

NPA/NPAS Staff

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January 1-5: "National Thank Your Customers Week"

January 1-5, 2018, is National Thank Your Customers Week, positioned when one year is ending and another beginning. It's the perfect first-of-the-year promotion to get the first quarter sales ball rolling.



The simple act of thanking your customers can be a powerful and memorable marketing tool, yet often we are too busy to personally acknowledge our customers - the same people who make our growth and prosperity even possible.

There are some basic approaches for the promotion:

- Use it as a promotion to thank your own customers.
- Play host to the theme for your advertisers to say "thank you."
- Expand the week to make it a month-long promotion.

It's contest time!

Are you busy gathering your best work from the past year? We know it's a lot of work!

The 2018 NPA Better Newspaper Contest call for entries (guidelines and instructions) were distributed in November. You're encouraged to log on to the website soon to start submitting your online entries and re-familiarize yourself with how the online process works.

Contest entries deadline is January 31, 2018.

Nebraska Press Association

2018 Better Newspaper Contest

Deadline: January 31, 2018

Save the dates!

NPA Annual Convention

April 20 & 21, 2018

Cornhusker Marriott, Lincoln, NE

EARLY DEADLINES!

NCAN(classified) Ads:

- Ads running wk of 12/25/17
- DL Tues., 12/19/17 at 10 a.m.
- Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

2x2/2x4 Display Ads:

- Ads running wk of 12/25/17
- DL Mon., 12/18/17 at 4 p.m.
- Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

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

Our Office Will Be CLOSED Dec. 25 & 26, 2017, & CLOSED Jan 1, 2018.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman.

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



Courtesy photo

Piper receives Normandy Vase

At the Newspaper Association Manager's (NAM) meeting in Washington, D.C., earlier this month, Morley Piper (right), NAM clerk and retired executive director of New England Newspaper Assn., was presented with a carved crystal Waterford Normandy Vase, by NPA Executive Director, Allen Beermann.

Piper was a young U.S. Army lieutenant when his platoon landed on Omaha Beach in Normandy in the WWII D-Day invasion on June 6, 1944.

In 2016, Piper was a keynote speaker at the NPA annual convention in Kearney, where he was presented with a Quilt of Valor. At 91, Piper still serves as NAM clerk and speaks to organizations around the country about his experience in the Battle of Normandy.

Help NPA reach sample goal for Pulse Research Shopping Survey

Pulse Research is conducting a comprehensive shopping survey of newspaper readers across our state. By getting more completed surveys we will be able to give you better research results. The purpose is to help you generate more revenue in 2018 by providing audience data that can be used in sales presentations.

As of December 1, there were 67 completed surveys in

Nebraska. The optimum sample size is 300. In order for the survey to be of the most value to NPA's member newspapers, we need to boost the number of completed surveys.



Help us reach our sample goal by Jan. 2, 2018, by promoting the survey in your market!

By promoting the survey, your readers will be represented in the final study data. You will get a copy of the results for our state, to use freely.

1. Run a Web Intercept

This has proven to be the fastest and most successful way to reach readers. Contact support@paper.net to get your own custom web intercept.

2. Schedule and run the ROP ad

Consistent print promotion works.

3. Promote on your Facebook page.

A posting on your Facebook page or other social media can get quick results.

4. Send Email Blast

Contact your readers directly with a message about helping local businesses.

5. Run Website Banner Ads

This is one of the easiest ways to consistently promote and get samples.

6. Run Classified Ad

Just set the ad to run in every issue and in a variety of sections.

Go to www.pulseresearch.com/poa for website, ROP and classified ads, plus examples of email blasts.

If you have questions, please contact Violet Kirk at the NPA office, 402-476-2851/800-369-2850, or vk@nebpress.com.

“I do not agree with what you say but I'll defend to the death your right to say it.”

Evelyn Beatrice Hall in \The Friends of Voltaire\

Classified Advertising Exchange

Dec. 18, 2015

REPORTER WANTED: Enjoy meeting people and working in a fast paced environment? The Nebraska City News-Press/GateHouse Media are looking for a general assignment reporter who enjoys a job with a variety of duties.

Duties include writing stories, taking photographs and assisting in the production of our print and online products. Some evening and weekend hours are required.

Candidate should possess good people and communications skills. Valid Driver's License required. Submit resume/samples to: Kirt Manion, editor, Nebraska City News-Press, Inc., 823 Central Ave, Nebraska City, NE 68410, or kmanion@ncnewspress.com.

ADVERTISING COORDINATOR: The York News-Times has an immediate opening in our advertising department for the position of Advertising Coordinator. Join our talented and fun team today! Friendly, organized and computer savvy? We want you! This is a full-time position with benefits. No experience necessary. The York News-Times is a BH Media newspaper, a Berkshire Hathaway Company. To apply send resume to sales manager Garrett Schwarz at garrett.schwarz@yorknewstimes.com.

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

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NPA/NPAS Staff Christmas Greeting; NPA Foundation Christmas Letter.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

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 573-777-4980.**

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.

MERRY CHRISTMAS



Wishing you all a very Merry Christmas!

NPA/NPAS staff

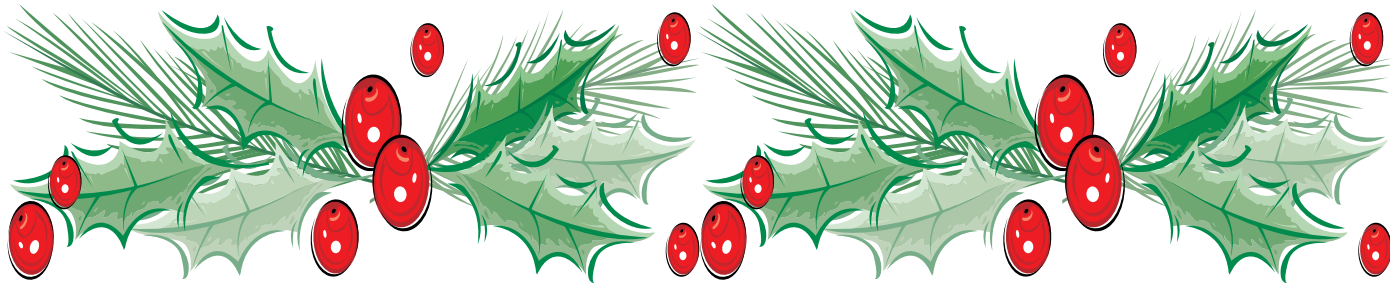
l to r (front): Susan, Alice Mae, Christian, Jenelle

l to r (back): Allen, Carolyn, Violet



MERRY CHRISTMAS

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Nebraska Press Association Foundation, Inc.

*“We make a living by what we get, but we make a life by what we give.”
~ Winston Churchill*

Dear Colleagues, Employees and Friends of Nebraska newspapers:

As 2017 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of community journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,

Kurt Johnson
President/Chair, Foundation Trustees