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ad doesn't communicate instant relevance, it will fail the attention test. And if it doesn't leave the reader with a sense of relevance, it is not likely to be retained.

Let's say you run across an ad that attracts your eye, because it features a large, detailed photo of a new widget. The headline is a simple statement of the major benefit of owning this new model. The layout follows the rules of simple, easy-to-follow graphic design. As a result, you stop browsing through other ads long enough to read the copy, which is refreshingly free of exaggeration. You have owned a couple of widgets in the past, and now that you think about it, this might be a good time to consider a new one. This particular store looks like a good place to shop for one.

What just happened? In a matter of seconds, you made the jump from surface-level appeal (being attracted by the looks of the ad) to a deeper level (seeing the personal relevance of the product). In other words, the widget ad has won your favorable attention.

What about retention? What would compel you to remember the widget and the store where it can be purchased? There are two primary elements: relevance (again) and repetition.

Relevance plus repetition equals retention. We remember the products which fill a specific need – or offer a solution to a problem we have. And we remember the things which we see and hear repeatedly. How did you learn the multiplication tables? (By reviewing them over and over.) How did you learn the lyrics to so many rock 'n' roll songs? (By hearing them – and singing along – countless times.)

What does all of this mean? Attention is important, for certain, but it is only the first of two goals. In order for an ad's core message to work, it must also be retained.

Put these two together – and you have a winner.

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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

Two advertising goals: Attention and Retention

By John Foust, Greensboro, NC, July, 2022

As mentioned in previous articles, there are two types of advertising: image and response. Image advertising – sometimes known as institutional advertising – is designed to give people a good impression of the advertiser. ("We're the dealership that cares.") The objective of response advertising is to generate immediate response to a specific offer. ("Take advantage of these special discounts.")



These two ad types have something in common. Each one – whether image or response – should strive for attention and retention. In other words, the ad has to grab attention from the outset, then make the message memorable enough to stay in readers' minds. It's not an easy task, but it's necessary for the ad to have any chance of success.

Because we are bombarded with thousands of commercial messages every day – and because we can't possibly notice or remember everything we see – we are instinctively selective. A number of factors influence attention and retention, including eye-catching illustrations, legible typography, uncluttered ad designs, plenty of white space, and reader-centered headlines. But the biggest factor is relevance. If an

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."

#newspapersthrive



Save the dates: MobileMe&You Conference at UNL Oct. 20-22

This year's annual MobileMe&You Conference (<https://mobileme-you.com/>), in association with the College of Journalism and Mass Communications, will be at the UNL Student Union Thursday-Saturday, Oct. 20-22. **Because many of you will be in Lincoln for the Journalism Hall of Fame Presentations, this would be a perfect opportunity to also attend the MobileMe&You Conference.** This is a save-the-date-note, and we will send registration information later.

One theme of this year's conference is the coming of 5G capabilities, and what that will mean for journalism. We also will have experts from around the country talk about mobile news gathering, platforms like TikTok and Snapchat, using voice assistants for news, texting the news, targeting ultra-local information using phones' geolocations, and other topics.

We are seeking volunteers for a working group that would examine how 5G could help coverage of presidential and state elections. We'd like the group to report the following year in 2023. We are offering an honorarium for your work. If you are interested in being part of this group, please contact Gary Kebbel at garykebbel@unl.edu.

We will provide FREE Google Tools Training by UNL College of Journalism and Mass Communications alumnus Mike Reilly, who conducts these trainings for the Society of Professional Journalists and for Google. This year's Google Tools Training will be 9 a.m. to noon, Thursday, Oct. 20, and will cover the topics, "What's New With Google Tools," "Data Journalism," and "Business Tools and Investigating Companies."

Thursday afternoon we will offer a FREE workshop on design thinking by Damon Kiesow, Knight Chair in Digital Editing and Producing, from the University of Missouri School of Journalism. Tickets to Friday and Saturday's conference cost \$95. One-day tickets cost \$50.

"Baseball, it is said, is only a game. True. And the Grand Canyon is only a hole in Arizona."

- George F. Will

Natalia Wiita to lead Lincoln Journal Star, Ava Thomas takes on new role

Lincoln Journal Star, July 26, 2022

Natalia Wiita has been named president and publisher of the Lincoln Journal Star. Wiita, formerly the company's regional vice president of sales, succeeds Ava Thomas, who has been promoted to a group president position within Lee Enterprises, parent company of the Journal Star and Omaha World-Herald.

Thomas, in her new role, will oversee operations at Lee's media companies in the Western Media Group, which includes markets from Nebraska to California. She will continue to serve as president of the World-Herald.

In addition to her new Journal Star role, Wiita, who has been with the company almost 18 years, will also be responsible for Lee's media markets throughout Nebraska - the Beatrice Daily Sun, Columbus Telegram, Fremont Tribune, York News-Times, Grand Island Independent, Kearney Hub and North Platte Telegraph, along with a number of other weekly and niche publications and websites.

Wiita began her career with the Journal Star as a classified sales specialist while attending UNL. She was named advertising director in 2012, then vice president in 2017. In January of 2021, her role expanded to include markets in western and central Nebraska, including North Platte, Kearney, Grand Island and York.

Wiita has earned numerous honors, including being named one of Editor and Publisher's "25 under 35" industry leaders in 2016.

Humboldt Standard employee, Wes Fritsch, dies at 65

Wes Fritsch of rural Stella, NE passed away July 4, 2022, at Bryan LGH Medical Center West in Lincoln, NE.



Wes was born in Auburn, NE, graduated in 1975 from Southeast Nebraska Consolidated High School, and later graduated from Southeast Community College, Milford Campus, Technical Trades.

He worked for Duncan Aviation, and later in life, trained and was certified as a radiation technician working in the eastern U.S. for Nuclear Power Plant Outages. After he retired from the nuclear industry, Wes worked at the Humboldt Standard newspaper in Humboldt, NE as proofreader, route sales and assistant to the editor.

Wes is survived by his daughter Corinne (Adam) Rademacher; two grandsons, nieces and nephews, and his best friend and life partner, Roxanne Sailors, editor at the Humboldt Standard.

A private family service will be held at a later date. Memorials to the Humboldt Volunteer Rescue Squad. Wherry Mortuary, Humboldt, NE, in charge of arrangements. Online condolences may be left at www.wherrymortuary.com.

Classified Advertising Exchange

July 25, 2022

REPORTER/PAGE DESIGNER - The Norfolk Daily News has immediate, full-time newsroom openings that involve reporting, writing and editing, with opportunities for page design if desired.

The current openings include city government reporter whose job it would be to investigate stories, attend events and research happenings within the field of city government. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to call 1-877-371-1020, or email editor@norfolkdailynews.com

GENERAL ASSIGNMENT REPORTER - CherryRoad Media is seeking a general assignment reporter for its three papers in southeast Nebraska with those papers being the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg Reporter. Kirt Manion, Editor, Nebraska City News-Press, kmanion@cherryroad.com.

SPORTS REPORTER - Syndicate is looking for a talented writer with an affinity for sports to fulfill the open position of sports reporter. Duties include:

- Covering sports events as needed for Gothenburg, Cozad, Brady and Callaway areas.
- Corresponding with coaches and athletic directors for comments, schedules, and photos.
- Sports event photography
- Writing to include recaps of games, statistics, feature stories, and columns as required.

The ideal candidate will be skilled in communication & organization, have a positive attitude, and be comfortable working to a deadline. Flexible schedule with some evenings and weekends required. Experience with writing or photography preferred, but willing to train the right person! Send resume to: Publisher, Terrie Baker, cell: 308-325-4521, terrie@syndicatepub.com.

MANAGING EDITOR - Enterprise Media Group is seeking a managing editor for its western Iowa trio of publications (Missouri Valley, Mapleton, Dunlap). This position is responsible for coordinating all local content for print, on-line, and visual elements.

Ideal candidates will have a journalism degree, at least three years experience in the newspaper industry, are familiar with Mac computers, is a capable photographer, and have experience with managing people. In addition to the weekly responsibilities of putting out high-quality newspapers, the managing editor will work with staff members to continually

improve existing products, services, procedures, etc. Benefits include competitive salary, 401(k), health insurance, paid time off, and more. The Enterprise Media Group is a progressive regional publishing company based in Blair, Nebraska and is one of the largest private weekly newspaper groups in the area.

Individuals who can take traditional journalism rules and procedures and combine them with fresh, new, ideas are strongly encouraged to apply with our rapidly growing company. Email Chris Rhoades crhoades@enterprisepub.com with questions or to apply! www.enterprisepub.biz

WEEKLY EDITOR - County Publications, located in Southeast Nebraska, is seeking an editor for the Nemaha Co. Herald publication. This position would be responsible for local news content in the Nemaha Co. Nebraska region. Individual will be working in an Adobe environment on Apple computers. Experience with InDesign and PhotoShop a must.

Salary will be commensurate with experience. Small town community journalism is the flavor of this publication. Email: kendall@anewspaper.net for more information or to apply.

FULL-TIME ACCOUNT EXECUTIVE - Help businesses be successful with an offering of digital, social media and print marketing!

Join our great team at Northeast Nebraska's progressive, established, family-owned news organization. Flexible, family-oriented, hours Monday through Friday. Competitive salary/commissions; insurance available; 401K, holidays. Please send cover letter and resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977, Norfolk, NE 68702, or email vhrabanek@norfolkdailynews.com.

LOOKING FOR AN INTERESTED APPRENTICE OR BUYER

- Nebraska's 4th oldest weekly newspaper, established in 1871, is looking for an apprentice - someone with an interest to eventually acquire the newspaper - or anyone, for that matter, who might wish to buy the paper. The Nebraska Journal-Leader is a county seat newspaper near Sioux City, IA, in Ponca, NE. It is an ongoing successful enterprise and will continue to be so. Qualified prospects inquire to this private telephone number, 402-755-2643, or email deditor@gpcom.net.

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 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.

Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.