

# Bulletin

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

## Calendar of Events

### Events:

#### June 23, 2017

NPA/NPAS Board Meetings  
(11:00am (CST) by conference call)

### Webinars:

#### May 18, 2017

Rural Journalism: Tracking  
Agriculture  
1:00 - 2:00pm (CST)  
(onlinemediacampus.com)

#### May 25, 2017

What Would Sammy Do? Top  
Priorities for Sales Today  
1:00 - 2:00 pm (CST)  
(onlinemediacampus.com)

#### May 25, 2017

Ed Henninger - News Design  
101: All Basics, No Bull  
10:00 - 10:50 am (CST)  
(newspaperacademy.com)

## UNL's Nebraska Digital Newspaper Project provides historical newspaper pages to the public

With funding from the National Endowment for the Humanities (NEH), the Nebraska Digital Newspaper Project at the University of Nebraska-Lincoln is contributing historically significant newspaper pages to the Library of Congress' Chronicling America, <http://chroniclingamerica.loc.gov/>.

Through Chronicling America and its statewide counterpart, Nebraska Newspapers, <http://nebnewspapers.unl.edu>, historical newspapers are freely available to the public, aiding in education, scholarship and family history research. Nebraska Newspapers includes some titles not available in Chronicling America. Look there for details of all cities currently covered, and watch both online sites as new titles are added in 2018.

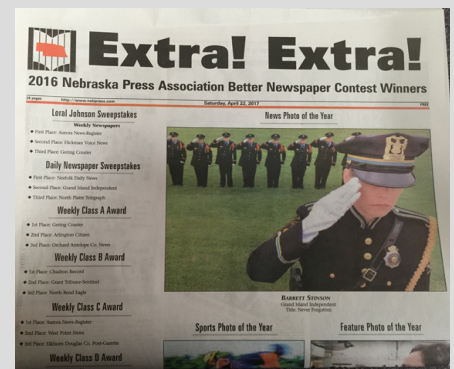
By the end of its third NEH grant in 2018, the Nebraska project will have digitized over 300,000 pages covering a wide geographic range of state and territorial newspapers that represent different economic, political and social views. Papers are in English and other languages.

Contact project director Katherine Walter, 402-472-3939 or [kwalter1@unl.edu](mailto:kwalter1@unl.edu), for details.

Nebraska Press Association Executive Director, Allen Beermann, is a member of the advisory board for the Nebraska Digital Newspaper Project.

## 2017 NPA Better Newspaper Contest tabs still available

Contact the NPA office for an extra copy or two (while they last).



## WATCH FOR POST-CONVENTION ONLINE SURVEY - coming soon!

**CONTACT INFO:**  
Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942  
Legal Hotline: 402-474-6900  
E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)  
Web Site:  
<http://www.nebpress.com>

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader Kirk**

Sales Manager  
email: [vk@nebpress.com](mailto:vk@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## ***Husker football tickets available!***

*We have a pair of football tickets for each of the following 2017 home games:*

- September 2 - Arkansas State
  - September 16 - Northern Illinois
    - November 4 - Northwestern
  - November 24 - Iowa (Friday game)
- **Cost is \$121.00 for the pair (per game)**
  - **Seats are in the North Stadium, Sec. 39/Row 82**
  - **Pre-payment required (MC or VS only, no checks)**
  - **No holding tickets for later payment**
  - **Contact Jenelle in the NPA office if interested**

“ Advice is what we ask for when we already know the answer but wish we didn't. ”

- Erica Jong

## **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 April 24:**

#### **2x2**

Hebron Journal Register – Jami Knerl (paper made \$162.50)  
Hickman Voice News – Austin Roper (3 ads) (paper made \$775.00)  
Kearney Hub – Becky Hilsabeck (paper made \$487.50)  
Norfolk Daily News – Denise Webbert (paper made \$162.50)

#### **NCAN**

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

### **Week of May 1:**

#### **2x2**

Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hickman Voice News – Austin Roper (2 ads) (paper made \$1,125.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)  
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Elgin Review – Lynell Morgan (paper made \$75.00)  
Hickman Voice News – Austin Roper (paper made \$127.50)

### **Week of May 8:**

#### **2x2**

Hickman Voice News – Austin Roper (paper made \$150.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

#### **NCAN**

Blair Enterprise – Tom Jelinek (paper made \$130.00)  
Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Elgin Review – Lynell Morgan (paper made \$75.00)  
Hickman Voice News – Austin Roper (paper made \$127.50)  
Superior Express – Bill Blauvelt (paper made \$112.50)

### **Week of May 15:**

#### **2x2**

Albion News – Jim Dickerson (paper made \$487.50)  
Beatrice Daily Sun – Amy Stokebrand (paper made \$487.50)  
Hickman Voice News – Austin Roper (paper made \$325.00)  
Norfolk Daily News – Stephanie Bates (made \$487.50 + \$52.50 out of state)  
Norfolk Daily News – Suzie Wachter (paper made \$325.00)  
Stromsburg News – Patrice Clifton (paper made \$312.50)  
Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)  
Tekamah Plaindealer – Deanna Ray (paper made \$325.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Columbus Telegram – Tryci Greisen (paper made \$132.50)  
Elgin Review – Lynell Morgan (NCAN Special Free Ad)  
Hickman Voice News – Austin Roper (NCAN Special Free Ad)  
Holdrege Citizen – Linda Boyll (paper made \$260.00)  
Mullen Tribune – Gerri Peterson (paper made \$112.50)  
Superior Express – Bill Blauvelt (paper made \$112.50)

## Content That Works offers newspaper/local libraries partnership opportunity

Here is a chance for newspapers to partner with local libraries this summer and cross-promote one another.

Every year, Vicki Whiting, the talent behind Kid Scoop puts together a 12-week Summer Reading Series. This year's theme is outer space. Did you know there is going to be an eclipse this summer?

To learn more please see the following link: <http://newspapers.kidscoop.com/products/summer-reading-series/>.



**Kidsville NEWS**

"The Nation's Fun Family Newspaper" is proud to sponsor the ...



**NEWSPAPER AND EDUCATION** contest

Categories for traditional efforts:

- Educational Support & Civic Literacy
- Partnerships

**\$10 for members**  
**\$20 for non-members**

Deadline: **JULY 10**



www.kidsvillenews.com



# Help kids reach for the stars this summer!

(Not go down the slide.)



**Kid Scoop**  
Summer Reading Series

SMART FUN IN THE SUMMERTIME

### Boost Summer Circulation with our Summer Reading Program for Kids!

If kids don't read over the summer they fall behind in their reading skills, sometimes by as much as two to three months. Teachers call this the **summer slide**.

Many companies, organizations and people in your community that care about kids and education are looking for ways to help stop the summer slide.

Give your local kids and your circulation a boost this summer by offering an in-paper summer reading series from **Kid Scoop**.

This summer, **Kid Scoop** will publish an out-of-this-world 12-week series of pages to promote summer reading and foster partnerships with local companies, organizations and individuals who support literacy.

These fun, engaging pages all tie to the theme of space and our solar system, including a page timed to appear in August for the exciting solar eclipse that's already a big news topic.

#### Kid Scoop Summer Reading Series Topics:

- A Trip Through Our Solar System
- The Sun
- Mercury
- Venus
- Earth
- Mars
- Jupiter
- Saturn
- Uranus
- Neptune
- Our Moon: The Great American Eclipse!
- Pluto and a New Outlier Planet?

In addition to being lots of fun, the pages are designed to encourage kids to explore the *entire newspaper*, reinforcing math, science, literacy and social studies skills -- and providing motivation to read more.

**Kid Scoop**, founded in 1985, is a weekly syndicated feature for kids that appears in more than 300 newspapers and newspaper websites with a circulation of over 7 million.



Please call Dan 'Patio' Dalton, *Kid Scoop* Guru, at  
**1-909-793-9890**  
dan@contentthatworks.com

## Book "The Ordinary Spaceman" provides opportunity for community service while gaining some good PR

Nebraska's own astronaut, Clayton C. Anderson, has written a book called "The Ordinary Spaceman: From Boyhood Dreams to Astronaut," about his experiences aboard the Space Shuttle and the International Space Station. The book is about more than space, it's about a small town Nebraska boy who followed his dreams, and overcame adversity to achieve his goal of being an astronaut. For a minimal cost, you can purchase a copy of Clayton's book and donate it to your local library. (Optional, of course!). *Each copy will be personally autographed by Clayton.* The price, including shipping and tax is \$29.00 per book.

To place an order, call Marcia Jussel at 402-691-4557;

402-333-7942, [CRM2662@bn.com](mailto:CRM2662@bn.com)

Barnes and Noble Oakview Mall, 3333 Oakview Dr., Omaha, NE 68144.

### CLAYTON C. ANDERSON THE ORDINARY SPACEMAN

From Boyhood Dreams to Astronaut

Foreword by NEVADA BARR







## What are the benefits of Videos on landing pages?

To start, what is a landing page? A landing page is your first page to your website, typically your home page. This is the first page users are directed to when clicking on your website link.

As a newspaper, I am sure that you have plenty of video clips of local sporting events, a recent fire, board meetings, etc. If not, it may be time to get the camera rolling.

Sharing your videos on social media pages are key, but don't forget to also share them on your website! Videos on landing pages increase conversions by 86 percent. Just like pictures, videos *show* the story and words *tell* the story. Videos are a great way to give your audience a chance to just click, play and watch! Here are a few points to keep in mind:

- The main goal on a landing page is to give your viewers something to talk about: conversation. When this conversation is started it gets your readers involved.
- Another goal of your website is to get your readers to stay on your site for as long as possible. You want them to explore your site and get familiar with your news and your brand. A video on your landing page will give your viewers more time to look around.
- Content is great and is what makes up the newspaper, but while online, readers may appreciate the change of pace with a video to go along with reading an article.

So as a reporter, next time you are out on the streets, try shooting a few videos... you may be surprised with the positive feedback!

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](mailto:chris@courtside-marketing.com).



## NPA Digital Hotline offers 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](mailto:chris@courtside-marketing.com).



## Social media questions? NPA Digital Marketing Hotline can help

The Digital Hotline launched in August, 2016 to help our newspapers with social media questions, help on implementing their own digital products for their readers and one-on-one website evaluations. Courtside Marketing is ready to help, Monday-Friday, 8:00 AM to 5:00 PM (CST).

### **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 in the 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?

**Free for NPA members - Digital Hotline: 402-590-8093, EXT. 702.**

# Classified Advertising Exchange

May 15, 2017

**REPORTER WANTED:** Gatehouse Media is seeking an enthusiastic individual to cover general assignment reporting for its three-publication newspaper group. Newspapers in the group are the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg (Iowa) Reporter. Duties include writing stories, taking photographs and assisting in production of our print and online products. Some evening and weekend hours are required. Candidates should possess good people and communication skills. Gatehouse Media offers competitive benefits (medical, dental and vision), a 401K plan and paid vacation and holidays. Please send resumes and writing clips to Kirt Manion, editor, via email to [kmanion@ncnewspress.com](mailto:kmanion@ncnewspress.com), or by mail to 823 Central Avenue, Nebraska City, NE, 68410.

**SPORTS REPORTER WANTED:** Gatehouse Media is seeking an enthusiastic individual to cover sports for its three-publication newspaper group. Newspapers in the group are the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg (Iowa) Reporter. This is a full-time position. The sports reporter is responsible for producing sports pages, taking photos, covering games, writing stories, editing copy, coordinating with correspondents, posting to the websites and updating Facebook. This job requires night and weekend hours primarily, but not exclusively, and the sports reporter may be asked to perform other duties in the newsroom. Gatehouse Media offers competitive benefits (medical, dental and vision), a 401K plan and paid vacation and holidays. Please send resumes and writing clips to Kirt Manion, editor, via email to [kmanion@ncnewspress.com](mailto:kmanion@ncnewspress.com), or by mail at 823 Central Avenue, Nebraska City, NE, 68410.

**PLATE DEVELOPER WANTED:** If you know where we could find a plate developer in decent condition, please call the Holdrege Citizen and ask for Dan Jordan. Phone 308-995-4441, or email [holdregecitizennews@gmail.com](mailto:holdregecitizennews@gmail.com).

**FOLDER WANTED:** Looking for a tabletop folder in good condition. Please contact Chris Zavadil, Emanuel Printing, 130 N. Main St., Fremont, NE 68025; ph: 402-721-4421; email: [epbusiness@neb.rr.com](mailto:epbusiness@neb.rr.com)

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

## Available through NPA:

### Reporter's Guide to Media Law and Nebraska Courts (2005)

\$3.00 ea. (plus postage)

### 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](mailto: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 217-241-1400.**

**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](mailto:nebpress@nebpress.com).