

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@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 4/13:

2x2

Broken Bow Chief - Deb McCaslin (paper made \$975.00)
Cambridge Clarion - Cody Gerlach (paper made \$487.50)
Fairbury Journal News - Jennifer Lewis (paper made \$150.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$612.50)
Hickman Voice News - Austin Roper (2 ads) (paper made \$1,075.00)
Neligh News & Leader - Joan Wright (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)
Wayne Herald - Jan Stark (paper made \$487.50)

NCAN

Broken Bow Chief - Pat Jackson (paper made \$149.50)
Kearney Hub - Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 4/20:

2x2

Hickman Voice News - Linda Bryant (5 ads) (paper made \$1,587.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$625.00)
Nebraska City News-Press - Erin Johnson (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Broken Bow Chief - Pat Jackson (paper made \$149.50)
Columbus Telegram - Tryci Greisen (paper made \$116.00)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)



Upcoming Webinars

Data-Driven, In-Depth Coverage

Thursday, May 7

Presenter *Carlene Cox,*
GateHouse Media

Pub Aux Live:

Obtaining grants to help pay for staff training

Thursday, May 7

Register at

www.regonline.com/NNASTaffGrants

Arming, Incenting and Organizing Your Sales Teams

Thursday, May 21

Presenter *Chris Edwards,*
The Gazette Company

Register at

onlinemediacampus.com

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Picture this...

By Ed Henninger

Your small weekly is focused intensely on local news, but you made the decision some time ago that teasers (if you use any) just don't work up there near your nameplate.

Still, you'd like to draw some reader interest to the top of page 1.

Here's a suggestion: run a local photo adjacent to your nameplate. Better yet, run it behind the nameplate, in the top left corner.

That tiny photo—especially if you trade it out frequently—becomes an element that readers will want to check with every new issue.

Here are some suggestions:

LOCAL, LOCAL, LOCAL: Make sure the scene in the photo is from your area. Running a night shot of the Baltimore skyline isn't gonna do it.

USE A SCENIC: The photo can be a close-up of clover, horses in a field, a mountain ridge...

MAKE IT SEASONAL: The close-up of clover will really be out of date if there's a foot of snow on the ground.

AVOID PEOPLE SHOTS: Unless, like the bottom example in the illustration with this column, the person in the photo is generic, as "man sailing." Faces in photos this small are just hard to see. And, remember, these are supposed to be photos that are representative of your area—not a picture taken at an award ceremony or a shot of the winning field goal.

A LANDMARK? Sure, you could use a shot of your county courthouse cupola here. But after four or five issues with the same photo, reader interest wanes.

A BRIEF CAPTION: If you really think it's necessary, you can place a brief caption below the photo. The emphasis here is on "brief." You can say "Sailing Lake Bedford," but let's not do "Hampton attorney Bob Craig takes time out from a busy workweek to relax while



sailing last Wednesday afternoon on Lake Bedford." Remember, this is a photo that's supposed to represent your area, not offer details of a specific event.

FEATHER IT: Use your software's feathering capability to feather the photo's right edge. This allows it to go behind your nameplate without a hard edge that can obscure some of the lettering in the nameplate.

SHADOW THE NAMEPLATE: Try using a hard white shadow on the nameplate to help it stand off from the photo. In the illustration here, I copied the black nameplate, made it white and then put a soft shadow behind the white copy. Then I moved the original black nameplate to the front. The white-with-shadow look helps give the nameplate better "pop" to separate it from the photo.

A photo in your nameplate tells your readers you're not the same old newspaper from week to week. You're different. You're fresh. You're local. Test it out. You can make it work. For you...and your readers.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322

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. ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting.



The Bedford Falls Sentinel



The Bedford Falls Sentinel



The Bedford Falls Sentinel



The Bedford Falls Sentinel

How some photos might look behind your nameplate

Watch for convention details, photos and raffle/prize winners in the April 27 issue of the Bulletin, on the NPA website and in the (late) April issue of the Nebraska Newspaper.

BH Media adds more newspapers

By Steve Jordan, Omaha World-Herald, April 21, 2015

BH Media Group of Omaha, a division of Berkshire Hathaway Inc., announced Monday, April 20, that it has acquired six weekly newspapers in Oklahoma and the daily Tulsa Business and Legal News for an undisclosed amount from Community Publishers Inc.

The new papers should complement BH Media's existing publications, which include the daily Tulsa World, said Terry Kroeger, president and CEO of BH Media and publisher of the Omaha World-Herald.

The weekly publications are the Broken Arrow Ledger, the Sand Springs Leader, the Coweta American, the Wagoner Tribune, the Owasso Reporter and the Skiatook Journal.

Editorial: Advice for Young Journalists

By Nu Yang, Editor & Publisher, April 3, 2015

"Life is not good for journalists. And while a couple of years ago I harbored hopes that things might improve, those hopes have now pretty much evaporated. Things are not only bad; they're going to get worse...I'm sure that many people have told you this already, but take it from me as well: journalism is a dumb career move."

Writer Felix Salmon shared those words in a Fusion.net article "To All The Young Journalists Asking for Advice" (fus.in/1IFAiJY) in February, triggering passionate responses from those in the journalism world. It even caused #AdviceForYoungJournalists to trend on Twitter as advice poured in. Some of them included:

"I've never learned anything while I was talking. Always listen!"—Larry King

"Don't buy into the myth that there's a trade-off between high performance at work and taking care of yourself."—Arianna Huffington

"Save rejection letters. There's a reason you weren't hired. Be willing to pay your dues."—Matt Maiocco (CSN Bay Area reporter)

"Journalism isn't just writing. And journalism isn't just what journalists do. It's a way to look into the world."—Alberto Cairo (University of Miami professor)

"Read a lot. Write more. And beware of advice from has-been journalists who rose in a different era."—Nicholas Kristof (New York Times columnist)

Quite a difference from Salmon's article. So, what kind of advice should young journalists listen to, and most importantly, follow?

We asked our 25 Under 35 to share their own words of wisdom with other young professionals in the industry, and none of them expressed regret for following a path that led them into a newspaper career. That might change in 10 or 15 years, but I don't see that happening. Not when you hear advice like:



"Be proud of your industry and your role in shaping it. There is no one else that can say they produce a new product each and every day, and deliver to more households than any other local news source."—Andrea Vick (Austin American-Statesman local sales manager)

"Our industry has been greatly disrupted in the 10 years I have taken part, so look for opportunities to be the disruptor. Leverage the trusted brand you work for to create unique products, events, audiences and try new ideas."—John Sloan (Deseret News/Salt Lake Tribune, Growtix senior vice president and general manager)

"None of us began working at a newspaper because we expected it to be easy; in fact, for many of us, we joined this industry because we believe we're uniquely positioned to solve those challenges and serve a greater good."—Ryan Martin (The Elkhart Truth managing editor)

These young men and women understand our struggles and challenges, but all of them are proud to be working in this exciting—and sometimes shaky—field. Journalism continues to change and evolve. They know that; yet these editors, advertising directors, reporters, circulation managers, video editors, digital experts (among others), are willing to roll up their sleeves and embrace whatever the future brings. And that's what they see—a future.

They haven't accumulated the years yet or perhaps gone through the same kind of experiences as their seasoned colleagues, but when it comes to giving advice, I trust them.

Classified Advertising Exchange

Apr. 20, 2015

SPORTS REPORTER: McCook Gazette is looking for a reporter to join our Sports team. The successful candidate will:

- Be responsible for sports content for daily (Mon-Fri) afternoon newspaper and newspaper web site
- Cover all local and regional sports activities including 15 high schools and one community college
- Design, manage photos and assist in paginating the sports pages
- Write game stories while working on a deadline
- Be capable with a camera
- Recruit & oversee stringers and help them develop into productive writers and photographers
- Maintain regular contacts and relationships with coaches, players and athletic officials

McCook is located in Southwest Nebraska, 275 miles east of Denver and 290 miles west of Omaha. It is a very rural community where high school sports is King. Send resume, cover letter, and clips to Shary Skiles, sskiles@ocsmccook.com or mail to Publisher, McCook Gazette, PO Box 1268, McCook, NE 69001.

REPORTER POSITION AVAILABLE: Due to a retirement, the Norfolk Daily News has an opening for a full-time reporter to join our 19-person staff. If you like to write and report on a variety of topics and also be involved in multimedia and social media efforts, this may be the position for you. Competitive wages and excellent fringe benefits. If interested, please email cover letter, resume and writing samples to Kent Warneke at editor@norfolkdailynews.com.

RETAIL AD SALESPERSON needed at Holdrege Daily Citizen. Earn salary and commission. Position is open May 1. If interested, call Bob King, 308-995-4441, or email job application to holdregecitizen@yahoo.com.

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, Convention Evaluation Form, Online Media Campus Webinar 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.



2015 Nebraska Press Association Annual Convention

Overall Evaluation Form

Please take a moment to complete this form to help us plan for future conventions.

Circle the option that best reflects your opinion of each item listed.

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Fair</u>	<u>Poor</u>
<u>Hotel</u>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<u>Food</u>					
Overall	5	4	3	2	1
Friday Luncheon	5	4	3	2	1
Friday Banquet	5	4	3	2	1
Saturday Breakfast	5	4	3	2	1
Saturday Luncheon	5	4	3	2	1
Saturday Banquet	5	4	3	2	1
<u>Other</u>					
Great Idea Exchange	5	4	3	2	1
Better Newspaper Contest (Video Show)	5	4	3	2	1
Met Expectations	5	4	3	2	1

Please feel free to voice any comments, questions, or suggestions that may help us in planning for next year's convention, April 22-23, at the Holiday Inn & Convention Center, Kearney, NE.



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Data-Driven, In-Depth Coverage

Presented
by:



Thursday, May 7

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT



Registration fee: \$35

Deadline: May 4

*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

In this webinar...

Using data in your coverage can give your reporting credibility and hold local officials and governments accountable. Learn how to find good, reliable sources of data - along with tips and best practices on how to turn that data into stories.

The presenter...

Carlene Cox



Carlene Cox is the director of newsroom development for GateHouse Media.

Cox is a member of GateHouse Media's News & Interactive division, which provides training and support to newsrooms throughout the country.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Arming, Incenting and Organizing Your Sales Teams And Driving Digital Dollars Too!



Thursday, May 21

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35
Registration Deadline:
May 18

Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.

In this webinar...

In the disrupted media advertising space, finding balance between reinforcing the value of core products while effectively growing the emerging digital offerings is extremely difficult.

In this webinar, Chris Edwards will give an overview of how his group has evolved to address these challenges. He will share the unique organizational approach used with his sales teams as well as specifics on how the compensation plans work and what they are designed to drive with each unique assignment of the various sales positions and responsibilities. As always, there will be candid feedback about what DID NOT work along the way to developing this current structure.

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Chris Edwards



Chris Edwards joined The Gazette Company in May of 2009. He oversees the sales and marketing effort for all products at The Gazette Company, including The Gazette, KCRG-TV9 and all digital properties, including the Fusionfarm digital agency group.

Prior to joining The Gazette Company, Edwards was vice president of sales & marketing at AdTrack Corporation from 2006 to 2009. He has extensive experience in the technology and communication fields, having served in numerous sales and sales management roles in publicly traded, high-growth companies such as Nextel Partners (now Sprint) and McLeodUSA (now Windstream).

Edwards is the president of Metro Iowa Plus, a consortium of the eight largest newspapers in Iowa, and is president of the Eastern Iowa DMA group.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



From the Iowa Newspaper Foundation ...

Can't make a live webinar?



.....
**Don't worry ...
we archive!**

**Webinar archive registration fee:
\$35 per session**

***Free if you registered for the live session**
.....

Follow us:



Iowa Newspaper
Association & Foundation



IowaNewspaper



ONLINEMEDIACAMPUS

To access the archives:

- Go to www.onlinemediacampus.com and click on the **webinar** tab.
- On the left-hand side, click the **category** you want.

How it works:

- Sign up for the webinar archive at the provided registration link.
- After registering, receive a link to watch the webinar archive.
- View the webinar archive as many times as you want.