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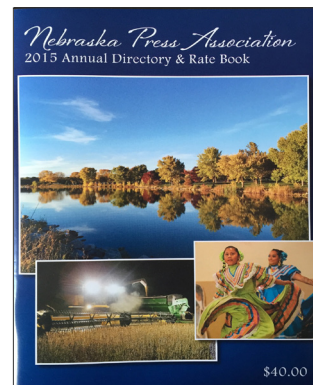


Your photo could be on the 2016 NPA Directory cover!

Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2016 NPA Directory/Ratebook.

To submit a photo, send a high resolution JPEG to nebpress@nebpress.com. Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year and can include

photos that your paper may have entered in the 2015 NPA contest categories can be submitted for front cover consideration.



The selected photo(s) will receive mention in the 2016 Directory. Cover photo(s) will be selected by NPA/NPAS staff. **Deadline for photo submissions is November 9, 2014.**

Submit your topic ideas for 2016 NPA convention workshops!

It's already time (*really?*) to start thinking about workshop topics and presenters for our 2016 NPA convention and we'd like to hear your suggestions for topics.

Convention is the one time each year when our members can meet, network and learn from the experts.

Our goal each year is to provide convention sessions that cover topics and issues that are important and relevant to our members - daily or weekly papers, large or small.

Here's your chance to let us know what topics and issues you'd like to see covered in 2016. Please email your suggestions to Susan Watson in the NPA office at nebpress@nebpress.com by October 23.

Save the dates! The 2016 NPA Convention will be April 22-23 at the Holiday Inn Convention Center, Kearney, NE.



Statement of Ownership publication deadline is this month

A reminder that the deadline to publish your Statement of Ownership is fast approaching!

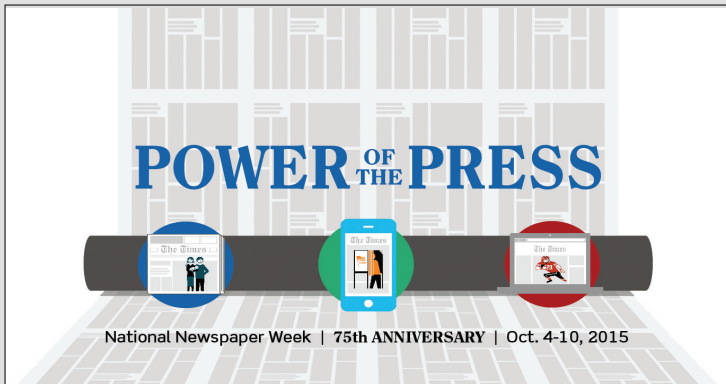
- The deadline for publishing your notice depends on the frequency of publication: For dailies and newspapers published two or more times a week, the deadline is **October 10**. For weeklies, the deadline is **October 31**.
- The NNA (National Newspaper Association) also requests **all NNA member newspapers 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.**

(The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service was October 1 (Form 3526, and for e-subscriptions, Form 3526x).

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

How did you promote National Newspaper Week?

National Newspaper Week, October 4-10, 2015, is an annual observance that reinforces the importance of newspapers to the communities we serve.



How did your newspaper promote National Newspaper Week?

Please email samples (PDFs) of your promotional pages, editorials, community events, photos, etc. to Susan Watson in the NPA office at nebpress@nebpress.com so we can share some of the examples with our members.

Newspapers can continue to access National Newspaper Week editorials, cartoons, promotional ads and more throughout the year at no charge.

Go to: www.nationalnewspaperweek.com

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 9/14:

2x2

Blair Enterprise - Tom Jelinek (paper made \$162.50)
Crete News - Pat Hier (paper made \$150.00)
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)
Norfolk Daily News - Mari Ortmeier (paper made \$162.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)
Sutherland Courier-Times - Trenda Seifer (paper made \$150.00)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)
Gothenburg Times - Greg Viergutz (paper made \$137.00)
Hickman Voice News - Linda Bryant (paper made \$137.00)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 9/21:

2x2

Crete News - Pat Hier (paper made \$150.00)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$462.50)
Hickman Voice News - Austin Roper (paper made \$975.00)
Kearney Hub - Becky Hilsabeck (paper made \$162.50)
Norfolk Daily News - Vickie Hrabanek (paper made \$325.00)
Norfolk Daily News - Denise Webbert (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)
Central City Republican Nonpareil - Penni Jensen (paper made \$140.50)
Gothenburg Times - Greg Viergutz (paper made \$137.00)
Hickman Voice News - Linda Bryant (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 9/28:

2x2

Blair Enterprise - Lynette Hansen (paper made \$162.50)
Crete News - Pat Hier (paper made \$150.00)
Elkhorn Post-Gazette - Mike Overmann (paper made \$162.50)
Grand Island Independent - Pat Bell (paper made \$975.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$1,587.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)
Central City Republican Nonpareil - Deb Senkbile (paper made \$112.50)
Gothenburg Times - Greg Viergutz (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$302.00)

Week of 10/5:

2x2

Hartington Cedar Co. News - Peggy Year (paper made \$162.50)
Hebron Journal Register - Jami Knerl (paper made \$162.50)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$775.00 + \$44.00 out of state)
Hickman Voice News - Darren Ivy (paper made \$300.00)
Hickman Voice News - Austin Roper (2 ads) (paper made \$300.00)
Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)
Norfolk Daily News - Mari Ortmeier (paper made \$162.50)
Sutherland Courier-Times - Trenda Seifer (paper made \$150.00)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)
Central City Republican Nonpareil - Deb Senkbile (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

Enter Editor and Publisher's "10 Newspapers That Do It Right"

Our March issue will profile what we have long labeled "10 Newspapers That Do It Right." Never meant to be a "10 Best" list, instead it spotlights select newspapers that have earned a notable achievement in at least one particular area, carried out a successful innovation, implemented cost-savings procedures, or developed programs that have generated revenues or increased circulation.



The objective of the story is to bring ideas together and share the best and the brightest in one comprehensive feature. All ideas are welcome.

Entry deadline is January 15, 2016. For details go to: <http://www.editorandpublisher.com/10newspapers/>

Six ways to use social media to engage your audience, boost revenue and discover local stories

By Jennifer Nelson, Reynolds Journalism Institute

Don't think social media is worth the time and effort in your small newsroom? You might want to reconsider, says Jaci Smith, managing editor of the Faribault (Minn.) Daily News.

Facebook co-founder Mark Zuckerberg reported in August, "For the first time ever, one billion people used Facebook in a single day."

For Smith, statistics like this reaffirm how useful social media tools can be in connecting with a news audience. "I don't think you can say it more powerfully than that," she says. "We need to be using social media."

Smith, a 2014-2015 fellow at the Donald W. Reynolds Journalism Institute, started a social media training program at the Daily News known as "Social Media Ninja School."

See six examples of how she uses Facebook and Twitter in her newsroom at: <http://www.rjionline.org/news/six-ways-use-social-media-engage-your-audience-boost-revenue-and-discover-local-stories>

AP Stylebook is now an interactive e-book

The Associated Press announced earlier this month that the AP Stylebook and Briefing on Media Law is now an e-book.

The 2015 AP Stylebook has more than 5,000 entries, making it the biggest edition in its more than six decades of publication.

Users have asked for an e-book version for years, so this is a purpose-built e-book, with internal linking throughout the book.

Price of the e-book depends on the platform, but it currently costs anywhere from \$9.99 to \$11.99. The next edition will come out with the print edition in spring 2016. **For more information, go to: <http://www.apstylebook.com/>**



Newspaper Digital Audience Grew Twice as Fast as the Internet in Past 12 months

Newspaper Association of America (NAA), October 9, 2015

The audience engaged with newspaper digital content reached a new peak in August 2015, totaling 179 million unique visitors, a 10% increase from August a year ago.

Data from the media measurement firm comScore, outlined in a new NAA report, also revealed:

- More than nine in 10 men (93%) and women (92%) ages 25-44 who were online in August 2015 engaged with newspaper digital content.
- The newspaper digital audience grew more than twice as fast as the overall Internet audience for age groups 18-24, 25-34 and 35-44.
- Half of the newspaper digital audience is composed of those who use only mobile devices (smartphones or tablets) for their newspaper digital content.
- Eight in 10 of the newspaper mobile audience use smartphones exclusively for access.

This report offers insights into the significant expansion in the newspaper digital audience over the past 12 months. As new mobile devices gain traction in the consumer marketplace, newspaper digital media will have even more opportunities to grow audience, especially among younger age groups. Read the full report at:

<http://www.naa.org/~//media/NAACorp/Public%20Files/TrendsAndNumbers/Newspaper-Websites/Final-Aug-2015-DigitalAudience.ashx>

Selling on a scale of one to ten

By John Foust, Raleigh NC

Michael was talking to me about one of his favorite sales techniques. “Even though I’ve been selling ads for a lot of years,” he said, “there’s always something new to learn. A friend in the furniture industry shared a great idea on how to ask questions to get the right kind of information. I don’t know if this technique was developed specifically for the furniture business, but it works just as well in ad sales.”



He explained that the technique involves asking a prospect to rate his or her experience with existing ads. Then it’s easy to shift the conversation to the benefits of advertising with his publishing company.

Step 1: “The first thing I do is determine where they are currently running ads,” Michael said. “If I already know, I just confirm it by asking, ‘I see you’ve been advertising with XYZ Media. Is that right?’ And if I’m not sure where they’re running, I ask, ‘Where are you currently advertising?’ In just a few seconds, they identify my primary competitors.”

Step 2: “The next step is to sincerely compliment their current media choices. Find something positive to say, even if they are the weakest media outlets in the market. It’s foolish to be critical and put them in a position to defend their choice. For example, I might say, ‘It’s easy to see why someone would pick that radio station. I know a few people who work there, and they are excited about their product.’”

Step 3: “This is where the magic starts,” Michael said. “I ask the prospect to rate the experience, by saying something like, ‘On a scale of one to ten – with ten being the best – how would you rate the job those ads are doing for you?’”

“People are generally willing to give their ads a rating. A ten-point scale seems to work better than a five-point scale, because there’s a wider range. Most people are reluctant to rate at the very top or bottom, so a rating of eight on a ten-point scale is more revealing than a rating of four on a five-point scale.”

Step 4: “Let’s say I talk to somebody who gives a rating of seven. Next I ask, ‘In your opinion, what would it take to turn that seven into a ten?’ This question can produce a ton of good information. Sometimes they talk about their current marketing results and – most important – what they would like to accomplish in the future. That opens a discussion about what I can do for them.”

Step 5: Then Michael works to manage expectations. “It’s unrealistic to expect a perfect ten,” he said. “After all, a lot depends on things in their businesses that are beyond my control – like parking and customer service. So I say, ‘I think we can agree that perfection is rare. So let me ask if you would be happy if we change that seven to a nine?’”

See where Michael’s technique can lead? Looks like it’s worth a try.

(c) Copyright 2015 by John Foust. All rights reserved. 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

You’ll never hear me say...

By Ed Henninger, Henninger Consulting

Throughout my career as a consultant, I’ve heard managers, editors—yes, even designers—say things that disappoint me. I made up my mind many years ago to avoid saying those things—and I hope that you’ll put them on your list of things you’ll never say. Here they are:



- “Let’s play with the design.” Nope. Design isn’t play. It’s hard work. If you’re not ready to do that hard work, then you’re not ready to be a designer.
- “We have color on every page now. Let’s use as much color as we can.” No, let’s not. Many things are still said better in black and white.
- “We’re in the business of writing.” No we’re not. We are in the business of bringing meaning to readers’ lives.
- “There are no rules.” Oh, yes there are. Lots of them. And you’d better know what they are before you can even begin to think you’re ready to break them.
- “Times is a good typeface for text.” No. It’s not.

- “It’s OK to write long stories. Readers will take the time to read them.” No. They. Won’t. More now than ever, readers want their information in smaller pieces. They will take the time for a longer story—if you take the time to break it into shorter chunks.
- “It’s OK to make the text just a bit smaller on this story. It’s a good piece and we have to fit it in.” Never. Edit...edit...edit. The story has not been written that can’t be cut.
- “Let’s jazz it up.” Design is not about “jazz.” It’s about organizing content and giving that content quality display.
- “Readers want more stories, not more photos.” Oh, yeah? Then why is it that research shows time and again that the first thing readers look at on a page is the photo (or other visual)?
- “Body text should be set justified.” Sez who? More and more newspapers (and other publications) use flush left text. Most readers don’t notice—and those who do, don’t care.
- “It’s OK to miss deadline.” No. It’s not. Ever.

WANT A FREE evaluation of your newspaper’s design? Contact Ed: edh@henningerconsulting.com, 803-327-3322.

Classified Advertising Exchange

Oct 12, 2015

PUBLISHER WANTED: Stevenson Newspapers is seeking a dynamic hands-on publisher to lead a small Nebraska daily and two sister weeklies. The successful candidate's focus will be to drive up revenue with our sales team while maintaining a personal list of accounts. You will also be responsible for planning, coordinating and directing all departments of the newspapers. The ideal candidate will be an advertising pro with a strong leadership background. The candidate must possess excellent customer service skills and have the ability to develop those skills in others. This is an exciting opportunity for the right person to step in and guide our publications by leading by example and setting the bar high. Salary commensurate with experience. For consideration please send cover letter, resume and salary history to Patrick Cossel at pcstevenson@actaccess.net. All replies kept in strict confidence.

AGRICULTURAL ADVERTISING SALES: Midwest Messenger has openings in Nebraska, Kansas & Iowa. Previous Sales experience required, valid driver's license and willing to travel. Apply at www.midwestmessenger.com/workhere. EOE

EQUIPMENT FOR SALE: Agfa Repromaster 3800 Darkroom Camera, \$75; NuArc Darkroom Platemaker, \$125; Iconics plate processor, \$50; 15 HP DC motor (used with News King KJ4), \$200. Call or email Tom at West Point News, publisher@wpnews.com, 402-380-0784.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 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.



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

Growing Revenue in Your Local Market

Thursday, October 29

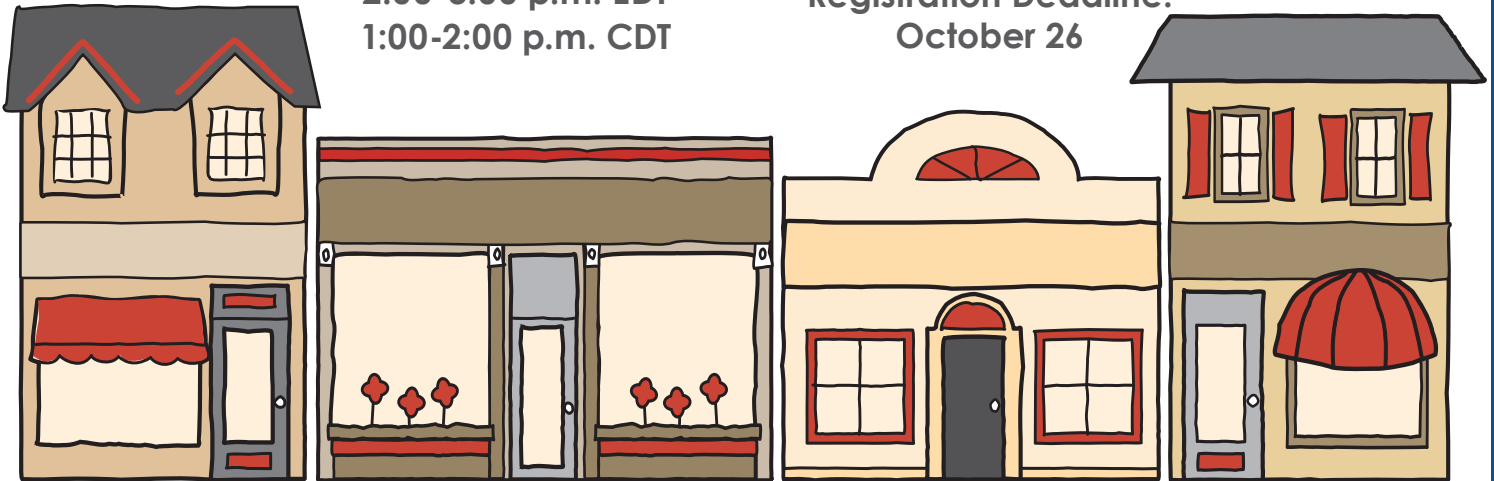
2:00-3:00 p.m. EDT

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

Registration fee: \$35

Registration Deadline:

October 26



**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...

Revenue growth in your local market is key to a sustainable future. It takes the right products, continuous improvement and a strong focus on customer service.

In this session, you'll learn the process behind growing your local market share and creating customer volumes that convert to sustainable revenue growth. The foundation for this is built on six steps:

- Customer acquisition.
- Customer retention.
- Continuous product improvement.
- Marketing.
- Training.
- Leadership.

This session is beneficial for advertising managers interested in increasing local market revenue.

The presenter...

Mark Lane



Mark Lane is the vice president of sales for Morris Publishing Group. He leads the strategic revenue team responsible for the transformation of Morris' media companies.

As a 22-year veteran in media, Lane's career has spanned across sales, marketing and president/publisher positions, giving him a unique perspective of sales management, operations and product offerings. His disciplined sales approach and no-nonsense execution has led to millions of dollars in revenue growth.

Presented in partnership with:



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



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\$35 per session**

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

To access our collection of revenue-focused archives:

- Go to www.onlinemediacampus.com and click on the **webinars** tab.
- On the left-hand side, click the **revenue** category.

How it works:

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

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Registration fee: \$35

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| <input type="checkbox"/> Out-Servicing the Competition: Adding Value for Your Customers | <input type="checkbox"/> Handling Objections, Follow-up & Optimizing Sales Performance |
| <input type="checkbox"/> The Art of Prospecting: Your Guide to Getting in the Door | <input type="checkbox"/> Classified Outbound Calling: Revenue that Sticks |
| <input type="checkbox"/> Think Bigger than Native Advertising | |
| <input type="checkbox"/> What's Next for Classifieds? | |
| <input type="checkbox"/> Pay Day: Top 5 Sales Strategies to Create More Revenue | |
| <input type="checkbox"/> Salesperson vs. Professional Visitor: Breaking through the Sales Cycle | |

For more information regarding these webinars or to view all available revenue-focused webinars go to:

www.onlinemediacampus.com/categories/revenue

Name _____ Newspaper _____

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Phone _____ Fax _____ E-mail _____

Credit card # _____ Exp. ____/____ VISA/Mastercard only
Address _____ ZIP _____ must be address/zip where billing is sent
Amount to be charged \$ _____ Date _____
Authorized signature _____

Send your completed registration form(s) to:
IOWA NEWSPAPER FOUNDATION 319 E. 5th St., Des Moines, IA 50309
FAX to INF at 866-593-7406
EMAIL to rrohlf@inaneews.com
REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

Upon receipt you will receive details on how to access the selected archives.

RECEIPT OF REGISTRATION: If you do not receive an acknowledgement of receipt within five working days after you sent it, please contact Ryan Rohlf at rrohlf@inaneews.com.

This registration was received by the Iowa Newspaper Foundation on _____