

## Calendar of Events

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader Kirk**

Sales Manager  
email: [vk@nebpress.com](mailto:vk@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## **Nebraska Press Association accepting applications for NPA Executive Director position:**

The Nebraska Press Association, a member-driven trade association representing all of the daily and weekly newspapers in the state, is seeking its next Executive Director to succeed Allen Beermann, longtime Executive Director, who is retiring.

The Executive Director will lead the NPA and its affiliated organizations, OnePress (dba, Nebraska Press Advertising Service) and the Nebraska Press Association Foundation. The advertising service is a non-profit newspaper and digital sales, planning and placement organization, while the foundation is a charitable entity serving the interests of the newspaper industry and its partners with a focus on education. The Executive Director reports to the boards of those three entities.

The successful candidate will have a minimum of a bachelor's degree with extensive experience in sales, leadership and management. A newspaper industry background will be considered a strong plus.

The next Executive Director must be capable of working on multiple tasks at the same time, be a consensus builder, have strong written and oral communication skills, and possess organizational, team-building and time management skills.

Strong financial acumen and familiarity with financial reporting in the non-profit sector and an ability to set and meet budget targets are a must.

An interest in and willingness to help lead the association's legislative efforts, including lobbying, and building coalitions are key components of the executive director's responsibilities.

**For more information, or to apply for this position, email: [exdir@nebpress.com](mailto:exdir@nebpress.com).**

## **Husker football tickets still available!**

Tickets (pairs) still available  
for these games:

- **August 31 - South Alabama**
- **November 16 - Wisconsin**
- *Cost is \$134.00 for the pair-per game.*
- *Tickets are in the North Stadium, Section 39, Row 82.*
- *We require pre-payment by Visa or MasterCard only.*
- *No checks. No holding tickets for later payment.*
- **Contact Jenelle at the NPA office (800-369-2850) for tickets.**

*"The difference between genius and stupidity is that genius has its limits."*

- Anonymous



*Summer Solstice is Friday, June 21. Enjoy the longest day of the year!*

# OnePress News & Notes

## Dear Nebraska Press Association Members:

Welcome to the start of summer! I know many of you will be covering county fairs in the coming months. I've had some great conversations with NPA member newspapers about pitching OnePress advertising options, both print and digital, to their fair boards.

Please reach out to me - [vk@nebpress.com](mailto:vk@nebpress.com) or 402-476-2851 - and we'll create a proposal for your local fair.



## UNL students develop code to stop spread of fake news

We hear a lot about fake news in our industry. I know many of you have published fantastic editorials and articles about the vital role newspapers play in getting high-quality, reliable information to their communities.

Recently, two UNL students are developing an algorithm that can automatically detect fake news on Twitter.

"By analyzing a large amount of tweets from previous years, (UNL students) Vy Doan and Eric Le can find common themes in data — such as location, age and posting frequency of accounts — that indicate a greater likelihood of a tweet being fake."

Of course, this is no replacement for the work NPA newspapers produce, but it's an interesting approach to tackling an important issue.

You can read the full article here: <https://news.unl.edu/newsrooms/today/article/huskars-use-code-to-slow-spread-of-fake-news/>

## Social Media to Follow (and I promise it's not fake news)

### OnePress/Nebraska Press Association Page - LinkedIn

LinkedIn is cited as one of the top 3 most effective social media platforms for business to business (B2B) marketers, outranking Twitter and Facebook. That's why I've started a business page for OnePress and Nebraska Press Association.

Millions of business professionals use LinkedIn for information about companies, products and services. We want our industry to be well-represented in this space.

If you have a LinkedIn profile for either yourself or your newspaper, please follow this page. Just log in to LinkedIn and search for "OnePress/Nebraska Press Association" and click "follow."

### NNA Member Forum - Facebook

Another valuable social media platform to consider joining is the NNA (National Newspaper Association) Member Forum on Facebook. It's a closed group, so you will need to request to join the group, but once you do, it will give you a chance to discuss a wide range of topics with newspaper professionals from across the nation.

To find it, search for "NNA Member Forum" on Facebook.

## BY THE NUMBERS

from the  
Nebraska Newspaper  
Readership Survey

**52**

*Average age of Nebraska  
newspaper readers*

**33.8%**

*Percentage of Nebraska  
newspaper readers  
ages 18-44*

**10%**

*Newspaper reader  
households earn 10% more  
than non-reader households*

**58%**

*Nebraskans want public  
notices in newspapers.  
58% state they want public  
notices published in a local  
newspaper, vs. 18% stating  
they should be published on a  
government website*

**28%**

*28% of Nebraska households  
visited a newspaper's  
Facebook page in the past  
month*

May-June 2019



# NewsTrain workshops coming to Nebraska in 2020

*Associated Press Media Editors (APME)*

For just \$75, you can up your digital game with highly rated training at an APME NewsTrain workshop in Lincoln, hosted by the University of Nebraska-Lincoln.

NewsTrain will also hold training in Fresno, CA, Rochester, NY, and Eugene, OR.



**To be notified of NewsTrain dates, agendas and trainers for the 2020 workshops, please provide an email at <https://www.apme.com/page/NewsTrain>.**

The sites were selected from applications by committees of local journalists throughout the United States and Canada. These successful committees will conduct an assessment of the needs in their newsrooms to determine which skills will be taught at the workshops. Since 2003, Associated Press Media Editors (APME) has sponsored NewsTrain in serving more than 7,600 journalists at 93 workshops. It will achieve its 100th workshop in 2020, having brought its cutting-edge training to all 50 states and three Canadian provinces.

## **NewsTrain workshops in fall 2019 will be:**

- Sept. 27 in Milwaukee, hosted by the Milwaukee Journal Sentinel.
- Oct. 18-19 in Austin, hosted by GateHouse Media LLC and the Austin American-Statesman.
- Oct. 25-26 in Albuquerque, hosted by the University of New Mexico in conjunction with the New Mexico Press Association Convention.

Attendees consistently rate its interactive sessions as 4.5, with 5 as highly effective and highly useful. Instructors are accomplished journalists with both frontline and teaching experience.

**To apply to be a NewsTrain site in 2021, email NewsTrain Project Co-Director Laura Sellers-Earl to get an alert when applications open in early 2020 at <https://www.apme.com/page/HostaNewsTrain>.**

NewsTrain's low tuition is made possible by donors, big and small, who have included The Associated Press, GateHouse Media LLC, APME past and present board members, and the APME, Newhouse and Gannett foundations. **To keep NewsTrain serving journalists in their communities, please donate at <https://www.apme.com/donations/donate.asp?id=7259>**

**Contact: Linda Austin, [laustin.newstrain@gmail.com](mailto:laustin.newstrain@gmail.com), or Laura Sellers-Earl, [lsellers.newstrain@gmail.com](mailto:lsellers.newstrain@gmail.com), NewsTrain project co-directors.**

NewsTrain workshops were held in Lincoln in 2016, hosted by UNL.

## **Federal judge's order against Adept Management for deceptive direct mail subscription practices**

*News Media Alliance, June 13, 2019*

In a ruling last week, a federal judge in Oregon issued an order that implemented a nationwide injunction against Adept Management for its false and misleading newspaper and magazine subscription campaign that plagued consumers from 2010 to 2015.

Adept Management - and the roughly 19 companies that it operated - purported to send "renewal notices" to current subscribers claiming that a subscription renewal was required when it was not.

The order enjoins Adept, its principals, and the various corporate entities they control from engaging in this sort of campaign in the future, and requires them to pay \$9.8 million to the Federal Trade Commission. The News Media Alliance applauded the FTC for pursuing this case and protecting newspaper subscribers across the country and hope that this order will bring some restitution to consumers who were defrauded, and that it discourages others from seeking to take advantage of consumers in the future.

For journalists  
every day  
is national  
coffee day  
(and gettin'  
the job done  
day, too)



#newspapersthive



## **Early Deadlines for 2x2 and Statewide Classified Ad Networks**

Due to the Nebraska Press Advertising Service/OnePress office being closed on Thursday, July 4 & Friday, July 5, there will be early deadlines for ads running the week of 7/8/19. These deadlines are firm. Thanks!

**Holiday Deadlines are as follows:**

**2x2 Network: Monday, July 1, 4:00 p.m.**

**Statewide Classified Network: Tuesday, July 2, 10:00 a.m.**

**These deadlines are firm. Ads will be sent out on Tuesday, July 2.**



For questions, please contact:  
Carolyn Bowman  
Nebraska Press Advertising Service/OnePress  
845 "S" Street  
Lincoln, NE 68508  
800-369-2850  
[cb@nebpress.com](mailto:cb@nebpress.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 5/20:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)  
Hickman Voice News – Wendy Doyle (paper made \$625.00)

### Week of 5/27:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Hastings Tribune – Shay Burk (paper made \$162.50)  
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$1,437.50 + \$315.00 out of state)

### Week of 6/3:

#### 2x2

Albion News – Jim Dickerson (paper made \$162.50)  
Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Clarkson Press – Tonya Evans (paper made \$162.50)  
Creighton News – Judy Forbes (paper made \$162.50)  
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)  
Hooper-Scribner Rustler-Sentinel – Chris Heitshusen (2 ads) (paper made \$325.00)  
Sutherland Courier Times – Trena Seifer (paper made \$150.00)

#### NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)

### Week of 6/10:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Clarkson Press – Tonya Evans (paper made \$162.50)  
Hickman Voice News – Wendy Doyle (paper made \$300.00)  
Hooper-Scribner Rustler-Sentinel – Chris Heitschusen (2 ads) (paper made \$325.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

#### NCAN

Ainsworth Star-Journal – Rod Worrell (paper made \$157.50)  
McCook Gazette – Shary Skiles (paper made \$75.00)

### Week of 6/17:

#### 2x2

Alliance Times-Herald – Amanda Mittan (paper made \$150.00)  
Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)  
Deshler Rustler – Jennifer Schnakenberg (paper made \$487.50)  
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)

#### NCAN

Ainsworth Star-Journal – Rod Worrell (paper made \$157.50)  
Fairbury Journal News – Jennifer Lewis (paper made \$75.00)

## Kevin Slimp's Extended Adobe Extravaganza!

### A second 100-minute webinar on July 19

Hosted by NewspaperAcademy.com

Leader: Kevin Slimp

Thursday, July 18, 2019

10:00 - 11:40 a.m. CST

Cost: \$69.00

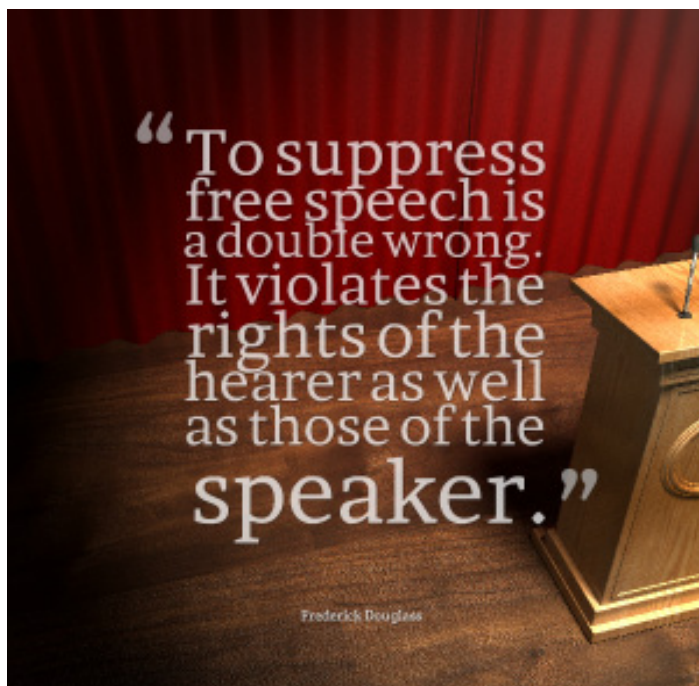
The June Extravaganza was such a great time, Kevin has added another 100 minutes of tools and tips to make you an even greater Adobe guru.

**Kevin will offer advanced tips in InDesign, Acrobat and Photoshop to take your design skills to the next level.** Imagine...another 100 minutes with Kevin Slimp. You don't want to miss this.

### **A few of the topics Kevin will cover include:**

- Creating and Working with Tables in InDesign (switching first/last name, etc)
- More about Scripts and How to Use Them
- Data-Merge in InDesign
- Advanced Photo Editing Techniques
- Embedding Cutlines/Captions into Photo in Photoshop that work with InDesign
- Dealing with 4-Color Text and Other Problems in PDF Files

The June webinar lasted 110 minutes and it could have gone on all day. Don't miss this chance to further your skills and become an Adobe software guru. **For more information on the July 19 webinar, go to: <http://msb.press/extrapart2>.**





# Classified Advertising Exchange

June 17, 2019

**PRESS WANTED:** Looking for a Printmaster Press (two-color) in good condition. Please send pictures, videos, information, pricing, location of press to: Emanuel Printing, Attn: Chris Zavadil, 130 N. Main Street, Fremont, NE 68025. PH: 402-721-4421, Email: [epbusiness@neb.rr.com](mailto:epbusiness@neb.rr.com)

**EDITOR:** The Norfolk Daily News – an independent, family-owned news organization serving the northeast quarter of Nebraska – is seeking an editor to guide its approximately 15-person newsroom and play a key role on its leadership team. The Daily News, which has been owned by the same family for more than 125 years, is known for its commitment to community advocacy and a conservative worldview, and is seeking an editor who embraces those foundational pillars. The Daily News publishes not only a six-day-a-week afternoon newspaper, but also a variety of digital products that continue to grow in scope. Its next editor will have a track record of journalistic excellence and a broad knowledge of the issues, challenges and opportunities in the evolving world of community journalism. The Daily News is seeking an individual who is equally comfortable in meeting with high-ranking elected officials as well as individual subscribers. The editor will especially be knowledgeable and excited about the digital side of journalism and how best to distribute content to effectively reach Nebraskans of all ages. If interested please contact Bill Huse at [whuse1@gmail.com](mailto:whuse1@gmail.com).

**REPORTER:** Do you enjoy writing? Do you like talking to people? Feature and general assignment reporter, full or part-time. Apply in person at the Albion News, 328 W. Church St., Albion. Experience helpful, but will train. Come and be a part of our award-winning newspaper team! Albion News, Petersburg Press, St. Edward Advance.

**REPORTER:** The Scottsbluff Star-Herald, named Nebraska's top daily newspaper in 2019, seeks a self-driven reporter interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The right candidate should be willing to uncover hard-hitting stories and hometown features. Send cover letter, resume and clips to [brad.staman@starherald.com](mailto:brad.staman@starherald.com).

**ACCOUNT ASSOCIATE:** Are you outgoing? Self-motivated? Organized, goal oriented, and possess good people skills? The the Custer County Chief in Broken Bow would like you to join our team! We offer salary, commissions, and company benefits. Must have a valid drivers license and reliable transportation. We are the Hometown Newspaper for Broken Bow, Custer County and Central Nebraska. Send resume and references to: Donnis Hueftle-Bullock, General Manager, [generalmanager@custercountychief.com](mailto:generalmanager@custercountychief.com).

**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).