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Hayes Center Times-Republican changes hands

On July 5, the Hayes Center Times-Republican officially changed ownership as Southwest Nebraska News, LLC, purchased the paper from Scoop Media, LLC, owned by Jason and Amy Frederick.

The Fredericks, who also own the Trenton Hitchcock Co. News and the Benkelman Post & News-Chronicle, made the decision earlier this year to sell the Times-Republican to allow them more time to spend with their family.

In response, a group of Hayes Center residents joined together and formed the new company, Southwest Nebraska News, LLC, to purchase the newspaper and keep it publishing to continue to serve their community. The new owners want to hire an interested local resident to manage the paper, and possibly sell the paper to an individual or smaller group of people.

Neligh News & Leader adds managing editor to staff

Laura Anderson, a Wayne native and graduate of Wayne State College, joined the Neligh News & Leader on June 22, and will serve as managing editor, responsible for the day-to-day operations of the paper.

Anderson graduated from Wayne State in 2016, and spent three years as a staff member of The Wayne Stater, the student-produced campus newspaper. She served as editor-in-chief of the paper during the 2015-16 school year.

She spent six months as an intern for the Wayne Herald, completing the apprenticeship in May, where she assisted with page design and layout, photography, writing articles and ad design.

April, 2017 NPA/NPAS board meeting & annual business meeting MINUTES are available.

Contact Susan Watson in the NPA office for a copy.

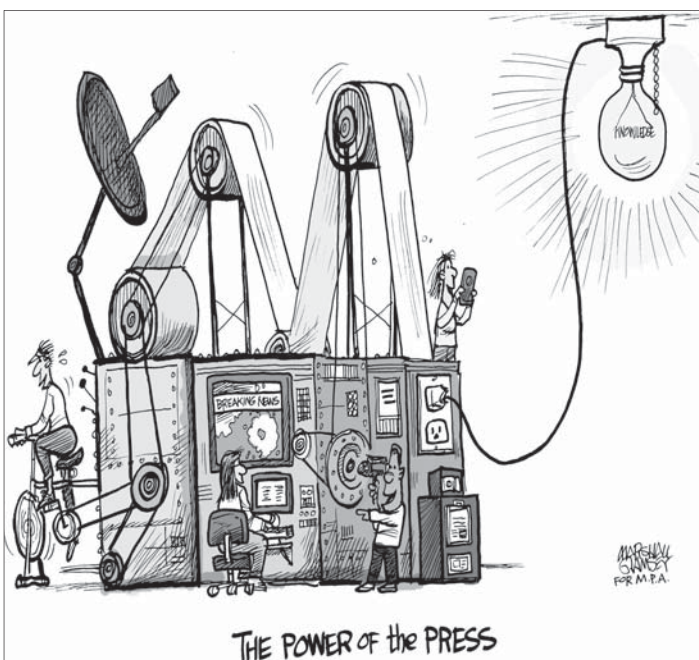
Scottsbluff Star-Herald names Jordan new ag editor

The Star-Herald has named reporter Spike Jordan as its new ag editor.

A native of Harrison, NE, Jordan graduated from high school and then served over four years in the U.S. Marine Corps, and continues his service today as a Sergeant in the U.S. Army Reserve.

He attended Chadron State College where he used his G.I. Bill to study journalism. While at CSC, Jordan was managing editor and opinion editor for The Eagle, Chadron State's student campus newspaper.

After college he worked as a staff reporter for the Douglas (WY) Budget. He moved to Scottsbluff where he worked on the Star-Herald copy desk as an editor and graphic designer for nine months, and returned to reporting for the Star-Herald in February.



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. To request a license, email Violet Kirk at vk@nebpress.com or call 1-800-369-2850.

Media of Nebraska joins National Freedom of Information Coalition

Media of Nebraska, a 40-year-old non-profit coalition of print and electronic news organizations operating in Nebraska has become the newest member of the National Freedom of Information Coalition (NFOIC).

The Nebraska Press Association and the Nebraska Broadcasters Association are part of the Media of Nebraska alliance.

Forty-five states and the District of Columbia make up NFOIC, whose mission is to make sure state and local governments and public institutions have laws, policies and procedures to facilitate the public's access to their records and proceedings.

Media of Nebraska's President, Mike Reilly, said his organization members are vigilant to the actions of government when it comes to public access to information. "Forty years has seen many changes and challenges to traditional journalism, and in the relationship between government and citizens," said Reilly, who is also the vice president for news for BH Media Group. "Media of Nebraska members are serious about their role as public watchdogs, especially when it comes to monitoring state and local governments in the digital age."



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

2017 NSAA MEDIA MEET & GREET

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Breakfast will be provided for attendees!

TIME: 9:00 am – 9:30 am – Credential Pick-Up & Breakfast

9:30 am – 11:00 am - Discussion

DATE: Thursday, August 17th, 2017

PLACE: NSAA Media Room, 500 Charleston St

PLEASE RSVP with attendee names by Monday, August 14th:

amccoy@nsaahome.org

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

It's important that our newspapers are well represented at NSAA's Meet & Greet event, so please save the date and plan to attend.

Creating an Online Poll

Kevin considers the options when asked by a Tennessee publisher



Kevin Slimp
The News Guru

While meeting with publishers one-on-one at conventions, the conversations run the gamut of running a newspaper or newspaper group. Over the weekend, while at a newspaper association convention in Oregon, publishers arrived at our scheduled meetings with questions about structuring groups, designing pages and increasing revenue, among other topics.

I will be with my Tennessee Press Association friends in Franklin this week and I hear we have a list of publishers scheduled for one-on-one meetings. One publisher, Dale Gentry, was nice enough to email

Fortunately, I'll get the chance to meet with Dale before he sees this column, so I'm not giving away all my secrets in advance by answering his question here.

I've had the opportunity to do a lot of online polling. If you've filled out a questionnaire related to my newspaper research in the past, you've seen examples of these polls.

In the past, I've used Survey Monkey for most of my polling. The paid version gives the user a lot flexibility concerning data collection. In my research, it's important that no one "stuffs the ballot box" by sending in multiple responses to the same questionnaire. Survey Monkey makes it easy to create a setting to keep that from happening.

Earlier this year, my form creation needs increased, so I took a look at other options besides Survey Monkey and came up with an application that has become my favorite: Wufoo (wufoo.com).

Wufoo is an online form builder that provides the tools to easily design and build these forms intuitively, using your own colors, logos and other elements. Two features sold me on Wufoo, its ability to easily integrate online payments with forms and its ease in copy-and-paste code snippets, which allow me to place the form directly on the page of website, rather than creating a link to an external page.

An additional benefit of Wufoo is its ability to quickly create simple forms for various uses. For instance, a few days ago I was looking for the best way to create an "unsubscribe" button for my email blog. It dawned on me that I could create a simple form in Wufoo to allow the user to click on the "unsubscribe" button at the

I created this quick form to demonstrate how simple it is to create an online form with Wufoo. Using the tools (inset), I created a form that can be embedded directly onto a website page.

bottom of the blog and send the necessary data to form database.

I've also found Wufoo valuable when creating a simple online marketplace. For instance, I was receiving a number of emails asking how to order an autographed copy of a book that was recently published. Wufoo works with most payment software. A little research led me to move my online customer payments from PayPal to Stripe, simply because Stripe integrates directly with Wufoo.

What this means to my customers is they can go to my website, complete a form right there without having to go to an external link, and make a payment without being transferred to PayPal or some other site. It all happens right on the original web page.

That's more information than Dale needs to prepare

for his upcoming reader's poll, but once he begins using Wufoo, I've got a feeling he'll use it in ways he never previously imagined.

Check the wufoo.com website for various plans. I've found Wufoo is definitely worth the small monthly fee I pay.

kevin@kevinslimp.com

Forms can be shared with a simple link or code can be embedded directly on your web page.

Creating an online form in Wufoo is very intuitive.

and give me advance notice of our topic of discussion.

He wrote, "We're going to be doing "The Best of Jefferson County" in the fall, and I wanted to get your input on the best way to tabulate votes. Our concern with an online survey is readers voting more than one time."



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.

Classified Advertising Exchange

July 24, 2017

EDITOR: The Northeast Neb. News Company has an opening for an editor to guide one or two of our community newspapers. Qualified applicant must have solid reporting, editing and organizational skills. Send resume, cover letter to Rob Dump, ccnews@mac.com, or PO Box 977, Hartington, Neb. 68739.

WRITING/EDITING/PHOTOGRAPHY: Full-time position opening at progressive weekly newspaper in ag-based Nebraska community. Job involves writing, editing, photography. Competitive wages of \$25-\$35K/yr, DOE, plus benefits. Contact Jennifer Lewis, (402)-729-6141, jennifer@fairburyjournalnews.com.

ASSISTANT GROUP PUBLISHER: Main Street Media Inc. is currently seeking an Assistant Group Publisher for 27 weekly newspapers in Kansas, Missouri and Nebraska. Based in Russell, KS, birthplace of Bob Dole, Main Street Media is seeking someone with a basic understanding of the industry as well as someone willing to "roll up the sleeves" and work. The right candidate will have the opportunity to not only work up to the top managerial slot, but will also have the opportunity to become part owner. If you're the right one and ready to join our team, send your resume to: Frank Mercer, PO Box 513, Russell, KS 67665 or fmercer@mainstreetmedia.us.

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.

Nebraska Press Association Polo Shirts



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

- *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

Available through NPA:

Reporter's Guide to Media Law and Nebraska Courts (2005)
\$3.00 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.