

Bulletin

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Calendar of Events

Events:

November 3, 2017

NPA/NPAS Board Meetings, Lincoln, NE

November 3, 2017

Nebraska Journalism Hall of Fame Banquet, Nebraska Club, Lincoln, NE

November 10, 2017

NPA Foundation Board Meeting, Nebraska Club, Lincoln, NE

April 20-21, 2018

NPA Annual Convention
Cornhusker Marriott Hotel
Lincoln, NE

Webinars:

October 26, 2017

How to Create a Significant Revenue Stream at Newspapers by Publishing Books (Kevin Slimp); 10:00am CDT
www.newspaperacademy.com

November 2, 2017

You're Just My Type! Understanding Type is Crucial to Understanding Design (Ed Henninger); 10:00am CST
www.newspaperacademy.com

November 9, 2017

Engaging Readers with Email Newsletters; 1:00pm CST
www.onlinemediacampus.com

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Foundation Internship Program Has Successful First Year

By Mark Rhoades, NPA Foundation president, Oct. 20, 2017



This summer saw the Nebraska Press Foundation initiate their first summer internship program for college students around the state. The Foundation donated five one thousand dollar scholarships to college students who fulfilled the internship requirements at weekly newspapers around the state.

This year's participating newspapers were the Hickman Voice News, Laurel Advocate, Ogallala Keith County News, Orchard News and the Burt County Plaindealer. The students that took part were: Claire Bromm-Tekamah, Ellis Clopton-Auburn, Dylan Widger-Elgin, Trevor McDiffett-Central City and Cody Nagel-Fairview, S.D.

The Foundation is currently working on plans to improve, and possibly expand the program in 2018. We're hoping to be able to offer even more scholarships, which means more newspapers will reap the benefits of having a quality intern at their newspaper next summer.

For next year's program, we're moving up the deadline for participation for newspapers as well as the students. This will give us a better opportunity to get the word out to all the colleges in the state in the hopes of getting more applicants. The deadline for newspapers to apply for the program will be December 1, with all applications from students to be returned to NPA by Feb. 15, 2018.

On March 1, the Foundation will send a list of all interested students to any newspapers that have applied to take part in the program. At that point it will be up to each newspaper to reach out to the students, recruit, interview and hire. It will be first come, first served for the scholarships for the internships.

It's the hope of the Foundation that these summer opportunities for students will fuel a passion for a career in community journalism here in Nebraska. We were excited to see some very positive comments from the interns in their internship evaluations at the end of the summer.

Was the money invested in this program money well spent? We think yes, as one student put it, "I now know this is what I want to do."

"This is a heck of a program. I hope the Foundation continues helping newspapers develop the next generation of journalists."

Newspaper Editor
2017 NPA Internship Program

"It was a great experience and I hope to have one like it again!"

Student Intern
2017 NPA Internship Program

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Survivors include his wife of 52 years, Kathy; a son James (Kami) Krier of Warsaw; four daughters, DiAnn Bills of Warsaw, Julie (Ken) Pingrey of Coon Rapids, IA, Sheryl (Peter) Kao of Southlake, TX and Nikki (John Plumlee) Krier of Branson West, MO, and their families.

Funeral services will be held at 10:00 a.m., November 25, 2017, at St. Ann Catholic Church, Warsaw, MO, followed at noon by a Celebration of Life and Fellowship at the Knights of Columbus Hall, Warsaw.

Like a regional convention

It was like a regional newspaper convention recently when publishers and staff members from a variety of different Northeast Nebraska weekly newspapers gathered at the Norfolk Daily News' offices to discuss the regional News First online service, as well as other newspaper-related topics.

Newspapers attending included the Wayne Herald, O'Neill Holt Co. Independent, Albion News, Elgin Review, Neligh News & Leader, Hartington Cedar Co. News, Humphrey Democrat, West Point News, Pender Times and the Norfolk Daily News.



News First is an online widget that allows users to access content from a variety of Northeast Nebraska newspapers in a centralized online location. Launched in November 2016, News First has 15 participating newspapers.

Longtime newspaperman, Jack Krier, dies at 77

Jack Krier, 77, of Warsaw, MO, died October 12, 2017, at Mercy Hospital in Des Moines, IA, after suffering a heart attack on October 9.

Born and raised in South Dakota, Krier graduated from South Dakota State University, Brookings, in 1962 with degrees in journalism and print management.

He started working in the newspaper business when he was in the eighth grade as a "printer's devil." In high school he started writing sports stories for the newspaper, with the dream of owning a paper of his own someday. His first newspaper job was for Jack Lough, owner of the Albion News.

In 1965, Krier and his new wife, Kathy, purchased the Bridgewater (SD) Tribune, and over the next 50 years they bought and sold several newspapers across several states, including Jumbo Jack's Cookbook Co., a company specializing in printing cookbooks as fund-raisers.

In 2015 the Kriers sold the majority percent of stock in Main Street Media, Inc. (includes NE papers: Alma Harlan Co. Journal, Blue Hill Leader, Franklin Co. Chronicle and Red Cloud Chief) to Frank Mercer and Joe Blum, both business associates and friends, and retired to Warsaw, MO.

***Happy Birthday to Janice Warneke,
who turned 80 on October 21.
Best wishes from your friends at NPA!***

*"Patriotism is your conviction that this country
is superior to all other countries
because you were born in it."*

- George Bernard Shaw

"We hope the Foundation not only continues this program, but expands it. We're convinced that the more students we can get out into the world of small town, community journalism, the better off our profession will be down the road."

Newspaper Publisher
2017 NPA Internship Program

Details coming in early November for the 2018 NPA Foundation Internship Scholarship Program!

My thoughts on the matter

By Ellis Clopton, Hartington Cedar Co. News, July 26, 2017

I'm a Nebraskan through and through, born and raised. I grew up in a town not unlike Hartington. The small community of about 3,500 people was tight-knit and everything revolved around what the kids at the local high school were up to. I was conditioned to wave at every person I looked at, and I always smiled at everyone I walked by on the street. I had to, not just because the church lady I forgot to say good morning to would scold me at Sunday School that weekend, but because it just felt right. Being friendly to everyone regardless of whether or not I knew them was part of the local culture I grew up in, and it's something I think most Nebraskans outside the metro areas understand until they step out and try living in a town like Hartington, or Valentine or Auburn.



Ellis Clopton
Student
Intern

When I applied for this summer internship at the Cedar County News, I'd been living in Lincoln for about two years, and I felt as though the small-town culture and attitudes I'd been molded by were starting to chip away. Just the sheer population size made me feel like I had to fight even harder to be seen and recognized among the sea of faces staring at the sidewalk, hoping not to have to say hello to a stranger.

Make no mistake, Lincoln still has the Nebraska Nice I'm accustomed to. I love my three-room apartment on campus at the university, I love my friends and co-workers (usually one in the same) and God knows I love sitting with crowds of the stressed students looking to unwind at the college coffee house on the weekends. But I'd been longing to make an excursion into the small-town world, and I felt like writing for a local newspaper would be the perfect way to dip my toes back in. My only rule was that I wasn't allowed to work at the (Auburn) Nemaha County Herald, the publication I grew up reading.

The Cedar County News summer internship was perfect for me. Before this summer, I'd been to every corner of the state except up here in the northeast, and I saw it was a brand new place for me to explore. I don't think I'll ever be able to forget the first time I drove into Cedar County. I always knew Nebraska to be flat, with a few hills sprinkled here and there, but the rolling green hills and countless pitted fields caught me completely off guard. Every time I would drive to Wynot, Newcastle or Laurel, I couldn't even fathom how beautiful this part of the state is.

Everything feels open and free. I always felt like I could pull over to the side of the road and just take in the

surroundings and breath in the fresh air. I also won't ever be able to forget how kind the community was to me from the very beginning. There wasn't a person who wouldn't wave to me or wouldn't chat me up while I was getting groceries.

Almost everyone I interviewed or made small talk with was friendly and open with me, even though my last name was unfamiliar to this town as my face is. I think now about the time I went out to cover the Relay for Life event in Laurel, just a few days after I learned by mother had breast cancer, and how overwhelmed I felt to see the amount of love and support people gave each other. I think about how accommodating local officials were when I had a question during county commissioner meetings, and how the staff at Cedar Catholic and Hartington-Newcastle Public Schools were always willing to take time out of their day for me to bother them about one thing or another.

My advice to Hartington high school students - I saw the schools you've been blessed with. I talked to several teachers at the end of the school year in the area, and all of them were heartbroken at the idea of not seeing you every weekday for the rest of your academic career. It's not exaggeration when the locals beam with pride at their school system, slow down every once in awhile and appreciate your school.

Through this job, I've gotten to know many people in Hartington, quite a few of whom I'll think about years from now. Until arriving here, I thought I'd lived the small-town experience, but then again, a lot of assumptions people my age make end up being wrong. Coming to Hartington, hearing its stories and getting to know its people changed my life, even if I'm not entirely sure how. It's like a feeling in my chest I can't quite put a pin on. I like to think I've changed, in some ways for the better, and I think it's all due to this community and this county.

I'm not quite ready to drive four hours back down south to my hometown, just across the border from Missouri, a state that dumps its humidity onto us every summer, meaning our sweat is sticky and the mosquitoes are rampant. But I don't think I ever will be ready.

When I used to think of home, I thought about my campus apartment in Lincoln and the house I grew up in Auburn. Now, as I finish this column and pack my bags for the sketchy drive past Sioux City, home is also my single-bedroom apartment above Don Miller Land Company in Hartington.

It's been fun Cedar County. Some day I'll see you again.

Sharpening Your Focus

Focus groups can change the way you create your newspaper



Kevin Slimp
The News Guru

I guess it comes with experience (that sounds better than “age”). In the “old days” when I visited a newspaper, it was almost always related hardware, software or some other type of technology. These days, it might be just about anything.

Such was the case in September as I traveled to West Tennessee to work with a few newspapers in the area. After a five-hour drive from my home in Knoxville, I visited with Joe Hurd, publisher of the Savannah Courier over lunch.

A former Air Force commander, Joe knows how to get things done, and he’s never shy about asking for advice or assistance when it is warranted. Over lunch he explained he had two primary tasks for me over the next five hours.

First, he wanted me to meet with his advertising staff and discuss ways to bring in new advertisers and increase sales at their newspaper. We discussed time management, techniques for approaching potential advertisers and more. We even discussed a couple of ideas I have seen work well at other community papers outside their geographic area.

The second task was to meet with his circulation staff and discuss ways to increase circulation. The conversation was lively, and we seemed to come up with a few new ideas worth pursuing. Toward the end of the discussion, I made a suggestion that doesn’t take a lot of effort, but usually garners great rewards: creating focus groups made up of readers and non-readers to look over their products and suggest possible improvements.

Focus groups work best when you have two or three teams. These teams might have as few as three or as many as five members each.

How do I usually find volunteers to serve in a focus group? I offer a free lunch or dinner in exchange for help in critiquing my newspaper. By publicizing the need for volunteers well in advance, it is usually possible to get a sufficient number of group members. I’ve enlisted the help of schools, churches, readers and others to make sure there are enough volunteers.

After dividing everyone into teams, I generally give each team an identi-



Focus groups are an invaluable tool for determining what works and what doesn’t at newspapers. Generally, two or three groups of a few people each works best.

cal newspaper and ask members to discuss questions from a handout with their fellow team members. One member records their responses, which I collect afterwards.

This process should be repeated several times, so that each team has looked at several issues of your newspaper or, if you produce several titles, at least one issue of each publication. Each time, you should give the teams new worksheets to complete.

When I mention focus groups while speaking at a conference, I almost always receive a number of emails afterwards from folks asking what types of questions to ask. My advice: Be creative. You’ve got free help. Make the best use of their time to gather as much information as possible. Here are a few questions to get you started, but don’t limit yourself to these:

1. Does the overall look of the front page initially make you want to read this newspaper or set it down?
2. Is the body text easy to read? Is it too big or too small? Does the size of the text make you more or less likely to read this newspaper?
3. Are there too few, too many or just the right amount of local stories in this newspaper?
4. What are some things about this newspaper that you especially like and make you want to read it?
5. What are some things about this newspaper that you especially dislike and make you less inclined to read it in the future?
6. In your opinion, what are the most important things you look for in a newspaper? Do this newspaper do a good or bad job of featuring these?

Work with your staff to develop questionnaires that cover every topic they feel might be helpful to learn about from a focus group. Generally, my questionnaires are one to two pages each.

How often should you gather focus groups? That’s up to you, but I would recommend no less than annually.

There are a lot of ways you could spend time and money trying to determine ways to improve your newspaper. Allow me to suggest that your best first move might be to create focus groups.

newspaperacademy.com

Upcoming Webinars From the Experts

Creating Perfect Styles for Your Paper
Ed Henninger & Kevin Slimp - Oct. 12, 2017

Winning Over New Advertisers
Tim Smith - October 18, 2017

The Basics of Editing Photos for Print
Kevin Slimp - October 26, 2017

Flags, Folios, Headers & More
Ed Henninger - November 9, 2017

We are your 'Main Street media'

By Susan Rowell, October 11, 2017

Editor's note: Susan Rowell is the new president of the National Newspaper Association, which represents community newspapers nationwide, and publisher of the Lancaster (SC) News. Here are excerpts of Rowell's acceptance speech at the NNA's annual convention in Tulsa, OK, in early October.

I am beyond honored to join this group of individuals who have led the National Newspaper Association to where we are today. Over 2,000 members strong, representing communities from the East Coast to the West Coast.

I'm a proud small-town community newspaper publisher from South Carolina who has been mentored by many great people over the 32 years I have worked in this industry – some of them in this room. One of my mentors, David Ernest, recently passed away. I had the privilege of working with him for 10 years.

During his life celebration, it was said David was glad he was in the news business at a time when news was real. Those in attendance laughed. But I didn't laugh. I knew what he meant. We all know what he meant.

Fake news, Facebook news, Twitter feeds, sensationalized TV news reports. How do we know what is even real? The mainstream media are fighting to be first, but how do we know if they're right?

Just last week we had a shooting in our community. A big-town TV news station tweeted that the victim was dead. Our reporters had a direct line to the coroner. The victim had not died. He eventually died a day later, but at the time of the tweet he was still alive.

I hear a lot of people ask: has the mainstream media lost their way? I tell them community newspapers are not the mainstream media. We are the Main Street media.

We report real news every day. I could be wrong, but I'm pretty sure readers back home define real news as who won the Friday night football game or what the local festival organizers are planning for the weekend. Or who needs help because they lost everything in a fire. Or who really has died. That's the real news community newspapers provide.

Main Street media covers everything there is in our communities... better than anyone else. Community newspapers were relevant yesterday. We are relevant

today. And we will be relevant tomorrow. We are a trusted, credible source of information.

We have our own challenges. It's not a perfect world. How do we compete in today's society among all these news and advertising choices? Why are we having trouble retaining readers when we know we provide what they want?

I don't have the answers, but I do know that when I look around this room, I see hundreds of years of experience. You all are passionate industry leaders who have overcome many challenges. Together we will fulfill our mission.

I am honored and humbled to be the president of your board of directors. We want to hear from you as we find the answers, and we want to hear from you so we can continue the discussion of this passion we all share – the passion of Main Street media. Because it's real!

Participate in promoting the "Pulse of Nebraska" shopping survey

The Nebraska Association is pleased to announce an exceptional member service that will help each of you generate more revenue in 2018. We have partnered with Pulse Research to do a comprehensive shopping statewide survey of members audiences. There is no cost to the association or you.

The advertisement features a white background with an orange banner at the top containing the text "YOU LOVE SHOPPING" in orange. Below this is an illustration of a red shopping bag with a white "SALE" tag and several colorful shopping bags. To the right of the bags, the text "TELL US ALL ABOUT IT AND YOU COULD WIN" is written in orange and pink. A large orange banner below the bags displays "\$4000" in white. Underneath, the text "To enter now, go to:" is in orange, followed by the website "www.pulsepoll.com" in blue. Below that, "NO PURCHASE NECESSARY" and "FULL SURVEY RULES ONLINE" are written in orange. At the bottom, the Pulse Research logo is shown, including the text "Pulse Research" and "PULSERESEARCH.COM" in a smaller font.

Summary:

Survey promotion will start October 4th and run until we reach a statewide sample of 400.

Your Part:

- All we ask you to do is regularly promote the survey in your paper and on your website.
- Link to the ads: www.pulseresearch.com/poa.html
- Each week we will get an update from Pulse on the survey sample.
- Pulse will deliver the survey results in mid-January 2018.

Benefit:

In early 2018, your revenue teams will have current shopping information of your audience that they can use in very effective presentations to help your local businesses. If you have any questions, please contact Violet Kirk, vk@nebpress.com.

Classified Advertising Exchange

October 23, 2017

FT SPORTS WRITER & FT AG/GENERAL ASSIGNMENT REPORTER: The North Platte Telegraph is seeking a sports writer and an agriculture/general assignment reporter. Strong writing and photography skills required. Both positions are full time and include a comprehensive benefits package. Apply at www.bhmginc.com, or contact Managing Editor Joan von Kampen, 308-535-4707 or joan.vonkampen@nptelegraph.com.

THE STANTON REGISTER IS FOR SALE! Established in 1879, this historic, northeast Nebraska, weekly newspaper has a good subscriber base and printing clientele with room for exponential growth! Located minutes from the city of Norfolk, the town of Stanton is the perfect place to retire or raise a family. The Stanton Register is the county seat newspaper, and the only publication in Stanton County. Building, all office equipment and printing supplies included with purchase. Be an integral part of a wonderful community! Contact Brian Hadcock at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

LOOKING FOR A TALENTED ASSISTANT EDITOR: Enterprise Publishing Company, a progressive regional publishing company headquartered in Blair, Nebraska, is looking for someone with news writing and photography experience, as well as online and social media skills, for our assistant editor role on our team. Candidate must have previous newspaper experience, and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper, as well as serve as our special section coordinator for niche and specialty pubs throughout the year. If you have the desire to bring new ideas to the table, and are tired of the same old news room, we'd love to hear from you! Please e-mail your resume and cover letter to Chris Rhoades, Associate Publisher, at crhoades@enterprisepub.com.

OFF-SITE GRAPHIC DESIGNER: The Northeast Nebraska News Company is looking for an off-site graphic designer to work on print and web ads 3-5 hours a week. Please send resume, cover letter, and salary requirements to: Rob Dump, ccnews@mac.com.

DIGITAL SALES TEAM LEADER: The Northeast Nebraska News Company has an opening for someone to lead our digital sales department. Qualified applicant must have solid communication, sales and organizational skills. Send resume, cover letter to Rob Dump, ccnews@mac.com, or PO Box 977, Hartington, Neb. 68739.

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

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)

\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

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.