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## **Feb. 1, 2019, board meeting minutes available**

Minutes from the NPA/OnePress joint winter board meeting (conference call) are available to NPA members. **Contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com) if you'd like a copy of the minutes.**

## **AI isn't taking journalists' jobs. It is making them smarter and more efficient**

*By Jim Flink, Reynolds Journalism Institute, April 9, 2019*  
Utopian or dystopian? When it comes to artificial intelligence and machine learning, how journalists view the technology, and how willing they are to delve into the many layers it can empower, is the secret sauce in creating a better workplace.

Five journalists from The Wall Street Journal, Washington Post, WIRED, Dogtown Media and Graphika visited with more than 1,000 students across the Missouri School of Journalism, the Trulaske College of Business, the College of Engineering and the College of Arts and Science, March 18-19, as part of the Reynolds Journalism Institute's Innovation Series.

## **UNL journalism students available to help newspapers cover effects of flooding, winter weather across the state**

The UNL College of Journalism and Mass Communications is looking at ways to deploy the talent, skills and energy of its students and faculty to help Nebraska media outlets cover the devastating effect of flooding and winter weather across the state.

The college is looking for short-term and long-term opportunities for students to get involved in the coverage.

**If your publication is interesting in working with the CoJMC as part of this project, or if you have story/photo suggestions, please contact Jennifer Sheppard at [jsheppard4@unl.edu](mailto:jsheppard4@unl.edu).**

## **May is Beef Month**

The Nebraska Beef Council has Beef Month information out on their website right now for media partners:

<https://www.nebeef.org/about-us/beef-month/>.



If you have specific requests or would like additional content, please contact: Adam Wegner, Director of Marketing, Nebraska Beef Council, 1319 Central Ave, Kearney, NE 68847; Phone: 308-236-7551; [adam@nebeef.org](mailto:adam@nebeef.org).

The message they delivered? Artificial intelligence and machine learning are already transforming news operations in ways unimaginable even several months ago, much of it transformative and positive. Among the changes AI is helping implement: Customized content, improved reader/viewer/listener/user relationships, moderating and policing comment sections, and creating more efficient workflows.

**Here are five takeaways from the event you need to know about AI in journalism....**

**Full post:** [https://www.rjionline.org/stories/ai-isnt-taking-journalists-jobs-it-is-making-them-smarter-and-more-efficient?fbclid=IwAR1\\_9UlgdT2IOe8dLNnEKgKJZoLVNr-hDRSkIBDj7jkaqfp0SJ531SinmUc](https://www.rjionline.org/stories/ai-isnt-taking-journalists-jobs-it-is-making-them-smarter-and-more-efficient?fbclid=IwAR1_9UlgdT2IOe8dLNnEKgKJZoLVNr-hDRSkIBDj7jkaqfp0SJ531SinmUc)

## Full load or half-load

By John Foust, Raleigh, NC

Greg used to help his uncle sell and deliver firewood on weekends. No doubt, that influenced one of his first phone calls when he started selling advertising for his local newspaper. His prospect asked, "Why are you asking so many questions?" and he said, "I'm just trying to figure out if you need a full load or a half-load."



Greg's sales manager told me it was one of the most honest things she had ever heard a salesperson say. "He was doing the right thing by asking questions to discover needs," She explained. "When the prospect wondered what was going on, Greg admitted that, yes, he was calling to talk about a possible ad campaign, but he couldn't recommend anything until he learned about the prospect's business."

"Although he no longer talks about full loads and half-loads, he still does a great job of learning about his prospects and how they need to market their products," she said.

When you think about it, it's easy to see that firewood and advertising have a lot in common. Both serve specific purposes and both occupy measurable space. A full load of advertising is a big campaign splash with a sizable budget, while a half-load is something less than that.

Let's see where this firewood comparison leads:

**1. What's in the truck?** In other words, know your product. In order to help your advertisers decide between full loads, half-loads, or other options, it's important to know as much as possible about what

you're selling. If your prospects know more about your newspaper's advertising products than you, you won't have much credibility.

**2. What do they want?** It's a waste of time to try to sell firewood to someone who doesn't have a fireplace or a wood stove. And it's just as wasteful to try to sell advertising to someone who doesn't need it.

Know your prospect. Not everyone needs everything that is being sold. That is one of the biggest lessons of selling.

**3. Deliver to the right place.** At one time or another, everyone in the selling profession has made the mistake of talking to the wrong contact. While that person may be perfectly willing to spend time on the phone or in an appointment, he or she may not be in a position to make – or influence – buying decisions.

In order to find the right contact, consider saying something like, "In order to save time for you, I wonder if you can tell me who makes decisions about your company's advertising?" Then... "What is the best way to get in touch with that person?"

**4. Tell the truth.** Don't try to sell a full load to someone who needs a half-load. If they find out later that they bought the wrong thing, they'll feel burned. Not only will they stop advertising in your paper, they'll tell all their friends about it.

Like the old saying goes, "Honesty is the best policy." That goes for selling firewood or advertising or anything else.

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*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](mailto:john@johnfoust.com).*

## Newspaper strategies in a digital age - take this short survey!

What strategies are newspapers employing to survive the digital age, and which ones are working?

Lynne Lance, executive director of NNA suggested that Jason Steele contact press associations to assist in his survey as part of his MBA degree dissertation.

If you complete Jason's survey, your name will be entered for a chance to win a \$100 Amazon voucher. Jason will also share with you all the survey data gathered.

**Go to this link to take the short survey:**  
<https://www.surveymonkey.com/r/7ZHCHNN>

Jason Steele is currently working in the IT department of the Cayman Compass newspaper in the Cayman Islands. He's undertaking an MBA at the University of Liverpool in the UK and the title of his dissertation is "Strategies for North American & Caribbean Small to Medium Sized Newspapers to Survive in the Digital Age".

**Survey deadline is May 1, 2019.**

**Jason's LinkedIn profile is:**  
<https://www.linkedin.com/in/jason-steele-phd-mcsd-mcsa-384b2764/>



## 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 2/25:**

#### **2x2**

Albion News – Julie Dickerson (paper made \$325.00)  
Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jayde Osborn (paper made \$32.50 out of state)  
Crete News – Nichole Javorsky (paper made \$150.00)  
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$762.50)  
Seward Independent – Brenda Clark (paper made \$300.00)

#### **NCAN**

Aurora News-Register – Kurt Johnson (paper made \$215.00)  
Bellevue Leader – Echo Bronk (NCAN Special Free Ad)  
Central City Republican Nonpareil – Penni Jensen (paper made \$142.50)  
Kearney Hub – Kaitlyn White (paper made \$207.50)

### **Week of 3/4:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$487.50)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Fairbury Journal-News – Jennifer Lewis (paper made \$150.00)  
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)  
Hickman Voice News – Wendy Doyle (paper made \$300.00)  
Seward Co. Independent – Brenda Clark (paper made \$300.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$142.50)  
Central City Republican Nonpareil – Penni Jensen (NCAN Special Free Ad)  
Kearney Hub – Kaitlyn White (paper made \$207.50)  
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

### **Week of 3/11:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hickman Voice News – Wendy Doyle (4 ads) (paper made \$1,087.50)  
Seward Co. Independent – Brenda Clark (paper made \$300.00)

#### **NCAN**

Kearney Hub – Kaitlyn White (NCAN Special Free Ad)  
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

### **Week of 3/18:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)  
Imperial Republican – Jana Pribbeno (paper made \$487.50)

Lexington Clipper-Herald – Heather Heinemann (paper made \$162.50)

Stromsburg Polk Co. News – Erin Dickey (paper made \$150.00)

#### **NCAN**

Hickman Voice News – Wendy Doyle (paper made \$125.00)  
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)  
Valentine Midland News – Dana Anderson (paper made \$172.50)

### **Week of 3/25:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Grand Island Independent – Pat Bell (paper made \$325.00)  
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$300.00)  
Ravenna News – Michael Happ (paper made \$325.00)

#### **NCAN**

Hickman Voice News – Wendy Doyle (paper made \$125.00)  
Valentine Midland News – Dana Anderson (paper made \$172.50)

### **Week of 4/1:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$750.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$142.50)  
Hickman Voice News – Wendy Doyle (NCAN Special Free Ad)  
Ogallala Keith Co. News – Brian McElvain (paper made \$117.50)  
Valentine Midland News – Dana Anderson (NCAN Special Free Ad)

### **Week of 4/8:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$487.50)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Crete News – Nichole Javorsky (paper made \$300.00)  
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)  
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$750.00)

#### **NCAN**

Kearney Hub – Kaitlyn White (paper made \$112.50)  
Nebraska City News-Press – Theresa Kavan (paper made \$130.00)  
Ogallala Keith Co. News – Brian McElvain (paper made \$117.50)

### **Week of 4/15:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)  
Cambridge Clarion – Cody Gerlach (paper made \$487.50)  
Hickman Voice News – Wendy Doyle (paper made \$300.00)  
Sutton Clay Co. News – Tory Duncan (paper made \$312.50)

#### **NCAN**

Ogallala Keith Co. News – Brian McElvain (NCAN Free Ad)



# Classified Advertising Exchange

April 15, 2019

**SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES** - Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email [timothylinScott1@gmail.com](mailto:timothylinScott1@gmail.com).

**NEWSPAPER FOR SALE** - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

**NEWSPAPER FOR SALE** - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email [scjslegals@gmail.com](mailto:scjslegals@gmail.com).

**NEWSPAPER FOR SALE** - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange.

## **NEBRASKA PRESS ADVERTISING SERVICE, INC.**

845 "S" Street  
LINCOLN, NEBRASKA  
68508-1226

### **NPAS MAILING LABELS AVAILABLE FOR MEMBER NEWSPAPERS**

- If you'd like a pad of these 2 1/2" x 5" mailing labels (to use when sending your papers to the NPA office each week, please contact Susan Watson, NPA office, at [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 800-369-2850.

**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).