

NPA/NPAS Staff

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Husker football tickets (pair) still available for NE vs. South Alabama game August 31 @ 11 a.m. (CT)

- *Cost is \$134.00 for the pair.*
- *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.**

“What you do speaks so loud that I cannot hear what you say.”

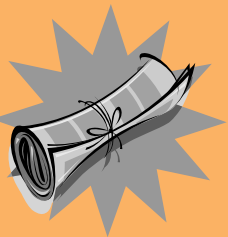
- Ralph Waldo Emerson

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.



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.**



American Independent Business Alliance, AMIBA

Independent Retailer Month dedicates July to celebrate independent retailers across the country. Independent retailers are the backbone of our communities, the mom and pop shops adding diversity along the main street and the family-owned businesses where we come together to live, work, and play.

Getting consumers to make purchases in their hometown shops and stores is a great way to boost the local economy and Independent Retailer Month is a campaign designed with the aim of doing just that. It takes place annually to highlight the importance to their community of small, locally owned and operated retailers. It encourages these types of enterprises to arrange fun events and activities to draw people in and help them understand the benefits of shopping locally.

Reasons to Celebrate Independent Retailers

A dollar spent at an independent retailer is usually spent 6 to 15 times before it leaves the community. From \$1, you create \$5 to \$14 in value within that community. Shopping with an independent retailer supports local traders, their suppliers and the people they depend on to run their businesses. Buying from an independent retailer boosts your local economy, rebuilding confidence in the community, enabling local businesses to prosper and grow.

When you spend \$1 at a national chain store, 80% of the money leaves town immediately. When you shop with your local independent retailers you are doing your bit to keep your community 'open for business'.

Independent Retailer Month Objectives:

***ENGAGE** independent retailer associations, small business organizations and retail thought leaders to demonstrate the importance of independent retail to the local, national and global economy.

***CONNECT** consumers and communities to local independent retailers reminding them of the benefits of shopping independent.

***IMPACT** community growth, the independent retail sector and the local, national and global economy.

For more about Independent Retailer Month, go to:

<http://www.indieretailermonth.com>

<http://www.independentwestand.org>

How librarians are teaming up with journalists to rescue local news...

Neiman Reports, June 19, 2019

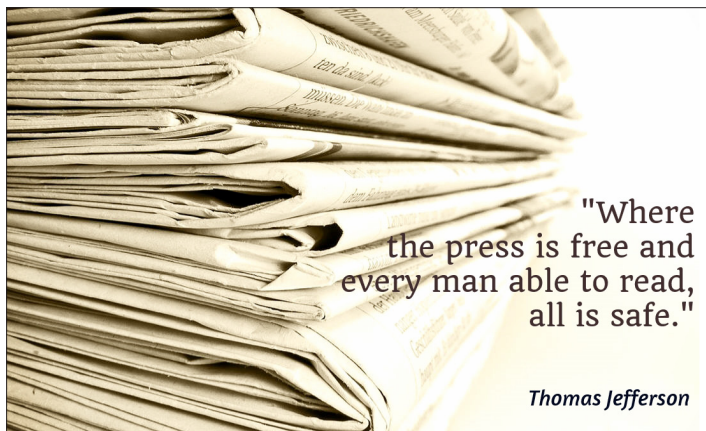
Increasingly, libraries are playing a greater role in journalism, as journalists and librarians — long entwined by common goals, and facing similar challenges as their industries undergo rapid transformation in the digital age — find ways to collaborate. Some librarians help where news organizations are absent or have been decimated in recent years. Other librarians are teaming up with journalists to promote media literacy and tackle misinformation, develop community journalists, spur civic engagement, and even to take on reporting projects.

To read the full article, go to:

https://niemanreports.org/articles/journalism-and-libraries-both-exist-to-support-strong-well-informed-communities/?utm_source=API+Need+to+Know+newsletter&utm_campaign=6db29a85fd-

...six newsroom-library partnerships to check out:

<https://newscollab.org/2019/06/19/6-newsroom-library-partnerships-to-check-out/>



"Where the press is free and every man able to read, all is safe."

Thomas Jefferson

Do you have a sales prevention department?

By John Foust, Raleigh, NC

Every business has procedures in need of tweaking. Do any of those procedures at your newspaper involve the advertising department? It might be a good idea to take a look.

I remember a Monday night long ago when my cable TV stopped working. I called the customer service line and went through the frustrating process of getting a real person on the line. That person was nice, but said they couldn't do anything about my cable until Thursday. Between Monday and Thursday, I received at least six automated messages to remind me of the appointment.



On Thursday, I made plans to be home to meet the service tech. When he arrived, he quickly determined that the cable box needed to be replaced. He retrieved a new box from his truck and installed it in a couple of minutes. Then the real trouble started. He couldn't activate the box until he received authorization from the cable company. As he explained it, the box which he had just connected to the TV had to be transferred in their records from the company's inventory to his truck's inventory to my TV. He submitted that request, but they couldn't make the switch right away because he had to wait his turn.

He was a nice fellow. As we sat in the kitchen and waited, he talked about his work, his family and his children's interests. Along the way, he mentioned that he liked his job, but that he spent most of his time waiting for the home office to authorize the equipment he installed.

After an hour of waiting, I tried to help by placing a call to customer service. When I eventually got someone on the line, I explained the problem and handed the phone to the technician. The customer service rep said she would look into the problem. But after more waiting, the tech decided to call another technician to see if he had a cable box that had already gone through an inventory switch. The new tech showed up a little later, and luckily that box worked.

The end result was that he was there for three hours to do twenty minutes of work, he was over an hour late for his next appointment, and -- worst of all -- he said it was an ordinary day.

The story doesn't end there. About an hour after the technician left, I received another automated phone call to remind me of the appointment.

Everyone I encountered was genuinely concerned about my problem, but they were limited by a faulty internal system.

I'm reporting this experience in excruciating detail to illustrate the negative chain of events that can result from a flawed process. I've run across some newspapers with similar system defects. In fact, I once heard of an office that had such a stringent credit process that people referred to it as the "sales prevention department."

The challenge is to find problems and fix them. If you do that, you'll become a customer service hero.

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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.

A second 'Adobe Extravaganza' webinar scheduled for July 18!

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.

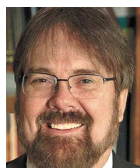
A few of the topics Kevin will cover include:

- 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 18 webinar, go to: <http://msb.press/extrapart2>.**

Social Media Bottom Line

How are newspapers actually benefitting from social media?



by Kevin Slimp
kevin@kevinslimp.com

When my publisher friend Joel Washburn asked me to visit his newspaper in McKenzie, Tennessee in June for a couple of days to work with his staff, he had the usual lists of items to cover while I was there:

- InDesign training...check
- Photo editing training...check
- PDF issues training...check
- Increasing sales training...check
- InCopy training...check

It was the sixth item on the list (don't worry, it's coming) that made me pause:

- How other newspapers are benefitting from use of social media....hmm.

One of the inside jokes among my friends who speak at newspaper conventions over the past ten years or so has been the number of workshops at conventions related to social media. For a while, five or six years ago, it seemed like every other breakout session had to do with social media.

While preparing to meet with Joel's staff, I went to my recent survey of North American publishers completed back in April. It was the fifth annual survey and, fortunately, we had questions about digital and social media on the survey each year.

When I looked at the 2019 survey results, I learned that 28 percent of respondents indicated social media is greatly beneficial to their newspaper's success.

As I looked closer at the respondents, it seemed the dailies were four times as

likely to respond this way than weeklies. I suppose that makes sense since dailies are more likely to depend on online/digital sales for revenue. Another 57 percent of respondents indicated they felt like their newspapers benefit in some way through use of social media.

Wanting to give Joel some helpful information, I went – where else – to social media to get some assistance. On Facebook, I asked friends who worked at newspapers to share how they successfully use social media at their papers. Within a few hours, I had more than 40 responses. Here are a few of them:

Jessica, from Florida, wrote:

"We post questions on hot topics in our area and then use the comments on our opinion page (in the printed newspaper) in our 'social media' section."

Cindy in Texas wrote:

"We get a lot of leads for stories on our newspaper Facebook page, both for news and features."

Darryl, from Manitoba, responded:

"On the morning our paper comes out, we post a collage of photos and a teaser such as, 'For the stories behind these photos, pick up a copy of today's paper.'"

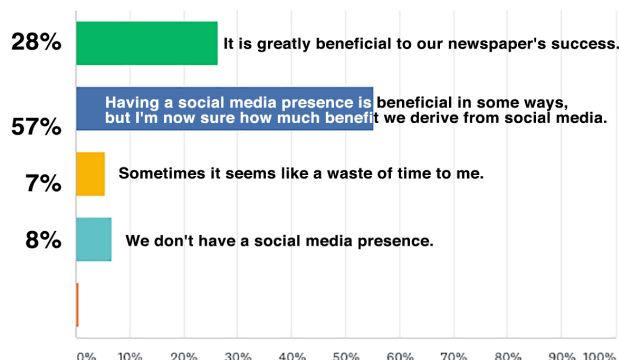
Kari, from Texas, wrote:

"Going live at high school sporting events draws in a lot of people to see our brand, but we haven't monetized it."

Bruce in Kansas wrote:

"I've learned to monetize a boost. I'm glad you enjoyed the story we did on your new business. For \$20 (or whatever) we can boost that for you. Look at our number of followers.' It's not a big money

Which statement comes closest to representing how you would rate the success of your newspaper's social media efforts? (This question relates to social media, not your online news site)



maker but it makes the new potential customer happy."

Travis, from Kentucky, answered:

"We ask people to submit photos of themselves reading your paper in amusing ways, and then pick the best submission to receive a prize."

As I looked through the early responses (early enough to meet my column deadline), I didn't see anyone writing about making money through social media posts, but I did notice a lot of respondents were using social media to prompt readers to pick up or subscribe to their newspapers which, obviously, could benefit the bottom line.

I had an interesting experience with social media just last week. I hosted a webinar titled, "Kevin's 100-Minute Extravaganza." I expected a low turnout because people generally don't attend webinars in the summer, due to vacations, back-to-school deadlines, holidays and whatever.

Most registrations came in response to email blasts and promotion by various press associations. However, I noticed a serious bump from a couple of Facebook

posts I created a week before the webinar. Later, I noticed several folks had shared the posts on their Facebook pages. Then a couple of associations asked if they could sponsor webinar registrations for their members.

In the end, close to 100 newspapers eventually registered for the webinar, most within four days prior to it taking place. And when I looked at the registrations afterwards, it was apparent about half of those were a result of those couple of Facebook posts from the week before.

What lessons am I learning about social media? It's pretty apparent it's not the end-all, and probably isn't going to make a major dent in most newspapers' bottom line anytime soon. However, used effectively, it can be a tool to drive readers to your print and online editions of your newspaper, promote subscriptions, and even be used as a service to advertisers.

If your newspaper is investing in social media, I would suggest you regularly examine what's being done and gauge its effectiveness in driving new subscribers and increasing ad revenue.

Classified Advertising Exchange

June 24, 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

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.

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.

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.

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.