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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 12/7:

2x2

Hebron Journal-Register — Jami Knerl (paper made \$162.50)
Hickman Voice News — Linda Bryant (paper made \$162.50)
Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$149.50)
Chappell Register — Mike Talbott (paper made \$112.50)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)

Week of 12/14:

2x2

Hartington News — Rob Dump (paper made \$162.50)
Hickman Voice News — Austin Roper (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$149.50)
Chappell Register — Mike Talbott (paper made \$112.50)
Hyannis News — Sharon Wheelock (paper made \$144.00)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)

Week of 12/21:

2x2

Crete News — Pat Hier (paper made \$150.00)
Hickman Voice News — Linda Bryant (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$149.50)
Chappell Register — Mike Talbott (NCAN Special Free Ad)
Nebraska City News-Press — Erin Johnson (paper made \$112.50)

Former Lincoln Journal Star employee advances to Lee Enterprises CEO

Lincoln Journal Star, December 18, 2015

Lee Enterprises, owner of the *Lincoln Journal Star* and several other Nebraska newspapers, has announced a change in company leadership. At the company's annual meeting on February 17, 2016, Kevin Mowbray will advance from executive vice president and chief operating officer to president and chief executive officer.

Mowbray, a 29-year Lee Enterprises veteran, spent three years at the *Journal Star* as advertising manager from 1995-1998. He was publisher of the *St. Louis Post-Dispatch*, Lee's largest newspaper, from 2006 until 2013, when he was named chief operating officer of Lee.

Mowbray will succeed Mary Junck, who will transition to executive chairman and continue to guide Lee's overall strategy and direction. Junck joined Lee in 1999 as executive vice president and chief operating officer. She became president in 2000, chief executive officer in 2001 and chairman in January 2002.

Upcoming Webinars

**PubAux Live -
Generating Revenue with a
Local Business Honor Roll**

Thursday, January 7
Presenter Cecile Krim,
Crosby (N.D.) Journal

**Instant Sales: Six-Step
Proven Process**

Thursday, January 14
Presenter Steve Kloyda,
the Prospecting Expert

**A Crash Course to
Fact-Checking Journalism**

Friday, January 15
Presenter Jane Elizabeth,
American Press Institute

**Google Analytics: Finding
and reading the data**

Thursday, January 21
Presenter Sherri Horton,
GateHouse Media

**Register at
onlinemediacampus.com**

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

Former Omaha World-Herald publisher, Harold Andersen, dies

Michael Kelly, Omaha World-Herald, December 20, 2015

Harold “Andy” Andersen, who rose from Omaha paperboy to reporter to publisher of the *Omaha World-Herald*, has died at 92.

Andersen spent nearly a quarter-century (1966-1989) as publisher of the World-Herald. He became an international leader in the struggle for freedom of the press, heading the World Press Freedom Committee. He became the first American to serve as president of the International Federation of Newspaper Publishers and the only Nebraskan to serve as chairman of the American Newspaper Publishers Association.

Andersen visited more than 50 countries, traveling the world with his wife, Marian. The Andersens were important benefactors of the University of Nebraska, and served as co-chairmen of Campaign Nebraska, which raised more than \$727 million in private support for the university. The Lincoln building that houses the College of Journalism and Mass Communication was dedicated as Harold and Marian Andersen Hall.

Andersen retired as World-Herald publisher in 1989, but he retained a high public profile for several years by writing a twice-weekly column on the newspaper’s op-ed page. He later continued writing at HaroldAndersen.com.

During his years as publisher, he left an imprint on public discourse and public policy in the state and beyond. While insisting that The World-Herald maintain high standards of fairness, balance and objectivity in its news pages, Andersen also expanded the newspaper’s editorial and opinion pages - and broadened the mix of columnists. He was proud that the newspaper was not only locally owned, but also that it became employee-owned. When Omaha investor Warren Buffett and his Berkshire Hathaway company purchased The World-Herald in 2010, Andersen wrote approvingly.

Born and raised in Omaha, at the age of 6 or 7, he began helping his older brothers with their World-Herald paper routes and soon had his own. He graduated from North High School, where he was sports editor of the North Star newspaper, and won a \$200 World-Herald scholarship. He attended the University of Nebraska in Lincoln, where he became editor of the student newspaper, majoring in English, with a minor in journalism, intent on teaching in college.

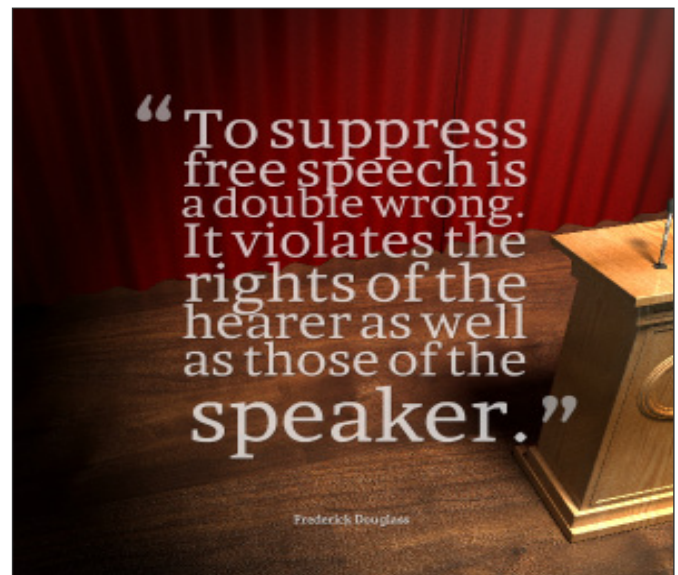
His summer job as a reporter at the *Lincoln Star* hooked him on journalism, and in 1946 he was hired by the Omaha World-Herald to cover the police station and courthouse, soon moving to a key reporting job covering city hall. In 1950, Andersen became the World-Herald’s Lincoln correspondent, covering the State Capitol. In

1958, he left full-time reporting for a World-Herald news management job, eventually learning the business side of the newspaper and becoming vice president and business manager. In 1966, when then publisher Walter Christensen retired, Andersen became the newspaper’s chief executive at the age of 42.

During his 23 1/2 years leading the World-Herald, he once said he had four chances to go to larger newspapers in jobs leading to publisher, but he liked Nebraska and his job, and felt a sense of loyalty to those who had given him opportunities.

Andersen is survived by his wife of 63 years, Marian; son David Andersen of Omaha, and daughter Nancy Andersen of Denver, and their families.

Cremation, no services. Memorials to Andersen Honors Scholars Fund, c/o University of Nebraska at Lincoln, 1010 Lincoln Mall, Suite 300, Lincoln, NE 68508; Nebraska Shakespeare Festival, c/o Creighton University, 2500 California Plaza, Omaha, NE 68178; Nebraska Game and Parks Foundation, PO Box 36, Waverly, NE 68462-0036.



Ord Quiz welcomes new editor

Jeremiah Knoop has been named the new editor of *The Ord Quiz*. Knoop has been writing a weekly column, *The Good Life; Standing Room Only*, for the Quiz the past year, as well as numerous newspaper articles on a variety of topics.

Born in Arizona and raised in the upper midwest, Knoop graduated from Northwestern College with a double major in Bible and Journalism, and spent time studying at Jerusalem University in Israel. He and his wife Elizabeth moved to Scotia in 2009, and he is currently serving as the Village Missionary Pastor of Chalk Hills Community Church in Scotia, NE.

Former Quiz publisher and editor, Nick Hon, and his wife, have returned to his home state of Kentucky.

National “Reporting on Religion” journalism conference, March 14, 2016, in Madison, Wisconsin

Registration is now open for a major national journalism conference on reporting on religion. It will be held in Madison on March 14, 2016, and Nebraska newspaper editors and publishers are invited to attend.

“Reporting on Religion: Media, Belief and Public Life” will bring together nationally known journalists to discuss how we can do our jobs better when reporting on religion, and how to see the influence of religion in political, cultural and social life.

The Madison Chapter of the Society of Professional Journalists (SPJ), along with the Wisconsin Newspaper Association, are co-sponsoring the event.

Get conference schedule and registration details at <http://reportingonreligion.wisc.edu/index.html#sponsors-section>, or at <http://spjmadison.com/2015/12/16/spj-madison-announces-major-national-conference-reporting-on-religion/>. Follow on Twitter @reportreligion.

Contact Mark Pitsch, Asst. City Editor, Wisconsin State Journal, ph: 608-252-6145/608-206-0219, Twitter: @markpitsch, mpitsch@madison.com with questions.

Five mobile journalism basics to remember

By Judd Slivka, Reynolds Journalism Institute, Dec. 23, 2015

We talk about apps and frames, quick-to-social and between-casts. And we talk about when we should and shouldn't use mobile devices for journalism. Well, let's stop talking about application and talk for a few minutes about execution.



Let's go back to basics with a few mobile journalism tips to make your life easier, regardless of the equipment you're using. The inspiration here is the number of outlets that are having reporters shoot video on phones and the resulting number of videos that are painful to watch.

First basic

Hold the phone sideways. You want video that fills up the 4:3 or 16:9 aspect ratio of the device your audience is using to watch your video. Portrait (that is, vertical) video doesn't work except in limited circumstances such as SnapChat and the startup VerVid's site. Will we eventually go to more vertical video and be less annoyed with it? Yes.

But as long as TVs are rectangles, narrow up-and-down video with black bars or generator graphics around them

are going to be ugly. Besides, video is about immersion and showing, not telling; you should use every inch of the screen that you can.

Read the full post at <https://www.rjionline.org/stories/five-mobile-journalism-basics-to-remember>.

Content That Works releases 2016 Heart Health magazine

December 16, 2015

Content That Works has released its latest edition of Body & More, the company's syndicated health-and-wellness magazine. Heart Health 2016 is the industry leading publication that aims to raise awareness for February's National Heart Health month.



“This 2016 issue is a unique, 12-page magazine with upbeat, informative and sharable articles creating great opportunities for advertisers to show their support for National Heart Health month,” said Matthew M.F. Miller, editorial director for CTW. “Heart Health is a fresh revenue-generating opportunity for any and all advertisers that want to show their support during the month of February.”

The magazine is dedicated to helping readers get heart smart. There are “how-to” articles on staying heart-healthy all year long, surprising facts about sleep patterns, interesting facts on why moving throughout the day is vital and crisp, high-resolution pictures that keep the readers inspired.

Established in 2001, Content That Works creates original editorial features and native advertising that help online, print and broadcast media outlets build their audience and drive new revenue. CTW content reaches more than 30 million homes a month across the U.S. and Canada.

For more information, contact Kaitlyn Nowicki, ph: 886.626.6836, or info@contentthatworks.com

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

Classified Advertising Exchange

Dec. 28, 2015

WAREHOUSE/COMMERCIAL/OFFICE SPACE in downtown Lincoln for lease. 6,900 sq. ft. or partial space available. \$1,200-\$3,500 month, inc. utilities. Call 402-430-2559.

FOR SALE: Newspaper layout cabinet, custom built for tabloid size pages, lots of shelving, angled lighted glass top. Could also be used for scrapbooking or artwork. Aprox 5 ft. wide by 4 ft. tall by 20 inches deep. \$150. Call Linda Bryant, 402-540-3322

NEWSPAPER FOR SALE: Bloomfield Monitor in Northeast Nebraska. Profitable weekly newspaper with strong commercial printing department and equipment. Reasonably priced, includes business and real estate. For more information contact Joe or Mary Skrivan, 402-373-2332.

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.



ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:

PUB AUX LIVE

Generating Revenue with a Local Business Honor Roll

Thursday, January 7

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

About this program:

For the past 15 years the Crosby (ND) Journal has continually had success running a special section celebrating milestone anniversaries of local businesses. The section includes feature stories and ads highlighting the number of years businesses have been serving the community. In this session, learn how the paper utilizes the section to generate revenue and guarantee a return on investment.

Registration fee: \$30

Registration deadline: Monday, January 4

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

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

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 Cecile
Krimm, Crosby (ND)
Journal**

**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



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



Instant Sales: Six-Step Proven Process

Thursday, January 14

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

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

Registration fee: \$35
Registration Deadline:
January 11

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...

Let's face it, nothing happens until you get in front of the prospect or customer, either by phone, conference call, webinar or face to face. The biggest challenge that all salespeople face in the 21st Century is getting the prospect's attention.

One isn't born knowing how to prospect. It's a skill and ability that is developed over time. During this webinar, Steve Kloyda will show you how to:

- **Create** a prospecting calendar that keeps you focused and on track.
- **Develop** a prospecting gold list that keeps your sales pipeline full.
- **Strengthen** your prospecting message that gets the prospect's attention.
- **Implement** a proven six-step process to get in the door and close more sales.

The presenter...

Steve Kloyda



For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers. As founder of The Prospecting Expert, Kloyda helps his clients attract more prospects, retain more customers and drive more sales.

With the Internet now a driving force, Kloyda has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message to target audiences. Kloyda's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business. His mission is to lead, teach and inspire salespeople to apply timeless principles that produce life-changing results.

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.

A Crash Course to Fact-Checking Journalism

Just in time for election season



Friday, January 15

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

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

Registration fee: \$35
Registration Deadline:
January 12

*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...

2016 will be a busy year in politics. For those journalists covering elections, that means one thing: A lot of fact-checking. Join Jane Elizabeth of the American Press Institute for an introduction on accountability and fact-checking journalism.

During this webinar, you'll learn how fact-checking journalism is different than "regular" reporting and how to identify factual deception, especially in campaign ads and speeches.

The presenter...

Jane Elizabeth



Jane Elizabeth leads the American Press Institute's project to improve and expand political fact-checking/accountability journalism. She is the Washington Post's former deputy local editor, and teaches advanced journalism as a member of the adjunct faculty at Old Dominion University.

Elizabeth's past work has focused largely on politics, regional news and education. She was education editor at The Pittsburgh Post-Gazette, and a senior editor at The Virginian-Pilot where she launched and directed the newsroom's first digital news team.

Presented in partnership with:

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Google Analytics: Finding and reading the data

Presented
by:



Thursday, January 21

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

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

Registration fee: \$35
Registration Deadline:
January 18

*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...

We all know how important our website's analytics are, but they're of no use to us if we can't read the numbers or find where they are. In this webinar, GateHouse Media Data Analyst Sherri Horton will explain where to find your basic site metrics and also give a couple of tutorials on how to navigate the ever-confusing Google Analytics interface.

We'll start out at a basic level and move into more advanced custom dashboards and reporting toward the end. For participants, Horton will send out a few custom report templates and tutorial videos that will help you find accurate information, fast.

The presenter...

Sherri Horton



Sherri Horton is a data analyst for GateHouse Media. She's been working in digital marketing, SEO, social media and analytics for the past five years.

Horton is Google Analytics certified and is, amazingly, still learning something new each day about the power of Google Analytics.

Presented in partnership with:



OnlineMediaCamp

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