

CONFIDENTIAL

Bulletin

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Calendar of Events

Events:

February 10, 2017

NPA/NPAS Winter Board Meeting (Conference Call)

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 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 12, 2017

Notoriety with Left-Handed Editions (PUB AUX/Online Media Campus)

January 13, 2017

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

January 17, 2017

Tim Smith - Sales by the Numbers
(Newspaper Academy)
(repeat of Jan. 12 webinar)

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"Here's to a wonderful new year!"

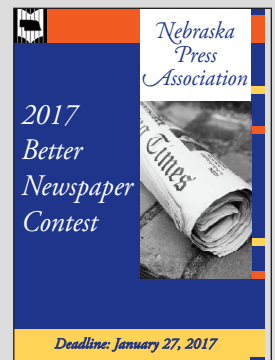
Call for Entries: It's contest time!

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.



Call for entries: Omaha World-Herald 2017 Community Service and Service to Agriculture Awards

Last year, The World-Herald increased the prize amounts for these awards to encourage increased participation in the number of daily and weekly entries. Prize amounts for both the Community Service and the Service to Agriculture Awards are \$1,000 for the daily winner and \$500 for each weekly class winner. **Entries must be postmarked by March 31, 2017. See the call to entry flyer attached to this Bulletin.**

Thank you to the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage our members to participate by submitting your entries! Winners will be announced at the Friday evening awards banquet on April 21 in Lincoln, during the NPA Annual Convention.

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“ Be at war with your vices, at peace with your neighbors, and let every new year find you a better man.
- Benjamin Franklin ”

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 12/26/16:

2x2

Hickman Voice News – Austin Roper (paper made \$150.00)

NCAN

Bassett Leader – Cathy Doke (paper made \$112.50)

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

Fairbury Journal News – Tim Linscott (NCAN Special Free Ad)

Week of 1/2/17:

2x2

Crete News – Jennifer Zapata (2 ads) (paper made \$300.00)

Hickman Voice News – Austin Roper (3 ads) (paper made \$612.50)

Kearney Hub – Becky Hilsabeck (paper made \$162.50)

Lexington Clipper-Herald – Pat Tysdal (paper made \$162.50)

Norfolk Daily News – Vickie Hrabanek (paper made \$162.50)

NCAN

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

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.

Judges still needed for Kansas newspaper contest

The GOOD NEWS - so far, 24 of our members have signed up to be judges for the Kansas newspaper contest. The BAD NEWS - we need a total of 50 to 60 judges!

Would you be willing to help? All judging is done online, in front of your own computer, between January 20 - February 5, 2017.

See the judging sign-up form attached to the Bulletin. Then email or fax the form to Carolyn Bowman in the NPA office, cb@nebpress.com or FAX: 402-476-2942. Thank you for your help!

Upcoming webinars at Newspaper Academy

InDesign guru, Kevin Slimp's latest venture is <http://newspaperacademy.com>, an online community for newspapers. The Newspaper Academy offers webinars, live broadcasts and podcasts, and Kevin plans to have a full blown online community created soon, where newspapers and individuals can pay a monthly fee to be a part of as much learning as they wish.

UPCOMING WEBINARS:

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**

Tim Smith - Sales by the Numbers

Tues., Jan 17 at 10:00 a.m. Central (45 min.)

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

Kevin Slimp - InDesign Scripts: The Hidden Gem

Thurs., Jan. 19 at 10:00 a.m. Central (35 min.)

Normal Price: \$29.00; Assn. Discounted Price: \$24.00

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

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

Higgins joins Northeast Nebraska News staff

Jake Higgins is the new full-time news and sports reporter for all six of the Northeast Nebraska News Company newspapers.

Higgins will cover sports teams, take photos and write sports feature stories throughout Knox, Cedar and Pierce counties, along with writing some general assignment news stories and helping with the company's online publications.

Originally from Pennsylvania, Higgins has lived in Nebraska for over a year, and in Hartington, NE, since last March. He previously worked for the News Channel Nebraska television station.

A graduate of Syracuse (NY) University in 2015, Higgins moved to Nebraska by himself to try and start his career.

Lexington Clipper-Herald welcomes new team members

Malena Ward and Krista Keim recently joined the staff at the *Lexington Clipper-Herald*.

Malena Ward started at *The Clipper-Herald* on December 19 as the new editor. A Wyoming native, she moved to Nebraska with her husband and children in 1996 from South Carolina, and she has 19 years experience working as a part-time regional correspondent for the *Kearney Hub*.

Krista Keim, a Lexington native, joined *The Clipper-Herald* sales team in late November as a retail account executive.

Dunn is new Plattsmouth Journal employee

Cassidy Dunn joined the *Plattsmouth Journal* staff in mid-November as their advertising sales representative.

A Colorado native, Dunn has already added new advertising venues to the newspaper with monthly health, agriculture and travel pages, is working with The Journal's graphic designer, Jill Bedell, to update the paper's ads with a new look, and plans to expand their digital advertising for 2017.

Former newspaperman and publisher, Ted Turpin, dies at 84

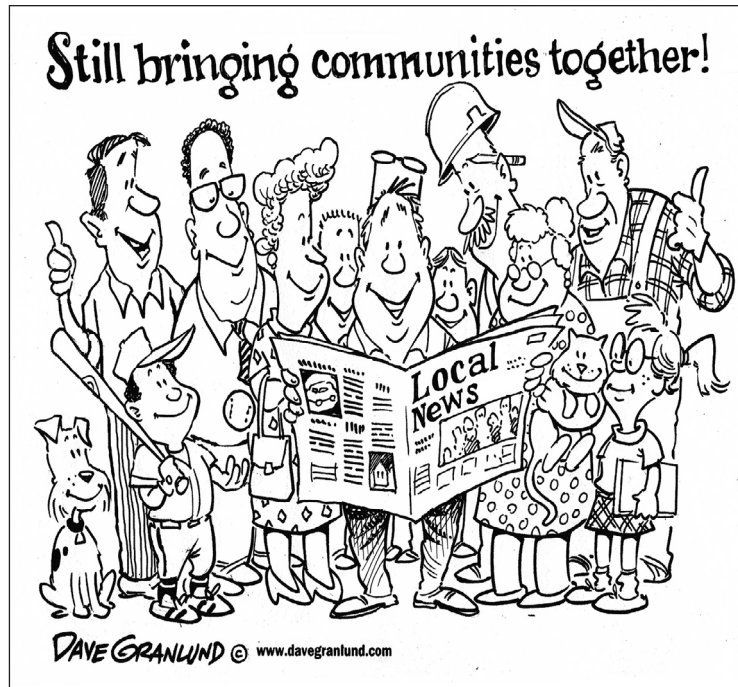
Former Chadron resident, T.C. (Ted) Turpin, who had a long career in the newspaper and publishing fields, died December 5, 2016, in Tucson, AZ, where he had lived since the mid-1960s. A 1954 Chadron State graduate, Turpin was the sportswriter for the *Chadron Record* and a sportscaster for KCSR Radio briefly after it went on the air in May 1954.

After teaching and coaching for one year each at Brule and Big Springs High Schools in the Ogallala area, Turpin switched to journalism and was a news reporter and later the editor of the *North Platte Telegraph* at age 27. While serving as editor, he was elected president of the Nebraska Associated Press Managing Editors Association and was chosen North Platte's "Outstanding Young Man." In addition, he was co-founder and first president of the Lincoln County Historical Society.

In 1961, Turpin went to Washington, D.C., and was an administrative assistant to newly-elected U.S. Rep. Dave Martin for a year. The next three years, he lived in Chicago and Cincinnati and was the midwest agricultural reporter for the *Wall Street Journal*.

He moved to Arizona in 1964 and was a political writer and later the business and financial editor for the *Tucson Daily Citizen*. He resigned in 1967 to launch business ventures - a weekly newspaper, the *Green Valley News*, *Homes Illustrated*, that grew into a real estate magazine that was published in at least five states, and later a small weekly, the *Oro Valley Voice*. Turpin served 11 years as Arizona's state director for the National Newspaper Association.

A memorial service was held December 17, 2016, in Tucson. Turpin is survived by a daughter and a son. Memorials may be made to the Alzheimer's Association in his memory.



Save the dates!
NPA Annual Convention
April 21-22, 2017
Country Inn & Suites Conference
Center-North, Lincoln, NE



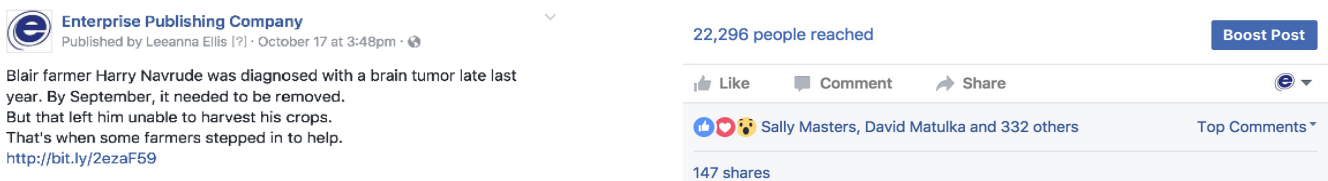
Above the Fold Headlines

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.

Nebraska News Service begins 7th year

By Mary Kay Quinlan, Associate Dean, UNL College of Journalism and Mass Communications

The Nebraska News Service is beginning its seventh year of providing state government news and information for newspaper, broadcasting and online news outlets throughout the state.



Available for free to news organizations upon request, the service is provided by the University of Nebraska-Lincoln College of Journalism and Mass Communications as part of our college's commitment to the University's land-grant mission and should not be confused with a new organization now called Nebraska News Connection.

Late last month, many members of the Nebraska Press Association and Nebraska Broadcasters Association received announcements about the creation of a donor-supported organization called the Nebraska News Service, which changed its name to Nebraska News Connection when the duplicative name was called to the group's attention. Headquartered in Boulder, Colorado, Public News Service, the umbrella organization running Nebraska News Connection, has similar operations in a number of states. It does not, however, currently have staff in Nebraska.

When second semester classes convene next week, the Nebraska News Service will have five senior-level student reporters covering the Legislature and other state government issues, broadly defined. And as always, we welcome clients' suggestions for stories. The stories are professionally edited (by me) before being sent directly to clients' email addresses.

The Nebraska News Service has about 120 client news organizations, but if yours is not one of them, please feel free to sign up at www.nebraskanewsservice.net. You also can reach me, NNS bureau chief, at nns.mkquinlan@gmail.com or by phone at 402-730-0473. We look forward to continuing to serve you.

American PressWorks, Inc., has new owner, new name

Tonda Rush, (703) 798-3159, Dec. 22, 2016

Richard Karpel, a seasoned association executive, became president and the new owner of American PressWorks, Inc. on January 1, the company announced. The company will also officially change its name, from American PressWorks to APW, which has been its colloquial moniker for many years now.

Karpel takes over from APW's founders, Tonda F. Rush and Carol S. Pierce, who began the company in 1998 to provide management services for small associations. In its nearly 20 years, APW has provided full management services for six organizations and consulting for a host of others. It is based in Falls Church, VA.

APW will continue as management headquarters for American Court and Commercial Newspapers and Public Notice Resource Center, and will provide consulting services for National Newspaper Association (NNA) and other organizations.

Rush and Pierce will begin operations in 2017 as Six Ideas, a small company providing consulting and special project services to non-profits. Rush will continue to serve principal public policy representative for NNA and continue as its general counsel.

Karpel said APW was well-positioned to provide a robust set of association management services to organizations. He was the founding executive director in 1995 of the Association of Alternative Newsweeklies (now Association of Alternative Newsmedia), and also was the chief staff officer of the American Society of News Editors and Yoga Alliance. He began his association career with the Video Software Dealers Association (now Entertainment Merchants Association), where he served as the executive vice president and vice president of legal services. Karpel has an undergraduate degree in business administration from the University of Illinois-Champaign and a law degree from Chicago-Kent College of Law.

"I'm honored that Carol and Tonda have placed their trust in me to carry on APW's proud tradition of excellence," Karpel said. "I will work hard to maintain their high standards."

Rush said she and Pierce were delighted to pass APW into Karpel's capable hands. "We have known and worked with Richard for many years, and see in him a visionary manager with a talent in bringing people together to accomplish their goals." Rush and Pierce will be available to assist APW as needed. Contact Richard Karpel at (703) 237-9801.

January 2-6: "National Thank Your Customers Week"

January 2-6 is National Thank Your Customers Week, positioned when one year is ending and another beginning. It's the perfect first-of-the-year promotion to get the first quarter sales ball rolling.

The simple act of thanking your customers can be a powerful and memorable marketing tool, yet often we are too busy to personally acknowledge our customers - the same people who make our growth and prosperity even possible.



There are some basic approaches for the promotion:

- Use it as a promotion to thank your own customers.
- Play host to the theme for your advertisers to say "thank you."
- Expand the week to make it a month-long promotion.

Classified Advertising Exchange

Jan. 02, 2017

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: timothylinscott1@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, KS Newspaper Contest Judging Form; Omaha World-Herald 2017 Call for Entry Form (Community Service & Service to Agriculture).

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.



Calling All Judges!!!

The **Kansas** annual Newspaper contest is coming up soon, and they need 50-60 judges.

WHEN? January 20-February 5, 2017

WHERE? In front of your own computer

The entire contest will be online.

Judges Needed for **Features, News, Investigative, Series, Editorial Writing, Business, Government/Political, Religion, Ag, Youth, Education, Seniors, Health, Columns, Sports, Headlines, Environment, Story/Picture Combo, Public Notice, Photos, Infographic, Design & Layout, Front Page, Newspaper Redesign, Community Service, Web Site, Magazine, Editorial Cartoon, Online Video, Advertising**

If you do not specify a preference below, I will assume you are willing to judge anything.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



2017
Omaha World-Herald
Community Service
Award

Deadline:

Must be postmarked by March 31, 2017

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

2017
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Must be postmarked by March 31, 2017

Classes:

Class A: Up to 859 circulation

Class B: 860-1,499

Class C: 1,500-2,499

Class D: 2,500 and up

Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.