

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:

December 15, 2016

Clean Up Your Copy: A Crash
Course on AP Style
(Online Media Campus)

December 15, 2016

Learning the Basics of Adobe
Illustrator (Kevin Slimp)

**The NPA/NPAS
office will be
CLOSED
Mon., Dec. 26
and
Mon., Jan. 2
for the holidays**

CONTACT INFO:

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402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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

Call for Entries: It's contest time!

Submit entries online now through January 27

This will be year two of Nebraska Press Association's switch to an online/digital call for entries for the NPA Better Newspaper Contest.

The deadline for entries is January 27, but we encourage you to start submitting online entries now to re-familiarize yourself with how the online process works.

A PDF of the 2017 NPA Call for Entries contest rules and instructions is being sent out with this week's Bulletin.

You can also download a PDF from NPA website, www.nebpress.com. (Login to MEMBERS area and click on SPECIAL SECTIONS on the drop-down menu).



Corn Board articles now available

Are you planning to publish a corn section/tab soon?



Articles and graphics from the Nebraska Corn Board are now available on the NPA website, www.nebpress.com.

Login, at top of homepage click on MEMBER DOWNLOADS, then click on SPECIAL SECTIONS.

Advertise in the 2017 NPA Directory/Ratebook!

**See details and
advertising reservation
form attached
to this week's Bulletin.**

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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 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.

NPAS Digital Marketing Hotline available to our members!

The Digital Hotline launched in August of this year, providing a free service to our members, including monthly articles in the Bulletin, provided by Courtside Marketing. You can call the hotline between the hours of 8:00 AM to 5:00 PM (CST), Monday through Friday. If you don't reach a live person, just leave a message and one of the digital marketing team members will get back to you as soon as possible.

Not sure what questions to ask?

Here are a few suggestions:

- What program(s) are out there to provide digital auditing for our customers?
- How do I charge for ads on my website? How do I figure a good cost per thousand?
- What is the difference between unique visitors, unique views, page views, bounce rate, etc. when I look at my web stats?
- How should I respond to this guy who is ripping us on Facebook?
- We have a negative review on-line... what should we do? What can we do?
- What are some good video editing software programs we can use?
- How do we get a verified Facebook or Twitter account?
- Vendor lists for web services.... websites, contests, e-mail marketing, daily deals, etc.
- How can I get my staff to embrace / use social media more?
- I have a customer who doesn't believe in print / only uses Facebook to market their business.... what do I do?
- What ad sizes should I offer on my website so that agencies and national programs can buy space?
- What remnant ad programs are out there for my website, so I can get incremental revenue from unsold space?
- What are some ideas to get around this restrictive news feed algorithm you keep talking about?

**The hotline service is free for NPA
member newspapers.**

**The hotline number is 402-590-8093,
EXT. 702.**



Above the Fold Headlines

Do you remember the first newsletter that we came out with where we discussed some tips for posting on Facebook? What was the first tip that we discussed? C'mon this isn't a trick test I swear, the answer's right in front of you!

The headline that's placed above the fold in your physical newspapers is what most, if not all will say, is the one consumers will read. That's where you put the big news story of the day or week, with that attention grabbing headline that will leave consumers regretting if they don't read.

And the same goes for Facebook.

In order to increase readership numbers with your articles, and bring more visitors to your website, you need an attention grabbing headline that will MAKE people want to read.



Our Enterprise Publishing affiliate has 3,410 likes on Facebook, but with an engaging headline that made people want to learn more, they were able to reach over 22,000 people! They also had over 330 "likes" and over 140 people "share" their story! And guess what? That's without using Facebook's Boosted Post.

All it takes is one simple headline to reach thousands of people and to drive your readership up and visitors to your website. Just take the time to be creative with the verbiage in your posts. Put yourself in the reader's mind. What would it take for you to click on the article? If you do it the right way, you'll be amazed at the numbers you will see.

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.

Two journalists join Enterprise Publishing

Enterprise Publishing, Dec. 5, 2016

Enterprise Publishing in Blair has hired two editorial staff for the twice-weekly *Washington County Enterprise* and *Pilot-Tribune* and the weekly *Arlington Citizen*.

Hillary Rosencrants, 24, started as a reporter on November 2. The Sioux City, Iowa native graduated in 2016 with a bachelor of journalism degree from the University of Iowa. Rosencrants has worked as a newsroom intern at the *Sioux City Journal*, as a metro reporter at *The Daily Iowan* in Iowa City and as an intern at *Siouxland Magazine* in Sioux City.

As a journalist starting out in her career, Rosencrants says there will “always” be a need for journalism, even if it’s not in print.

“I place the utmost confidence in this fresh crop of new writers,” she said. “I think the overall state and quality of news media will only get better from here as more and more platforms for news media are introduced.”

Grant Egger, 26, started as sports editor on November 7. A Humphrey native, Egger earned a bachelor of arts degree in journalism from the University of Nebraska at Omaha. He comes to Washington County from Gillette, WY, where he worked at the *Gillette News Record* as a sports writer for three years. Prior to that, he was a part-time copy editor at the *Omaha World-Herald* for two years.

Egger says his “dream interview” is legendary Husker coach Tom Osborne or UFC champion Conor McGregor.

“I probably wouldn’t get to put much of what the champ says in the newspaper, though,” Egger said.

Vincent Laboy returns to Nebraska as new publisher, ad director, for Lee Enterprises

Columbus Telegram, Dec. 3, 2016

A familiar face is returning to the Lee Enterprises family of newspapers in eastern Nebraska.

Vincent Laboy is the new publisher and advertising director of *The Columbus Telegram*, *David City Banner-Press* and *Schuyler Sun*.


Laboy, who will join the newspaper group December 12, served as the advertising director for the *Fremont Tribune* for seven years before being promoted to publisher and advertising director for the *Tribune* and *Plattsmouth Journal* in 2012. He led the *Montrose Daily Press* in Colorado as publisher and advertising director for two years before accepting the position in Columbus.

EARLY DEADLINES!

NCAN(classified) Ads:
Ads running wk of 12/26/16
- DL Tues., 12/20/16 at 10 a.m.
Ads running wk of 01/02/17
- DL Tues., 12/27/16 at 10 a.m.

2x2/2x4 Display Ads:
Ads running wk of 12/26/16
- DL Mon., 12/19/16 at 4 p.m.
Ads running wk of 01/02/17
- DL Tues., 12/27/16 at 10 a.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.
Our Office Will Be CLOSED Dec. 26, 2016
& CLOSED January 2, 2017.
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

Laboy graduated from the University of Nebraska at Omaha in 1990 with a bachelor’s degree in marketing.

He held managerial positions in retail sales and the advertising department at the *Omaha World-Herald* before joining the *Fremont Tribune* in 2005.

He replaces John DiMambro, who left Lee Enterprises in September after two years as the publisher in Columbus.

Newspaper subscription scams return to the midwest

Several newspapers throughout the midwest have reported an unidentified company calling people claiming to represent the local newspaper and asking for credit card information when, in fact, the company has no relationship with any of the newspapers involved.

The fake calls have been coming from an 804 area code, which serves Virginia.

Weekly newspapers: submit your entries for Golden Quill editorial writing contest

The International Society of Weekly Newspaper Editors (ISWNE) is accepting entries for the 57th annual Golden Quill editorial writing contest. **All newspapers of less than daily frequency (published fewer than five days per week) are qualified to enter.** Entries must have been published between Jan. 1 and Dec. 31, 2016.

Each newspaper is allowed up to four entries; two is the maximum per person. Entry fee is \$25 per person; checks should be made payable to ISWNE. To enter, complete the PDF form at www.iswne.org (under Contests) and send a tearsheet with the Golden Quill entry clearly marked. Send two copies of each entry to Chad Stebbins, Missouri Southern State University, 3950 E. Newman Road, Joplin, MO 64801-1595. **Entries must be postmarked by Feb. 1, 2017.**

Entries should reflect the purpose of ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are of/should be of concern to the community, offer an opinion, and support a course of action.

The Golden Quill winner will receive a conference scholarship and travel expenses up to \$500 to attend ISWNE's annual conference at College Park, Maryland, June 28-July 2, 2017. Golden Quill runners-up (called the Golden Dozen) will receive conference scholarships if they have not previously attended an ISWNE conference.

Grassroots Editor, ISWNE's quarterly journal, will reprint the Golden Quill and Golden Dozen editorials in the Summer 2017 issue. For questions, contact Chad Stebbins at stebbins-c@mssu.edu.

Drone Journalism Lab releases operations manual for free

By Sean Stroh, Editor & Publisher, Dec. 9, 2016

In response to the Federal Aviation Administration drone guidelines formally taking effect this past August, the Drone Journalism Lab decided to release its operations manual as an open source, Creative Commons-licensed document.

The 23-page guidebook, found at <http://www.dronejournalismmlab.org/>, covers everything from how to conduct a preflight briefing to the ethical issues journalists should consider before flying a drone.

"The reaction to the manual has been great. We've heard from a dozen different news organizations that are using it exactly as we had hoped—a starting place for their own internal policies and procedures," said Matt Waite, a professor of practice in the College of Journalism and Mass Communications and the founder of the Drone Journalism Lab at the University of Nebraska-Lincoln.

Send Us

Deadline: February 1, 2017

Your Best Editorial

Enter the ISWNE's 57th Annual Golden Quill Award Contest

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

Eligibility:

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2016.

Cost: \$20 per person (two entries allowed per person) for ISWNE members and \$25 for non-members. Make checks payable to ISWNE.

How To Submit Entries:

Select up to four best editorials or signed opinion pieces from your newspaper. **Two is the maximum number of entries permitted from each individual.** Complete the PDF entry form at www.iswne.org (under Contests). Using a pen or marker, clearly indicate the Golden Quill entry on each tearsheet. Print two copies and mail along with two complete page tearsheets of each entry.

Entries must be postmarked by Feb. 1, 2017.

Please mark the envelope: **GOLDEN QUILL ENTRY.**

Send to: Dr. Chad Stebbins
Missouri Southern State University
3950 E. Newman Road
Joplin, MO 64801-1595

You may also nominate an editorial or signed opinion piece by sending the required information with a copy of the article in the format indicated. Please enclose a letter telling ISWNE that it is a nomination, and a check for \$20.

Questions? stebbins-c@mssu.edu

Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials in the Summer 2017 issue.



The Golden Quill winner will be invited to attend ISWNE's annual conference in College Park, Maryland June 28 - July 2, 2017. The winner will receive a conference scholarship and travel expenses up to \$500.

Under Part 107 of the FAA Regulations, the operator of a drone is required to be at least 16 years old, proficient in English and pass a test "that includes knowledge of airspace, airspace operating requirements and the use of aeronautical charts" as well as other key points.

Waite's manual defines three key roles in each drone flight—the pilot, the observer and the journalist—with the pilot being the only federally required position. The role of the observer is to inform the pilot if something enters the area and is of concern, while the journalist is there to ensure everything needed for the story is being captured.

The legalization of drone journalism comes after a nearly five yearlong journey for Waite, who originally founded the Drone Journalism Lab in November 2011. Less than two years after its founding, he received a cease-and-desist order from the FAA.

Waite cautioned journalists moving forward to avoid the temptation of seeing drones as merely a toy. "Under Part 107 you are a federally licensed pilot and considered as such by the FAA, and you need to take your responsibility for the aircraft and everyone around it seriously. If newsrooms start pressuring employees to do unsafe things, you're going to see your first drone based wrongful termination lawsuits," Waite said. "The first journalist to hurt someone with a drone is going to be an international news story, and not the good kind. Don't be that person. Don't be that newsroom."

Classified Advertising Exchange

Dec. 12, 2016

TEMPORARY POSITION: Mullen's Hooker County Tribune publisher is going on maternity leave and is looking for someone to run the paper while she's gone. This person would be a one-person shop, doing everything from reporting, to photography, to selling ads, to page layout. Estimated length of position is February - May. Contact Gerri Peterson at 308-546-2242 or tribune@nebnet.net.

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: timothy.linscott1@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, 2017 NPA Directory/
Ratebook Advertising Rates/Info; 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.

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2017 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 167 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
 - Many other businesses across Nebraska

If you'd like to advertise in the 2017 Directory, simply fill out the attached reservation form, and email or fax to Susan Watson, NPA, nebpress@nebpress.com, or (fax) 402-476-2942 no later than DECEMBER 30, 2016.

Please call Susan Watson at 402-476-2851, or (NE) 800-369-2850 with questions, or for additional information.

Nebraska Press Advertising Service
2017 Newspaper Directory & Rate Book
Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2017 Nebraska Newspaper Directory. Please reserve the following ad space:

_____ Full Page, 3 col. (8-1/2") x 11", Back Cover, Full-Color, Bleed	\$495.00
_____ Full Page, 3 col. (7-1/2") x 10" Black & White	\$370.00
_____ Half Page, 3 col. (7-1/2") x 4-7/8"	\$195.00
_____ 1 col. (2-3/8") x 7-3/8" OR 3 col. (7-1/2") x 2-1/2"	\$100.00
_____ 1 col. (2-3/8") x 3-3/4"	\$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

_____ We will send **NEW AD COPY** no later than December 30, 2016.

_____ We will **REPEAT THE SAME COPY** as our 2016 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2017 Nebraska Newspaper Directory & Rate Book.

Signature _____ **Date** _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

_____ Please bill me.

_____ Payment Enclosed.

2017 Advertising Deadlines:

Space Reservation: no later than December 30, 2016

Camera Ready (PDF) Copy: no later than December 30, 2016

This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").



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