

Bulletin

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

Calendar of Events

Events:

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 16, 2017
What works and what doesn't
for website design; 1:00pm CST
www.onlinemediacampus.com

December 7, 2017
Doing More With Less in Your
Newsroom; 1:00pm CST
www.onlinemediacampus.com

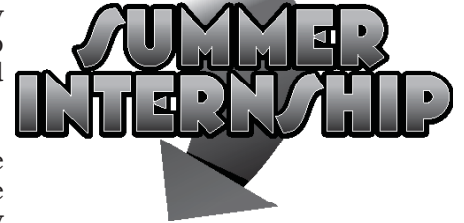
December 7, 2017
News Design: Getting Down
to the Nitty Gritty; 10:00am CST
(Ed Henninger)
www.newspaperacademy.com

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851
FAX: 402-476-2942
Legal Hotline: 402-474-6900
E-mail: nebpress@nebpress.com
Web Site:
<http://www.nebpress.com>

Sign up for year two: NPA 2018 Summer Internship Scholarship Program for weekly newspapers

At its November 10 annual board meeting, the Nebraska Press Association Foundation board voted to continue and expand year two of the Summer Internship Scholarship Program for weekly newspapers. For 2018, the Foundation will award seven \$1,000 scholarships to current Nebraska college students who complete an eight-week summer internship program at a weekly newspaper in Nebraska. The number is up from five internship scholarships awarded for 2017.



The program is a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. The hope is that with this type of experience under their belts, former interns will some day become more involved in community journalism either by working full-time at a Nebraska weekly or possibly buying a Nebraska weekly, to continue the vital role newspapers play in our rural communities.

Program guidelines for participating weekly newspapers:

- **Newspapers wishing to participate in the program must contact the NPA office no later than December 8, 2017. Participation is on a first-come, first-served basis, so papers should call (800-369-2850) or email (nebpress@nebpress.com) Susan Watson right away.**
- Newspapers that participated in the 2017 internship program can sign up for the 2018 program, but students that participated as interns in 2017 are not eligible for the 2018 program.
- The program is available only to students enrolled in a Nebraska college or university and majoring in journalism or communications.
- Participating newspapers must agree to pay the interns a living wage, a housing stipend, and provide hands-on experience in the newspaper operation.
- Interns can be involved in any aspect of journalism — reporter, photographer, videographer, graphic artist or advertising. Each employer will define the specifics of the job.
- Internships will take place in the summer of 2018; students must submit letters, resumes and work samples to NPA by March 1, 2018; participating newspapers will then contact students directly to set up interviews and make offers.
- Once the internship is successfully completed, both the intern and the participating paper must submit close-out evaluations to NPA. Upon completion, the student will receive a \$1,000 scholarship from the Foundation (check sent to their school for deposit into student's account) to assist with the next semester's tuition.

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



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.



“

I like coffee because it gives me
the illusion that I might be awake.

”

- Lewis Black



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).



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

New general manager named for Custer Co. Chief

Donnis Hueftle-Bullock has been named general manager of the Custer Co. Chief as of November 13.

Hueftle-Bullock served as executive director for the Broken Bow Chamber of Commerce for almost five years, and brings with her expertise in marketing and years as a professional photographer.

In the paper's article announcing her new position, Custer Co. Chief Publisher Bill Parsons said, "We are excited to have a person of Donnis' expertise here. Through her position as executive director of the Broken Bow Chamber of Commerce, Donnis has become very familiar with Broken Bow and Custer County. We know that experience will be very beneficial to our advertising clients. Her community involvement and zest to make Broken Bow and Custer County a better place will be beneficial to our readers, advertisers and to The Chief."

New assistant editor returns to Blair Enterprise

Teresa Hoffman, the new assistant editor for the Enterprise Publishing Company has been in the newspaper business since 1994, and a few of those years were spent in Blair.

From 2012 to 2014, Hoffman was a reporter for The Enterprise, covering Fort Calhoun, feature stories and the Fort Calhoun Nuclear Station. She began her new position at the Enterprise on November 7.

Most recently, Hoffman served as general manager of the Twiner-Herald newspaper in Woodbine, IA, which also serves Logan, IA. In that position she covered news, sports, took photos and designed the newspaper.

Associate Publisher Chris Rhoades said bringing Hoffman, a 1993 graduate of Wayne State College, back on board is a great benefit to the newsroom. "She's a talented, hard-working journalist who knows the communities we cover because of her previous time here," Rhoades said. "I think she comes back to us with even more knowledge and understanding of the business after serving as an editor for over three years."

Dakota Co. Star welcomes Brummond as advertising sales rep

Jacquelyn Brummond has joined the South Sioux City Dakota Co. Star advertising team as a new advertising sales representative.

Brummond has worked in both newspaper and television

sales, and is well-connected to the area as a Chamber Ambassador for the South Sioux City Area Chamber of Commerce. She grew up in Jackson, TN, and spent time in Kansas City before moving to the area in 2014.

"Jacquelyn brings a lot of knowledge of this area and our industry to the job. I couldn't be more excited about that", Star Publisher, Jason Sturek said. "But beyond that, she cares about the customers and their success. I'm looking forward to having her help our advertisers tell their stories and what they have to offer through our pages."

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

NPA Digital Marketing Hotline has been discontinued

At their November 3, 2017, board meeting, NPA/NPAS board members voted to discontinue the Digital Marketing Hotline, effective immediately.

The Digital Marketing Hotline was launched just over one year ago as a free service to our member newspapers.

Nebraska Press Association had partnered with Courtside Marketing, a digital marketing agency which is part of Enterprise Publishing Company in Blair, to provide newspapers with assistance and answer questions on social media and target marketing; help set online ad rates; provide website evaluations; and provide ways to sell against social. Courtside Marketing also provided bi-monthly social media columns, which were published in the Bulletin.

Demand for the service and the number of papers who called into the digital hotline were much lower than anticipated.

NPA/NPAS does want to thank Courtside Marketing President, Chris Rhoades and his staff for their time and expertise in providing these digital marketing services!

Is your “designer” a designer?

By Ed Henninger, November, 2017

During a recent phone conversation with a publisher, she told me: “We have a designer who does that.”

I had seen her paper. She doesn’t have a designer.



What she has is a person who assembles pages. And there’s a difference. A person who assembles pages finds ways to make things fit. There’s no design involved. It’s just shoehorning stuff into holes and getting the paper done—sometimes on deadline.

So...how do you tell if your “designer” really is a designer? Here are some of the things I’d look for:

TREATS TEXT with respect, never going off the baseline grid and never tracking too tightly.

UNDERSTANDS that headline hierarchy is more than just size.

UNDERSTANDS and appreciates the value of deadlines...and meets them.

KNOWS WHAT a color wheel is...and how to use it.

MEASURES in picas and points...not inches.

USES THINNER rules when rules are called for in a design.

USES COLOR with a purpose, not whimsically.

KNOWS HOW to fill space when a story comes up short... without it ever looking like he/she has filled space.

NEVER WHINES about the space he/she is given to design in.

CAN EXPLAIN a page design or a design element to someone who really doesn’t understand design.

KNOWS what is meant by the term “optical center.”

UNDERSTANDS and appreciates the value of planning.

UNDERSTANDS and appreciates the value of visual elements.

UNDERSTANDS and appreciates the value of design consistency.

UNDERSTANDS and appreciates the value of negative space.

UNDERSTANDS and appreciates the value of deadlines—and meets them.

KNOWS HOW to get or prepare a chart.

KNOWS HOW to get or prepare a map.

KNOWS HOW to get or prepare a graphic.

KNOWS HOW to get or prepare an infobox or by-the-numbers box.

COMMUNICATES design approach clearly to others.

COMMUNICATES the value of design to those in other departments—especially circulation and advertising.

INSISTS on being involved in discussions of special reports and special sections.

UNDERSTANDS that great design is not the practice of putting more things into a page...but in taking things away.

WHEN ASKED about a design decision, never says: “I don’t know...it just felt right.”

FOCUSES on the needs of readers. Always.

So...does your design staffer do these things? If so, you are blest. If not...

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com; 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed’s books: *Henninger on Design* and *101 Henninger Helpful Hints*. Visit Ed’s website: www.henningerconsulting.com.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting.

The Bedford Falls Sentinel

Serving Bedford County Since 1882



Serving the people of Bedford Falls since 1783



THE BEDFORD FALLS SENTINEL

www.bfsentinel.com

THURSDAY, Feb. 23, 2021



...in the heart of the Berkshires

A designer can tell you why the nameplate at top works well...and why the one at bottom is awful.

“Shop Local” is more than a good idea - it’s good business

Metro Creative Graphics



SHOP LOCALLY THIS SEASON

The “shop local” movement isn’t new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.

Here are just a few of the long-known benefits of what shopping local can mean to a community:

- More of the money spent locally stays local. According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.
- Shopping locally creates jobs. Small businesses are the number one employer in North America, so every job created is a plus for a community.
- Shopping locally helps keep taxes lower. The more

people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.

- Community uniqueness is enhanced. Shopping locally can display what is special about a community.
- Shopping locally generally provides a more personalized shopping experience. Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.
- Local businesses support area organizations. Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the holiday season.

To help in your promotions, here are some “shop local” websites that offer ideas and resources:

- www.independentwestand.org
- www.the350project.net
- <https://www.amiba.net/buy-local-campaigns/>
(American Independent Business Alliance)
- <https://saveyour.town/shop-local-campaigns-small-towns/>
- <https://www.americanexpress.com/us/small-business/shop-small/>

Advertising not in tax bill, for now

NNA, Nov. 8, 2017

An important national debate on reform of the federal tax code was initiated last week by House of Representatives leadership.

It appears that the first versions of the bill recognize the critical importance of encouraging economic growth through advertising, according to National Newspaper Association President Susan Rowell, publisher of the Lancaster News, Lancaster, S.C. But she warns that the debate has just begun and taxes on advertising are still possible.

The bill, HR 1, contains a general framework for sweeping changes in federal taxes. Among them are a continued ability for small businesses to deduct interest on business loans and a doubling of the exemption for estate taxes. Both of these are important to small newspapers.

But the bill is only a first, but key step. A lowering of corporate taxes generally is causing the House leadership to promote many changes that create tax increases in other ways. To avoid an impact on the federal deficit, the House and Senate bill sponsors will continue to seek ways to implement new taxes.

“NNA will look at the overall impact of this 429 page bill to determine the consequences for community newspapers,” Rowell said. “We want policy that protects journalism and encourages growth in our local communities, particularly America’s small towns. Vigilance over the importance of advertising as a tool to spur growth is absolutely essential as our Senators and Representatives feel the pressure of many taxpayers over the portents of new tax liabilities. Our mission is to preserve, protect and promote community newspapers, and we pledge our support for both House and Senate as leadership continues its work.”

Classified Advertising Exchange

November 13, 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.

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; 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, 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."

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



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

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.