

Bulletin

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service
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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:

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

Deadlines:

December 8, 2017
Sign up deadline for
newspapers wanting to
participate in NPA
Foundation Scholarship
Internship Program

January 31, 2018
Entry deadline for NPA Better
Newspaper Contest

CONTACT INFO:

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Web Site:
<http://www.nebpress.com>

Sign up deadline is Dec. 8 for 2018 NPA Foundation 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.

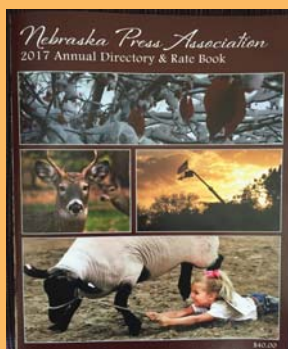
cont. pg. 2

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.**



Would you like to print the 2018 NPA Directory/Ratebook?

Please submit your bid by
Friday, December 1, 2017.

See the attached flyer for details.

NPA/NPAS Staff

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Survivors include his wife of 52 years, Kathy; son Andy (Vickie) Kauffold, Bennington, NE; daughters Jennie (Mike) Gaiss, North Andover, MA; Dr. Nitha (Bob) White, Shelby, NE; Chele (Christian) Randell, Monument, CO; Lynda (Jim) Doernemann, Dodge, NE; and their families.

Mass of Christian Burial will be at 10:30am on Tuesday, November 28, at St. Wenceslaus Catholic Church in Dodge, NE. Visitation Tuesday from 9:00am until the time of the service at St. Wenceslaus Catholic Church. Burial with Military Honors and Firemen final call will be in the St. Joseph's Catholic Cemetery in Dodge. Memorials suggested to the family. Minnick Funeral Chapel in Dodge is in charge of arrangements.

Internships - from pg. 1

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.

Longtime publisher, Ken Kauffold dies at 87

Ken Kauffold, age 87, owner and publisher of the Dodge Criterion, died November 23, 2017, at the Parkview Home in Dodge, NE.



A native of Dodge, Ken served in the US Air Force from 1949-1952, stationed at Kadena AFB, Okinawa. He attended classes at Creighton University and worked for OPPD, before returning to Dodge in 1959 to help his parents at the Criterion.

Ken, and his wife, Kathy, took ownership of the newspaper in 1965. Together, they also edited and published many local history books.

He served as president of the Northeast Nebraska Press Association and in 1983 served as president of the Nebraska Press Association. For 45 years he recorded the weather in Dodge for the National Weather Service. Ken was very active in the Dodge community, serving as president of the Chamber of Commerce and on the 1986 Dodge Centennial Committee. He was a life member of VFW Post 8597, belonged to Sons of the American Legion, and was a member and honorary member of the Dodge Volunteer Fire Department.

“ Far and away the best prize that life offers is the chance to work hard at work worth doing. ”

- Theodore Roosevelt

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 thanks Courtside Marketing President, Chris Rhoades and his staff for their time and expertise in providing these digital marketing services!

Stewart retires from Omaha World-Herald after 44 years

Michael Kelly, World-Herald columnist, Nov. 20, 2017

Joanne Stewart, who started at the Omaha World-Herald as a part-time copy messenger in 1973 and rose to assistant managing editor, retired from the newspaper last week, after 44 years.

Stewart held several supervisory positions, starting with night city editor at only 25. She led the copy desk, oversaw special sections, features and the library. She had managed the newsprint budget, handled the World-Herald's annual selection of an all-state high school academic team and served as a past president of the Goodfellows charity board.

She plans to travel, volunteer and work on family history, as well as continue reading the World-Herald, of which she said she is proud. "I love the discovery of turning the page," Joanne said in Kelly's column last week. "And I love that the paper plays such an important role in the community."

Save the dates!

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

Free newspaper design basics webinar offered for high school newspapers

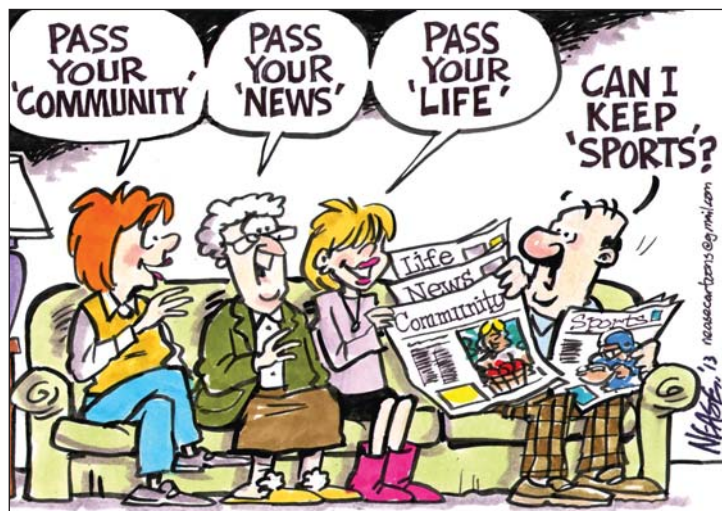
Please share this webinar information with your local high school journalism instructor/adviser.

Kevin Slimp, with the Newspaper Academy, is offering a free 40-minute webinar for high school newspapers on December 12 at 2:30pm (CST).

Slimp led this design basics webinar last month and it was a huge success, with hundreds of high school journalists in attendance.

The webinar is open to the first 100 high schools to register.

High schools can register at: <http://msb.press/72f4>.



Applications now available for UNO's Andy Award

The International Programs department at the University of Nebraska at Omaha has officially opened applications for the Andy Award 2018.

The Andy Award is a grant program that encourages and funds international reporting projects. A total of \$5,000.00 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

The application will remain open until January 5, 2018; winners will be announced January 26, 2018.

A copy of the application form is attached to the Bulletin.

For more information about the Andy Award please follow the link below (application form also accessible on their website):

<https://www.unomaha.edu/international-studies-and-programs/engagement/andy-award.php>

Why ask questions in headlines?

By John Foust, Raleigh, NC

Headlines are the entrance ramps to effective advertising. The better the headline, the higher the readership. The key word is “engagement.” How can you engage readers – with just a few words?



Consumers are naturally drawn to headlines which promise benefits or announce relevant news. That’s a logical place to start, as you’re writing headline choices. Along the way, why not experiment with some headlines that ask compelling questions?

Let’s take look at some examples, good and bad:

1. Looking for a good deal? (This headline is too vague to create interest. Good deal on what – prices, product selection, additional services or special warranties? If this advertiser truly offers “good deals,” he or she should provide specific details – even if it’s a simple as saying, “Looking for a good deal on golf clubs?”)

2. “Why is the Johnson’s house twice as likely to be burglarized as yours?” (Now this is engaging. I’ve seen this kind of headline in home security advertising. It arouses curiosity and taps into the one of the strongest human motivators – fear of loss.)

3. “What’s wrong with this picture?” (This question has been around for a long time. Don’t use is as a “made you look” gimmick. To be effective, it should relate to the product which is being advertising – and provide the answer in the copy.)

4. “Can you find five mistakes in this photo?” (This is a variation of the “what’s wrong” headline. As long as there is a direct link to the product, it can lead people to read the body copy, where they are certain to find an explanation of the nine mistakes. Don’t let them down in the copy. Deliver the goods.)

5. “How can you say ‘no’ to these fantastic bargains?” (It’s certainly easy to say ‘no’ to this vapid headline, because it offers nothing of value to readers. “Fantastic” is an empty exaggeration in a meaningless question. If the bargains are so fantastic, why not think of a compelling way to say so?)

6. “Which house will sell faster?” (This classic curiosity headline is accompanied by two side-by-side photos. The houses look nearly identical. We have to read the copy to learn which one will sell faster – and why.)

7. “Why should you call XYZ Investment Firm?” (The answer is probably no better than the question.)

8. “Is your plumber ripping you off?” (If you’ve recently

had some plumbing work done, this headline is a real grabber. Was the pricing fair? Or did you pay too much? You’ll have to read further to find out. And as you read, you’ll learn about a trustworthy plumbing company.)

9. “What guarantees did you get with your last oil change?” (This can generate interest. What about readers’ past purchases? Could they have made better decisions?)

10. “Which type of camera is best for you?” (If you’re in the market for a new camera, this ad promises to provide helpful information. And of course, whatever your choice, this advertiser probably has it in stock.)

Can questions help you create engaging headlines? Yes.

(c) Copyright 2017 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

NPA members: please 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.

Summary:

The survey promotion started 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

November 27, 2017

MANAGING EDITOR: The award-winning Kearney Hub newspaper is seeking a Managing Editor to lead an experienced staff of reporters, editors and image specialists looking to the future of digital and print publishing. The successful candidate must be a professional journalist with at least five years of daily newspaper experience and a bachelor's degree or equivalent experience.

This Managing Editor must be forward-thinking and innovative with a focus on producing the best content possible to excite our readers and grow our audience. Candidate must be knowledgeable about technology and how to deliver news on every digital platform as well as producing a quality print edition. Strong editing and story development skills a must with the ability to coach staff. Managing Editor will be responsible for editorial writing and all departmental administrative duties.

The Kearney Hub publishes Monday through Saturday in a community of 30,000 and covers nine counties in central Nebraska. Kearney is a very progressive community home to the University of Nebraska at Kearney with vibrant arts and entertainment offerings, sporting events including a USHL hockey team and outdoor activities.

This position offers a competitive salary and benefits package. The Kearney Hub is a BHMedia newspaper, a Berkshire Hathaway Company. To apply send resume and cover letter to publisher Julie Speirs at julie.speirs@kearneyhub.com

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.

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."

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange; Request for Bids - 2018 NPA Directory/Ratebook flyer; 2018 Andy Award Application.

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.

Would you like to print the 2018 NPA/NPAS Newspaper Directory and Rate Book??

*Submit your detailed bid by
Friday, December 1, 2017*

Here's what is involved:

- Quantity: 1,000 copies
- Covers (#80 gloss stock): Outside front/back covers are 4-color, bleed; Inside front/back covers are B/W
- 52 inside B/W pages (#70 gloss stock)
- Book is sent to you as a camera-ready PDF, ready to print, created in InDesign CS5
- 8 1/2" x 11" finished - two-staple binding
- INCLUDE SHIPPING COST (to NPA office) & SALES TAX with your bid**

Please submit your bid to:

NPA
845 "S" Street,
Lincoln, NE 68508
or by email to
nebpress@nebpress.com.

If you have any questions, please contact Susan at
402-476-2851/800-369-2850
or nebpress@nebpress.com.



THE ANDY AWARD 2018

FOR INTERNATIONAL JOURNALISM

In honor of Harold W. Andersen,
Nebraska newspaperman & civic leader.

FORMAT

Pitch your international story ideas. The annual Andy Award has become a grant program to encourage and fund international reporting projects. A total of \$5,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

JUDGING CRITERIA

Global awareness: How does the story raise global awareness and understanding among Nebraskans?

Journalistic experience: Is the reporter or reporting team experienced enough to capture the complexities of an international story and elegantly explain its relevance to Nebraskans? Prior international reporting experience is not required, but solid journalism credentials are preferred.

Audience reach: Is there evidence that the story will be published or broadcast? Will the story reach a large number of Nebraskans or a particular community that could truly benefit from the story's perspective?

GUIDELINES

- Open to Nebraska-based print, broadcast, and electronic news outlets.
- A news outlet may submit multiple applications.
- Freelance reporters may apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.
- Funds may be used to cover the costs of international travel, accommodations, and related expenses. Applicants may request \$5,000 or a lesser amount, depending on their proposed budget.

APPLY

Complete and submit the attached application.
Deadline: 5 January 2018



Dongying, China. Courtesy of Michelle Tully.

RECENT ANDY AWARD RECIPIENTS

The Andy Awards have recognized outstanding international journalism in Nebraska since 1987. Recent winners include:

- 2016 Anthony Flott, UNO Alumni Magazine; Doug Meigs, Freelance
- 2015 Leo Adam Biga, Freelance, and Matthew Hansen, Omaha World-Herald
- 2014 Julie Cornell and Andrew Ozaki, KETV Newswatch 7
- 2011 Joseph Morton, Alyssa Schukar, Matthew Hansen, & Cate Folsom, Omaha World-Herald
- 2009 Carol Katzman, The Jewish Press
- 2008 KIOS-FM Radio
- 2005 Ted Kirk & Gordon Winters, Lincoln Journal Star
- 2004 Jared Hart & Gary Sadlemyer, KFAB Radio
- 2003 Joe Duggan, Catherine Huddle, & Ken Blackbird, Lincoln Journal Star
- 2002 Gordon Winters, Lincoln Journal Star; Charles Reinken, Omaha World-Herald

THE ANDY AWARDS 2018 APPLICATION

Instructions: Please complete and return to kbreen@unomaha.edu.
For questions, e-mail or call (402) 554-4040. E-mail submissions
are preferred, but you can also send hard-copy applications to:

International Programs
University of Nebraska at Omaha
Omaha, Neb. 68182-0227

Journalist(s):

News organization:

Employee Freelancer (must submit letter of intent to publish from news organization)

Web address:

Street address:

City, state, zip code:

Phone:

E-mail address:

Proposal: Describe the story idea and plans for both reporting and publication or broadcast. Also describe the intended audience. List the qualifications of the journalists. Most importantly, describe how this story would raise global awareness and understanding among Nebraskans, and why this story is important to Nebraska communities. One additional page of description may be attached.

| Budget category | Projected expense | Description |
|-------------------|----------------------|----------------------|
| Travel: | <input type="text"/> | <input type="text"/> |
| Accommodations: | <input type="text"/> | <input type="text"/> |
| Related expenses: | <input type="text"/> | <input type="text"/> |
| Total: | <input type="text"/> | <input type="text"/> |

Deadline: 5 January 2018
Winners announced: 26 January 2018