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Statement of Ownership deadline is October 1

It's time to file, publish and fax your U.S. Postal Service Statement of Ownership. File the statement with the U.S. Postal Service: **The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

- Get the form at your local post office or at www.usps.com. Enter "statement of ownership" in the search field and download **Form 3526**.
- Newspapers with electronic e-subscriptions to claim should also use **Form 3526x**.
- Publish the statement in your paper: The deadline for publishing your notice depends on the frequency of publication: **For dailies and newspapers published two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**
- The NNA (National Newspaper Association) also requests **all NNA member newspapers send a copy of their statement of ownership to NNA/Lynn Edinger, PO Box 7540, Columbia, MO 65205-7540; or email them to lynn@nna.org.**

If you have any questions, please contact Allen Beermann in the NPA office.

2015 Journalism Hall of Fame inductees to be honored at October 23 banquet in Lincoln

The 2015 Journalism Hall of Fame banquet, sponsored by the Nebraska Press Association and the UNL College of Journalism and Mass Communications, will be held Friday, October 23, at the Nebraska Club in downtown Lincoln, NE.

The three 2015 inductees into the prestigious Hall of Fame are: Lyle Denniston, 60-year U.S. Supreme Court reporter for the *Wall Street Journal*, *Washington Star*, *Baltimore Sun* and *Boston Globe*; Richard "Dick" Fleming, University of Nebraska-Lincoln professor of journalism, director of University information and assistant to the Chancellor; and Butch Furse, third generation newspaper publisher and owner of the *Aurora News-Register* for 35 years.

NPA members are invited to attend the banquet to join in honoring the inductees. **RSVP deadline is October 12. (Banquet invitation and reservation form attached to Bulletin).** For more information contact Susan Watson in the NPA office, nebpress@nebpress.com.



Join us for Husker pre-game, Saturday, September 26

If you're planning to attend the Husker football game this Saturday, September 26, against Southern Mississippi, why not stop by the NPA office for complimentary food (while it lasts!) and conversation with fellow newspaper people? Pre-game begins at 9:00 a.m. at the NPA office, 845 "S" Street.

Parking in the NPA lot is sold out for Husker games, but we're conveniently located near the Stadium, so stop by on your way to the game. GO BIG RED!

“ Journalism's ultimate purpose is to inform the reader, to bring him each day a letter from home and never to permit the serving of special interests. ”

Arthur Ochs Sulzberger

Why they don't subscribe

Plus, keeping subscribers you already have



Kevin Slimp
The News Guru
kevin@kevinslimp.com

Back in February, I spoke on the topic of Customer Service at the Ohio Newspaper Association Winter Convention. Shortly after, I received an email asking if I would lead a webinar in late summer or early fall for all the staffs of member papers of ONA, covering the same material.

I agreed, but didn't feel right about using the same material I had used in February. After all, surely there would be some people present during the webinar who sat through the presentation in Columbus.

Last week, just one day before the webinar, I created a survey about customer service at newspapers and asked Facebook friends, not affiliated with the newspaper industry, to complete the short questionnaire. I hoped maybe 20 or 30 would take the time and give me some fresh, interesting, information to use during the webinar.

I was pretty surprised to learn that more than 200 folks had completed the survey over the next few hours and their answers weren't exactly what I expected. Of the respondents, 38 percent reported subscribing to a newspaper, while 62 percent answered that they did not.

Next, I asked subscribers: "What are your biggest pet peeves concerning your newspaper?"

By a large margin, "Not enough local content" took the prize. A full 38 percent of newspaper subscribers answered that lack of local content was their biggest pet peeve.

OK, that might not have been a huge surprise. However, their response to the second question did shock me. Just under 22 percent of newspaper subscribers answered that "Poor writing" was their top pet peeve. Honestly, I didn't think poor writing would crack the top five.

Delivery problems and poor design tied for third, with each receiving 13 percent. Billing and other problems followed in single digits.

And what about people who don't

subscribe to a newspaper? "Poor writing" took the top spot with a hefty 37 percent responding that was their top pet peeve.

The number two reason respondents gave for not subscribing to a newspaper was "Not enough local news," at 27 percent.

Finally, I gained some useful insights from the nonsubscribers which could be used in my customer service webinar. A full 26 percent answered that their main reason for not subscribing was either "Delivery problems" (14 percent) or "Customer service" (12 percent).

When asked about the price of newspapers, 51 percent of nonsubscribers

responded that "The price is too high."

Next week, I'll be working with a daily paper in Indiana for a couple of days. What did I learn from this survey that will make me a better consultant

"...the price might seem high because they feel like the quality isn't where it should be."

for that paper?

First, a large number of subscribers and nonsubscribers feel there is not enough local news in their newspapers. That didn't surprise me and it's been on my checklist.

Second, there is more concern over writing than I had suspected. Sure I figured Mrs. Feathers, my high school English teacher, lost sleep over writing quality. But a large percentage of both groups, especially nonsubscribers, seem to feel that poor writing is a major problem with their newspapers.

I will probably stress good design a little more than I have in the past. If 13 percent of readers say their biggest pet peeve with their newspaper is poor design, then it seems like something we should all watch closely.

For paid newspapers, it might not seem like there is a lot we can do when folks feel like the price is too high. But when I look more closely at these numbers, I realize that for a good number of subscribers and nonsubscribers, the price might seem high because they feel like the quality isn't where it should be.

What would I suggest to you? Go through this checklist and see how your paper would score, using the classic school grading system, with "A" for excellent, "C" for average and "F" for failing. Rate your paper on the following:

Most of the survey respondents left optional comments. Here's some of what they want us to know:

"Our paper used to be the go-to venue for finding out about upcoming events and now I'm forced to tediously search Facebook groups for upcoming events."

"They simply stopped delivering. I received no bill, no courtesy call. Two weeks after receiving no paper, I received a "sales" call to sell me a new subscription."

"The Morning Call was once a good paper. Now the writing is bad, the customer service is bad (missed a paper and was on hold forever) and the price is too high for the quality."

"A lot of news is readily available online, so it's hard to justify a newspaper subscription, especially when people post the most relevant information from the newspapers page."

"I hate seeing all the staff cutbacks at the newspaper. A lot of stories don't get covered, or at least covered from a local perspective because of this."

"I live in a large metropolitan area but the paper I subscribe to is the smaller suburban one."

"No point in subscribing when I can get it free on the internet."

- ____ Local content
- ____ Writing
- ____ Design
- ____ Delivery issues
- ____ Customer Service

How did your paper score? I would suggest that every newspaper should score an "A" if it wants to remain viable in today's marketplace.

Some fixes are easier than others. Go through this list with your staff and see which area could be addressed most quickly and make a plan. Then begin to create a long-term strategy to guide your newspaper toward an "A" in each of the five areas.

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

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 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

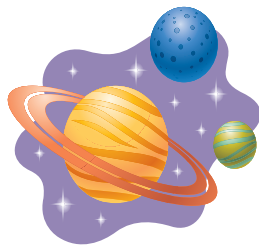
To subscribe, contact Doug Alexander, president, NIE Institute, 202-636-4847, or dalexander@nieinstitute.org

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.



Upcoming Webinars

Mapping Your Digital Strategy
Thursday, October 15
Presenter Jean Hodges,
GateHouse Media

What You Need to Know About Overtime and Independent Contractor Laws and Regulations
Friday, October 16
Presenter Michael Zinser,
The Zinser Law Firm

Growing Revenue in Your Local Market
Thursday, October 29
Presenter Mark Lane,
Morris Communications

Register at
onlinemediacampus.com

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

2016 edition of "Best Lawyers in America" includes Mueller and Robak

William Mueller and Kim Robak have been selected for inclusion in the 2016 edition of "The Best Lawyers in America" in the field of Government Relations Law. Mueller and Robak have been named "Best Lawyers" the past eight years.

The guide, which is created from 4 million peer evaluations, is comprised of the nation's top attorneys in key practice areas. For the past three years either Mr. Mueller or Ms. Robak has also been named the Government Relations practice "Lawyer of the Year." Only a single lawyer in each practice area in each community is honored as "Lawyer of the Year."

Mueller and Robak are both graduates of UNL and the University of NE College of Law. Located in Lincoln, Mueller Robak LLC is the long-time lobbying firm for the Nebraska Press Association.

Postal delivery problems will be monitored at two weeklies

September 8, 2015, By Tonda F. Rush, CEO and General Counsel, NNA

The National Newspaper Association Postal Committee in August wrapped up a summer-long project with the U.S. Postal Service to examine and diagnose problems in newspaper delivery that have arisen since the much-publicized shrinkage of the mail processing network began. Under the umbrella of a “Kaizen” project, a Japanese term that denotes continuous improvement, USPS selected four newspapers recommended by NNA for close examination.



Kaizen was originally a manufacturing term used to eliminate waste and maximize efficiency. USPS uses the concept along with its Lean Six Sigma processes to find problems and develop solutions in its distribution network.

Two NNA-member newspapers - the Brunswick Beacon in Shallotte, NC, and the Farmland News in Archbold, OH - were reviewed by USPS headquarters. Other NNA newspapers have gone through the Kaizen process of “value-stream mapping” from origin post office thru SCF or Hub and ADC plants conducted in USPS regions.

The lessons learned were multiple, said NNA Postal Committee Chair Max Heath, and his colleague on the Mailers Technical Advisory Committee, Brad Hill, president of Interlink Inc. The Interlink software was in place in both national Kaizen projects.

Lessons learned:

- Newspaper preparation that does not streamline bundle and containers to reach their destinations with least possible handling in mail plants may miss critical truck departures and that can slow the mail by a day or more.
- Labels and mail preparation are important. Missed signals on containers or bundles could cause newspaper copies to be put into the wrong bundle or container and wind up in the wrong post office or plant.
- Newspapers that arrive at a sorting plant late at night may be laid aside for a day because the plant is beginning work on First-Class Mail that has the highest service standards.
- Although newspaper operations and local post offices may prefer small bundles, the copies going through mail processing plants may be better served by larger bundles, so software settings and rules may need to be changed to streamline preparation.
- Postal personnel may be missing opportunities to move newspapers quickly from one plant to the other because trucks look full, but mail has not necessarily been consolidated in the truck so the newspapers can fit in, or given Periodicals priority.

One overriding message to the NNA postal delegation is that solutions can be complex. They may be in different software settings, better use of containers, different bundle sizes or other tools newspapers can control. They may also be in operations that only USPS controls, like the timing of a truck departure or the use of space in the containers filling a truck.

“It was very useful for me to see this process from end to end,” Hill commented. “I can see, for example, how critical steps from beginning to end can change the time it takes to move the newspapers along.” Heath said he was absorbing lessons learned for use in the NNA Postal Hotline. One conundrum is that printing plants sometimes have preferences for local handling that do not work well in the postal network. He also noted that USPS rules sometimes cause newspapers to prepare bundles and containers in ways that slow them down.

“We’ve already identified one rule from this process that is in our way, and we’ve begun right away to seek a change. It requires newspapers to make up sacks with no fewer than 24 pieces to an Area Distribution Center, but that robs us of the most direct route on ‘residual’ copies. We can’t change the processing network much, but we can change that rule so smaller containers can move faster, and I’m hopeful that NNA will be able to get that accomplished pretty quickly,” he said.

The Kaizens grew out of NNA requests beginning in 2012 for USPS to examine the multiplying problems in newspaper mail processing. As plants have closed and greater distances are involved in mail transportation, complaints from newspaper subscribers have grown geometrically. Heath says the Postal Hotline activity has reflected the complexity in getting newspapers to subscribers on time.

“The value of this Kaizen process to me has been spotlighting which questions need to be asked. A breakdown can occur in multiple spots along the path to delivery. Sometimes we can fix them and sometimes USPS can fix them. We knew where most of them were, but simple things like getting USPS plant people to put Periodicals on a truck that may look full of First-Class Mail but isn’t really full is something we will now watch for. In today’s USPS, the growing package business is going to present new problems for us, because it is already clear that packages can fill up a truck and even push First-Class Mail out. We will need to keep an eye open that Periodicals are not bumped as well,” he said.

Hill said a challenge for mailing software providers is to make sure the newspaper has maximum flexibility in mail makeup while remaining sensitive to both the postal rules and the needs of the USPS processing network are followed. “Little tweaks can produce big results,” he said. “We always knew that, but the Kaizen examination has highlighted how important, and sometimes necessary, that can be.” At both newspapers, improved mail delivery is expected as the printers and USPS have made changes to get the mail to their destination more quickly. For the rest of the industry, increased training and ongoing communication with USPS will be the answer, Heath said.

Classified Advertising Exchange

Sept 21, 2015

FULL-TIME ADVERTISING SALES: The award winning Clay County News has a full-time career opportunity for an advertising sales team member in Clay County and the surrounding area. Must be reliable, determined, organized, self-sufficient and deadline oriented. If you enjoy meeting people, with the drive to manage existing accounts and develop new customers, you are encouraged to apply. It is helpful, but by no means required, to have experience with Adobe Creative Suite programs such as InDesign and Photoshop. Please send resumé and cover letter to Tory Duncan at ccntory@gmail.com or mail to Clay County News, PO Box 405, Sutton, NE 68979.

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, 970-221-9950.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Hall of Fame Banquet Invitation & Reservation Form, Online Media Campus Webinar Flyers.

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

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.

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, October 23, 2015
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2015 Honorees are:
Lyle Denniston
Richard "Dick" Fleming
Ronald "Butch" Furse

**This event is sponsored by the
Nebraska Press Association and the
University of Nebraska -
College of Journalism and Mass
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. **Deadline for dinner reservations is October 12, 2015. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or nebpress@nebpress.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 23, 2015

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Pork loin w/apple dijon sauce,
roasted red potatoes & green beans almandine
OR

Boneless chicken breast w/tuscan roasted tomatoes,
wild rice & vegetable medley
(Meals include salad, dessert, coffee and tea.)

Name: _____

Chicken Pork

Name: _____

Chicken Pork

Name: _____

Chicken Pork

Name: _____

Chicken Pork

(For children's menu & price, contact NPA office).

Total Number of Meals _____ @ \$44.00 per meal = \$ _____

Please return this form, along with your check
made payable to NPAS, to
Susan Watson, Nebraska Press Association,
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is
October 12, 2015 (Seating is limited!)**



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



Mapping Your Digital Strategy

Thursday, October 15

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

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

Registration fee: \$35
Registration Deadline:
October 12

Presented
by:



In this webinar...

You plan for your print paper; why wouldn't you plan for digital? You don't just produce a newspaper anymore — so you should know what you have and what you need to provide news on all platforms.

This presentation will answer questions, including:

- When should your staff meet, and how often?
- What should you discuss?
- How should you share information?
- How should you put your plan to work?
- What tools can you use?

As a bonus, we also will include tips and best practices from GateHouse Media's Digital Transformation project.

Who should attend: Digital editors, managing editors and anyone with a hand in shaping the day.

Presented in partnership with:

The presenter...

Jean Hodges



Jean Hodges is senior director of content for GateHouse Media's GateHouse Newsroom. In this role, she develops strategy and works with newsroom leaders on digital transformation, from newsroom structure to using analytics to inform news decisions.

Prior to joining GateHouse, Hodges worked as a reporter and editor for more than 20 years and led projects that won national acclaim.



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

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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

What You Need to Know About Overtime and Independent Contractor Laws and Regulations

Does your newspaper have exempt employees? Then you need to participate in this webinar to learn about the U.S. Department of Labor's proposed rule to increase salary thresholds to make overtime exemptions more difficult.

Friday, October 16

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

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

Registration fee: \$35
Registration Deadline:
October 13



In this webinar...

Do you find yourself scratching your head when it comes to labor laws and regulations for independent contractors? Join Michael Zinser for this informative webinar to gain a better understanding of these important labor issues.

In this session, Zinser will cover:

- The U.S. Department of Labor's proposed rule to increase salary thresholds to make overtime exemptions more difficult.
- The National Labor Relations Board's war on independent contractors.
- The U.S. Department of Labor's new guidance memo attacking independent contractor status under the Federal Wage and Hour Law.

This session is beneficial for managers interested in better understanding wage and labor legal issues.

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...

Michael Zinser



Michael Zinser is president of The Zinser Law Firm, P.C., in Nashville, Tenn. His firm represents over 250 newspapers. He is general counsel to seven circulation trade associations, including Central States Circulation Managers' Association.

Zinser and his firm have represented and defended newspapers on the independent contractor issue in 40 of the 50 states. His firm has drafted hundreds of independent contractor agreements for newspapers, helping companies structure independent contractor relationships with their newspaper distributors and freelance writers and photographers. In recognition of his role in the newspaper industry, Zinser was a 2014 inductee to the National Circulation Director Hall of Fame.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM