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## Missouri Press Association shares free feature to promote International Literacy Day, September 8

September 8 is International Literacy Day, established in 1965 to focus attention on worldwide literacy needs.

More than 780 million of the world's adults do not know how to read or write, and more than 94 million children lack access to education.

Missouri Press Association has joined a national effort by the International Reading Association to encourage kids to Start a Literacy Movement in their communities.

Missouri Press has created a feature that promotes using the newspaper to meet this challenge by promoting reading.

NPA member newspapers are welcome to publish the feature (shown below) in their newspaper, at no cost. The content is not specific to Missouri.

To access and download the file, go to [www.mo-nie.com](http://www.mo-nie.com). **The download code for this feature is literacyday.**

# INTERNATIONAL LITERACY DAY September 8th

## Discover Your Inner Super Hero!

### START A LITERACY MOVEMENT

**WE HAVE MORE METHODS FOR READING TODAY THAN EVER BEFORE**

We can read printed newspapers, books and magazines, online through our computers, tablets and e-readers, and even on our mobile phones. But for millions of Americans, reading anything is a struggle.

One in four children will grow up without reading and writing skills adequate for ordinary tasks. Without help, they will grow into adult citizens with low literacy skills and poor economic potential.

This International Literacy Day, make a commitment to starting a literacy movement in your family, school, neighborhood or community.

**BUILD A LITERACY FRIENDLY NEIGHBORHOOD**

Help promote reading and literacy in your community with a Little Free Library, a "take a book, return a book" gathering place where neighbors share their favorite books and stories. A Little Free Library is a book exchange where anyone can stop and pick up a book (or two) and bring back another book to share.

Celebrate International Literacy Day in your community by organizing a Little Free Library. Visit [literacyworldwide.org/littlefreelibrary](http://literacyworldwide.org/littlefreelibrary) to download a special kit that includes instructions for building and maintaining your own Little Free Library.

**HERE ARE SOME IDEAS TO GET YOU STARTED**

- > Model reading. When you value reading, people around you will view reading as something enjoyable.
- > Share reading material with your friends and others in your community. Pass along favorite books. Donate books and magazines you have read to your school or library. Clip interesting newspaper articles to share.
- > Read together as a family. Read aloud or silently, but plan time when your entire family spends time together reading.
- > Give books, magazines and newspapers as gifts. This sends a positive message that reading is fun and important.
- > Get involved with your library. Participate in reading activities organized by the library. Spend free time with your friends reading in the easy chairs at your local library.
- > Read to others. Visit a preschool or a nursing home and share a good story with someone who could use a role model or a visitor.
- > Talk about what you are reading. At lunch, dinner, practice — anywhere you go — talk about the good book you are reading or the interesting article you read in the newspaper.

**Maple Street Free Library**  
Take a Book  
Leave a Book

Learn more about the Power of People when it comes to literacy at [www.literacyworldwide.org/ILD](http://www.literacyworldwide.org/ILD). You'll find literacy activities and resources to increase global awareness and sharpen literacy skills at every age.

**INTERNATIONAL LITERACY ASSOCIATION**

Share pictures and videos on Facebook, Twitter, and Instagram (using our official hashtag #ILLD15)

## Hard-copy address change notice refund info provided by NNA

From Max Heath, NNA (National Newspaper Association) postal consultant

**QUESTION:** I get multiple copies of the hard-copy Address Change Notice, Form 3579, some months old, at a cost of 59 cents each. Is there any way to get my money back?

**ANSWER:** Yes. Domestic Mail Manual (DMM) 507.1.5.2 provides in paragraph (f) that "A publisher may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by the USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided on magnetic tape by ACS or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received."

That means you can present all duplicates to the primary post office where you pay postage, and they should refund the fees for all copies except one from a designated deposit account. The postmaster does NOT have to send these elsewhere for handling, but should honor the language above.

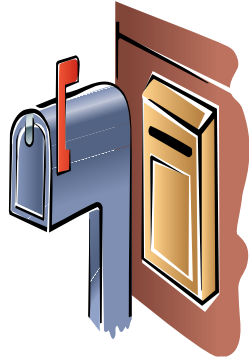
If refused, NNA members can contact the postal hotline via [maxheath@lcni.com](mailto:maxheath@lcni.com). NNA has contacts in the Memphis Address Information Center who have assisted newspapers in getting the refunds for which they are entitled.

There is no way for a newspaper to get a Form 3579 unless it has been processed by a CFS site, other than some locally-generated by post offices. Current USPS policy discourages local offices from doing so, and requires that Undeliverable As Addressed (UAA) mail be processed by a CFS site. NNA is not particularly supportive, since these sites are notoriously slow in getting through backlog of Periodicals and other mail, thus the multiple copies coming over long periods of time.

It should be noted that newspapers converting to electronic documentation and full-service Intelligent Mail barcode are eligible to receive free ACS electronically. The infrastructure for this is being perfected, but your mail presort software vendor should be able to advise and assist.

### EXACT TEXT FROM DMM:

*DMM 507.1.5.2.f. A publisher may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by the USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided electronically via ACS or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received. The USPS does not process refunds for duplicate notices if the original and duplicate notices are not provided both by ACS or both by CFS.*



## Half-price subscription offer from Newspaper In Education (NIE) Institute

The Newspaper in Education Institute is offering half-price subscriptions.

### Reduced costs are:

**\$125.00 - for papers over 20,000 circulation**

**\$62.50 - for papers under 20,000 circulation**

**(Prices are regularly \$250 or \$125).**

**This offer is for new subscribers only.**

The mission of the Institute, working through subscribing newspapers, is to help teachers improve students' standardized test scores and critical thinking skills through the use of quality NIE curriculum resources and student supplements that support educational use of their local newspaper.

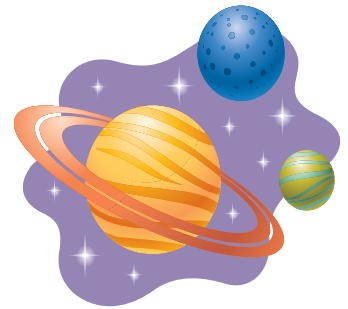
The NIE Institute provides you a FREE subscriber website with over 340 NIE and editorial resources. Take a look with the understanding you'll only use the copyrighted materials if you subscribe. Materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at [www.nieinstitute.org](http://www.nieinstitute.org)

To subscribe, contact Doug Alexander, president, NIE Institute, 202-636-4847, or [dalexander@nieinstitute.org](mailto:dalexander@nieinstitute.org)

## Free monthly NASA columns for kids available to newspapers

Most elementary-age children are interested in space exploration. But how often do they find information about the very latest space discoveries and space technologies written especially for them?

The short monthly columns provided by NASA's award-winning Space Place outreach program give newspaper editors a no-cost source of accurate, up-to-date, and highly readable information for their youngest readers.



The columns are about 300 words and include a high-resolution image with a suggested caption to support and enhance the text. They are written at 4th or 5th grade level.

The columns are offered free of charge. But editors are asked to send in a tear sheet each time an article is used.

If you would like to receive this monthly column for use in your publication, please contact Nancy Leon, at 818-354-1067, or [nancy.j.leon@jpl.nasa.gov](mailto:nancy.j.leon@jpl.nasa.gov).



# Dead at Deadline!

*Emergencies are just part of the game in our business*



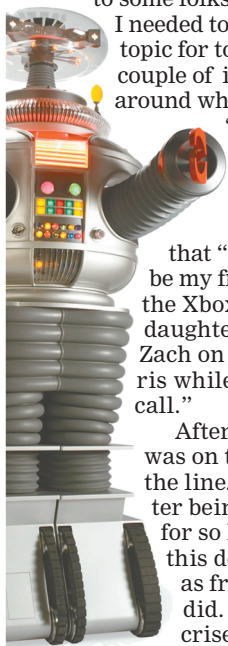
Kevin Slimp  
The News Guru

kevin@kevinslimp.com

In retrospect, I love the email subject line: “Dead at deadline.”

The email came to me at 6:15 last night, just as I was getting ready to take my two teenagers out for dinner. It was from Joe, a publisher at a small weekly who, like many newspaper publishers, has become my good friend over the past 20 years.

Before I tell you more about the email, let’s step back in time to yesterday afternoon when I mentioned to some folks in my office that I needed to come up with a topic for today’s column. A couple of ideas were tossed around when, finally, I said,



“Don’t worry. Something will come up. It always does.”

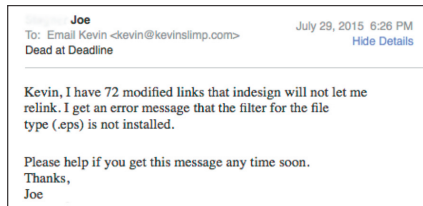
I just didn’t know that “something” would be my friend, Joe. I threw the Xbox remote to my daughter and said, “Take Zach on in a game of Tetris while I make a phone call.”

After a few rings, Joe was on the other end of the line. It’s funny how, after being in this business for so long, things like this don’t seem nearly as frantic as they once did. We’ve all faced crises at deadlines, and we’ve all lived to tell the tale. But this was a tough one.

Seems there was a big storm yesterday that knocked out the power at Joe’s paper for a while. When the lights came back on, Joe and his staff opened InDesign to finish laying out the pages. That’s when the problem arose.

As Joe went to open the InDesign file he had been working on before the storm, the words “Cannot place this file. No filter found for requested operation” popped up on the screen. It might as well have said, “Danger, Will Robinson,” because, just as in the old TV series “Lost in Space,” Joe had a major problem on his hands.

He was, as he so eloquently penned,



“Dead at deadline.”

After a couple of decades as a consultant, I’ve learned a few important skills that help at times like these. The most important task at deadline is to get the paper out. Figuring out the exact cause of the problem can come later.

Once, while training the staff at The Columbus (Ohio) Dispatch, a pressman ran into the room shouting, “We need you now!”

It seems the plates were on the press, it was a few minutes past deadline, and there was one page that wouldn’t go through the RIP (the processor that sends the files to the plate-maker). We could have spent precious time trying to determine the cause of the problem. But no one was very interested in the cause. They just needed a plate. I made some adjustments to the PDF, sent it to the RIP, and we figured out the cause of the problem later.

Back to Joe’s problem. We could figure out the cause of the issue later. Right now, we just needed to get those ads on his pages so the PDFs could go to the printer.

The first course of action is to get the easy stuff out of the way. After learning he had already tried restarting the computer, I suggested he go ahead and try creating PDFs from the pages, even though it was doubtful they could be used.

He did. And they couldn’t be used. All of the ads were pixilated throughout the pages.

Next, since it seemed like an InDesign filter problem, I walked Joe through creating a “package” of the InDesign file, which he then sent to another computer. It was doubtful that two computers would have the same filter missing in InDesign.

You guessed it. When he opened the InDesign file on the other computer, Joe saw the same dire warning on the screen, “Cannot place this file. No filter found for requested operation.”

What were the chances that two different computers would lose the same filter during a thunderstorm?

This had all taken place within about

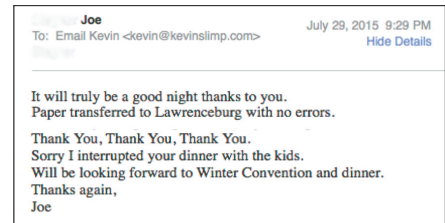
15 minutes. My next idea was to walk Joe through the art of creating a Photoshop “action” that would take each of his ads and convert them to another format, perhaps TIFF or JPG.

That’s when things got really interesting. Photoshop could not open the files. You guessed it. A different warning appeared, letting Joe know that the files were corrupt.

I know what you’re thinking. What about the backup files? None. What about Time Machine (a built-in function on all Macs since 2008 that periodically “remembers” everything done on a computer and saves it for future use)? Joe’s staff was working on Windows-based computers, so there was no Time Machine.

It wasn’t the time for a lecture on backing up. It was deadline. And by now, 30 minutes had passed.

I asked Joe if he had the original InDesign files in which the ads were



created. He did. I thought for a moment about replacing the original links with the InDesign files (you can place an InDesign file on another InDesign document), but there was too great a risk of font and link issues within those files.

Finally, I told Joe he had two choices. The first was to go with the pixilated PDF he was able to create. The second option, I explained, was to open each InDesign ad file, export them as PDF files, then hope for the best. Joe decided on the second option.

At 9:29 p.m., I received this message from Joe: “It will truly be a good night, thanks to you. Paper transferred to printer with no errors. Thank You. Thank You. Thank You. Sorry I interrupted your dinner with the kids. I can’t wait to buy you dinner at the next convention.”

Yes, the kids and I did have dinner. I did most of my work with Joe while we drove to and from Abuelo’s Mexican Restaurant. On the way to the restaurant, I apologized to my kids for being on the phone during the drive.

My daughter, who doesn’t miss much, remarked, “I noticed you were taking the long way to Abuelo’s.”

## **CORRECTION**

Darren and Cassie Ivy began discussions on the sale of the Hickman Voice News in June, not April, as stated in the NPA announcement in the August 17, 2015, issue of the Bulletin.

## **Constitution Day September 17; Constitution Week September 17-23**

Constitution Day commemorates the formation and signing of the U.S. Constitution by thirty-nine



brave men on September 17, 1787, recognizing all who are born in the U.S. or by naturalization have become citizens.

On September 17, 1787, the delegates to the Constitutional Convention met for the last time to sign the document they had created. Americans are encouraged to observe this important day in our nation's history through activities, learning and community events focusing on our Love for the United State of America and the blessings of freedom our founding fathers secured for us.

For Constitution Day/Week information, history and ways to celebrate this holiday, check out these websites:

<http://www.constitutionday.com/>  
<http://constitutioncenter.org/constitution-day>  
<http://www.archives.gov/education/lessons/constitution-day/>  
<http://www.constitutionfacts.com/us-constitution-day/history-of-constitution-day/>

## **2015 Freedom of Information Summit, October 9-10, in Denver**

Join the National Freedom of Information Coalition and the Colorado Freedom of Information Coalition for the 2015 FOI Summit on Friday, October 9th, and Saturday, October 10th at The Curtis hotel in downtown Denver, Colorado.

Each year, the FOI Summit features ideas, experiences and discussions about the latest issues and trends around freedom of information laws, policies and practices at the state and local levels across the U.S. The summit delivers two days of panel discussions, presentations, and group interaction featuring experts, advocates and champions of transparency and open government.

For FIO Summit information and registration, go to: <http://www.nfoic.org>.

## **Want to write better headlines?**

### **Attend this webinar**

If you write headlines for news stories, news releases, blogs or other content, then you'll want to attend Poynter News University's webinar on September 22 at 1:00pm (CST), "Headlines, Not Cheaplines or Borelines."

What you will learn:

- How to write headlines for SEO (Search Engine Optimization) and human beings
- The best new and old practices for writing headlines
- What it takes to make a successful headline

Webinar cost: \$9.95 for ACES members; \$34.95 for non-members

Course instructor is Teresa Schmedding, president of ACES (American Copy Editors Society) and the deputy managing editor/digital for the Daily Herald Media Group, which has won numerous headline contest awards. She organized the national Plagiarism Summit in 2013 and the Leadership Summit of journalism organizations in 2014.

For more information, or to register for the webinar, go to: <http://www.newsu.org/courses/headlines-not-cheaplines-or-borelines>



## **REGISTRATION'S OPEN!**

*"Show Me the Future of Newspapers"*

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.

For more info, visit

<http://nnaweb.org/convention>



MISSOURI

# A concept for a Public Notices page

By Ed Henninger

To say that legal advertising is a major part of our revenue would be an understatement.

Legals bring in thousands—often hundreds of thousands—of dollars annually.

Until recently, when some states attempted to pull them out of newspapers (in some cases, successfully), we rarely gave legals a second thought. We just ran them and took the money.

Now that we're threatened with the loss of legal advertising, we need to change our thinking.

One of my suggestions (surprise!) is that we pay greater attention to the design of legals.

For starters, let's stop labeling them "legal advertising" and call them what they really are: Public Notices.

Here are some suggestions:

**1. GIVE THEM a special header.** I like the idea of running a shallow photo of an architectural detail, perhaps, from your county court building. Or, you could run a representative photo like a gavel or a courtroom.

**2. INCREASE the type size.** That's right: If you want people to take notice and read your notices, run the type larger. You may be being paid only to run legals at 7 point or so, but I suggest you run them the same size you run your text. Does that make them take up more space? Yes. Do you want to keep the public notices in your paper? Yes!

**3. RUN HEADLINES.** Just like other news in your paper, give each notice a headline to help attract readers in the package.

**4. RUN PHOTOS and maps with the notices.** If your county sheriff is planning to auction off some time-worn cruisers, for example, run a photo of one of the cruisers. If a local church has applied for a permit to construct a new building, run a photo of the church.

**5. RUN MAPS, where applicable.** If a golf club is planning to create a nine-hole course for beginners, show readers the layout of the course.

**6. RUN A GLOSSARY when you can.** We all know that legals are full of lawyerish gobbledygook. Try to run an occasional glossary of terms with your public notices. Readers will thank you for it.

**7. DESIGN THE PAGE.** That's not gonna be so easy because you can't trim the text, as you can with most stories. But if you're serious about keeping your legal advertising, you can find a way to do it. And...no one promised that this would be easy.

**8. CONSIDER QR CODES.** You can place these in the legals to help take readers to web sites where they can find



more details. Or perhaps a QR code can connect them to a phone number where they can ask for more details—like how to bid on selling the city a new computer system.

**9. TEASE THE NOTICES.** Often, what's in the public notices is at least as newsy as some of the stories on your front page. Certainly, a notice requesting building permits for a 12-store mall in your area is news! Don't hesitate to direct readers to that notice.

**10. READ THEM!** Often, your news staff will catch wind of a major story just by reading the notices in your own newspaper. Make sure you check the content of legals consistently.

So. Wanna keep your legals? Want to get them more readership? Stop thinking of them as legals and start thinking of them as public notices, an important part of your newspaper for every reader.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) or 803-327-3322



# Classified Advertising Exchange

August 31, 2015

**NEWSPAPERS FOR SALE:** PROFITABLE Nebraska County Seat weekly newspaper for sale, smaller weekly included. Owners planning retirement. Active communities and excellent growth prospects. Serious inquiries only to Box W, Nebraska Press Association, 845 S Street, Lincoln, NE 68508-1226.

**NEWSPAPER FOR SALE - Colorado Mountain Weekly Newspaper & Tourist Guide:** One of the oldest newspapers in Colorado with loyal readership and minimal competition. Legal newspaper of record for several government entities. Solid margin with room for growth in online platforms and ancillary publications. Consistent award-winning Journalism. Paid subscriber base with a growing number of e-paper subscribers. Fishing, hunting, hiking, world class skiing, camping and anything else you desire in owning a newspaper where you vacation. Contact Ben Mahrle, Mountain States Business Brokers & Advisors, [ben@msbba.com](mailto:ben@msbba.com), 970-221-9950

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

## Available through NPA:

**Reporter's Guide to Media Law  
and Nebraska Courts (2005)**  
\$3.00 ea.

**Nebraska Open Meetings Act Booklet (2012)**  
\$1.00 ea.

*(plus postage)*

*To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)*

## 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 no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).