

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

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

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



Free online training available to NPA membership

Let the learning begin!



All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.

You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis. At this time, licenses are available for a two-week period.

Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service.

LAST CHANCE to take the post-convention online survey

Your feedback is important in planning our annual NPA conventions. *We want to know what we did right, and what we could do better.*

Click on this link to take the SHORT survey:

<https://www.surveymonkey.com/r/NPAConvention>

(SURVEY CLOSES Thurs., June 15)

Promote public notices with free ads

The News Media Alliance (formerly Newspaper Assn. of America) has released new house ads to promote the importance of keeping public notices in newspapers.

The ads are available to newspapers nationwide for free use. Ads can be published as is, or you can add your own logo. To download NMA ads go to:

https://www.newsmediaalliance.org/research_tools/public-notice-ad/?gatval

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites, where they may not be easily found.

2 OUT OF 3
U.S. adults read a newspaper in print or online during the week.

Why try to fix something that isn't broken?

NEWS MEDIA ALLIANCE
www.newsmediaalliance.org

Keep Public Notices in Newspapers.

Vicki Whiting, president of Kid Scoop News, to speak at Rotary International Convention

Content That Works announced last week that their Kid Scoop partner, Vicki Whiting, will speak at the International Rotary Convention, June 13, in Atlanta.

“Rotary Clubs and community newspapers are powerful partners. Rotarians are newspaper readers. Both newspapers and Rotarians believe in the importance of reading and being informed. For Rotarians, the partnership impacts education and lets them share with kids their own love of reading and community” said Vicki Whiting.

Her session, Awaken the Magic of Reading, explains to Rotarians how sponsoring Kid Scoop and NIE (News-papers In Education), Rotary Clubs can contribute to improving education while building their brand in their communities.

“A community newspaper can help a local Rotary Club meet two of their objectives: 1) to get the Rotary name out there, tied to the club’s good work and 2) Contribute to improving education which is a Rotary focus area” says Vicki.

Interested in learning more about Kid Scoop for your paper? Check out our website: <http://www.kidscoop.com/>. Email Dan Dalton at dan.dalton@contentthatworks.com, or call him at 909-793-9890.

About Kid Scoop - The mission of Kid Scoop is to enable children to express their basic desire to know about, and become active participants in their local community. Kid Scoop enlists the active use of the community newspaper in the classroom to accomplish its mission. The program features an in-paper section for and by children, as well as a unique team approach that involves newspapers, schools, and community supporters.



Help kids reach for the stars this summer!
(Not go down the slide.)

Kid Scoop Summer Reading Series
SMART FUN IN THE SUMMERTIME

Content THAT WORKS

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

New newsletter optimization tool - Opt In - launched this month

Crosscut Public Media, in partnership with the Reynolds Journalism Institute, has launched a newsletter optimization tool called Opt In.

Opt In is a free, easy-to-use tool that was built for newsrooms and freelancers to begin addressing the challenges of newsletter curation. As it stands, newsrooms no longer have the time nor the resources to maintain unfocused newsletter programs that don't achieve their goals. Opt In is an online tool that gives news organizations, freelancers and regular people the ability to build an e-newsletter strategy from scratch, or create a plan to improve upon an existing one.

The tool addresses all elements of newsletter production and maintenance, including various design and revenue models, content, marketing, and metric dashboard options, as well as resources and staffing considerations.

Upon completion, users are given a full newsletter creation strategy in the form of an Opt In playbook, which they are then able to use to generate a brand-new product or improve one they already have.

View the full announcement: <https://www.rjionline.org/stories/newsletter-optimizer-opt-in-allows-newsrooms-to-improve-newsletters-or-crea>.



Online Vote Contests

There are several ways newspapers can engage with their readers more online. One way to really engage with your readers more is to have online contests. A few benefits to contests are to increase community interactions, increase readership, and interact with personalized news stories.

You might already be doing some of these but here are some examples of social promotions that you can do as a newspaper. Vote contest, caption contest, photo contest or an essay contest. For this section, I will dive a little deeper into the vote contest.

A vote contest is one of the easiest that you can do. There are several apps and programs out there to use to set up what they are voting on as well as to collect your answers. Your question can just be generic or it can be based on a current story that you are running. Here's an example of a generic one our newspaper is currently running...

Online Poll

The forecast for the week shows high temps in the upper 80s and 90s. Do you enjoy the heat?

Yes, bring it on!

It's OK

No, thanks!

 Enterprise Publishing Company
Published by Hootsuite [?] · June 6 at 12:10pm · 

POLL: The forecast for the week shows high temps in the upper 80s and 90s. Do you enjoy the heat?

Click link to cast your vote: <http://bit.ly/2rugo0l>



This online poll was placed on their website and their Twitter and Facebook profiles. This will create more interaction with others. Once someone votes, they can share it on their page to encourage others to get in on the fun! As you know, people like to give their opinion and have their voices heard. This is a great way to let them do that in a fun and positive setting!

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.

The power of repetition. The power of repetition. The power of...



By John Foust, Raleigh, NC

Catherine climbed the ranks from sales person to sales manager at her paper. “Although I’ve been in the business for a long time,” she told me, “there’s always a new way to look at advertising.”

She mentioned a recent trip to a fast food restaurant. “I was between meetings in a nearby town and needed a quick lunch. So I dropped by McDonalds. It had been over a year since my last trip to a McDonalds, and I was trying to choose between two of their trademark products, a Big Mac and a Quarter Pounder. I was planning to ask the cashier about the ingredients in the Big Mac, then all of a sudden I remembered their famous television jingle from my childhood. ‘Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.’ I hadn’t thought about that in years, but it was in my memory bank. I did an online search later and was proud that had I remembered every ingredient in the proper order.”

That McDonalds campaign ran for about a year and a half in the mid-Seventies. And 40 years later, Catherine still remembered.

That’s the power of repetition. Would she have remembered the jingle if it had run only one time? Not a chance.

Did you learn the multiplication tables by going through them one time? What about the alphabet? Can you hear a new song one time and sing along the next time you hear it on the radio?

Catherine’s experience reinforced her belief in the importance of repetition in advertising. “I remember one advertiser – an apartment developer – who wanted to run a splashy grand opening ad. But he didn’t want to run anything at all after that. He figured the grand opening would create so much buzz in the market that he wouldn’t need to advertise any more for a long time. In the short run, it would have been nice for my paper to have that full-page, full color ad, but we knew it would have been a waste of his budget. We worked hard to talk him into turning that full-page budget into a mini-campaign that stretched over several weeks. We felt if we could demonstrate the value of repeating his message – with measurable results – then we could talk about extending the campaign. Our strategy worked, and he became a consistent advertiser.”

Catherine explained that her team tells advertisers about two key principles of advertising: reach and frequency. How many people will they reach? And how frequently will they reach them? Yes, a business can run one ad one time and reach all the readers in her paper’s distribution base.

But without frequency, there’s little chance for success.

“Most of the time, it’s a simple concept for advertisers to understand,” she said. “Once they realize that repetition is a solid strategy, they are willing to hear how to make it work. Everybody wins. They get better results and we increase our ad count.”

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

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

Classified Advertising Exchange

June 12, 2017

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.

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

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, July 4th Advertising Deadlines Flyer.

Nebraska Press Association Polo Shirts



- *Page & Tuttle brand
- *100% polyester jersey, moisture wicking
- *Embroidered NPA logo
- *Colors: navy, red
- *Flat knit collar; button placket; hemmed sleeves; clean finished hem w/side vents
- *Machine wash/dry

MENS SIZES: L, XL, 2X, 3X
WOMENS SIZES: L, XL, 2X, 3X (runs small)
\$32 (L, XL); \$34 (2X); \$36 (3X) (includes shipping)
Contact NPA office to order; checks payable to NPA

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

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.



Early Deadlines for 2x2 and Statewide Classified Ad Networks

Due to the Nebraska Press Advertising Service office being closed on Monday, July 3, and Tuesday, July 4, there will be early deadlines for ads running the week of 7/10/17. These deadlines are firm. Thanks!

Holiday Deadlines are as follows:

2x2 Network: Friday, June 30, 4:00 p.m. (Early deadline)
Statewide Classified Network: Wednesday, July 5, 10:00 a.m.
(usual deadline)



For questions, please contact:
Carolyn Bowman
Nebraska Press Advertising Service
845 "S" Street
Lincoln, NE 68508
800-369-2850
cb@nebpress.com