

Bulletin

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

Calendar of Events

Events:

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

April 19, 2018
 NPA/NPAS Board Meeting
 Lincoln, NE (time TBA)

April 19, 2018
 NPA Foundation Fundraiser
 Lincoln, NE (evening event - details TBA)

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

Webinars:

February 23, 2018
 Converting One-Time Advertisers into Regular Customers - Tim Smith; 10:00am CST
www.newspaperacademy.com

March 1, 2018
 Inspect & Fix PDF Problems Before They Hit Your Page - Kevin Slimp; 1:00pm CST
www.newspaperacademy.com

March 2, 2018
 Flipping Objections on the Spot - Ryan Dohrn; 1:00pm CST
www.onlinemediacampus.com

March 2, 2018
 Newspaper Salespeople: 10 ESSENTIAL Qualities to Win - Mike Blinder; 10:00am CST
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>

Here's what's planned for 2018 NPA Convention, April 20-21 at Cornhusker Marriott-Lincoln:

Thursday night (April 19):

NPA Foundation Fundraiser – details TBA
 (proceeds go toward Nebraska high school/collegiate journalism scholarships)

Friday (April 20) – A.M. Sessions:

- **Daily Publishers Meeting**
- **Recruitment & Retention Panel (for daily/weekly publishers & mgrs.)**
 Professionals from UNL, Creighton University & Doane University will share their insight & suggestions on recruiting/retaining young people.
- **Retail: What Newspapers Need to Know About Retail – Rob Simon, UNL**
 assoc. professor of marketing/retail management; former president/CEO of Ben Simon's apparel stores.
- **Public Notices – What Newspapers Must Do to Keep Public Notices**
- **Postal Issues Update – USPS changes, cost-saving tips on your postal costs & more with postal expert Helen Sosnieki. (Helen will be available for one-on-one postal consultations on Friday & Saturday).**

Friday Awards Luncheon:

Outstanding Young Journalist; Harpst Leadership Award; Golden Pica Pole Award; NPA Foundation scholarship recipients introduced; Collegiate Writing & Photo Awards winners announced.

Friday P.M. Sessions:

- **Sales – 10 Prospecting Tips for Success – Ryan Dohrn**
- **Newspaper Design: Getting People to Pick Up Your Newspaper – Kevin Slimp**
- **Legal Q&A – Shawn Renner, Cline Williams (NPA's Legal Hotline law firm)**
- **Great Idea Exchange – bring ideas & samples to share with your peers (success stories, niche products, special sections, ways to build revenue, etc.)**
- **Annual NPA & NPAS Business Meetings** **cont. pg. 5**

CALL FOR ENTRIES:

Omaha World-Herald Community Service & Service to Agriculture Awards

- Prize amounts for each award: \$1,000 for the DAILY winner and \$500 for each WEEKLY class winner.
- Winners will be announced at convention at the Friday Awards Banquet on April 20 at the Cornhusker Marriott in Lincoln.
- **Entries must be postmarked by March 30, 2018.** Submit entries in a 3-ring binder and mail to the NPA office (this is not an online entry).

See the attached PDF for contest rules and details.
 Contact the NPA office if you have any questions.

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



of Arapahoe, who saved the paper from folding in the early 1990s. "I have long enjoyed the support of the Ravenna community and I wish Michael well in the future," Gill said.

For Nye, the sale marks the end of her tenure at the newspaper, but Happ will retain the same staff that had worked under Nye - and they'll continue to work for the paper on a part-time basis.

Julie Speirs, Kearney Hub publisher, retires in March after 39 years

Shon Barenklau has returned to the Hub after 24 years to take over as publisher

After 39 years in the newspaper business, Kearney Hub Publisher Julie Speirs will retire on March 9. Speirs has been the leader of the Hub since 2012. Speirs made her retirement announcement back in November, 2017, at the same time it was announced that Shon Barenklau would take over as publisher in March, after he began his newspaper career at the Hub in 1985.

Speirs began her career as an advertising representative for the Hub after graduating from Kearney State College in 1978. She advanced into a leadership role as retail ad manager, and served as advertising director from 1988 to 1995. She was then hired as publisher of the Columbus Telegram in 1995.

The Speirses moved back to Kearney in 2000 so Julie could become the general manager, a role she held for 13 years before becoming the Hub publisher. Her husband, Dan Speirs, retired from the Hub in Dec., 2017, after serving as assistant managing editor.

cont. pg. 4

Owner, publisher Michael Happ purchases Ravenna News

Ravenna News, Feb. 7, 2018

Effective February 1, The Ravenna News is under new ownership. Michael Happ, owner/publisher of the Elm Creek Beacon-Observer and the Palmer Journal, purchased The News from Ravenna News, LLC, which was owned by Erin Nye, Andrea Casarez and Ted Gill.

Happ, a native of Palmer, has been publisher of The Beacon-Observer since the spring of 2013, purchasing the paper immediately following his graduation from Creighton University. Soon after, he also purchased his hometown paper, The Palmer Journal.

Former Ravenna News Publisher, Erin Nye said, "When we made the decision to sell, we wanted to make sure the newspaper would be in the hands of someone that had previous publishing experience, and Michael not only brought that, but also a wealth of energy and excitement to the table."

Happ's purchase of the Ravenna paper marks the end of a turbulent chapter in the News' history following the untimely death of longtime publisher Nancy Jackson in November of 2016. The paper saw several changes in management and staff, including new owners in June and October. New ownership also marks the end of an era at the Ravenna News for longtime publisher Ted Gill

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."

**Nebr Journalism Hall of Fame
nomination deadline
is Feb. 23, 2018 (postmarked by)
Nomination form is attached
to the Bulletin.**

**2018 NPA Directory/Ratebooks
are hot off the press, and a copy was mailed
out to every daily & weekly
newspaper publisher on February 16.
Watch the mail for your copy!**

Empty space...or negative space?

By Ed Henninger, Henninger Consulting, Feb., 2018

When I was still working at a newspaper (many more years ago than I care to remember), I showed the cover of a special section to my managing editor. I'll call him Joe.



In the bottom left of the cover was a patch of negative space, about two inches square. Here's how the conversation went:

Joe: "Why are you showing me something that's unfinished? C'mon back when the cover is done."

Me: "But it is done."

Joe: "But there's that empty space in the corner there. I guess it just didn't print right."

Me: "No, Joe. That's not empty space. It's negative space. It's part of the design."

Joe: "Oh." (Long pause). "But what's gonna go there?"

Me: (Slowly becoming frustrated). "Nothing, Joe. It's negative space, put there to add to the overall look and feel of the cover."

Joe: "Ah." (Another long pause). "So...what are you gonna put there?"

Me: (Remembering to stay calm). "We're not gonna put anything there, Joe. It's negative space. It's part of the design."

Joe: "Oh... OK. I gotta get to the news meeting. Just let me know what you decide to put in that hole."

Me: "Sure, Joe."

So I cleared the cover and it went to press and I waited for Joe to give me a hard time about not putting anything in the negative space.

He never mentioned it.

I tell that story to help illustrate the concept and value of negative space.

Negative space, just like text, headlines, photos and other design elements, is very much an important part of your design—especially on features pages and photo pages.

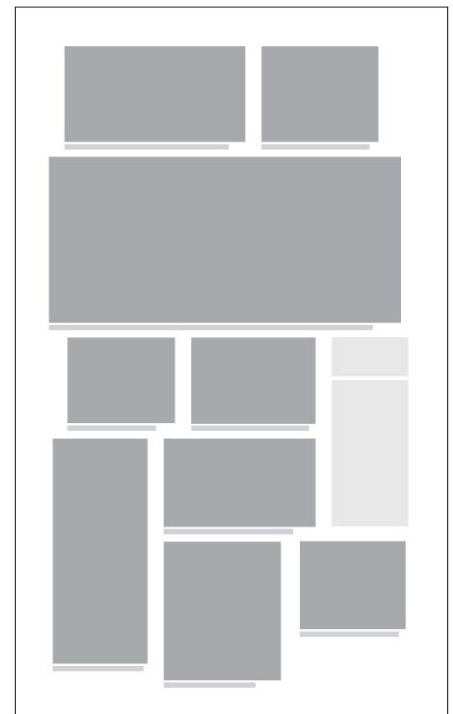
One of my mantras is: "Negative space creates a posi-

tive force." Often, it's because of the negative space surrounding elements that the elements receive greater impact. It's not just something you haven't filled yet. It is space that you purposely place into a design. It's a positive element. You put it there because it improves the design. It's an integral part of it. Without that negative space, the design just doesn't work.

Without proper use of negative space—even in the spacing and structure of inside news pages with ads—packages on the page and elements within those packages would be a crammed, cluttered mess, making it hard on readers to make sense of what's before them.

On photo pages, many think every inch of space must be filled. Wrong!

When we strive to do that, we often crop the photos to fit and that can result in poor cropping and sizing. But if we lay the photos in and use some generous negative space around the outside edges of the page, we can create a package that uses the photos better.



Some might see the space on the outside edges of this page as "wasted." I see it as good use of negative space.

So, don't be a Joe. Don't feel like every inch of space must be filled with a visual element. If negative space is called for...use negative space. You'll find there's more "there" there than you thought.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com, or 803-327-3322. **ED HENNINGER** is an independent newspaper consultant and the Director of Henninger Consulting. **IF THIS COLUMN** has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about Henninger on Design and 101 Henninger Helpful Hints by visiting Ed's web site: www.henningerconsulting.com.

Speirs - cont. from 2

Her involvement in the Kearney community over the years has been instrumental in the Hub's continued growth, and she has been a leader for BH Media Group's Midwest Division as the industry transitions from a solely print endeavor to an expanded digital services business.

Barenklau began his newspaper career as a copy editor at the Hub after graduating from the University of Kansas in 1985. He advanced to news editor before moving in 1993 with his wife, Terri, to Carlsbad, NM, to serve as managing editor, and later, production director. The Barenklau moved back to Nebraska in 1997 so Barenklau could become the publisher of the Papillion Times, Ralston Recorder, Springfield Monitor and Gretna Breeze.

In 2014, he became the general manager of the Central Weekly Group, which includes seven newspapers in the metro Omaha area and four newspapers in western Iowa. In fall 2016, Barenklau was named vice president of the BH Media Group's Midwest Division, based in Council Bluffs, IA.

Barenklau began working closely with Speirs after her retirement announcement in November to ensure a smooth transition, and began full-time at the Hub in February.

High School journalism judges needed

The Nebraska Schools Activities Association is again looking for judges for its journalism preliminary judging (March 1-March 23, 2018) and its state journalism contest (April 23, 2018). You can do either – or both – from the comfort of your home or office! Please share this info with colleagues who may be interested in judging, too.

Preliminary Judging:

All preliminary judging will be completed on the NSAA website. You will be provided a login to the NSAA website where you will be able to view all submitted entries as either PDFs or JPGs. As the judge you will select and rank the top 15 entries. Entry deadline is March 1, and **you would have until Friday, March 23rd to complete your judging.**

State Judging:

The NSAA State Journalism Contest will be hosted at Northeast Community College in Norfolk on Monday, April 23rd. Judging can be done in person in Norfolk, or remotely via email. **Either way you must be available between 10 a.m. and 2:30 p.m. during the day on Monday, April 23rd.**

If you are interested in judging the preliminaries and/or the state contest, **please email Jennifer Schwartz at jschwartz@nsaahome.org. Please also indicate which categories you would be interested in judging.**

There are 21 PRELIMINARY categories and 18 STATE contest categories for both Class A and Class B.

Categories:

1. Advertising
2. Newspaper Column Writing

3. Newspaper Editorial Cartooning
4. Newspaper Editorial Writing
5. Entertainment Review Writing
6. Headline Writing
7. Newspaper Feature Writing
8. Info Graphic Illustration
9. In-Depth Newspaper Coverage (*Preliminary Submission Only*)
10. Newspaper Layout
11. Newspaper News Writing
12. Photo/Artistic Illustration
13. Newspaper Sports Feature Writing
14. Sports News Writing
15. Sports/Action Photography (*Preliminary Submission Only*)
16. News/Feature Photograph
17. Yearbook Feature Writing
18. Yearbook Layout
19. Yearbook Theme Development (*Preliminary Submission Only*)
20. Yearbook Sports Feature Writing
21. Yearbook Theme Copy Writing

If you have questions about judging, please contact:

Michelle Carr Hassler, Asst. Prof. of Practice/Journalism
College of Journalism and Mass Communications
243 Andersen Hall, Lincoln, NE 68588-0443
Ph: 402.472.7050; Email: mhassler3@unl.edu

Your support of NSAA high school journalism is appreciated!

Nebraska Press Women collegiate, high school scholarship applications open - deadline April 5

Two scholarships, one for college students and one for high school students, are available from Nebraska Press Women. **Application deadline (postmarked by) is April 5, 2018.**

The \$500 Marianne Beel High School Scholarship is open to high school seniors with interests in photography, writing or videography, or who

have a strong school or work social media/online presence. Preference is given to Sandhills students pursuing an education in communications or related field.

NPW's \$1,000 Memorial Scholarship is open to women graduate or undergraduate students pursuing careers in mass communications at a Nebraska college or university. Undergraduates must be in or beyond the second half of their second academic year in college taking 12 credit hours. Graduate students must be enrolled for at least nine credit hours.

For information on either scholarship, go to www.nebraskapresswomen.org and look under the 'Scholarships' tab.



Convention - from pg. 1

Friday Awards Banquet:

Omaha World-Herald Community Service & Service to Ag Awards; NPA Master Editor-Publisher announced; (Master Editor-Publisher reception follows banquet)

Saturday (April 21) – A.M. Sessions:

- **Sales – Selling Traditional Media to Haters** – Ryan Dohrn
- **InDesign – Everything You Need to Know About Styles** – Kevin Slimp
- **Photography** – topic TBA
- **Sales – The 20 Minute Ad Sales Call** – Ryan Dohrn
- **Photoshop – Color Correction/Photo Editing Tips** – Kevin Slimp
- **News: Who Can You Believe?** – Nebraska Press Women

Saturday Spring Game Tailgate & Networking (11:00am - 1:30pm):

Tailgate food, Spring Game on the big screen, cash bar (beer only), networking/casual roundtable sessions.

Saturday P.M. Sessions:

- **Newspaper Design – Ad & Page Design Tips for Newspapers** – Kevin Slimp
- **Sales – Digital Sales Strategies for Success** – Ryan Dohrn
- **Flash Sessions** – attendees move from topic-to-topic every 30 minutes – topics TBA

Saturday Better Newspaper Contest Awards Banquet:

Installation of Officers & Board Members; Better Newspaper Contest video & winners announced; NPA Foundation raffle drawings & workshop attendance drawing winners announced.

Convention Presenter-Ryan Dohrn is the creator of the 360 Ad Sales Training system and is a nationally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio. Unlike other trainers, Ryan actually sells EVERY day!

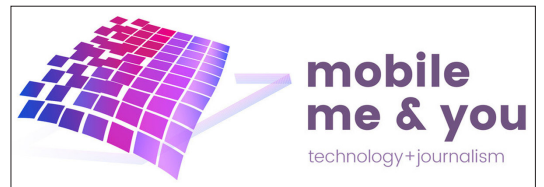
Convention Presenter-Kevin Slimp speaks at newspaper and magazine conventions throughout North America, and you'll walk away with lists of tips to make your pages more engaging. He was working in InDesign before it even had a name, and teaches designers to use the application and the skills to create pages in InDesign.



UNL's Mobile Me & You Conference returns to Lincoln, Oct. 26-27, 2018

Mark your calendars for this year's MobileMe&You Conference, at the University of Nebraska-Lincoln on Friday and Saturday, October 26-27.

It's your chance to learn the latest tips and tricks from top media experts who, like you, are experimenting with the best ways to use mobile media to inform the mobile audience. Learn what works and what doesn't; learn from successes and flops; learn how to use mobile media to better reach young audiences. Also learn more about "PUSH," the mobile news app platform for small-and-medium-sized news organizations.



To keep up-to-date on the MobileMe&You 2018 Conference, go to: <http://www.mobileme-you.com/>.

See FLYERS attached to Bulletin:

- **NPAS 2x2 Sales Contest**
- **Advertising Network Programs**

Classified Advertising Exchange

Feb. 19, 2018

NEWSPAPER FOR SALE - STANTON REGISTER:

Historic county seat newspaper for sale in northeast Nebraska! This weekly newspaper has a good subscriber base and printing clientele with room for exponential growth. Prime business location on main street of thriving small town, minutes from Norfolk. Archives dating back to 1879 included with sale. Building has livable accommodations in back (bath, kitchen, living area, bedroom and private office). Building, office equipment and printing supplies included. If interested, contact Brian at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

FREE LIGHT TABLE: Old large wooden angled light table; FREE to a good home. Measures: 70" tall in the back, then angles to 40" tall in the front; 28.5" deep. Three (3) drawers along the top with 27 pull-out shelves underneath, with a storage compartment on the left side. If interested, contact Tonya Evans at Clarkson Colfax Co. Press, ccpress@qwestoffice.net, or call 402-892-3544.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; 2018 Nebraska Journalism Hall of Fame Nomination Form; Omaha World-Herald Community Service & Service to Agriculture Awards - Call for Entries Flyer; Texas Judges Needed Flyer; NPAS 2x2 Sales Contest Flyer; NPAS Advertising Network Programs Flyer.

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.



Nebraska Journalism Hall of Fame

Deadline for nominations is February 23, 2018.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Some other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

Nominations must include a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

Previous winners include: Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgcombe, John Edgcombe, Sr., Tyler Edgcombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Eileen Wirth, H. J. Wisner and Asa B. Wood.

What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: _____

YOUR NAME: _____

YOUR NEWSPAPER: _____

NAME OF NOMINEE: _____

NEWSPAPER: _____

NOMINEE'S ADDRESS: _____

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: _____

NOMINEE OR CONTACT TELEPHONE: _____

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2018

Send nominations to:
Susan Watson, Nebraska Press
Association, 845 "S" St., Lincoln,
NE 68508

Nominations must be received by February 23, 2018.
(Hall of Fame inductees will be announced late April/early May.)



READY TO SELL?

NPA SALES CONTEST:

Every 2x2 or 2x4 statewide or regional network ad you sell between the weeks of February 12 and April 16 will get your name entered in a drawing to win \$100!

The winner will be announced at the 2018 NPA convention, April 20-21, at the Cornhusker Marriott in Lincoln.

Questions?

Contact Violet Kirk, 402-476-2851 or vk@nebpress.com.

Sell a 2x2 or 2x4 network ad to a **new customer*** and you could **win \$100!**

*New customer: Advertisers who haven't used the network for the past 18 months.

Qualifying ads need to run between the weeks of February 12 and April 15, 2018.

Payment for ads must be received by NPA before the contest drawing on April 20.

You Can Earn Extra \$\$\$ For Your Newspaper!

Recognizing that you have a candidate is the first step.

Is your client:

- Interested in advertising in more than one newspaper?
- Have they mentioned they are looking for the best coverage for their money?
- Are they looking for a broad market?
- Do they use an 800 #, website or email address in their ad?

If you can answer “yes” to any of the above questions, mention the program to them - what do you have to lose?

Better Yet - Your Newspaper Has \$\$\$ To Gain!

Be sure to have copies of the brochures handy!

2x2 Display Ad

- 2 col (3.79") x 2" (1x4 size also available)
- \$975 Statewide (157 newspapers)
- \$325 Central (41 newspapers)
- \$325 Northeast (53 newspapers)
- \$300 Southeast (30 newspapers)
- \$300 Western (33 newspapers)

2x4 Display Ad

- 2 col (3.79") x 4" (1x8 size also available)
- \$1,950 Statewide (157 newspapers)
- \$650 Central (41 newspapers)
- \$650 Northeast (53 newspapers)
- \$600 Southeast (30 newspapers)
- \$600 Western (33 newspapers)

The statewide ad network gets your client's ad running in 157 newspapers. Depending on the coverage they select, their cost per thousand (CPM) ranges from \$4.00-\$8.00 — that's a great deal!!

How to order: Email NPA camera-ready ad along with form by Tuesday 4 p.m. for following week's papers.

How to pay: Drop us a check in the mail for half of the cost of the total ad sale (\$487.50 for a statewide 2x2, etc.). Your newspaper keeps the other half of the sale!

**Email ad copy & order to Carolyn Bowman - cb@nebpress.com
Phone: 1-800-369-2850 • Fax: 402-476-2942**



Calling All Judges!!!

The **Texas** annual Newspaper contest is coming up soon, and they need at least 30 judges.

WHEN? April 16-April 30, 2017

WHERE? In front of your own computer

The entire contest will be online.

Judges Needed for:

Advertising, Best Website, Blue Moon Special Section (unique local subject matter), Column Writing, Community Service, Editorial, Feature Photo, Feature Writing, General Excellence, Headline Writing, News Photo, News Writing, Page Design, Routine Special Section, Sports Coverage, Sports Photo.

If you do not specify a preference below, I will assume you are willing to judge anything.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



2018
Omaha World-Herald
Community Service
Award

2018
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Must be postmarked by March 30, 2018.

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Must be postmarked by March 30, 2018.

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

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Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

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One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

Awards Presentation:

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