

NPA/NPAS Staff

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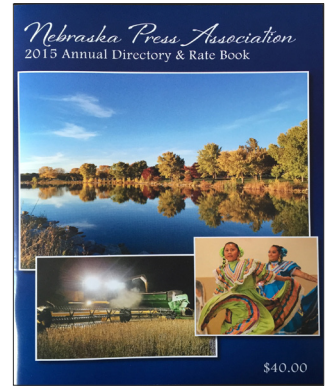


Your photo could be on the 2016 NPA Directory cover

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.**

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 10/12:

2x2

Beatrice Daily Sun - Amy Stokebrand (paper made \$150.00 + \$34.00 out of state)

Crete News - Pat Hier (paper made \$150.00)

Hickman Voice News - Linda Bryant (3 ads) (paper made \$762.50)

Hickman Voice News - Darren Ivy (paper made \$300.00)

Hickman Voice News - Austin Roper (3 ads) (paper made \$612.00)

Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)

Norfolk Daily News - Denise Webbert (paper made \$650.00)

Sutherland Courier-Times - Trena Seifer (paper made \$150.00)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)

Central City Republican Nonpareil - Deb Senkbile (NCAN Special Free Ad)

Kearney Hub - Laura Buehner (paper made \$112.50)

Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 10/19:

2x2

Hickman Voice News - Linda Bryant (paper made \$150.00)

Hickman Voice News - Austin Roper (paper made \$300.00)

NCAN

Broken Bow Chief - Shannon Murray (paper made \$149.50)

Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$225.00)

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.

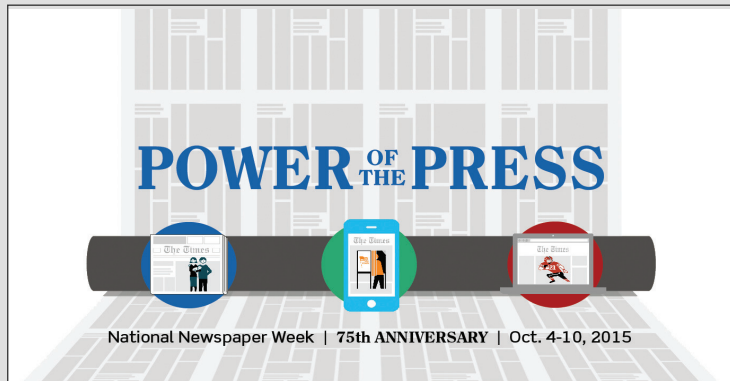
Here's your chance to let us know what topics and issues you'd like to see covered in 2016. Please email your suggestions to Susan Watson in the NPA office at nebpress@nebpress.com by October 23.

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



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

Ohio newspapers print blank page to show what local news coverage looks like without local papers

By Jason Sanford, ONA Manager of Communications and Content, 10/16/15

Two daily newspapers in Ohio ran an unusual ad last week to show the news coverage communities receive without local papers — a blank page.

The ads ran in The Evening Leader in St. Marys and The Wapakoneta Daily News. At the bottom of the blank page was the newspapers' logos and these words: "This is the kind of local coverage you can expect if you don't have a local newspaper."

Deb Zwez, group publisher for both papers, said "I've been threatening to run this kind of ad for years because I get so frustrated when readers — and especially nonreaders — complain that there's never anything to read in the paper and use that as a reason to not subscribe."

The newspapers ran the ads twice last week as part of National Newspaper Week, an industry observance which highlights the importance of newspapers to their communities.

According to Zwez, the papers received about a half dozen calls from people complaining that the page was blank. Her favorite response, though, was a voice mail from a reader who didn't want to pay for that paper because he was missing a page. The reader wanted someone to call him and tell him what news he'd missed on the blank page. A subsequent phone call brought his attention to the words at the bottom of the ad. **Zwez invites all newspapers around the country to create their own version of the ad. "It makes for a pretty powerful statement," she said.**

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>



If you think newspapers only print yesterday's news, you're living in the past.

WE ARE
Print • Online • Social • Video

WE ARE
Quality • Timely • Here to stay

#newspapersthive
#newsevolution

It's online/digital contest time!

The Nebraska Press Association is excited to roll out our switch to an online/digital Call for Entries for the 2016 Better Newspaper Contest.

While the deadline for entries isn't until January 31, 2016, you can begin submitting online entries now.

We wanted to give everyone additional time to get familiar with the new process and get familiar with how the online process works.

Help locate missing Nebraska Vietnam vet photos for "Faces Never Forgotten" project

There are still 92 missing photos of Nebraska Vietnam soldiers killed in combat.

Last year, NNA coordinated with state newspaper associations to participate in the Vietnam Veterans Memorial Foundation's "Faces Never Forgotten" project.

This year, we are again asking our members to help by publishing the names of the missing Nebraskans in their newspapers in an effort to locate the photos from their readership areas.



Newspapers are uniquely qualified to reach the smaller towns all across the country to get the word out about the project.

For more information, or to find out how your newspaper can help, please contact: Heidi Zimmerman, Director of Communications, Vietnam Veterans Memorial Fund, hzimmerman@vvmf.org, ph: 202-393-009, EXT 118, or www.vvmf.org.

“ It ain't the heat, it's the humility. ”

- Yogi Berra

To download a PDF of the 2016 NPA Call for Entries, which includes contest rules and instructions for digital/online entries, go to <https://portal.newspapercontest.com/nebraska/rules/ContestRules.pdf>.

Be sure to read the rules and instructions carefully. Contact Carolyn Bowman in the NPA/NPAS office with any contest or entry questions. Reach Carolyn at cb@nebpress.com, or (NE) 800-369-2850.

The Stapleton Enterprise and the Callaway Courier were the first papers to register online for the 2016 NPA Better Newspaper Contest.

Classified Advertising Exchange

Oct 19, 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.

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.

TAILGATE SPACE: Tailgate and park 4 blocks north of Memorial stadium in secure location with restrooms. Parking \$15 per game or rent the 6,900 sq. ft warehouse for big tailgate or business gatherings. 402-326-4311. Warehouse/office/retail available December 2016 for business enterprises.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Husker Pre-Game Flyer, 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.



To: NPA Members & Staff

***It's Husker football
time again!***

Join us Saturday, October 24,

prior to the game, for food & conversation,

starts at **9:00 a.m.**

at the NPA office, 845 "S" St, Lincoln, NE

(Sorry, our lot parking is sold out)

**Huskers
vs.
Northwestern**

Sponsor: UNL College of Journalism & Mass Communications

Go Big Red!



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

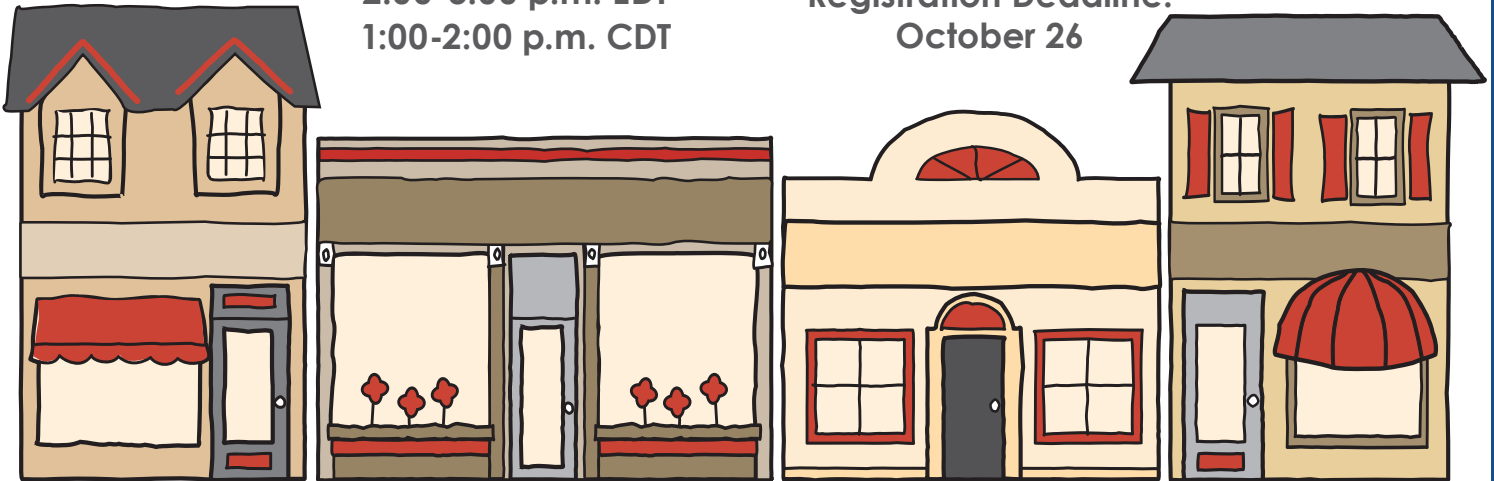
2:00-3:00 p.m. EDT

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:

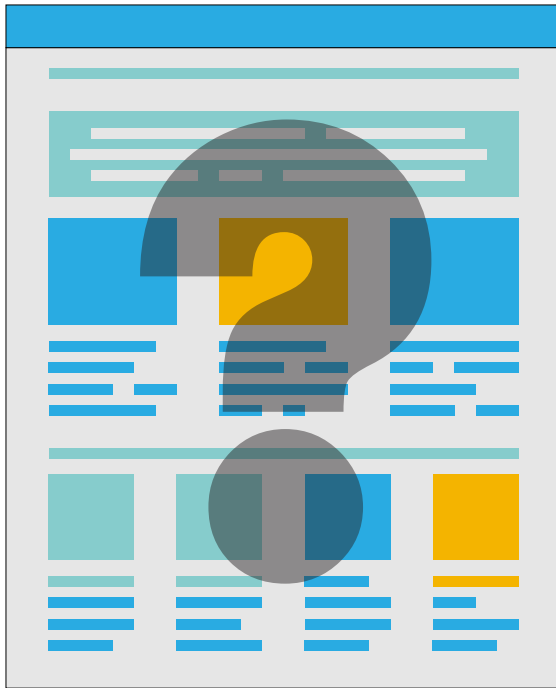


CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



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



Simplify Your Rate Card Making the Switch to Modular

Thursday, November 5

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

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

Registration fee: \$35
Registration Deadline:
November 2

*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...

Do you think your rate card is too complicated with all the discounts, PCI-jargon and secret programs? You're not alone! In fact, many of your clients probably share that view.

This session will focus on rethinking your grandfathered rate card and making it easier for all parties to understand. Today's advertisers are busier than ever — insisting on transparency and easy-to-understand choices. Learn how you can grow your local business with a few simple ideas.

This session is beneficial for advertising managers interested in introducing a modular rate card and growing local business.

The presenter...

Leonard Woolsey



Leonard Woolsey is the publisher of The Galveston County Daily News in Galveston, Texas. Prior to joining the paper, he managed newspapers in a wide variety of markets – both large and small.

Woolsey began developing and introducing modular rate cards more than a decade ago with great success. His simplified modular rate cards and programs are now in place at newspapers throughout the industry. They have also been featured in Editor & Publisher's "Ten Newspapers That Do It Right - 2012."

Presented in partnership with:

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



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM



ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:

PUB AUX LIVE



Maximize Reach for New Advertisers: Ad Packages that Work

Thursday, November 5

11:00 a.m. EST / 10:00 a.m. CST

About this program:

Successful businesses know that planned advertising and promotion programs are essential to long-term financial health. When a new business comes to town, often times you receive a request for a free story and photo run. The News-Gazette Corp. in Lexington, Va., instead, offers a mix of print and digital media that maximizes a business's exposure in the local market. Join us to learn about how they've implemented this program in their communities and how you can make this work for your paper.

Registration fee: \$30

Registration deadline: Monday, November 2

Registrations submitted after the deadline will be subject to a \$10 late fee.

**Register now for this webinar at
www.regonline.com/NNAAdPackages**

PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.

Follow us:  Online Media Campus

 OnlineMediaCamp

Leading the Discussion:

HOST Stan Schwartz,
National Newspaper Association

GUEST STAR Matt Paxton, The News Gazette Corp., Lexington, Va.

**PUB AUX LIVE
first Thursdays at
11 a.m. EST/
10 a.m. CST**

Questions? Contact Ryan Rohlf at 515-422-9052 or rrohlf@inanews.com