

NPA/NPAS Staff

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Postal - cont. from pg. 1

Their letter to the PRC asks for measurement of mail service times from rural to rural areas, rural to urban areas and urban to rural areas. USPS currently measures on-time delivery of mail nationally and reports it to the PRC. But because urban areas receive the most mail, reported averages are heavily weighted toward urban service. Isolating rural service has not yet become a priority of the commission.

Max Heath, NNA Postal Committee chair, said it was time for the PRC to spotlight the rural service problems.

“We count on the PRC to create transparency, as it recently has agreed it is mandated to do. Because it is not possible for the public, the press, the regulators or even members of Congress to lift the lid on the service measurements and see how badly rural areas have been affected by the Postal Service’s changes, no one can really zero in on the solutions. Until we see measurements, we will not see an overall focus on fixing the problems. I am really pleased Tester and Heitkamp are sticking up for our smaller communities. I hope the commission agrees that this work needs to be done,” Heath said.

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 6/15:

2x2

Elkhorn Post-Gazette - Mike Overmann (paper made \$325.00)
Hickman Voice News - Linda Bryant (paper made \$162.50)
Hickman Voice News - Austin Roper (paper made \$925.00)
Nebraska City News-Press - Erin Johnson (paper made \$487.50)

NCAN

Aurora News-Register - Dani Lemburg (NCAN Special Free Ad)
Broken Bow Chief - Les Mann (2 ads) (paper made \$262.00)
Gothenburg Times - Greg & Kathi Viergutz (NCAN Special Free Ad)
Hebron Journal Register - Christy Farnstrom (paper made \$112.50)
Kearney Hub - Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Sutton Clay Co. News - Tory Duncan (paper made \$196.50)

Week of 6/22:

2x2

Deshler Rustler - Dawn Schleif (paper made \$487.50)
Hickman Voice News - Linda Bryant (2 ads) (paper made 487.50)
Hickman Voice News - Austin Roper (paper made \$162.50)
Kearney Hub - Becky Hilsabeck (paper made \$162.50)
Nebraska City News-Press - Erin Johnson (paper made \$312.50)
Valentine Midland News - Dana Anderson (paper made \$487.50)

NCAN

Broken Bow Chief - Les Mann (2 ads) (paper made \$149.50 + Free NCAN Special)
Hebron Journal Register - Christy Farnstrom (NCAN Special Free Ad)
Holdrege Citizen - Linda Boyll (paper made \$350.00)
Kearney Hub - Laura Beuhner (paper made \$112.50)
Nebraska City News-Press - (3 ads) (paper made \$341.00)

A good time was had by all...



In Coronado, CA, earlier this month for NNA board and foundation meetings, NPA Executive Director, Allen Beermann (left), and NNA President, John Edgecombe, Jr. (right), visited the home of former Nebraskans, Emil and Chloe Reutzel of Coronado. Emil was a longtime editor at the Norfolk Daily News, NPA past president (1968), and was inducted into the NPA Journalism Hall of Fame in 1998.

Rural Futures Institute to host Opportunities Fair, October 21, in Lincoln

The Rural Futures Institute invites community leaders to come together for the Rural Opportunities Fair, October 21, 2015, in Lincoln. This pilot event, in conjunction with the Rural Futures Conference, aims to connect rural communities with university students interested in living and working in rural communities.

Similar to a college or career fair, community representatives will be on campus at the UNL East Campus Union talking with students about internship and career opportunities. Students will be able to ask questions and learn more about communities in the region. More information is available at rfc.nebraska.edu/conference.

Participants at the Rural Opportunities Fair are also invited to register for the Rural Futures Conference at a reduced rate. The conference kicks off following the Rural Opportunities Fair and runs through October 23. The conference is a gathering of faculty, staff, students and community partners which aims to forge partnerships, encourage bold ideas and foster a culture of innovation and entrepreneurship. **For more information go to: rfc.nebraska.edu, or Facebook at [facebook.com/ruralfutures](https://www.facebook.com/ruralfutures).**

Prepare now for 2016 NPA Better Newspaper Contest

Beginning in 2016, NPA's Better Newspaper Contest will switch to a digital/online format for contest entries and judging.

To make the transition (from hard copy to digital entries) as smooth as possible, we recommend that newspapers begin now to prepare for the 2016 Nebraska Better Newspaper Contest:

- **Create an electronic folder on your desktop or server and name it CONTEST ENTRIES 2016.**
- **As you put together each issue of your newspaper, pay attention to the excellent investigative reporting, the unique ad designs, promotions, photos, columns and website video, create PDFs of your work, label them for easy identification and put all of them into the folder. (You might also want to include the issue date that the item was published, for easy reference).**
- **Then, when you receive the Call for Entries for the 2016 Nebraska Better Newspaper Contests, your newspaper will be well ahead of the game.** Entering the contest will be easy and, better yet, you won't overlook that first-place winning entry because you forgot about it or couldn't find it.

MobileMe&You Conference set for October 28-30 in Lincoln

Learn the best mobile media practices for informing, discussing and solving at the upcoming MobileMe&You Conference, October 28-30, 2015, in Lincoln. The conference is sponsored by the UNL College of Journalism and Mass Communications and the Knight Foundation. **The conference is free to participants through a generous grant from the John S. and James L. Knight Foundation.**

Go to www.MobileMe-You.com for speakers/topics, conference (free) registration and hotel room details, or contact Gary Kebbel, garykebbel@unl.edu, or 703-582-6758.



The National Newspaper Association's 129th Annual Convention & Trade Show, Oct. 1-3, 2015, will be at the Embassy Suites Hotel in St. Charles, MO, just eight miles from the St. Louis Airport (STL). The room rate is \$139 plus tax per night, and the hotel is located adjacent to the St. Charles Convention Center, where all the meetings will take place.

Check out the **three-day program** at
<http://nnaweb.org/convention>



www.HistoricStCharles.com



MISSOURI

Classified Advertising Exchange

June 22, 2015

NEWS/SPORTS REPORTER: The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: news@gothenburgtimes.com; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

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, Online Media Campus webinar flyers.

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.



ONLINEMEDIACAMPUS

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

Quickly Create Slideshows and Galleries

A guide to working with YouTube

Friday, June 26

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

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

Registration fee: \$35

Registration Deadline:

June 23



In this webinar...

Having knowledge of how to quickly upload photos to the ever-growing list of platforms you use as a journalist is an extremely valuable skill. In this session, we will take a look at the features of YouTube.

During this program, you will learn how to:

- Use YouTube for more than just video.
- Quickly upload photos and galleries to your paper's YouTube channel.
- Create engaging slideshows and galleries.

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

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...

Jaci Smith



Jaci Smith, managing editor of the Faribault Daily News, is the project leader for Adams Publishing Group of Southern Minnesota's 2014-2015 institutional fellowship at the Donald W. Reynolds Journalism Institute. Her goal through the fellowship is to create a native advertising model that can be implemented easily and successfully by smaller community papers.

Smith also developed the Digital Ninja School, a series of 17 classes designed to take reporters and editors through beginning, intermediate and advanced social media usage sessions. As a former reporter, copy editor, designer, city editor and now managing editor, Smith has worked for news operations across the country including the Wall Street Journal, Thunderdome at Digital First and the Minneapolis Star Tribune.



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

Community Faces Photography

Presented
by:



Thursday, July 23

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

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



Registration fee: \$35

Deadline: July 20

*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...

Populating your websites and newspapers with plenty of photos of local residents, taken at community events, is a great way to build readership, connect with people in your coverage area and increase page views. But there's an art to the creation and promotion of these galleries — this presentation reveals all the tips and best practices.

Who should attend: Any editors or publishers interested in building traffic by introducing good reader engagement practices into their newsroom.

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

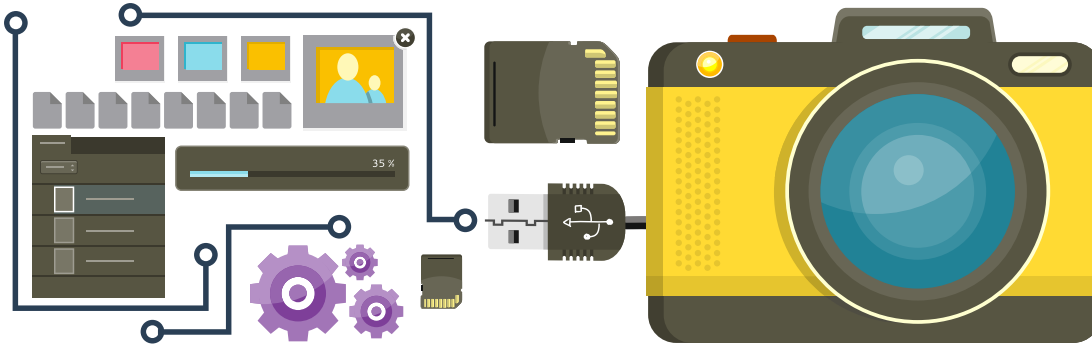
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High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Easily and Quickly Sort, Organize and Process Your Photos



Thursday, July 30

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

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

Registration fee: \$35
Registration Deadline:
July 27

**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...

Are you spending too much time looking through your digital photos trying to find the best ones, only to settle on whatever's "good enough" after a few minutes? With today's digital cameras, we should be taking LOTS and LOTS of photographs of every event. Taking them is easy... it's what to do next that can be a killer. With Adobe's Bridge and Photoshop, you already have one of the most powerful photo-processing duos on the planet. Learn how to use them together properly to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later.

You'll learn how to:

- View, sort and rank your photos quickly and easily.
- Add metadata to images for quick searches and to use in InDesign.
- Color adjust faster than you ever have before.
- Leave your photos "adjustable" for quick changes even after you've saved.
- Save images for multiple uses (print and online) in one easy step.
- And much more!

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...

Russell Viers



Russell Viers started his career as a staff writer/photographer in 1981, at the age of 16, for his local daily newspaper. Since then, he has been involved in most facets of the newspaper business, as well as printing and publishing.

For the past 11 years he has shared his vast knowledge of publishing production techniques as a speaker, trainer and workflow consultant. As an Adobe Certified Instructor, his expertise is in teaching publishers how to use Adobe and Quark software to create better documents faster.



Online Media
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OnlineMediaCamp

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

Increase Your ROI on Sales Calls



Friday, July 31

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

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

Registration fee: \$35
Registration Deadline:
July 28

*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...

Have you ever “winged” a sales call? Little to no preparation before meeting with a customer is the norm for many salespeople. Often, the result of those calls is not as successful or as profitable as it could be.

This webinar will focus on how to prepare for a sales presentation while not relying on a script or winging it. During the program, we will discuss:

- Interviewing techniques.
- Uncovering customer needs.
- Creating customized marketing campaigns.
- The 8 steps to a successful sales presentation.
- Tips to implement each step of the presentation process.

Presented in partnership with:

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The presenter...

Tim Smith



Tim Smith has been in the training and development field for more than 28 years and has worked in the newspaper and print industry for more than 10 years. He started out in circulation and was promoted to a supervisory role in production due to his work ethic and results. He also has worked on the sales side of the business, again being promoted to sales manager due to his results, repeat business and ability to develop new business.

Smith has delivered tailored training programs on management skills, customer service and sales to the newspaper industry for more than 10 years. He has helped several publications develop customer service models and increase sales through a more consistent consultative sales process with both outside display and inside classified salespeople.



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\$35 per session**

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