

CONFIDENTIAL

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events

August 13, 2015

NSAA Media Meet & Greet
(Includes continental breakfast)
9:00am, NSAA Office, Lincoln, NE

October 1-3, 2015

National Newspaper Association
(NNA) Convention & Trade Show
St. Charles, MO

October 23, 2015

NPA/NPAS Fall Board Meetings
Lincoln, NE

October 23, 2015

Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars

July 23, 2015

Community Faces Photography*

July 30, 2015

Easily & Quickly Sort,
Organize & Process Your
Photos*

July 31, 2015

Increase Your ROI on Sales
Calls*

*Online Media Campus

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Nebraska newspapers included in NNA 2015 newspaper contest winners announcement

July 9, 2015

Winners of the National Newspaper Association 2015 Better Newspaper Contest and Better Newspaper Advertising Contest include three Nebraska papers - West Point News, Hartington Cedar Co. News and the Imperial Republican.

Winners will be recognized at an awards breakfast on October 3, during NNA's 129th Annual Convention & Trade Show in St. Charles, MO. Places won in General Excellence categories will be announced at the awards breakfast. Winners will also be recognized in a special contest PDF available online following the annual convention.

Nebraska newspaper winners include:

Best Serious Column, Daily & Non-daily Division, circ. less than 3,000 - Third Place - West Point News, West Point, Nebraska. Entry Title: Victory was sweet, but post-game celebration was for teammate. Credit(s): Willis Mahannah. Judges' Comments: "Very nice column that has an important message inside."

Best Editorial, Daily & Non-daily Division, circ. less than 3,000 - Honorable Mention - Cedar County News, Hartington, Nebraska. Entry Title: Don't Get Caught Up In Party Politics. Credit(s): Rob Dump. Judges' Comments: "A well-written appeal to look past the party to the candidate. Smartly done."

Best Editorial Page(s), Daily & Non-daily Division, circ. less than 6,000 Third Place - The Imperial Republican, Imperial, Nebraska. Entry Title: Opinion pages. Judges' Comments: "Pages are visually interesting with mostly local content and varied local items. Kind of one-note on political stances."

Best Humorous Column, Daily & Non-daily Division, circ. less than 3,000 Honorable Mention - Cedar County News, Hartington, Nebraska. Entry Title: Rob Dump St. Patrick's Day. Credit(s): Rob Dump. Judges' Comments: "Going forward, no excuses allowed for not wearing green on St. Pat's. After all, you're part Irish."

Best Original Editorial Cartoon, Daily & Non-daily Division Third Place - Cedar County News, Hartington, Nebraska. Entry Title: Hartington Entrepreneurs. Credit(s): Wayne Stroot. Judges' Comments: "I liked the cartoon, especially when paired with the editorial directed at the high school graduate and the communities' ECAP program."

Best Use of Photographs, Daily & Non-daily Division First Place - West Point News, West Point, Nebraska. Entry Title: Best use of photographs. Judges' Comments: "Awesome front page photos."

General Excellence Winner - West Point News, West Point, Nebraska.

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NPA/NPAS Staff

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NNA winners - cont. from 1

There were 1,413 entries in the Better Newspaper Editorial Contest and 282 entries in the Better Newspaper Advertising Contest for a total of 1,695 entries. A total of 521 awards were won by 149 member newspapers in 33 states. Lists of winners by categories and by newspaper are available on the Contests webpage at www.nnaweb.org.

Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and is one of the largest newspaper associations in the country.

Visit NNA's events webpage to register online for the convention or to purchase breakfast tickets: www.nnaweb.org.

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 6/29:

2x2

Hickman Voice News - Linda Bryant (2 ads) (paper made \$325.00)
Hickman Voice News-Austin Roper (3 ads) (paper made \$1,437.50)
York News-Times-Paula Miller (paper made \$300.00)

NCAN

Aurora News-Register-Dani Lemburg (paper made \$259.50)
Broken Bow Chief-Deb McCaslin (paper made \$112.50)
Broken Bow Chief-Les Mann (3 ads) (paper made \$374.50)
McCook Gazette-Saesha Raker (paper made \$112.50)
Nebraska City News-Press-Erin Johnson (3 ads) (paper made \$341.00)

Week of 7/6:

2x2

Hickman Voice News-Linda Bryant (4 ads) (paper made \$1,250.00)
Hickman Voice News-Austin Roper (2 ads) (paper made \$312.50)
Norfolk Daily News-Mari Ortmeier (paper made \$325.00)
Sutherland Courier-Times-Trenda Seifer (paper made \$150.00)
Wayne Herald-Jan Stark (paper made \$487.50)
York News-Times-Paula Miller (paper made \$300.00)

NCAN

Aurora News-Register-Dani Lemburg (paper made \$259.50)
Broken Bow Chief-Les Mann (3 ads) (paper made \$374.50)
Nebraska City News-Press-Erin Johnson (3 ads) (paper made \$228.50 + NCAN Special Free Ad)

Week of 7/13:

2x2

Blair Enterprise-Lorraine Ellis (paper made \$312.50)
Crete News-Pat Hier (paper made \$150.00)
Hickman Voice News-Linda Bryant (7 ads) (paper made \$2,037.50 + \$119.00 out of state)
Hickman Voice News-Austin Roper (3 ads) (paper made \$1,525.00)
Sutherland Courier Times-Trenda Seifer (paper made \$150.00)
Waverly News-Grant Fiedler (paper made \$312.50)

NCAN

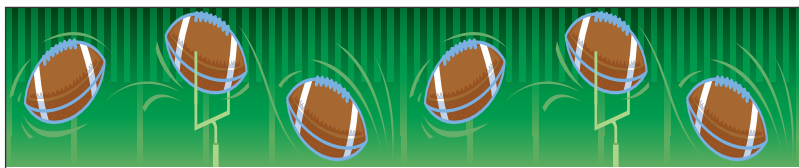
Aurora News-Register-Dani Lemburg (NCAN Special Free Ad)
Broken Bow Chief-Les Mann (3 ads) (paper made \$149.50 + 2 NCAN Special Free Ads)
Nebraska City News-Press-Erin Johnson (2 ads) (paper made \$228.50)

“ There are basically two types of people. People who accomplish things, and people who claim to have accomplished things. The first group is less crowded. ”

- Mark Twain

April board, annual meeting minutes available

Minutes from the April 16 NPA/NPAS board meetings and the April 17 NPA/NPAS annual (convention) meetings are now available. Contact Susan Watson in the NPA office, nebpress@nebpress.com, to request a copy of the minutes.



Deadline is July 27 for 2015 Husker Football Season Parking Passes!

There's still time to reserve season parking (NPA office parking lot) for the 2015 Husker football season. Because the NPA lot (845 "S" St.) is in the shadow of Memorial Stadium, it is a prime location. After-game departure is quick and easy. Our lot is lighted at night, so you can find your car after a night game, and we provide lot security during the game.

The enrollment period deadline for NPA members is July 27, 2015. (First home game is Sept. 5). If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular monthly parkers by some type of lottery. Season parking pass for our members includes complimentary pre-game meal and restroom facilities in the NPA offices.

This is a one-season lease and all parkers, including NPA members, must re-apply each season. (Football tickets don't come with the parking stall!)

The \$225.00 fee MUST accompany the signed parking lease (checks only, no credit cards). If you're interested in securing a season parking pass for \$225.00, please contact the NPA office no later than July 27. Availability is on a first-come, first-serve basis. **Season parking letter and lease are attached to this Bulletin.**

Nominations sought for Women Journalists Hall of Fame

Nominations are being accepted through Jan. 22, 2016, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women to recognize women journalists who have made a difference for their profession and their communities.

Nominees:

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support. See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines, or go directly to <http://nebraskapresswomen.org/>.

Contact: Cheryl Alberts Irwin, Nebraska Press Women Hall of Fame director, rcirwin@windstream.net, 402-464-7955.

Interactive guide helps boost online readership

A group of senior capstone students at the Missouri School of Journalism have created a guide to help newspapers — particularly those with small newsrooms — expand their online audiences. The guide covers tools, tips and strategies for improving website design, presence on social media and an understanding of analytics.

Although the students worked closely with members of the Hoosier State Press Association to determine their needs, the guide would be useful for any newsroom. By following the how-to guides, reading up on best practices and learning the importance of an online presence, any publisher will be able share content and grow a digital audience in simple ways.

Link to explainer text and guide on RJI site: <http://www.rjionline.org/news/interactive-guide-helps-newspapers-boost-online-readership>.



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

BHMedia Group's Midwest newspapers unveil ag-based website

Several newspapers across Nebraska and Iowa have combined resources to provide comprehensive information about agriculture trends in their communities through the AgNet.net website.

The website has a dedicated editor, Robert Pore of the Grand Island Independent staff, to provide fresh content as it happens across the Midwest, in Washington, D.C., and around the world. Pore and a team of agriculture writers from the participating newspapers across both states will provide industry insights from planting through harvest.

Ag-related news and feature items include: USDA reports, UNL and Iowa State University Extension releases, e-editions of Nebraska and Iowa Farm and Ranch publications and ag-related videos.

In addition to updated daily ag news, the website will include ag-related advertising (auctions, classifieds, equipment, ag businesses).

The top newspaper gurus in the world gather together once each year for three days of incredible training at the

INSTITUTE OF NEWSPAPER TECHNOLOGY



Rob Heller



Kevin Schwartz



Kevin Slimp



Ed Henninger



John Hatcher



Danny Wilson



Lisa Griffin

October 15-17, 2015

University of Tennessee • Knoxville, Tennessee

newspaperinstitute.com



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.

“ My definition of a free society is a society where it is safe to be unpopular. ”

- Adlai E. Stevenson Jr.

Ad libs: Nobody wins a turf war

By John Foust, Raleigh, NC

This story has a cast of five characters:

1. The advertising sales person worked hard to build relationships with clients, learn their objectives and develop marketing plans. Since he had previously worked as a copywriter at an ad agency, he had unique marketing insights.



2. The graphic designer saw herself as an artist, and indeed had impressive design skills. However, she had no contact with advertisers. Her goal was to make each ad a work of art. She resisted suggestions and acted like she was threatened by others' knowledge of ad design and creativity.

3. The advertising director managed the sales person and the graphic designer. Her goal was to oversee ad revenue. She wanted everyone to do their jobs, follow the rules, keep quiet, leave her alone and make money for the paper.

4. The big entity in the background was the corporate newspaper office, which had ironclad policies for its newspaper properties. In their minds – and in their employee manual – sales people sell and creative departments create.

5. The advertiser in the story had little confidence in the ads the paper created for him. Although the ads looked good, they didn't produce the results he needed. As a result, he was seriously considering cutting back – or not renewing – his ad contract with the paper.

Tensions had been building for several months. The inevitable collision was set off when the advertiser approved a series of ads which were proposed by the sales person. When the graphic designer saw the layouts – with copy written, type specified and illustrations selected – she hit the roof and complained to the ad manager. It was the classic case of a complainer and a person who wants the problem to disappear.

In the interest of a quick fix, the ad manager told the sales person to “stop being creative.”

What happened in the end? The sales person found another job. The ad manager eventually left the advertising industry, after experiencing nearly 100 percent turnover in the sales department. The advertiser took his advertising elsewhere. The graphic designer celebrated the hollow victory of regaining control of the paper's creative product, but lost the chance to develop ads for that advertiser. So in reality, everybody lost.

In today's competitive advertising environment, it is crucial for sales and creative departments to work

together. If sales people have unique creative talents, encourage them to use those skills in developing ad campaigns. And if graphic designers are particularly effective in explaining creative techniques, encourage them to talk with advertisers who want inside information on the production of their ads. It's called teamwork.

What would have been the right approach? In my opinion, the ad manager was in position to come up with a solution. She could have seen the conflict as an opportunity to challenge a bad company policy. And she could have encouraged everyone on her staff – not just the two at the center of the controversy – to bring their talents to their jobs.

Tire pioneer Harvey Firestone once said, “The growth and development of people is the highest calling of leadership.”

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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.

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 ruralfutures.nebraska.edu.**

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.

Classified Advertising Exchange

July 13, 2015

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 2015 Husker Football Season Parking Letter/Lease.

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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Nebraska Press Association

Nebraska Press Advertising Service

June 29, 2015

Dear NPA Members,

One of the amenities of the 845 "S" property is a rather large hard-surfaced parking lot. The lot has 33 regular stalls which are all rented for daily use (month to month). For many years, the lot has been one of the most sought after places for Saturday parking during the Big Red Football Season. In fact, there is a long waiting list for those wishing to park. The lot takes on a slightly different configuration for football Saturdays and 33 cars can be parked there. The lot has always been rented for the entire season of games.

The NPA/NPAS boards of directors have decided to lease stalls for the entire season at a cost of \$225.00 per pass. **The enrollment period for the 2015 football season will end on July 27, 2015.** If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular parkers by some type of lottery. They, likewise, will have only a one season lease and must reapply the same as our members.

NPAS will contract with a person to manage the lot and stalls. Because our lot is in the shadow of Memorial Stadium, it is a prime location. After game departure is quick and easy. Our lot will be lighted at night, so that you can find the car after a night game.

IF YOU KNOW IN ADVANCE THAT YOU WILL NOT BE USING YOUR STALL FOR A PARTICULAR GAME, PLEASE NOTIFY THE NPA/NPAS OFFICE. WE CAN EASILY SELL THE STALL FOR OUR FOUNDATION SCHOLARSHIP PROGRAM.

We will adopt most of the same rules that have applied to the lot over the past years--these rules are tested and have worked. The rules are as follows:

1. The stalls are pre-assigned, and held for parkers as they arrive for the game. **IF YOU ARE NOT PARKED IN YOUR ASSIGNED STALL 15 MINUTES BEFORE KICKOFF AND HAVEN'T NOTIFIED US THAT YOU ARE RUNNING LATE, WE ANTICIPATE SELLING THE STALL FOR THAT GAME FOR THE SCHOLARSHIP PROGRAM.**
2. Each person who has leased the stalls for the season will be issued a special pass. It is good only for the season and is to be in the custody and control of the person who leased the stall. Any assignment of the pass for a given game is the decision of the

- person who leased the stall and the lessee assumes all responsibility for the pass.
3. Any loss of a pass must be reported in writing to the NPA/NPAS office with the details of how the pass was lost or stolen. A \$10.00 replacement fee is required.
 4. Tailgate parties are permitted but must be kept within your leased parking space--the use of hot charcoal grills is PROHIBITED.
 5. The year-to-year lease price could vary, usually depending on the number of home games, and/or the cost of lot management.
 6. Other details and rules will appear in the lot lease for the football season. The \$225.00 lease fee must accompany the application for the parking stall (checks only, no credit cards). If NPAS oversubscribes with its members, then a lottery will be conducted to determine who gets stalls for the season.

Prior to all games each season, we will be hosting a pre-game breakfast/brunch or supper for all of our members.

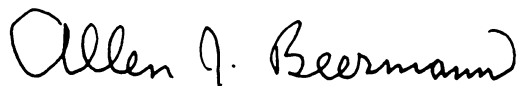
We will open our office door before and after the game so our member parkers can use the restroom facilities and meet guests. It might be difficult to sort out our members from other parkers or fans who walk by the lot but please note that this is not a public restroom – it is only available to our members!

Oh!! Be further advised that football tickets do not come with the lease for a parking stall. The football tickets are the responsibility of the person wishing to attend the game.

Enclosed is an application form for the lease of a stall for the 2015 football season. Questions and inquiries can be directed to the NPA/NPAS office. If you have comments, suggestions, or advice, please do not hesitate to direct them to the board(s), or the Executive Director.

Go Big Red!

Respectfully submitted



Allen J. Beermann
Executive Director
"Chief car parker"!

See enclosed football parking lease

2015 FOOTBALL SEASON GAME DAY PARKING LEASE

THIS PARKING AGREEMENT, executed at Lincoln, Nebraska, this ____ day of _____, 2015, by and between Nebraska Press Advertising Service hereinafter referred to as the "Lessor" and _____, hereinafter referred to as the "Lessee",

(Please Print)

WITNESSETH:

Lessor does lease unto Lessee a parking space or stall numbered _____ located in the parking lot at 9th and "S" Street, adjacent to the office building located at 845 "S" Street, Lincoln, Nebraska, commencing on the 5th day of September, 2015, until each scheduled home game has been played by UNL. **A consideration of \$225.00 per parking stall shall be paid by Lessee on or before July 27, 2015.** A service fee of \$20.00 will be due to Lessor for any check(s) of Lessee returned by a financial institution.

Lessee must at all times display in Lessee's vehicle the parking permit provided by the Lessor. If parking permit is not displayed, Lessee's vehicle is subject to towing at Lessee's expense. If parking permit is lost, a replacement fee of not to exceed \$10.00 will be charged to the Lessee.

All personal property, including all motor vehicles and items of personalty contained therein on Lessor's premises, shall be at the risk of the Lessee only. The Lessor shall not be or become liable for any damage to Lessee's personal property, or to Lessee or to any other persons or property arising from any act of neglect, including theft and vandalism of other tenants, occupants, employees of Nebraska Press Advertising Service or arising by reason of the use of, or any defect in, the said parking lot or any of the fixtures, equipment, or appurtenances thereon, or by the act or neglect including injury, theft and vandalism of any other person or caused in any other manner.

If rent or any part thereof shall not be paid when due, or if the Lessee shall at any time fail or neglect to perform or observe any of the covenants, conditions or agreements herein contained on the part of said Lessee to be performed and observed, then in any such case this lease shall thereupon terminate at once, without any formal notice or demand; notice and demand being hereby expressly waived, and the said Lessor shall be entitled to recover the amount herein named as rental during the time said property is withheld from the Lessor and is not wrongfully detained.

IN WITNESS WHEREOF, the said parties have executed these documents on the date first above written.

NEBRASKA PRESS ADVERTISING SERVICE, LESSOR

LESSEE

By: _____

Signature: _____

Print Name: _____

Parking Permit # _____

Parking Stall # _____

Mailing Address _____

Cell Phone _____

Home Phone _____

Work Phone _____

Email _____

Newspaper _____

Car License # _____

Car License # _____