

## Calendar of Events

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director

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### **Jenelle Plachy**

Office Manager/Bookkeeper

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### **Violet Spader Kirk**

Sales Manager

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### **Carolyn Bowman**

Advertising Manager

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### **Susan Watson**

Admin. Asst./Press Release Coordinator

Editor, NPA Bulletin

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## **Nelson named executive editor of Wahoo, Ashland, Waverly newspapers**

On September 9, Suzi Nelson was named executive editor of the Wahoo Newspaper, Ashland Gazette and the Waverly News, which are part of BH Media Group.

Nelson was news editor of the Ashland Gazette from 2002 to 2019. She has also been a reporter for the Fremont Tribune and the Wahoo Newspaper.

Nelson is a native of Saunders County and lives in Yutan, where she grew up and attended school. She graduated from the University of Nebraska-Omaha with a degree in journalism.

She replaced Lisa Brichacek, who is now a district administrator for the Nebraska-Iowa Kiwanis District.



## **Wesner elected treasurer of National Newspaper Association**

K. Brett Wesner, a member of the family publishing group that includes the Gothenburg Times, has been elected Treasurer of NNA (National Newspaper Association), according to Lynne Lance, the association's Executive Director.

Established in 1885, the NNA is a not-for-profit trade association representing owners, publishers and editors of America's community newspapers. Today, NNA's

2,000 members make it the nation's largest newspaper association.

Wesner, a native of Cordell, Oklahoma, began his newspaper career in 1988, with his purchase of the Walters (OK) Herald. He now publishes 15 titles in Oklahoma, Texas, Nebraska and New Mexico.




# EARLY DEADLINES!

**NCAN(classified) Ads:**  
Ads running wk of 12/2/19 - DL Tues., 11/26/19 at 10:00 a.m.

**2x2/2x4 Display Ads:**  
Ads running wk of 12/2/19 - DL Mon., 11/25/19 at 4:00 p.m.

Please pass this information along to all employees.  
There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman ([cb@nebpress.com](mailto:cb@nebpress.com)).



**Nebraska Press Association**  
Nebraska Press Advertising Service  
800-369-2850 Fax: 402-476-2942  
[www.nebpress.com](http://www.nebpress.com)

## **Blair Enterprise welcomes new assistant editor**

Elizabeth Elliott joined the Blair Enterprise staff on November 18 as their new assistant editor.

After working for the Arlington Catholic Herald in Arlington, VA, and living near Washington, D.C., for the past three years, she was ready to make the switch to a smaller community. She will cover news and features around Arlington and Blair, in addition to some regional reporting for Enterprise Media Group at the Lyons Mirror-Sun.

Elliott, who grew up in Omaha and now lives in Blair, received a degree in journalism and music from Creighton University in 1999. Since then she has either been freelancing or working full-time as a journalist.

## **Longtime Nance Co. Journal reporter, society editor, Adele Faaborg, dies at 101**

Adele Faaborg died October 22, 2019, at Boone Co. Medical Center in Albion, at the age of 101. Memorial services were held November 23, at Fullerton Community Church in Fullerton. Palmer-Santin Funeral Home handled arrangements.

Adele graduated from Fullerton Public Schools and immediately following graduation was employed at the Nance Co. Journal as a linotype operator.

In 1938 she married LaVerne "Butch" Faaborg, and moved to Grand Island while "Butch" served in the U.S. Army during WWII. The couple returned to Fullerton after the war to make their home and raise their family.

**cont. pg. 3**

## **Faaborg - cont. from 2**

In 1961, Adele returned to the Nance Co. Journal as a news reporter and later served as society editor until 2011. She was also a correspondent for the Grand Island Independent.

In 2003, she was awarded the Golden Pica Pole Award from the Nebraska Press Association for her 50 plus years of service. Her proof-reading ability and attention to detail will long be remembered and appreciated.

Adele was preceded in death by an infant son, Gary, and her husband, "Butch" in 2000. She is survived by her son Dr. Loren (Vicki) Faaborg of Sun City West, AZ; daughter, Gail (Dr. John) Rogers of West Allis, WI; and their families. Memorials suggested to Fullerton Rescue Squad; Fullerton Cemetery Assn.; Fullerton Community Church; or the Nance County Foundation.

## **The First Thanksgiving**

In early autumn of 1621, the 53 surviving Pilgrims celebrated their successful harvest, as was the English custom. During this time, "many of the Indians coming... amongst the rest their great king Massasoit, with some ninety men." That 1621 celebration is remembered as the "First Thanksgiving in Plymouth."

*"I do recommend and assign Thursday next to be devoted by the People of these States to the service of that great and glorious Being, who is the beneficent Author of all the good that was, that is, or that will be."*

—George Washington (October 3, 1789)



## **Right and left brain selling**

By John Foust, Raleigh, NC

Diane was telling me about her early days in selling. "One day stands out in my mind," she said. "I had back-to-back appointments with two different prospects to talk about a special section. The first person was interested in what his ad would look like and the importance of selecting illustrations to project the right image. The second person jumped right into the numbers and wanted to know the details of rates and tracking systems.



"Both people bought ads, but it fascinated me that they

arrived at their decisions in such different ways. Both cared about the appearance of their ads, but the first person cared more. Both people cared about numbers, but the second person cared more.

"That's when I realized that there is a lot of truth in the right brain-left brain concept I had heard so much about. The left side is the logical, mathematical side and the right side is the emotional, creative side. Of course, no one is 100 percent on either side, but most people have a natural tendency toward one side. Tendencies usually show up in childhood. Left brain children are better at math and right brain children are better at creative writing."

Diane explained that these traits are clearly evident in adults. "We've all been in conversations where the other person seems to be on a completely different wavelength. That could be due to different thinking styles. One of the key principles of selling is to 'know your audience,' which goes beyond knowing their company history and marketing motives. We have to get in step with the other person's thinking style, too.

"During a sales presentation, I try to adapt to the other person's style. When I'm talking to left brainers, I focus on facts and figures – and I use testimonial examples with lots of statistical evidence. When I talk to right brainers, I concentrate on creative strategy, with similar testimonials. When I meet with two or more people, I make sure to include information for both types."

What about the ads themselves? "It's interesting to study ads that deliberately take thinking styles into consideration," Diane said. "Look through a technical publication and you'll see ads that are filled with product specs and statistics. The same advertisers would have to take a different approach in a publication which appeals primarily to right brain readers. But in a general interest setting – like a newspaper – it's smart to include ad elements that appeal to both types.

"All of this has convinced me that flexibility is one of the most important traits of an advertising professional," she explained. "Too many people in this business think they can make the same presentation to everybody. That just doesn't work. We have to make adjustments and do everything possible to connect. We shouldn't expect them to adapt to us. We have to adapt to them."

Diane makes a good point. It's not always about right and wrong. Sometimes it's a matter of right and left.

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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)



# Would you like to print the 2020 NPA/OnePress Newspaper Directory and Rate Book?

*Submit your detailed bid by  
Friday, December 6, 2019*

## Here's what is involved:

- Print Quantity: 500 copies
- Covers (#80 gloss stock): Outside front/back covers are 4-color, bleed; Inside front/back covers are B/W
- 52 inside B/W pages (#70 gloss stock)
- Book is sent to you as a camera-ready PDF, ready to print, created in InDesign CS5
- 8 1/2" x 11" finished - two-staple binding
- Save any overrun pages for Nebr Press Assn office
- INCLUDE SHIPPNG COST** (to Nebr Press Assn office)  
& **SALES TAX** with your bid

## Please submit your bid to:

Nebraska Press Association  
845 "S" Street,  
Lincoln, NE 68508  
or by email to  
[nebpress@nebpress.com](mailto:nebpress@nebpress.com).

If you have questions, contact Susan Watson at  
402-476-2851/800-369-2850  
or [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



# Classified Advertising Exchange

November 25, 2019

**DIRECTOR OF MARKETING & SALES:** The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact [allen.vaughan@unl.edu](mailto:allen.vaughan@unl.edu) or call 402.472.1769

**NEWS EDITOR:** The Ashland Gazette and the Waverly News each have openings for news editor. Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication skills. Some nights and weekends are required. A valid driver's license and working vehicle are required. Bachelors degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Competitive pay and benefits package available. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoonepaper.com](mailto:suzi.nelson@wahoonepaper.com).

**EDITORIAL ASSISTANT:** The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoonepaper.com](mailto:suzi.nelson@wahoonepaper.com).

**DIRECTOR OF SALES:** Ready to be more than a sales rep? If you have 3-5 years of media sales experience, and are looking to move into a management position, this may be the opportunity you're looking for. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, digital and on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Our Director of Sales will carry and build an active account list, be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun,

adaptable, dedicated and positive team. Apply to Chris Rhoades, [crhoades@enterprisepub.com](mailto:crhoades@enterprisepub.com), Enterprise Media Group, Blair, NE.

**NEWSPAPER FOR SALE:** Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

**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).

**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 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.** Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need 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).

**To: Publishers/Staff, Affiliate &  
Associate Members & Guests:**

**Join us for pre-game food and  
conversation at the  
Nebraska Press Association Office  
845 "S" Street, Lincoln, NE**

**Fri., Nov. 29 from 11:30am-1:30pm**

**Huskers  
VS  
Iowa**



*Sponsored By:*  
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