

# **GREAT IDEA EXCHANGE (NPA Convention Saturday Session)**

## **April 27, 2024**

**Moderators: Lynell Morgan, Dee Klein and Dennis Hueftle-Bullock**

- **Marcia Hora, Stapleton Enterprise**
  - Births in the area the year prior - Valentine signature page
  - Pet pictures - Marcia wrote a story from the pet's perspective - 6 pages of pet, sold signature ads, North Platte vet paid for ads and the \$100 prize, put on Facebook, 360 votes on Facebook or called in - she said it was one of the best reader interactions they'd ever had - changes: if people had to fill out voting in the newspaper/cut out - could sell more papers
- **LuAnn Schindler, Clearwater Summerland Advocate Messenger**
  - Event: partnered with dairy cooperative - they offered specials during Dairy Month - newspaper got to offer the dairy specials to people who called in orders - brought dairy products back from South Dakota - drew people from outside of coverage area - "Might be the most people we've ever seen in our building." - published information in newspaper and in social media - highlighted dairy farmers in the area - month-long promotion
  - Vendor events twice a year
- **Donnis Hueftle-Bullock, Broken Bow Custer County Chief**
  - Magazines - had the Community magazine ad space sold in 3 days - Custer County Tourism bought 5,000 copies (that helped drop the printing price) - Donnis partnered with Publication Printers to print the magazines - gross revenue to the Chief was \$15,000 - magazine was inserted into the newspaper - reader: "I read it cover to cover and I learned things I didn't know about Custer County/had lived there since 1993"; 2024 Business Directory - businesses listed alphabetically and categorized - 1 price if directory only; package pricing with Chief, Xtra and directory, and also had the option to add a new subscription; \$50,000 additional income.
- **Dee Klein - North Platte Telegraph**
  - North Platte - Chamber provides the copy, newspaper sells ads - \$40,000-50,000 income; includes digital aspects; prints 3,000 copies; look at who you can partner with in your community to create projects like this - has a pullout map in the middle
- **Mike Carnes - South Sioux City Dakota County Star**
  - Candidates running for public office - Mike decided to stop being a "freebie" for candidates looking for coverage; if they didn't buy an ad, we don't take a picture.

- **Kevin Peterson - Wayne Herald**
  - Newspapers in education - during certain holidays, print a coloring page for kids - sell ads and signs - partner with local ice cream shop to give free ice cream cones to anyone who turns one in - staff picks winners; they see a broad age range of people who participate - ages 2 to senior citizens
- **Julie Thayer - Imperial Republican**
  - Coordinate with local school district - peers nominate teachers - Emerald Award - as a newspaper, sell a tab and people who sponsor the award choose winners - have a community event; newspaper gives trophies to teachers
- **Gerri Peterson - Hooker County Tribunes**
  - Got the idea from Lindsey and Joey Young; every Christmas has a saturation issue, has high school journalism class, students did 5-minute interviews with a Christmas theme - interviewed people who work downtown; what's your favorite Christmas song, etc.; Elf on the Shelf contest - reader interaction; Mommy and Me photo contest also one for Father's Day - \$25 business card to Mullen business of their choice; Design & print Christmas cards and graduation announcements - you don't have to pay shipping! - does grad announcements for 3 different schools, it all happens in-house - also prints people's designs if they bring them in
- **Kurt Johnson - Aurora News-Register**
  - Ad director idea - Topsy Turvy - put all the ads on the top of the page and the news on the bottom- people talked about it for weeks! - some ads got more feedback - we probably went a little overboard but on balance it was well received - people were talking about it and advertisers got more attention - will do it again in September with just the ads on top - I wouldn't put a news page upside down - they got letters to the editor - there was not a premium charge for ads, but may charge a premium in the future - advertisers knew in advance
- **Amy Hausmann - Seward County Independent**
  - Year in review - full section - revamped idea - keep a file throughout the year to flow into the edition - printed in full color - spread out content - some features and some hard news - double truck - plan to do sponsors in the upcoming year
- **David Clark - Cherry Road Media**
  - Printed wrapping paper on the press - students could enter designs and have them printed - share the cost - 8 pages double folded
- **Ellen Mortensen - Gothenburg Leader**
  - Letters to Santa - how to generate revenue with this section; sent list of business to local elementary school - students drew greeting cards to local businesses, then the businesses paid to run the greeting card in the section - 50% advertising; one local business had 4th grade class draws ads for him - each week has a quarter page ad with the drawing and business logo in the paper, so created ongoing revenue throughout the year

- **Jeremy Buss, Jeremy Buss Photography (Lincoln)**
  - Print photos on sports balls - booster clubs buy the balls from Jeremy - can do any sport, costs \$25 per ball, sell for \$65-75, not a lot of cost to set up; booster clubs doing them for seniors with individual pictures; using an online service to clip photos - 10 cents per image; create a template; turn-around time is about 2 weeks; template takes 10 minutes - could do an entire team in 15-20 minutes; website: [makeaball.com](http://makeaball.com) - once you sign up for an account - you can get better pricing - other items available
- **Don Russell – NPA Lifetime Member (former publisher, Sutton Clay Co. News)**
  - Don't have ad people say "thank you" - say "how many weeks do you want it to run?"
- **Jerry Raehal, Louisiana Press Assn Exec Dir.; new NPA Chief Growth Officer as of 05/01/24**
  - Political advertising - individual relationships with legislators, leverage those relationships to sell ads; have a member call every 2 weeks to share ideas; sell ads on newspapers racks, use QR codes; Go-Getters section - elementary schools once per month - each grade - sell sig page - yearlong campaign - one kid for every class got their picture - half of revenue goes to the booster club/fundraiser for the booster club; Valentine's Day section - readers submitted stories, got first-party data, wrote stories
- **Marcia Hora - Stapleton Enterprise**
  - Hot Romance section - couples married 50 years+ submitted stories and their wedding photos; the couple married the longest - ran a feature story on front page about them; sold signature ads and sold lots of copies
- **Lynell Morgan - Elgin Review**
  - Generated a lot of comments rather than revenue - rate/review concession stands at high school football games - ranked on speed of service, variety of food and quality of food; 4 out of 5 popcorns, used emojis for rating structure - social media
- **Dennis Morgan - Elgin Review**
  - Mic-ed Up Mamas - got comments at half time from moms at halftime, reader interaction on social media; Had a business advisor be the sponsor for player spotlight (uses photos from start of the year, do 5-minute interview with player each week); FFA student of the month - quarter page ad - teacher provides copy, Dennis takes photo - local businesses sponsor the ads - very easy sell
- **Mike Carnes - South Sioux City Dakota County Star**
  - Golf courses in coverage area - did stories and interviews with people involved in golf courses - hole by hole review, could have potential for advertising opportunity
- **Jeff Wagner, White Wolf Printers**
  - Based on contest categories, captured email addresses when things are submitted, and sell email to relevant businesses or use for internal email marketing, first party data