

CONFIDENTIAL

# Bulletin

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

## Calendar of Events

### Events:

**March 5-9, 2018**  
Newspapers in Education Week

**March 11-17, 2018**  
Sunshine Week

**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:

**March 1, 2018**  
Inspect & Fix PDF Problems  
Before They Hit Your Page -  
Kevin Slimp; 1:00pm CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

**March 2, 2018**  
Flipping Objections on  
the Spot - Ryan Dohrn;  
1:00pm CST  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

**March 2, 2018**  
Newspaper Salespeople: 10  
ESSENTIAL Qualities to Win -  
Mike Blinder; 10:00am CST  
[www.newspaperacademy.com](http://www.newspaperacademy.com)

#### CONTACT INFO:

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402-476-2851  
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Web Site: <http://www.nebpress.com>

## Judges needed for Texas newspaper contest!

At least 30 judges are needed for the upcoming Texas  
newspaper contest judging in April.  
*(Judging is done online).*

**See the flyer attached  
to this Bulletin for details.**

Please consider helping - it's a great way to get new ideas  
for your newspaper.

Email or fax your form right away to Carolyn Bowman,  
[cb@nebpress.com](mailto:cb@nebpress.com).

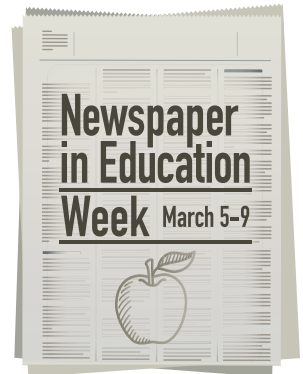
## Newspapers in Education Week is March 5-9, 2018

The American Press Institute celebrates Newspapers in Education Week  
annually the first full school week in March to  
encourage the daily use of local newspapers in  
schools.

For information on the NIE program, and for NIE  
resources, guides and tools go to these websites:

<https://nieonline.com/>

[https://www.americanpressinstitute.org/youth-  
news-literacy/resources/newspaper-in-education-  
guides/](https://www.americanpressinstitute.org/youth-news-literacy/resources/newspaper-in-education-guides/)



## 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](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader Kirk**

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email: [vk@nebpress.com](mailto:vk@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## **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 2/5:**

#### **2x2**

Crete News – Jennifer Zapata (paper made \$150.00)  
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

#### **NCAN**

Aurora News-Register – Dani Lemburg (NCAN Special Free Ad)  
Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Spalding Enterprise – Kim Schilousky (paper made \$147.50)  
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

### **Week of 2/12:**

#### **2x2**

Hickman Voice News – Shane Gilster (paper made \$312.50)  
Hickman Voice News – Meghan Haggerty (4 ads) (paper made \$1,750.00)  
Norfolk Daily News – Suzie Wachter (paper made \$162.50)  
Norfolk Daily News – Denise Webbert (paper made \$975.00)  
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Hebron Journal Register – Mike Edgecombe (paper made \$112.50 + \$30.00 out of state)  
Spalding Enterprise – Kim Schilousky (NCAN Special Free Ad)  
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

### **Week of 2/19:**

#### **2x2**

Crete News – Jennifer Zapata (paper made \$150.00)  
Fairbury Journal News – Jennifer Lewis (paper made \$300.00)  
Fremont Tribune – Kourtney Muller (paper made \$487.50)  
Hickman Voice News – Meghan Haggerty (2 ads) (paper made \$1,125.00 + \$127.50 out of state)  
Hickman Voice News – Darren Ivy (paper made \$300.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Hebron Journal-Register – Mike Edgecombe (paper made \$112.50)

### **Week of 2/26:**

#### **2x2**

Hickman Voice News – Meghan Haggerty (2 ads) (paper made \$1,287.50)  
Hickman Voice News – Darren Ivy (2 ads) (paper made \$450.00)  
Seward Co. Independent – Alison Koch (paper made \$487.50)  
Superior Express – Bill Blauvelt (paper made \$975.00)  
Sutton Clay Co. News – Tory Duncan (paper made \$975.00)  
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Hebron Journal-Register – Mike Edgecombe (NCAN Special Free Ad)  
Verdigre Eagle – Lisa Wessendorf (paper made \$177.50)

## **Celebrate open government March 11-17, with Sunshine Week 2018**

Sunshine Week is March 11-17, hosted by The American Society of News Editors and the Reporters Committee. Sunshineweek.org provides participants with myriad resources in the Toolkit section, including op-eds, editorial cartoons, Sunshine Week logos and more.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included print, broadcast and digital media outlets; government officials at all levels; schools and universities; nonprofit and civic organizations; libraries and archivists; and individuals interested in the public's right to know. Since 2012, ASNE has partnered with the Reporters Committee to oversee the national coordination of resources and provide support for participants.

For information on how to get involved, and to access the Sunshine Week toolkit and FOI resources, visit <http://www.sunshineweek.org>.



# Here's what's planned for the 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 & managers.)**

Professionals from UNL, Creighton University & Doane University will answer attendee questions & share their insight/suggestions on recruiting/retaining new graduates. **(Submit questions to NPA ahead of time).**

### **•A Retailer Perspective: What Newspapers Need to Know – Rob Simon, UNL assc. professor of marketing/retail management; former president/CEO of Ben Simon's apparel stores. (Submit questions to NPA ahead of time).**

### **•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 Sosniaki. (Helen will be available for one-on-one postal consultations on Friday & Saturday - sign up ahead of time with NPA).**

## **Friday Awards Luncheon:**

Outstanding Young Nebraska Journalists; Harpst Leadership Award; Golden Pica Pole Awards; NPA Foundation scholarship recipients introduced.

## **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**

## **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 live 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 – session topics announced soon**

## **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.

**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!

**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.

Convention registration form & more  
details coming this week!



# The Great Digital Divide

*Daily & weekly publishers view digital benefits very differently*



Kevin Slimp  
kevin@kevinslimp.com

During a keynote address at the Kansas Press Association convention in February, I presented the results of my annual survey of newspaper publishers in the U.S. and Canada for the first time. With roughly 15 percent of publishers in these two countries participating in the survey, it's a good bet the results are representative of the industry as a whole.

In my previous column, the first in a series concerning survey findings, we discussed some of the differences between healthy newspapers and newspapers with diminishing health over the past three years. Today, I'm going to take a look at the differences in how daily and weekly newspaper publishers view the benefits of their digital efforts.

After visiting thousands of newspapers during my career, and speaking to thousands more at conferences, there's not much that catches me off guard about our industry these days. But I was a little surprised by the vast differences between the way daily and weekly newspaper publishers view the benefits of their digital efforts.

Question 10 of the survey, "How do you feel about the following statement: "Our business would do just as well or better without a print version," was less divisive. It seems that both daily and non-daily publishers universally agree they wouldn't survive without a print version.

The differences arise in

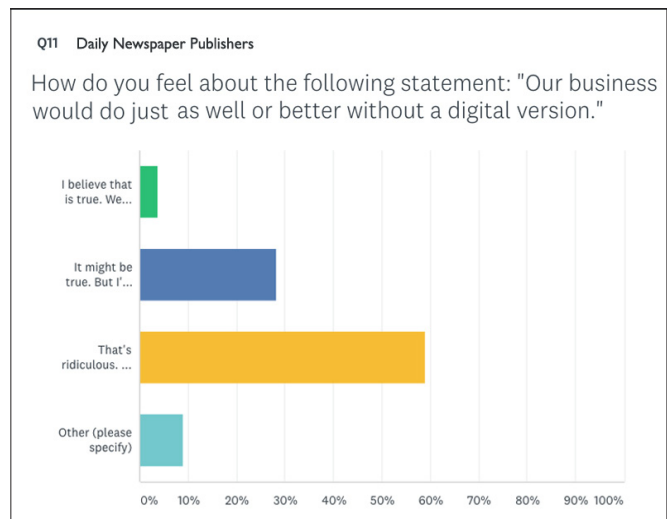
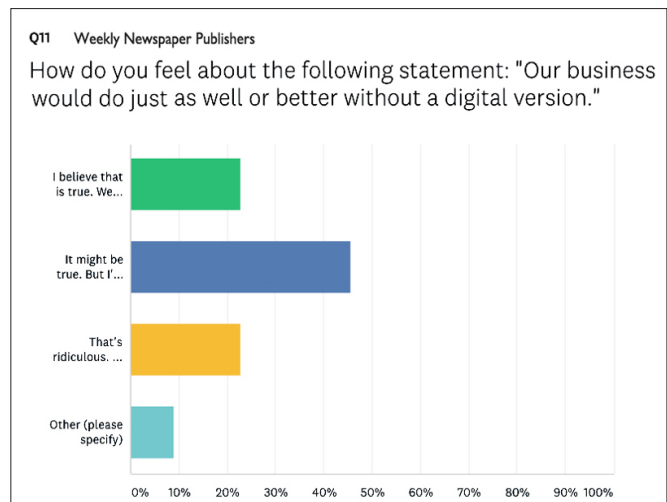
response to Question 11, "How do you feel about the following statement: "Our business would do just as well or better without a digital version."

A whopping 59 percent of daily publishers responded, "That's ridiculous. We would be in worse shape without a digital/online edition."

Conversely, 68 percent of weekly publishers believe it either "is" or "might be" true that their paper would do just as well without a digital version. When you add in the number of folks who responded "other," then wrote they didn't have a digital presence, you have well more than 70 percent of weekly publishers wondering if there is any advantage to having a digital edition of their newspapers.

Looking further, the differences of opinion between publishers of "healthy" newspapers and "unhealthy" newspapers is not as glaring. While 59 percent of publishers who rated their paper's health as "very healthy" or "relatively healthy" indicated their papers might be better off without a digital version, 54 percent of publishers who rated the health of their papers as "unhealthy" or "near death" felt the same about their digital efforts. Not a huge difference.

The results are even more striking when asked about the benefits of social media. Only 22 percent of non-daily (less than four issues per week) newspaper publishers report seeing any benefit, financial or otherwise, from their social media efforts. Compare that to 60 percent of daily newspaper publishers who



see some type of benefit from their social media efforts and it's clear there are some real differences between the results of social media at daily and non-daily newspapers.

I'm fascinated by the responses to these surveys. As I hear from publishers and others after seeing the results of our past surveys, it's apparent that folks are often surprised to find their newspapers aren't so different from other. This is especially true when we look at categories like newspaper ownership mod-

els (a full 50 percent of U.S. and Canadian newspapers are not part of any group, with only 11 percent being part of a large regional or national group) and circulation (average circulation is less than 6,000).

I often hear attendees at conferences respond, "I thought we were different from everyone else."

There's some solace, I believe, from realizing you're not alone. At the same time, we can gain some benefit from learning what is working at other newspapers similar to our own.

# Classified Advertising Exchange

Feb. 26, 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](mailto:registersports@stanton.net) with the subject line, "Register for sale."

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; 2018 Omaha World-Herald Community Service & Service to Agriculture Awards-Call for Entries; 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](mailto: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](mailto:nebpress@nebpress.com).



# Calling All Judges!!!

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

**WHEN? April 16-April 30, 2018**

**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



# 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](mailto: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.





**2018**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

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

**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.

**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.

**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.

**Awards Presentation:**

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

**2018**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

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

**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.

**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 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.



# 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](mailto:cb@nebpress.com)  
Phone: 1-800-369-2850 • Fax: 402-476-2942**