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Events:

June 21, 2019

NPA/OnePress Summer
Board Meeting (conference call)
Time TBA

October 3-5, 2019

NNA 133rd Annual Convention
Pfister Hotel, Milwaukee, WI

Webinars:

April 25, 2019

Journalism From Your Phone
Sarah Self-Walbrick
1:00pm CST
www.onlinemediacampus.com

April 26, 2019

Details, Details: Sweating the Small Stuff
Ed Henninger
10:00am CST
www.newspaperacademy.com

May 1, 2019

10 Proposal Tips to Close Ad Deals NOW
Ryan Dohrn
1:00pm CST
www.newspaperacademy.com

May 9, 2019

Selling Response
Bob McInnis
1:00pm CST
www.onlinemediacampus.com

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American Democracy: A Great Leap of Faith
Exhibit at Durham Museum, now through June 23

Inspired by the new permanent exhibition at the National Museum of American History, *American Democracy: A Great Leap of Faith*, explores America's bold experiment in a government "of, by, and for the people."



From the Smithsonian Institution, this exhibition is the centerpiece of a high-profile initiative on democracy and civics education. Featuring engaging multimedia experiences, immersive design, and artifacts from the Smithsonian and state historical organizations, American Democracy will demonstrate that democracy relies on our active participation in the quest to form a “more perfect union.” Exhibit sections explore the origins of our democracy, the changing identity of eligible voters, the machinery of democracy, the right to petition and protest beyond the ballot, and the rights and responsibilities of citizens.

The premiere venue of this 12-city tour, Durham Museum curators will incorporate local stories and artifacts from our own collections and other state institutions into the exhibition resulting in a unique installation that visitors will not see anywhere else. As an exhibition and catalyst for public programming, American Democracy will inspire audiences, reflect the value of civics education, and spark important discussions that are essential to a healthy democracy.

American Democracy: A Great Leap of Faith was developed by the National Museum of American History and adapted for travel by the Smithsonian Institution Traveling Exhibition Service.



Credit card payments now accepted for network ad orders

Member newspapers selling 2x2/2x4 or classified network ads may now pre-pay for those ads with a credit card (MC or VS). A 5% processing fee will be applied to network ad

payments. **For more information, contact Violet Kirk, vk@nebpress.com.**

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Immediately prior to joining TownNews, Lyles served as chief revenue officer for Dobie Media, a calendar CMS used by approximately 800 media websites. Before his time at Dobie Media, he served as senior vice president of publisher relations at Athlon Sports.

TownNews equips local media organizations with digital services and guidance to help them flourish in the digital age, engage their audiences and grow revenue.

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.

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 if you'd like a copy of the minutes.**

Jerry Lyles joins TownNews as sales director of new ventures

TownNews.com, April 16, 2019

TownNews has announced that Jerry Lyles has been named sales director for new ventures. The newly created position will focus on overseeing sales management of strategic relationships with key partners like Brainworks and AffinityX, growing the company's revenue, and expanding their already sizable footprint in the broadcast and magazine publishing industries.

"Like many TownNews employees, Lyles began his career in local media - as a publisher of community newspapers in Kentucky. His knowledge and experience will be incredibly valuable to the clients he works with," said Rick Rogers, vice president of sales at TownNews.

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.



"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

- Thomas Edison

View Better Newspaper Contest VIDEO here:

<https://www.dropbox.com/sh/n8v1tnev565vpvk/AAABERyqPLx1xak9rtSCB7wja?dl=0>

Please complete the post-convention survey!

<https://www.surveymonkey.com/r/35ZMLT6>

Your feedback, comments and suggestions are important - so we can provide the convention events and workshop content that is helpful and relevant to you and your staff.

Survey closes Wednesday, April 24.

***Want an extra
Better Newspaper
Contest TAB?***

Email

*nebpress@nebpress.com
and we'll mail one to you.*



INSPIRE

**NEBRASKA PRESS ASSOCIATION
2019 ANNUAL CONVENTION**

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/>

Longtime World-Herald circulation director, Thomas Kielty, dies at 80

Thomas Kielty, who had worked for decades at the Omaha World-Herald in advertising, circulation and marketing, died April 20, 2019, of an apparent heart attack. He had just celebrated his 80th birthday on April 17, surrounded by family members.

Kielty's death came just months after the death of his wife of 60 years, Patricia. The two were high school sweethearts.

An Omaha native, Kielty served in the U.S. Army in France. Soon after returning to Omaha, he started working at The World-Herald. He took night classes at UNO for seven years, graduating with a business degree in 1973.

Prior to retiring from The World-Herald in 1998, Kielty had risen to director of circulation and president of a subsidiary, World Enterprises.

He is survived by his children: Kim Rasco, Sue Clark, Debra Kielty, Todd Kielty and Tom Kielty and their families. Services were pending.

Jeff Hower, reporter, writer for Central City Republican-Nonpareil dies at 48

Jeff Hower, 48, of Grand Island died April 10, 2019, at CHI Health St. Francis.

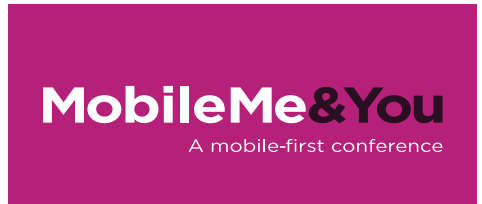
Hower was the Education Program Officer for the Grand Island Community Foundation, and for the past 10 years (or more) has been a reporter, photographer and writer for the Central City Republican-Nonpareil. His weekly column, *I'm Just Sayin'* covered a multitude of topics, which both informed and amused his readers.

Born in Honduras, Hower spent much of his childhood in Mexico, while his parents served as missionaries. He came to the U.S. as a sophomore to attend Nebraska Christian Schools in Central City in 1988.

He is survived by his wife, Daurice; daughter Alexis (Dillon) Rose and son, Seth Hower. Celebration of life services were held April 16 in Grand Island, with burial of ashes in Elmwood Cemetery in St. Paul. All Faiths Funeral Home was in charge of arrangements.

Save the dates: Mobile Me & You Conference, October 25-26, at University of Illinois Urbana-Champaign

Learn the best tips, tricks and cutting edge techniques in mobile journalism



at the Mobile Me & You Conference, October 25-26, at the National Center for Supercomputing Applications at the University of Illinois Urbana-Champaign.

Top digital journalists, innovators and researchers from universities and news organizations across the nation will lead this year's conference. Presenters will cover a variety of techniques and reporting tools, including bots, 360 video, social and emerging media.

Mobile Me & You 2019 is a journalism and technology conference focused on storytelling on mobile media platforms, while highlighting new and innovative techniques and best practices for newsgathering.

Sign up today at <http://bit.ly/MMY2019> for best prices. To learn more, visit: www.mobileme-you.com.

Payment for Constitutional Amendments

- Payment for Constitutional Amendments that ran in October 2018 will be sent by NPAS/OnePress when the Legislature approves the bill in 2019.
- We have submitted the necessary documents for payment. This timetable has not changed for 91 years. It is in the Constitution. **Payment from the Nebraska State Treasurer is expected in June 2019.**
- As soon as NPAS/OnePress receives payment, newspapers will be paid.

Questions?

Contact Carolyn Bowman or Jenelle Plachy
in the NPA/OnePress office.
402-476-2851/800-369-2850

2019 Publishers Survey

Annual survey offer insights into future of industry



by Kevin Slimp
kevin@kevinslimp.com

I was excited about the opportunity to speak to the publishers of New York recently at the NYPA Spring Convention. Let's face it, New Yorkers take their newspapers seriously, and the NYPA convention is always special.

I spoke on eight topics over two days while in New York, but it was the second session that drew the biggest crowd. The room was packed to hear me speak on the topic, "What's Really Happening at Newspapers Today."

Fortunately, I was a week into crunching numbers from my 2019 survey of U.S. newspaper publishers. I quizzed the audience before sharing the results of the survey to see how they thought other publishers would respond to the survey's 35 questions. On some, they were close. On others, they were audibly surprised.

We began conducting this annual survey in 2014, while I was directing the Newspaper Institute at The University of Tennessee. In each year since, we've had between 400 and 700 publishers participate. That's easily enough to indicate results representative of the industry.

While with the New York group, I took some time to look at the differences between daily and non-daily papers. We examined the numbers of locally-owned newspapers to those owned by large groups. We even compared newspapers in New York state to papers in other geographical areas of the country.

In coming columns, I'll share some of the most interesting details from these comparisons. In this column, I will share some general results of the completed questionnaires.

Where are the participants located?

No surprise here. Most respondents came from the Southeast, Midwest and Northeast geographical areas of the U.S. It makes sense, since these are the areas with the most newspapers. These were followed by the Southwest, West Coast, and Pacific Northwest.

I always get a chuckle out of this question. There will always be a few publishers from Texas who select "other," and insist Texas is its own geographical region.

How many copies are printed?

This one always seems to stump the audience. Most folks usually seem to think

other papers are much larger than their own, so they will guess somewhere around 10,000. Then when I ask how big their papers are, they will usually come in around 3,000 to 5,000. Audience members always seem surprised to learn that most of their papers are like most other newspapers in the business.

How is the health of your newspaper?

When it comes to guessing the overall health of most newspapers, audience members usually guess correctly. Almost 45 percent of publishers in the survey responded their overall health as "Not bad, but not great." That was followed by 36 percent who responded the health of their papers was "Relatively healthy."

Only 10 percent of newspaper publishers indicated their papers are in "Poor health," while less than one percent checked "Near death."

Compared to one year ago, 52 percent of publishers indicate their papers are "About the same" health. 23 percent of papers seem to be in better shape than a year earlier, while 25 percent indicated they are in worse shape.

When compared to three years ago, the numbers aren't quite as rosy. "Better than three years ago" was selected by 24 percent of respondents. "About the same" was the answer for 25 percent, and 49 percent indicated they are in worse shape than three years ago.

Where is the money coming from?

Most folks in the New York audience guessed correctly to the question, "What is the primary revenue source of your main publication?" They were, however, surprised by the low number of papers than answered something besides "Print Advertising."

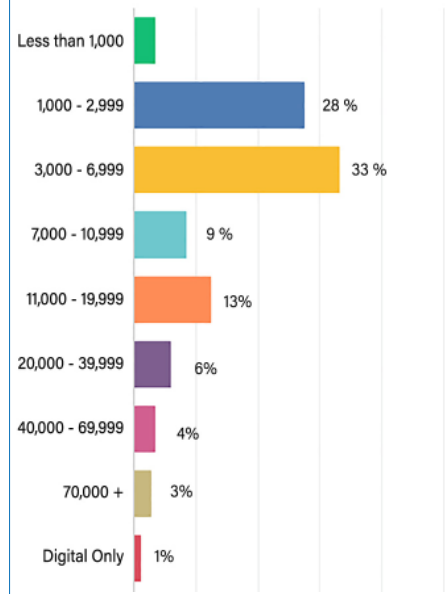
A full 95 percent of respondents answered "Print Advertising" when asked what was their primary revenue source. Another three percent indicated "Print Subscriptions," while 3 percent answered either "Digital Advertising" (1.6 percent) or "Digital Subscriptions" (.3 percent).

It seems that digital is a long way from "the goose that laid the golden egg." While many survey participants indicated they see some benefits from their digital presence, many are hard-pressed to find any financial benefits.

What's the bottom line?

Well, I'm still crunching numbers but it's safe to say this year's survey looks a lot like the surveys from 2014-2018. There are fewer newspapers without a digital presence. Newspapers aren't quite as optimistic

Average Print Run



Most newspapers print 5,000-6,000 copies.

about their long-term futures, but most think they will be around for a long time to come (12 years or longer) in printed form, though publishers aren't as confident as they were in previous years.

What surprised attendees the most in New York? From their responses to the survey results, I'd guess they were surprised that their newspapers were so similar to other papers around the U.S.

Like in most geographical areas, the large majority of New York papers are locally-owned. New York has its share of big metro papers, but most newspapers are weekly/community publications. They're not making the profits they were 30 years ago, but they are healthy and expect to continue in business for a long time to come.

When I began to call my session to an end, one of the audience members asked if I could share a little more information. I was surprised when other audience members indicated they'd like to learn more.

I continued to share some of what I'd learn visiting thousands of newspapers over the years and answering questions, while others shared their thoughts.

The truth is that I like just about every place I visit, and my few days in New York left me once again with the realization that our industry is in good shape. With spring convention season behind me, I suppose I'll have to visit a few papers to keep my adrenaline flowing.

Classified Advertising Exchange

April 22, 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.

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, 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.

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.

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, 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.