxine Moul; 2014 -- Gwen Lindberg, Leta Powell Drake and Elia Wilkinson Peattie; 2015 -- Joan Rossiter Burney and Beverly Deepe Kever; and 2016 -- Mary Ann Koch Blackledge and Sharron Hollen.

For more information contact Cheryl Alberts Irwin, Nebraska Press Women vice president, 402-464-7955, rcirwin@windstream.net.



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 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.



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, 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 Newspaper Academy launched in September/October.

UPCOMING WEBINARS:

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/>



SHOP LOCALLY THIS SEASON

Classified Advertising Exchange

Dec. 5, 2016

NEWS EDITOR: The North Platte Telegraph is seeking a news editor to supervise the copy desk and make decisions in the managing editor's absence. Editing experience and journalism or related degree required. Evening and Saturday hours. Apply at: <http://www.bhmginc.com/careers/>

NEWS EDITOR: Full-time position opening at progressive weekly newspaper in ag-based Nebraska community. Job involves writing, editing, photography, social media and page design. Contact Timothy Linscott, The Fairbury Journal-News, P.O. Box 415, Fairbury, NE 68352 or email: timothylincott1@gmail.com.

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, 308-672-1114.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, NPA Foundation
Christmas Letter.

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.



Nebraska Press Association Foundation, Inc.

*“We make a living by what we get, but we make
a life by what we give.”*

~ Winston Churchill

Dear Colleagues, Employees and Friends of Nebraska newspapers:

As 2016 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of print journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,



Rob Dump
Chairman, Foundation Trustees