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Celebrate 10 years of Sunshine Week for open government, March 15-21

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 10th annual Sunshine Week initiative, March 15-21. Special projects and events are already planned around the nation to mark a decade of open-government awareness.

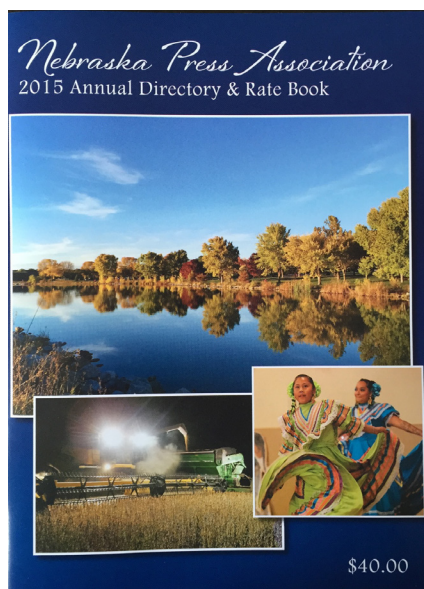
“Social media has allowed vastly more information to be exchanged than 10 years ago, but unfortunately, much less progress has been made in government transparency,” said ASNE Terrorist, Secrecy and the Media Committee Co-chairs Lucy Dalglish, Anders Gyllenhaal and Mike Oreskes. “We are thrilled by how much Sunshine Week has grown and how it has been appreciated by the public. We think this year’s celebration will be better and stronger than ever.”



Hot off the press - NPA 2015 Directory!

A copy of the 2015 NPA Directory and Rate Book was mailed out last week to each member newspaper.

Thank you to the newspapers that submitted photos for front cover consideration. And congratulations to those whose photos were selected for the cover (April Refior, Nathan Arneal and Chabella Guzman).



Also, thank you to those who advertised in the Directory for your continued support!

“What makes Sunshine Week work is the across-the-board participation from news media, lawmakers at all levels of government, civic groups, nonprofits, universities, libraries and so many more,” said Reporters Committee Executive Director Bruce D. Brown. “This focus on how vital government transparency is to our nation has an impact that goes beyond Sunshine Week itself.”

Hosted by ASNE and Reporters Committee, www.sunshineweek.org provides participants with myriad resources in the Toolkit section, which showcases op-eds, editorial cartoons and Sunshine Week logos. There are also several sources for inspiration in FOI story ideas and Sunshine Week past work.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. For more information, visit www.sunshineweek.org. Follow Sunshine Week on Facebook and Twitter, and use the hashtag #SunshineWeek.

“ A pedestal is as much a prison as any small, confined space. ”

- Gloria Steinem

It's time to think about convention!

NPA Annual Convention
April 17-18, 2015
Holiday Inn-Downtown, Lincoln

Reserve your hotel rooms now!

- NPA Convention room rate (single or double) - **\$99.00 p/night (+ tax)**
- **Guest parking included** with room reservation
- Be sure to mention you're attending the NPA Convention when you register
- **Convention block room reservations close March 28**
- Online registration instructions are attached



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STAY YOU.™

Great sessions planned - Network, connect, learn, be inspired!

Friday Morning:

- Associated Press
- NPA 2016 Better Newspaper Contest is going digital (entries & judging) - your chance to learn all about it!
- Postal Q&As Roundtable - Brad Hill, President, InterLink

Friday Afternoon:

- Small Newspapers: The Challenges & Exciting Opportunities (for managers/publishers of newspapers w/circulations under 5,000), Julie Bergman, W.B. Grimes & Co.
- Selling Print Advertising in a Digital Age - Tim Smith
- Postal Q&As Roundtable - Brad Hill, President, InterLink
- Legal Hotline Q&As - Shawn Renner, Cline Williams Law Firm
- UNL College of Journalism - demo of OURCHIVE mobile news app (developed for NPA members) & drone journalism

Saturday Morning:

- Adobe InDesign - Tips & Tricks for All Users - Kevin Slimp
- Growing Readers & Revenue Using Digital Outlets - Chris Rhoades, Enterprise Publishing Co.
- Photography - Bill Frakes
- What's Working & What Isn't at Newspapers This Year - Kevin Slimp
- Ad Sales: Staying Positive - Eliminate "stinking thinking" from the outside world - Tim Smith
- NPA 2016 Better Newspaper Contest is going digital (entries & judging) - your chance to learn all about it!

Saturday Afternoon:

- Tips & Ideas for Improving Page & Ad Design - Kevin Slimp
- Ad Sales: Handling Objections - Top 5 Objections & How to Overcome Them - Tim Smith
- Circulation: Products & Ideas to Build/Retain Readership - Melissa Vanek, Suburban News & Central Weekly Group
- Sports Writing - Lincoln Journal Star
- Networking Roundtables

Plus: Great Idea Exchange, Friday Night Banquet & Keynote Speaker, Bill Frakes; NPA Awards, Omaha World-Herald Awards, Saturday Better Newspaper Contest Awards Banquet and more!

Reminder: dues payments

- Please pay your NPA/NNA Dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.

Thank you in advance for your cooperation. Questions, contact Jenelle at 800-369-2850.

Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in October 2014 will be sent by NPAS when the Legislature approves the bill in 2015.

We have submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2015.

As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

Journalism's past, present, future converge at June conference in Missouri

By Gary and Helen Sosniecki, Coordinators, 2015 ISWNE Conference

The world's first school of journalism at the first public university west of the Mississippi River will be the setting for the 2015 conference of the International Society of Weekly Newspaper Editors (ISWNE).

Non-members are welcome.

The conference will be June 24-28, 2015, at the Donald W. Reynolds Journalism Institute (RJI), part of the Missouri School of Journalism in Columbia.

The University's journalism history and Columbia's unusual journalism present -- it has competing daily newspapers -- will be the focus of the conference's first day with programs and tours of the J-School, the Missouri Press Association office and both the *Missourian*, the daily published by the School of Journalism, and the family-owned *Tribune*, which also prints the Midwest edition of *The New York Times*.

Thursday features visits to the Harry S. Truman Presidential Library and Museum and the National World War I Museum.

Friday is a full day of journalism past, present and future. Presenters include Mark Horvit, executive director of Investigative Reporters & Editors; the staff of the *St. Louis American* on "Ferguson - How an African-American weekly covered an international story in its backyard;" Bill Miller Sr. of the twice-weekly *Washington Missourian* and Hank Waters of the *Columbia Daily Tribune*, the deans of editorial writing in Missouri; Doug Crews, executive director of



Upcoming Webinars

Successful Interviewing in Emotional Situations

Thursday, March 26

Presenter Lyle Muller,
Iowa Center for
Investigative Journalism

Miss one of Online Media Campus's great webinars?
Don't worry ...
You can view past webinars at
onlinemediacampus.com!

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High-quality, low-cost web conferences
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the Missouri Press Association, on "Dean Walter Williams and The Journalist's Creed;" Dr. Clyde Bentley on "Where are we going to get our editorial writers of the future?" and a panel of RJI fellows on their projects that could impact how we cover news in the future.

The editorial critiques -- the highlight of every ISWNE conference -- will be Saturday morning. The awards banquet is Saturday evening.

Full conference registration is \$525, which includes all programs and activities on and off campus, shared-suite housing in College Avenue Residence Hall and most meals from Wednesday lunch to Sunday breakfast.

Friday-Saturday registration is available for editors from Missouri and adjoining states who are unable to attend the full conference. Two-day registration is \$159, which includes all programs, activities and meals on Friday and Saturday, except Saturday lunch. Housing is not included in the two-day package.

Two-day registrants may book rooms at Hampton Inn & Suites, just south of campus, for \$109 per night only when reservations are placed by phone. Call (573) 214-2222 and use code "ISW" by May 31 for this rate. **The registration deadline is May 13, but early registration is encouraged.**

ISWNE was founded in 1955 to encourage and promote high standards of editorial writing, facilitate the exchange of ideas and foster freedom of the press in all nations. It is headquartered at Missouri Southern State University in Joplin.

For more information, contact conference coordinators Gary and Helen Sosniecki at sozsez@aol.com, or see <http://www.iswne.org> for registration form, schedules and updates.

9 ways to use numbers in headlines

By John Foust, Raleigh, NC

Whether on a printed page, monitor or mobile device, the headline is the most important part of an ad. It tells the reader what the ad is about. With the blink of an eye, he or she decides whether it's worth the effort to keep reading.

Numbers can help you create compelling headlines, as long as they are specific and relevant. Here are a few examples. Note that these numbers as expressed as digits, not words:



1. "Only 6 townhomes left." Using a specific number, rather than saying "they're going fast," communicates proof of scarcity. As sales increase, the countdown should continue. You can also use this technique to indicate time: "Only 8 days left."

2. "Save \$1,000 on new carpet." A specific dollar amount is easier to visualize than "a lot." It's worth mentioning that this headline works better with a verb ("save") than with a passive phrase like, "\$1,000 discount on new carpet."

3. "Save 25 percent on Merino wool sweaters." This is a variation of the dollar tactic in the carpet headline. The difference is that a percentage indicates proportion. Of course, the body copy should indicate the dollar amounts of the 25 percent.

4. "According to XYZ Survey, we rank number 1 in parts availability." If this kind of headline isn't supported by evidence, it won't have an ounce of credibility.

I remember a car dealer who ran ads claiming to be "number one." Not surprisingly, other dealers countered with claims that they were number one. The problem was that it was a blanket statement, with no facts to back it up.

5. "4 out of 5 dentists recommend..." This line was made famous by a brand of sugar-free chewing gum. Before you use this kind of testimonial evidence, make sure you are quoting a legitimate survey.

6. "1,500 widgets sold so far this year." Years ago, this tactic was used by McDonald's. Right there on the golden arches sign was the message "Over 240 billion sold." It was a big joke to say you were so hungry that you were going to make the number change.

Other examples of quantity-headlines include, "We've sold 26 homes in the past 3 months;" "Last year, we helped 3,425 students pass their college entrance exams;" and "Since we opened our doors, we've paved over 1,000 miles of driveways."

7. "5 ways to cut your electric bill." This headline promises important information about a specific problem. It would certainly get the attention of anyone wanting to reduce energy costs.

8. "In your area, there is a house break-in every 32 minutes." Here's an example of a headline that creates a sense of urgency. Again, make sure the advertiser – in this case a home security company – uses verifiable figures.

9. "28 years of dry cleaning experience." This headline equates years with expertise. Another way to sell experience is to add the number of working years of the people who work there: "Our staff has 191 years of experience."

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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

Rejecting ads - cont. from pg. 1

If you have questions or concerns about the content of an ad placed by NPAS, we ask that you notify us immediately. We have an obligation to let the advertiser know their ad is being rejected. Likewise, if you accidentally leave out an ad, we ask that you notify us as well.

When I was the advertising manager at a Nebraska newspaper, we missed running a sweet corn classified ad that had been paid for in advance. It was purely an oversight on our part. The end result was we were taken to small claims court and the judge awarded damages to the advertiser, who claimed the error of omission resulted in damages to the advertiser. A key ingredient here was the advertiser paid us in advance, and we failed to fulfill the "contract."

Regarding rejecting an ad...it is usually best NOT to explain in detail to the advertiser why you're rejecting their ad. When refusing the ad, it's usually best to say something like this...."We refuse to run the ad in its current form. If you would like to submit a revised version of the ad, we will consider publishing it." They may push

you for a reason, but keep in mind your words can be used against you in a court of law.

If you are clear as to why an ad is being rejected, for example if the ad clearly violates fair housing or employment discrimination advertising laws, a reason can and probably should be given. If a political ad is submitted with an improper paid for disclaimer, you can relay this information to the advertiser as well. But if you simply don't like the person or entity placing the ad or if you disagree with the content of the ad and you give them specific reasons for rejecting the ad, you are skating on thin ice.

My advice....be fair, be consistent, let common sense be your guide and be careful.

We encourage you to refer to the Nebraska Press Association's Publishing Laws Handbook for guidance. An updated copy is accessible on the NPA website. Another option is to contact the NPA Legal Hotline at 402-474-6900. Let us know if you have any questions.

Classified Advertising Exchange

Mar. 2, 2015

FOR SALE: Hooper-Scribner Rustler Sentinel, located in eastern Nebraska is now for sale. Small community newspaper covering two great communities which are both energetic and looking for growth. For more information contact Kathy at 402-664-3198 or email: rustlernews@gpcom.net.

FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: bgsfarms80@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange, NPA Convention
Holiday Inn-Downtown Registration Flyers.

2015

NNA calendar strips are still available!
If you'd like more, contact the NPA office.

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 only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) 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 to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

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STAY YOU.™



NE Press Association Annual Conference

1. Block Name: NE Press Assn Annual Conference
2. Group Code: NPA
3. Dates: 04/16/2015 through 04/19/2015
4. Rate: Standard: \$99.00 with parking included
5. Cutoff Date: March 28th, 2015

Decide whether you would like to make your reservation via phone, or via the internet.

- 1) To make a reservation via the phone please dial **(402)475-4011**, and then skip to A.
- 2) To make internet reservations copy and paste the link below to your internet browser.
- 3) http://ichotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=NPA&hotelCode=LNKDT&_PMID=99801505
- 4) Skip to B.
 - A.
 - 1) Call reservation number and ask for new reservations.
 - 2) Let attendant know you are making a group block reservation.
 - 3) Have check-in and check-out date's ready, as well as group code _____ or account name _____ ready. Also have form of payment accessible.
 - 4) Get reservation confirmation number, and any other pertinent information you would like.
 - B.
 - 1) Copy and paste the link above to internet browser.
 - 2) On the left hand side of the screen enter your check-in and check-out dates.
 - 3) Fill in the number of rooms you will need.
 - 4) Double check your group code NPA is pre-loaded and click view rates.
 - 5) Your group rate and group name should appear.
 - 6) Continue making reservation until confirmation number is assigned.

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