

**Bulletin**

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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## **NOTICE OF ANNUAL NPA AND ONEPRESS BUSINESS MEETING (Electronic) -- June 4th - 5th, 2020**

Due to the COVID-19 pandemic, the Annual Meeting of the Nebraska Press Association and of Nebraska Press Advertising, Inc. (OnePress) will be held this year via electronic communication and electronic voting.

This change was approved by the respective Boards of Directors at their Joint Meeting held on May 1st.

The Annual Meetings are held for the purpose of electing directors to each board and for transaction of other business to be brought before the membership. There are no other business items to be considered by the membership at this annual meeting.

The Nominating Committee of the Nebraska Press Association, pursuant to Statute and By-Laws, has recommended the following:

- For a 3-year term: Cody Gerlach, Cambridge Clarion (term to expire 2023)
- Re-appointment to a 3-year term: John Erickson, Bridgeport News-Blade (term to expire 2023)

The Nominating Committee of the Nebraska Press Advertising Service, Inc. (OnePress), pursuant to Statute and By-Laws, has recommended the following:

- For a 3-year term: Tim Linscott, Fairbury Journal-News (term to expire 2023)
- Re-appointment for a 3-year term: Vickie Hrabanek, Norfolk Daily News (term to expire 2023)

After entertaining other names for consideration as board members, none were presented. Motions to close nominations and to accept the Nominating Committee reports were seconded and then unanimously approved.

**By electronic vote, members will be asked to approve these elections and re-elections to the Boards of Directors.**

**NOTE: This information and the electronic ballot will be sent to members at 9:00 a.m. CST on Thursday, June 4th and voting will cease at 6:00 p.m. CST on Friday, June 5th.**

## **OnePress Network Ad Sales Incentives available through June!**

***See PDF brochure attached  
to Bulletin.***

***Please share this information with  
your advertising staff/co-workers.***

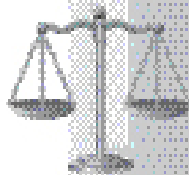
***Questions can be sent to  
Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com)  
or 402-992-2394.***

## **Have a Legal Question??**

**Questions about editorial policy,  
journalism ethics or a legal notice?**

**Call the Nebraska Press Association  
Legal Hotline.**

Contact Shawn Renner at:  
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.  
Bank Building, Lincoln, NE 68508, 402-474-6900,  
[srenner@cliniwilliams.com](mailto:srenner@cliniwilliams.com)



***Thank You!***

***"A big 'thank you' to all my newspaper  
friends from years ago for the recent  
birthday cards and greetings that you sent  
me for my 95th birthday. It was good to be  
remembered!"***

**Ardis Wilhelms**

### Presidents - from pg. 1

Sadd and his wife Jodi live in Doniphan and have two children who attend Doniphan-Trumbull Public School. He is an active member in the Doniphan community.

Johnson replaces Terrie Baker, publisher of the Grand Island Independent, as NPA president and Sadd succeeds Nathan Arneal, publisher of the North Bend Eagle, as OnePress president. Baker and Arneal will remain on the Nebraska Press Association and OnePress boards as immediate past presidents for one term.

## Wymore, NE native, investigative journalist, Dionne Searcey, wins 2020

### Pulitzer Prize with the New York Times

*New York Times, May 4, 2020*

Dionne Searcey grew up in Wymore, Nebraska and graduated from the University of Nebraska-Lincoln with a degree in journalism and French.

She began her career as a reporter for the City News Bureau of Chicago. She also worked for (NY) Newsday, The Seattle Times and The Chicago Tribune before taking a job with The Wall Street Journal. There she worked as a national legal correspondent and investigative reporter.

Her area was the telecom industry until she moved to The New York Times in 2014 and began to write about the American economy. In 2015 Searcey became the West Africa bureau chief. She won the Michael Kelly Award for her reporting on Boko Haram as well as a citation by the Overseas Press Club. She was nominated for an Emmy for her stories on Boko Haram.

Searcey won a 2020 Pulitzer Prize, along with The New York Times staff for their international reporting in a series of stories on how President Putin of Russia has used shadow warfare to undermine the West and restore Russia as a global power.

As part of the New York Times stories series, Searcey reported from the Central African Republic that Russia had sent mercenaries there to train local soldiers. The Russian operatives were partnering with rebels to mine diamonds.

Her book, *In Pursuit of Disobedient Women: A Memoir of Love, Rebellion, and Family, Far Away* was published in March 2020. Searcey is now the politics reporter at the New York Times. She is married with children and lives in Brooklyn, New York.

## Longtime Nebraska typesetter, Art Reinhart, dies at 90

Art Reinhart died April 8, 2020 at the Legacy Terrace in Lincoln, NE.



A native of Humphrey, NE, Art served in the U.S. Army in Guam from 1947-1948, then returned to Humphrey and married Bernadette Heinen in 1950.

He began his newspaper career at the Humphrey Democrat, then worked at the Fremont Tribune before moving to the Lincoln Star in 1954. He worked for Petersen Typographers in Lincoln (now Nebraska Printing Center), where he was a linotype operator for 32 years.

Art is survived by four sons and four daughters and their families. He was preceded in death by his wife, Bernadette. Funeral services will be held at a later date, with burial at Lincoln Memorial Funeral Home. The family requests memorials be made to: Tabitha Hospice Foundation, 4615 J Street, Lincoln, NE 68510.

## Beef Council articles, resources available

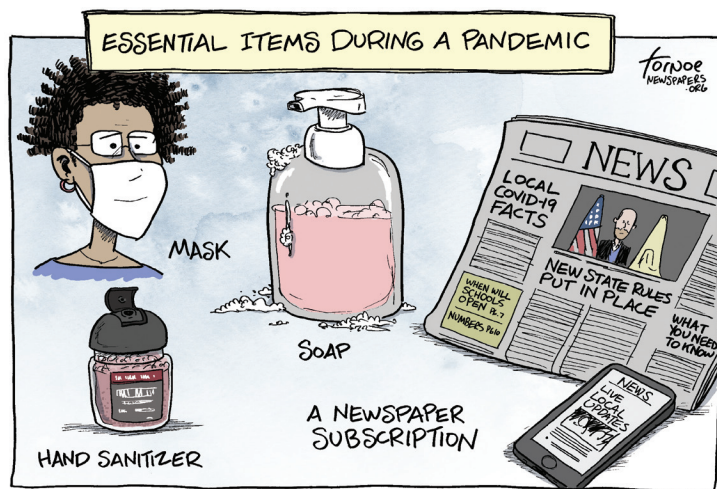
The Nebraska Beef Council has articles and resources available on their website for media to use as part of their Beef Month editorials.



Because the needs of media partners differ, the Council can also offer specific information as requested or line up interviews with Nebraska Beef Council staff, board members or local beef producers. Please contact Adam Wegner, [adam@nebeef.org](mailto:adam@nebeef.org), if you have specific requests.

**Visit this link for articles and resources:**

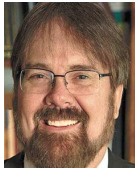
**<https://www.nebeef.org/about-us/beef-month>**





# Secrets of Newspaper Success

*Minnesota publisher shares tips from ten straight years of growth*



by Kevin Slimp  
kevin@kevinslimp.com

Just before the world turned upside down in early March, I was making preparations to speak at the Kansas Press Association Convention. One of my keynotes had to do with why some papers were experiencing success, while so many papers were decreasing in readership and revenue.

To get ready for the session, I interviewed several successful community newspaper publishers in the U.S. and Canada. My plan was to show snippets of the interviews with the Kansas audience. Little did any of us know that the Kansas convention wouldn't happen in April (thankfully, it's been rescheduled for later in the year), but the information I gained will come in quite handy when I begin speaking at conventions again this fall.

As I visit association conventions, there are names that pop up again and again when the discussion turns to successful newspapers. One such name is Jason Sethre, publisher of the Fillmore County Journal in Preston, Minnesota. Jason and his wife, Amanda, purchased the Journal in 2009 after 15 years in the corporate newspaper world. Amanda serves as associate publisher.

Jason and I visited for 30 minutes about the Fillmore County Journal. He and Amanda purchased the paper at a time when newspapers were beginning to struggle from the recession. Since that time, the Journal has grown 80 percent. Most of that comes from the newspaper itself, while another 30 percent or so of the growth comes from

other areas like special sections, a website division and tourism guides.

The Fillmore County Journal has a lot in common with other community papers, but it does a lot of things differently. For instance, obituaries are free. Jason told me the paper runs more than 300 obits each year. "People are always amazed when they find out we don't charge for obituaries."

One thing that surprised Jason after coming from the corporate world of big dailies, weeklies and shoppers was the lack of sales goals at the Journal. "When we bought the paper, there were no sales goals," he told me. "I wasn't used to that. That's not what it was like where I came from. Sales increased that first year and I decided to run the paper without sales goals after that."

Having worked with thousands of newspapers as a consultant, I was surprised when Jason showed me a word search special section. Yes, a special section filled with word search puzzles.

"There are 32 advertisers in the section," he explained, "and all of the ads were designed and placed on pages before a single ad had been sold."

Apparently, that's standard practice at the Fillmore County Journal.

"With every special section we do," Jason continued, "we ask ourselves, who we can get that we don't already have as an advertiser?"

The sales team goes into action, gives the designers a list of businesses, ads are created and placed on the pages, then taken out and shown to potential advertisers. Those who don't buy the ad, for whatever reason, get the ad for free. It's not as risky as you might think. Jason explains that for every 20 advertisers they visit



**The Sethre family left the corporate newspaper world in 2009 to run the Fillmore County Journal in Preston, Minnesota. The paper has experienced growth every year since.**

with a completed section, 16 to 18 will buy the ad.

"I'd rather place an ad for a potential advertiser than a house ad," Jason told me, "become most of them will become regular advertisers after we do that."

The Journal team consists of 18 staff persons including four full-time designers, "six or seven" reporters, sports and news editors, web designers and publishers.

I asked about having four designers at a small community newspaper. Jason explained that everything is designed in-house. Sure, he is pestered almost daily by vendors trying to get him to outsource work.

"We're in a rural area with a county population of 20,800. People do business with us because of the people who work for us. It would be foolish for me to outsource design because we would lose business."

I asked Jason about any other sales hints.

"I feel one of the lost arts in general is going out to talk to people. That's how we get a lot of our story ideas. I often learn of a story while talking with a potential advertiser. That's a huge part of our success."

Jason wasn't thrilled to hear about newspaper groups in other parts of the country dropping their sports staffs. He said, "That's a lot of short-sightedness."

In addition to covering sports for seven school districts, the Journal covers arts, academics and other areas of student life.

I didn't want the conversation to end. I asked Jason if there was anything more he could share that might be helpful to other newspapers.

"I think another thing that has been very important for us is that we pay very well. We pay 35 percent more than other papers in our region. We give annual raises every year."

Jason believes keeping good people pays off. "We spend more on staffing than most papers, but if you want to keep good people, you have to take care of them."

"Our company philosophy," Jason continued, "is that people are more important than profits. If you take care of the people, the profits will come."

Kevin Slimp is publisher at Market Square Books and trains newspapers at newspaperacademy.com.

Our members save 50% off Kevin's June 26 webinar, "Getting People to Pick Up Your Paper in 2020," at [msb.press/save50](https://msb.press/save50)

# Classified Advertising Exchange

May 25, 2020

**NEWSPAPER FOR SALE:** Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at [jensenpub@hamilton.net](mailto:jensenpub@hamilton.net) or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsonline.com](mailto:jim@albionnewsonline.com).

**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.

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

Classified Advertising Exchange, OnePress Ad Sales Incentives Packages.

## **Updated 2020 Nebraska Open Meetings Act booklets available**

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

**An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is available for \$1.00 each (plus postage).**

***To purchase booklets, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).***

**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).



# NEWSPAPERS HAVE YOUR BACK.

As we figure out what life looks like now, your local newspaper continues to be an excellent resource for reaching your customers. Together with OnePress, newspapers offer valuable advertising packages that reach nearly 60% of the entire adult population of Nebraska.

The specials listed below are currently available for the OnePress ad network to assist our customers during the pandemic.

## FREQUENCY SPECIALS

*Be Top of Mind with these frequency specials!*

- Buy 3 weeks, get the 4th week free.
- Buy 2 weeks, get the 3rd week 50% off.
- Effective April-June, 2020.
- Stipulations: Must be the same ad, no copy changes, all ads run in consecutive weeks.

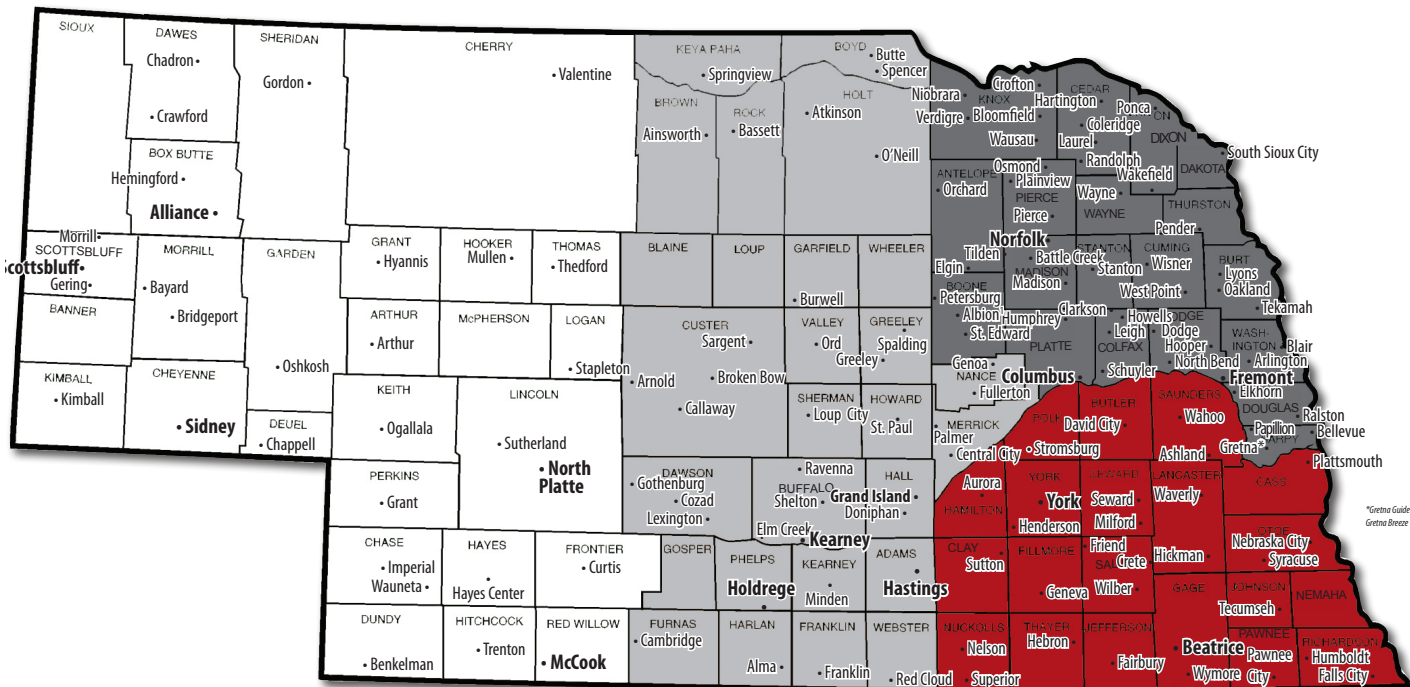
## SMALL BUSINESS, BIG AD SPECIAL

*Get more advertising space with your statewide placements!*

- 2x6 ad for the price of a 2x4 - \$1,950.
- Statewide only (not regional).
- Effective April-June 2020.
- Ad sizes shown on page 4.

# CONNECTING YOU TO NEBRASKA

## ONEPRESS AD NETWORKS



### STATEWIDE

233,128 circulation

152 newspapers

\$975/week (2x2 size)

\$1,950/week (2x4 size)

Western 2x2 network

Central 2x2 network

Northeast 2x2 network

Southeast 2x2 network

### WESTERN NEBRASKA

- > 48,362 circulation
- > 33 newspapers
- > \$300/week (2x2 ad size)
- > \$600/week (2x4 ad size)

### CENTRAL NEBRASKA

- > 62,834 circulation
- > 38 newspapers
- > \$325/week (2x2 ad size)
- > \$650/week (2x4 ad size)

### SOUTHEAST NEBRASKA

- > 46,063 circulation
- > 28 newspapers
- > \$300/week (2x2 ad size)
- > \$600/week (2x4 ad size)

### NORTHEAST NEBRASKA

- > 75,869 circulation
- > 53 newspapers
- > \$325/week (2x2 ad size)
- > \$650/week (2x4 ad size)

**DEADLINE:** TUESDAY BY 4 P.M. FOR AD TO RUN THE FOLLOWING WEEK.

**ONE**press



## PARTICIPATING NEWSPAPERS

### CENTRAL REGION

Ainsworth Star-Journal  
Alma Harlan Co. Journal  
Arnold Sentinel  
Atkinson Graphic  
Bassett Rock Co. Leader  
Blue Hill Leader  
Broken Bow Custer Co. Chief  
Burwell Tribune  
Butte Gazette  
Callaway Courier  
Cambridge Clarion  
Central City Republican-Nonpareil  
Cozad Tri-City Trib  
Doniphan Herald  
Elm Creek Beacon-Observer  
Franklin Co. Chronicle  
Fullerton Nance Co. Journal  
Genoa Leader-Times  
Gothenburg Times  
Grand Island Independent\*  
Greeley Citizen  
Hastings Tribune\*  
Holdrege Citizen\*  
Kearney Hub\*  
Lexington Clipper-Herald  
Loup City Sherman Co. Times  
Minden Courier  
O'Neill Holt Co. Independent  
Ord Quiz  
Palmer Journal  
Ravenna News  
Red Cloud Chief  
St. Paul Phonograph-Herald  
Sargent Leader  
Shelton Clipper  
Spalding Enterprise  
Spencer Advocate  
Springview Herald

**38 NEWSPAPERS**  
**62,834 CIRCULATION**

### NORTHEAST REGION

Albion News  
Arlington Citizen  
Battle Creek Enterprise  
Bellevue Leader  
Blair Enterprise  
Blair Pilot-Tribune  
Bloomfield Knox Co. News/Monitor  
Clarkson Colfax Co. Press  
Coleridge Blade  
Columbus Telegram\*  
Crofton Journal  
Dodge Criterion  
Elgin Review  
Elkhorn Douglas Co. Post-Gazette  
Fremont Tribune\*  
Gretna Breeze  
Gretna Guide & News  
Hartington Cedar Co. News  
Hooper-Scribner  
Rustler-Sentinel  
Howells Journal  
Humphrey Democrat  
Laurel Advocate  
Leigh World  
Lyons Mirror-Sun  
Madison Star-Mail  
Niobrara Tribune  
Norfolk Daily News\*  
North Bend Eagle  
Oakland Independent  
Omaha Daily Record\*  
Omaha Jewish Press  
Orchard Antelope Co. News  
Osmond Republican  
Papillion Times  
Pender Times  
Petersburg Press  
Pierce County Leader  
Plainview News  
Ponca Nebr. Journal-Leader  
Ralston Recorder  
Randolph Times  
Schuyler Sun  
South Sioux City Dakota Co Star  
St. Edward Advance  
Stanton Register  
Tekamah Burt Co. Leader

Tilden Citizen/Meadow Grove News  
Verdigre Eagle  
Wakefield Republican  
Wausa Gazette  
Wayne Herald  
West Point News  
Wisner News-Chronicle

**53 NEWSPAPERS**  
**75,869 CIRCULATION**

### SOUTHEAST REGION

Ashland Gazette  
Aurora News-Register  
Beatrice Sun\*  
Crete Doane College Owl  
Crete News  
David City Banner-Press  
Fairbury Journal-News  
Falls City Journal  
Friend Sentinel  
Geneva Nebraska Signal  
Hebron Journal-Register  
Henderson News  
Hickman Voice-News  
Humboldt Standard  
Milford Times  
Nebraska City News-Press  
Nelson Nuckolls Co. Locomotive-Gazette  
Plattsmouth Journal  
Seward County Independent  
Stromsburg Polk Co. News  
Superior Express  
Sutton Clay Co. News  
Syracuse Journal-Democrat  
Wahoo Newspaper  
Waverly News  
Wilber Republican  
Wymore Arbor State  
York News-Times\*

**28 NEWSPAPERS**  
**46,063 CIRCULATION**

### WESTERN REGION

Alliance Times-Herald  
Arthur Enterprise  
Bayard Transcript  
Benkelman Post & News-Chronicle  
Bridgeport News-Blade  
Chadron Record  
Chappell Register  
Crawford Clipper  
Curtis Hi-Line Enterprise  
Gering Courier  
Gordon Sheridan County Journal-Star  
Grant Tribune-Sentinel  
Hayes Center Times-Republican  
Hemingford Ledger  
Hyannis Grant Co. News  
Imperial Republican  
Kimball Western Nebr. Observer  
McCook Gazette\*  
Morrill Voice News of Western Nebraska  
Mullen Hooker County Tribune  
North Platte Bulletin  
North Platte Telegraph\*  
Ogallala Keith Co. News  
Oshkosh Garden Co. News  
Scottsbluff Business Farmer  
Scottsbluff Star-Herald\*  
Sidney Sun-Telegraph  
Stapleton Enterprise  
Sutherland Courier-Times  
Thedford Thomas Co. Herald  
Trenton Hitchcock Co. News  
Valentine Midland News  
Wauneta Breeze

**33 NEWSPAPERS**  
**48,362 CIRCULATION**



## AD SIZES

**2x2 ad actual size**  
**3.79" wide x 2" tall**

**2x4 ad actual size**  
**3.79" wide x 4" tall**

**2x6 ad actual size**  
**3.79" wide x 6" tall**