

# Bulletin

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## Calendar of Events

### Events:

**November 10, 2017**  
 NPA Foundation Board Meeting,  
 Nebraska Club, Lincoln, NE

**February 2, 2018**  
 NPA/NPAS Board Meetings  
 by conference call

**March 14-15, 2018**  
 NNA Community Newspaper  
 Leadership Summit  
 Washington, D.C.

**April 20-21, 2018**  
 NPA Annual Convention  
 Cornhusker Marriott Hotel  
 Lincoln, NE

### Webinars:

**November 9, 2017**  
 Engaging Readers with Email  
 Newsletters; 1:00pm CST  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

**November 15, 2017**  
 Making school board, city  
 commission & other meetings  
 more interesting; 1:00pm CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**November 16, 2017**  
 What works and what doesn't  
 for website design; 1:00pm CST  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

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## Contest season is here!

Enclosed with this week's Bulletin is the Call for Entries (PDF) for the 2018 NPA Better Newspaper Contest, which includes contest guidelines and instructions.

We're sending the Call for Entries out earlier this year to give you more time to sort through your issues to find your best work.

We encourage you to start submitting online entries now to re-familiarize yourself with how the online process works.

**Contest entries deadline is  
 January 31, 2018.**



## Survey says: NPA annual convention days stay as Friday-Saturday

A few members had suggested changing the NPA convention days from Friday-Saturday to Thursday-Friday. We sent out a short survey last week to our member publishers for their feedback. 63 responded.

Here are the results:

### **Q1: IF YOU CURRENTLY ATTEND CONVENTION, would changing days to Thursday-Friday affect whether you continue to attend?**

Plan to attend convention no matter what days it's held	36.21%
More likely to attend on Thursday-Friday	20.69%
Convention days should stay as Friday-Saturday	43.10%

### **Q2: IF YOU CURRENTLY SEND STAFF MEMBERS to convention, would changing the days to Thursday-Friday affect whether you continue to let staff attend?**

More likely to send staff if held Thursday-Friday	18.18%
Less likely to send staff if held Thursday-Friday	49.09%
Staff will attend no matter what days it's held	32.73%

### **Q3: IF YOU/STAFF NEVER/RARELY ATTEND convention, would changing days to Thursday-Friday affect whether you attend?**

More likely to attend if changed to Thursday-Friday	52.94%
Probably won't attend no matter what days it's held	47.06%

**Thank you to those publishers who responded to the survey!**

## NPA/NPAS Staff

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## IMPORTANT:

### Advertising Insertion Orders & Ad Copy

We have had several newspapers missing ads this year. Please follow the following instructions when you receive an insertion order from NPAS.

1. Read your insertion order carefully. In the upper right under the advertiser's name, it will tell you if your **ad copy will be sent by e-mail or if it is a repeat from a previous insertion.**
2. If your order says ad copy will be sent, it should come from NPAS in a timely manner. If you haven't received it by your deadline, PLEASE contact me to find out where it is. DON'T assume that since you haven't received your copy, that the ad should not run.
3. Please pay attention to the dates listed on the insertion order. If there are more than one date listed, are they consecutive weeks, or is there a week or two skipped between insertions.
4. AND ALWAYS, if you have any questions whatsoever on insertion orders or ad copy, please contact me.

*Carolyn Bowman, advertising manager*  
[cb@nebpress.com](mailto:cb@nebpress.com)



# EARLY DEADLINES!



## NCAN(classified) Ads:

Ads running wk of 11/27/17 - DL Tues., 11/21/17 at 10:00 a.m.

## 2x2/2x4 Display Ads:

Ads running wk of 11/27/17 - DL Mon., 11/20/17 at 4:00 p.m.

**Please pass this information along to all employees.  
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman ([cb@nebpress.com](mailto:cb@nebpress.com)).



**Nebraska Press Association**  
**Nebraska Press Advertising Service**  
800-369-2850 Fax: 402-476-2942  
[www.nebpress.com](http://www.nebpress.com)

# Blair Enterprise launches email newsletter

Enterprise, Nov. 3, 2017

The Enterprise Publishing Company announced that beginning this week it will launch an email newsletter to keep its readers informed on the latest news in Washington County.

The Inside Scoop is free. It will be emailed to readers Monday, Wednesday, Thursday and Saturday with the latest news, sports and events.

“We’re excited to launch our ‘Inside Scoop’ newsletter to our readers in Washington County,” Publisher Mark Rhoades said. “It will be another tool that the Enterprise has to get news, advertising and other information to our readers in our area communities. Combined with our printed newspaper, enterprisepub.com, Facebook posts and Tweets, we’ll really be able to keep you informed.”

## What are you doing in your newsroom that you weren’t doing a year ago?

The Reynolds Journalism Institute at the Missouri School of Journalism has launched a Q&A series featuring innovation and experimentation taking place in newsrooms and ad agencies. They are looking for folks who would be willing to be interviewed for the series and share what they’re learning with others.



What kinds of projects are they looking for? The sky is the limit. Are you using a new technology like AR/VR, Periscope or drones? Maybe you’ve

found a new way of interacting or engaging with your audience — online or in person. If it’s new, different and worth sharing, they’d like to hear about it. **Here’s the link to the form you can use to submit your ideas:** [https://www.rjionline.org/forms/whats\\_new\\_qa](https://www.rjionline.org/forms/whats_new_qa).

**Check out the Q&A series here:**

<https://www.rjionline.org/stories/series/whats-new-qa>.

If they’ve already written about the technology you’re using, feel free to submit your project anyway. Not all learning experiences are the same and not everyone is using the technologies for the same purpose or the same kinds of projects. Newsrooms/ad agencies come in all sizes. Projects come in all sizes, too, so don’t worry about yours being too big or too small. If you know of someone who has a project that would be a good fit for this series, feel free to forward this form to them. *Questions? Contact Jennifer Nelson at [nelsonjenn@rjionline.org](mailto:nelsonjenn@rjionline.org).*

## USPS Announces New Rates for 2018

The Postal Service on October 6 filed a notice of rate adjustments for all “market-dominant” products, including Marketing Mail Saturation, High Density Plus,

and High Density rates (used for newspapers’ Total Market Coverage Products) and Periodicals.

Overall, HD/Saturation rates will increase by 1.086 percent, less than the class-wide average of 1.908 percent. Within County Periodicals, rates will rise by an average of 1.835 percent. The destination delivery unit (local post office) pound charge will increase by 1.3 percent, and Carrier-Route Nonautomation rates will rise 1.54% at the Basic level. The new rates will take effect on January 21, 2018.

## 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 10/16:

**2x2**

Hickman Voice News – Austin Roper (2 ads) (paper made \$1,275.00)

Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

**NCAN**

Aurora News-Register – Deni Lemburg (paper made \$137.50)

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

Chappell Register – Mike Talbott (paper made \$370.00)

Verdigre Eagle – Lisa Wessendorf (paper made \$112.50)

Wisner News-Chronicle – Marilyn Raabe (paper made \$161.50)

### Week of 10/23:

**2x2**

Hickman Voice News – Austin Roper (paper made \$150.00)

Tekamah Plaindealer – Kelly Adamson (paper made \$312.50)

**NCAN**

Aurora News-Register – Dani Lemburg (NCAN Special Free Ad)

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

Chappell Register – Mike Talbott (paper made \$370.00)

Wisner News-Chronicle – Marilyn Raaeb (NCAN Special Free Ad)

### Week of 10/30/17:

**2x2**

Fremont Tribune – Kourtney Muller (paper made \$487.50)

Hickman Voice News – Austin Roper (paper made \$150.00)

Tecumseh Chieftain – Bev Puhalla (paper made \$300.00)

Tekamah Plaindealer - (Kelly Adamson) (paper made \$312.50)

**NCAN**

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

Chappell Register – Mike Talbott (NCAN Special Free Ad)

Nebraska City News-Press – Erin Johnson (paper made \$112.50)

Verdigre Eagle – Lisa Wessendorf (NCAN Special Free Ad)

**Still bringing communities together!**



DAVE GRANLUND © www.davegranlund.com

# Does your newspaper have a motto? Or a slogan? Do you know the difference?

By Al Cross, Institute for Rural Journalism & Community Issues, September 2017

Mottoes, slogans and marketing pitches were common in the days when most big newspapers had competition, as they tried to give themselves a distinguishing character. As the big newspaper markets became monopolized, there was less need for them, but now, when every information source competes for audience with every other source, even in small towns, slogans and mottoes are worth reviving, and some papers are doing it.



The Washington Post's nameplate got an underline on Feb.: the slogan "Democracy Dies in Darkness." That's the most prominent example of newspapers adding a promotional explanation of what they do or what they stand for. Two papers from Warren Buffett's BH Media Group have similar slogans: The Bristol Herald Courier says it offers "Truth. Accuracy. Fairness" and the Omaha World-Herald says it is "Real. Fair. Accurate."

Such slogans or mottoes are needed at a time when the very idea of independent, professional journalism is under attack from the highest levels of government and partisan media. Print circulation is down, but newspapers still have broad audiences and provide most of the accountability journalism that the writers of the First Amendment had in mind. Slogans and mottoes can not only remind the public of newspapers' importance, but remind newspaper staff of ideals and principles they should follow.

Executive Editor Marty Baron's "first principle" for the Post staff is "Tell the truth as nearly as it may be ascertained." He said the paper started working on a slogan before the last election, "trying to come up with some words that would capture the essence of our mission in a way that you might even put it on a T-shirt. We had a lot of ideas and it was all over the place." The choice was made by new owner Jeff Bezos; Baron told me he thought the line was "a little dark." Yes, but it displays nicely in the reverse type the Post uses on its mobile site. The line had been used by Bob Woodward, the Post associate editor who as a reporter with Carl Bernstein broke open the Watergate scandal.

What's the difference? The Post's slogan brought to mind other newspaper mottoes or slogans, many at rural or community newspapers, and I wrote about it on The Rural Blog recently. The blog post is at <http://bit.ly/2f1cWqs>. It linked to an explanation of the difference between a motto and a slogan; here's a capsule version:

A motto contains a belief or an ideal that can serve as a guiding principle and the identity of a newspaper. The Amarillo Globe-News still uses a saying coined by publisher Gene Howe, who died in 1952: "A newspaper may be forgiven for lack of wisdom, but never for lack of courage."

Slogans can serve the same purpose, but tend to be simpler and catchier, and used more as marketing tools.

The best are those that serve not only as a slogan for the public, but a motto, perhaps implicit, for the staff. One of my favorites is used by The Blackshear Times, a Georgia weekly: "Liked by many, cussed by some, read by them all." Some slogans or mottoes are implicit, as in the simple warning of hard-nosed editorial policy at the Aspen (CO) Daily News: "If you don't want it printed, don't let it happen."

Whether you call it a motto or a slogan matters less than having a line that accurately describes your newspaper. The most common slogans for rural papers are like the one used by the Mason Valley News in Nevada: "The only newspaper in the world that gives a damn about Yerington." It's a natural; most newspapers' reason for existence is to publish news of their locality, and in most cases they own that franchise. The Greene County Democrat in Alabama, which competes with the Greene County Independent, puts it more subtly: "Serving Greene County Like No Other Newspaper."



Some mottoes are blunt and simple, like that of The Star in Johannesburg, South Africa: "Tell it like it is." Another conveys the same principle, but in more friendly, flowery fashion. It was written by British poet and politician Lord Byron (1788-1824): "Without or with offense to friends or foes, we sketch your world exactly as it goes." Andrew Jackson Norfleet adopted it when he founded The Times Journal in Russell Springs, Ky., in 1949. The weekly still posts it on its editorial page.

Another idea: Speaking of editorial pages, that's where newspapers can best explain who they are, even if they don't have regular editorials.

If I were a newspaper editor again, my paper's home page would have a button called "How We Work," taking readers to a policy statement on the editorial page, explaining our editorial philosophy, policies such as correcting errors and separating news from opinion, a call for readers to let us know when we fall short, and a link to *The Elements of Journalism* by Bill Kovach and Tom Rosenstiel, with a few examples, such as:

Our first obligation is to the truth, not in an absolute, philosophical or scientific sense, but "the truths by which we can operate on a day-to-day basis;" and the essence of journalism is a discipline of verification, using an objective method. The authors explain: "Being impartial or neutral is not a core principle of journalism. Because the journalist must make decisions, he or she is not and cannot be objective. But journalistic methods are objective." I doubt most readers understand those important distinctions, so we need to explain them at every opportunity. They need to know we're on their side, and how we work.

*Al Cross edited and managed weekly newspapers before spending 26 years at The (Louisville) Courier-Journal and serving as president of the Society of Professional Journalists. Since 2004 he has been director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky. See [www.RuralJournalism.org](http://www.RuralJournalism.org).*

# Classified Advertising Exchange

November 6, 2017

**MARKETING EXECUTIVE:** The Scottsbluff Star-Herald, the single daily newspaper in Western Nebraska, has an exceptional career opportunity for a bright, organized and enthusiastic candidate with exceptional human relations and communications skills to assist customers with marketing needs and solutions. Sales, marketing, telemarketing and internet experience are a plus. Competitive base salary, commission, incentive bonuses and benefits package. To inquire about this excellent opportunity, contact Doug Southard at 308-632-9039, or [doug.southard@starherald.com](mailto:doug.southard@starherald.com).

**SPORTS/NEWS REPORTER:** The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: [news@gothenburgtimes.com](mailto:news@gothenburgtimes.com); or mail them to: Ellen Mortensen, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

**SPORTS WRITER & 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](http://www.bhmginc.com), or contact Managing Editor Joan von Kampen, 308-535-4707 or [joan.vonkampen@nptelegraph.com](mailto: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](mailto:registersports@stanton.net) with the subject line, "Register for sale."

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