

CONFIDENTIAL

Bulletin

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

Calendar of Events

Events:

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:

January 4, 2017

Kevin Slimp - Learning the Basics of Adobe Photoshop
(Newspaper Academy)

January 11, 2017

Ed Henninger - Designing a Better Newspaper
(Newspaper Academy)

January 12, 2017

50 Ideas in 50 Minutes
(Online Media Campus)

January 12, 2017

Tim Smith - Sales by the Numbers
(Newspaper Academy)

January 13, 2017

Classifieds 2017 - Feast or Famine?
(Online Media Campus)

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

CONTACT INFO:

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

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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



Advertise in the 2017 NPA Directory/Ratebook!

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

Call for Entries: It's contest time!

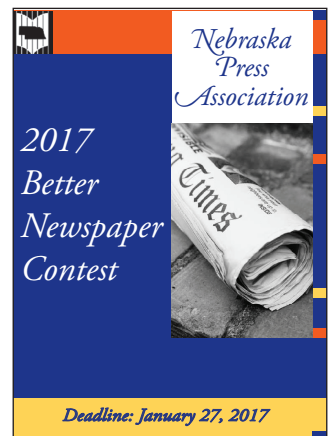
Submit entries online now through January 27

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).**

Contact Carolyn Bowman with any contest questions, at cb@nebpress.com.



Deadline: January 27, 2017

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



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.

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 12/12:

NCAN

Aurora News-Register – Kurt Johnson (paper made \$147.50)
Broken Bow Chief – Renae Daniels (paper made \$137.50)
Fairbury Journal News – Tim Linscott (paper made \$147.50)

Week of 12/19:

2x2

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

NCAN

Aurora News-Register – Kurt Johnson (NCAN Special Free Ad)
Broken Bow Chief – Renae Daniels (paper made \$137.50)
Fairbury Journal News – Tim Linscott (paper made \$147.50)

**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

Upcoming webinars at 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:

Kevin Slimp - Learning the Basics of Adobe Photoshop

Wed., Jan. 4 at 1:00 p.m. Central (45 min.)
Normal Price: \$49; **Assn. Discounted Price: \$39**

Ed Henninger - Designing a Better Newspaper

Wed., Jan. 11 at 2:00 p.m. Central (45 min.)
Normal Price: \$49; **Assn. Discounted Price: \$39**

Tim Smith - Sales by the Numbers

Thurs., Jan. 12 at 2:00 p.m. Central (50 min.)
Normal Price: \$49; **Assn. Discounted Price: \$39**

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

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



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.

Meeting Deadline!

Learning to get along at crunch time



Kevin Slimp
The News Guru

A few years ago, I spent several days with a newspaper in Tennessee. They were converting from an editorial workflow based on QuarkXPress to InDesign and asked if I would be on hand when they sent their first issue using the

new system to press. There wasn't much for me to do while the staff cranked out pages. I was simply there to look over the PDF files before they went to press.

Deadline was 3:00 p.m. I remember checking to see if all the pages had been converted to PDF when I realized a couple of pages from the sports editor were missing. I walked down the hallway to his office and asked about his pages.

"It's almost ready. I just have this hole to fill," he told me.

The hole was about three columns by five inches or so. I told him to get the hole filled and send the PDF files to me so we could get the paper out.

About ten minutes passed and we still didn't have the sports pages. I walked back to his office and told him we needed those pages.

"You'll have them in just a minute," he told me.

Five minutes passed, and his pages still hadn't arrived.

I made the familiar march back to his office and, trying to be as gentle as possible, asked where his pages were.

"I still have this hole," he told me.

I suggested he fill the whole with a photo or house ad or something. We were past deadline, after all. That's when I got the real story.

"The publisher told me if I kept filling space with extra photos and house ads, he was going to fire me."

Quite the conundrum. I certainly didn't want the young man to be fired, but deadline is deadline, and I was there to make sure the paper got out on time. That's when I came up with what seemed like the only way to get the paper to the press.

"Do you want me to write something to fill the hole?" I asked.

"That would be great. Would you really do that?" he stammered.

I quickly walked to the publisher's of-

fice and asked if he minded if I wrote a story so we could get the paper out.

"Sure. That would be great, if you don't mind," he answered.

Double-checking to be sure I didn't get the young sports editor in trouble, I stopped by the editor's office and asked if it was OK with her.

It was June, long before college football season was set to begin, and in less than five minutes, I wrote "Kevin's Pre-Preseason SEC Football Picks."

It was one of those fluff pieces. What did I know about the upcoming college football season? I remember writing, "Florida will win the SEC East because they always win the SEC East."

Two days later I thought I was seeing things when I saw my column appear in other newspapers. Apparently there were a lot of holes to fill that week in papers across the South.

Deadlines are funny things. Writers hate them because they force them to finish a column when they don't know what to write, then they are forced to make changes to accommodate last minute space adjustments. Paginators hate them because the advertising staff can't seem to get ads in by deadline. Sales staffs hate them because the paginators always get mad at them for bringing in last-minute ads. And printers hate them because no one seems to meet them. And customers, well they just want to get their paper on time.

I have had the opportunity to work on-site with thousands of newspapers over the years, and a person can't help but learn a few things in that much time.

It's deadline, and like many of you, I have to get this column out. In an effort to get that done on time, let me share a few helpful hints for those of us doing our best to get the paper out at deadline:

Paginators: Ads are going to come in at the last minute. Changes are going to be requested. A change isn't a personal attack. When I owned an advertising business



years ago, my biggest client told me the thing companies loved about working with me was I didn't take it personally when there were changes to be made.

Ad Reps: Be as patient as possible with your customers. The paper shuts down without them. Be gentle with your designers as well. They have a deadline to meet. Understand your business office isn't trying to keep you from making commission. Everyone is just trying to meet the deadline.

Reporters/Writers/Editors: Ads come in at the last minute. Without ads, we don't have papers. Stories must be cut. Room must be made. Paginators are doing their best to get your 1,400 words to fit in a space big enough for 800 words. Do not take edits personally. Most of my syndicated columns go through a minimum of two editors, sometimes more. I thank them for each suggestion and rarely ignore them. More concise writing leads to better stories. I take my word count seriously and gladly adjust it when necessary.

I could easily write 2,500 words on the topic of deadlines, but I have a limit of 1,000 words for this column. Plus, as I look at the clock I realize my deadline is right now and editors are waiting by their email.

My final advice concerning deadlines: Be considerate. Put yourself in your coworker's shoes. It's not the end of the world. It's just deadline.

newspaper
ACADEMY Online Training
for Newspapers
ONLINE COMMUNITY
newspaperacademy.com

Classified Advertising Exchange

Dec. 19, 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: timothylinascott1@gmail.com.

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