

CONFIDENTIAL

Bulletin

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

Calendar of Events

Events:

August 17, 2017
NSAA Media Meet & Greet
Thurs., August 17, 2017
9:30am CST
NSAA Office, Lincoln, NE

October 5-7, 2017
National NNA Convention
Tulsa, OK

November 3, 2017
NPA/NPAS Board Meetings,
Lincoln, NE

November 3, 2017
Nebraska Journalism Hall of
Fame Banquet, Nebraska Club,
Lincoln, NE

Webinars:

August 10, 2017
Getting People to Pick Up
Your Paper - (Kevin Slimp)
10:00am CST
<http://newspaperacademy.com>

August 17, 2017
5 Ways to Use Facebook Live
(plus how-to) - (Gatehouse Media)
1:00pm CST
www.onlinemediacampus.com

August 18, 2017
Designing Front Pages to
Grab Readers - (Ed Henninger)
10:00am CST
<http://newspaperacademy.com>

August 25, 2017
Automatic InDesign -
(Russell Viers)
1:00pm CST
www.onlinemediacampus.com

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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.



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)

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Open the Room Project provides system for streaming public meetings, events, sporting contests

Earlier this month, the Reynolds Journalism Institute and two of its fellows launched the Open the Room Project, which provides community journalists, citizen activists and town administrators with step-by-step directions to build a scalable, affordable system for streaming public meetings, events and sporting contests. The project was inspired by citizen activists who are streaming town council meetings via smartphones to Facebook Live.

Open the Room solutions include software automation that negates the need for traditional broadcast television equipment or crews. Some hardware options are portable; others require permanent installation. The fellows have highlighted emerging technologies that will allow users to cover more local meetings and events — even local sports — with better than acceptable video and audio quality at a much lower cost.

Learn more and check out the guide here:

<https://www.rjionline.org/stories/open-the-room-project-helps-journalists-citizens-and-towns-broadcast-on-fac>

Omaha World-Herald artist Koterba featured at Gallery 72 event, August 11-12

Omaha World-Herald cartoonist Jeff Koterba's two-day art show at Gallery 72 (1806 Vinton St., Omaha) will include a unique addition. While his editorial cartoons and watercolors will be on display, he will also draw personalized pieces for show patrons, creating a drawing on nearly any subject while you wait (thank you cards, birthday greetings, watercolor caricature, etc.).

An opening reception is set for August 11 from 5:00 - 9:00 p.m., with the show continuing on August 12 from 1:00 - 4:00 p.m.

Koterba has won several awards for his cartoons and has written two books, "Drawing You In," and "Inklings." His cartoons are syndicated to more than 850 newspapers worldwide.

Metro Creative Graphics, Inc. acquires LSA Creative Outlet (formerly Multi-Ad/Ad-Builder)

With the acquisition of (LSA) Local Search Association's Creative Outlet, Metro Creative continues to expand in order to best service the evolving needs of its clients. The transition for Creative Outlet clients will be completed by September 30, 2017.

News media publishers, and publishers of other ad-supported products and services, have been utilizing Metro's creative and sales support services since 1910 to develop and profit from locally focused advertising.

The merging of Metro's and LSA's content libraries will offer benefits to existing and transitioning Metro subscribers. Metro's ongoing efforts include "shop local" campaigns, community event promotions, copyright-free editorial features for native advertising, and helping publications keep pace with changing advertiser demands.

Women and Media Conference, September 25, in Sioux Falls, SD

An upcoming Women & Media Conference, sponsored by the South Dakota Newspaper Association and South Dakota State University, is hoping for a strong attendance of women from the Upper Midwest.

The one-day conference will be held Monday, September 25, at the Holiday Inn-City Centre in Sioux Falls, SD.

Registration deadline is September 11. For schedule, speakers and registration go to:

<https://www.sdstate.edu/arts-sciences/women-and-media-conference-registration-form>

Unique ways to use newspapers in the classroom

By Metro Creative Connection

Today's students have numerous devices at their disposal that can make learning more fun. Teachers may rely on such devices to engage students, but one more traditional teaching tool can still be an asset in the classroom.

Newspapers have changed considerably over the last decade-plus, but they still can serve teachers and students alike. The following are a handful of ways for teachers to incorporate newspapers into their lesson plans.

Use newspapers to teach geography. Whether they're local, national or international periodicals, newspapers contain stories from all over the globe. Teachers tasked with teaching students about world geography can assign each student an article about a newsworthy event taking place in a given country. Kids can then write a report about that country, including information about its location in the world, its citizens and its history.

Use newspapers to teach vocabulary. Perhaps no resource is more valuable than newspapers when teaching vocabulary. Assign each student a story or stories from the newspaper, instructing them to underline or jot down between five and 10 words they are unfamiliar with as they read. Once they have finished reading their assigned articles, students can then look up and write down the meaning of each word, ultimately handing in their list of words and/or sharing those words and their meanings with their classmates.

Use newspapers to teach mathematics. While newspapers are often touted as great tools to teach reading comprehension and vocabulary, they also can be used to teach math lessons. For example, newspaper classified sections typically list dozens, if not hundreds, of items for sale. Assign each student 10 vehicles listed in the classified section and ask them to calculate the average asking prices of these vehicles. Another potential lesson is to ask kids to determine the percentage breakdown of each section of the newspaper. You can then explore the reasons why certain sections

may be given more ink than others.

Use newspapers to teach current events. The world is an interesting place, and newspapers are great resources for people looking to keep up with all that is going on in the world. While current events can sometimes be confusing for young students, newspaper reporters aim to convey complicated topics in ways that readers of all ages and backgrounds can understand. By assigning newspaper articles as part



KIDS WHO READ NEWSPAPERS

DO BETTER



Research shows that students who use newspapers in the classroom score better on standardized tests, continue reading into adulthood, have greater civic understanding and are more engaged in their communities.

Higher test scores, improved reading skills, greater civic awareness.



Your newspaper logo here



of their students' current events assignments, teachers can help students gain a better understanding of what's going on in their world. While newspapers may have changed considerably over the last several years, they still make great teaching tools that can benefit instructors and students alike.



Essay Contest

We are wrapping up our section on contests with the last topic of an essay contest. Taking on an essay contest is a great way to engage readers and have them continue to visit your social media pages as well as your online and printed newspaper.

The possibilities for an essay contest are very broad. Your newspaper could use this to encourage more letters, like letters to the editor. This would be to get others' opinions, but can also be open for topic. Another way is to gain feedback on a community event that just happened or is coming up. Lastly, an essay contest could be used to encourage young readers to show off their aspiring journalist skills.

Here is an example of an essay contest geared toward young readers:

The newspaper is running an essay contest. The contest is being run through Twitter. The contestants must be in 9th or 10th grade. Winning entries will be published in an upcoming printed edition of the newspaper.

This example was only promoted on Twitter because of the audience it was targeting. Since Facebook is the most common for your daily readers, this will allow for your Twitter page to gain more followers. If you are targeting just your everyday middle-aged person, we'd suggest promoting the contest through Facebook over Twitter.

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.



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.

NPA Digital Hotline launched one year ago this month

Last August, the Nebraska Press Association launched the Digital Hotline as a free service for our members about digital marketing.

Courtside Marketing, a digital marketing agency based in Blair, NE, can answer digital questions, help expand your newspaper's digital footprint, or offer suggestions on how to sell effectively against a digital competitor in your market.

The Digital Hotline can benefit newspapers of all sizes. Even if your paper doesn't have a website, how do you respond to those who say they just use Facebook for their advertising and don't need an ad in your paper?

Chris Rhoades, president of Courtside Marketing, and his team are available to help.

Take advantage of this free digital marketing resource!



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

August 7, 2017

TABLE-TOP WAXER WANTED: Please contact Stephanie Dawson, The St. Edward Advance, 402-678-2771.

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)
\$35.50 each (includes 1st Class 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

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.