

**JOINT MEETING | BOARDS OF DIRECTORS**  
**NEBRASKA PRESS ASSOCIATION & ONEPRESS**  
9 a.m. Friday, May 1<sup>st</sup>, 2020 | VideoConference

**WELCOME** – The meeting was called to order at 9:10 a.m. Opening Comments & Roll Calls by NPA President Terrie Baker and OnePress President Nathan Arneal

**ROLL CALL** -- In attendance: Terrie Baker, Amy Johnson, Willis Mahannah, Rob Dump, Kevin Zadina (left meeting early at 10:40am), John Erickson (joined meeting at 10:45am); Nathan Arneal, Randy Sadd, Vickie Hrabanek, Lynell Morgan, Chris Rhoades; NPA/OnePress staff: Dennis DeRossett, Violet Spader, Susan Watson. Allen Beermann (joined call at 10:45am). Not attending the call: Kevin Peterson, Marcia Hora, Dee Klein.

**MINUTES** – Approval of minutes from Feb. 7, 2020 joint board meeting

NPA MINUTES: Amy Johnson made the motion to approve minutes and file for audit; seconded by Willis Mahannah; motion carried. ONEPRESS MINUTES: Vickie Hrabanek made the motion to approve minutes and file for audit; seconded by Randy Sadd; motion carried.

**FINANCIALS - (NPA and OnePress)**

**MARCH/YTD and BALANCE SHEETS (*exhibits*)**

NPA: Kevin Zadina made the motion to approve financials; seconded by Amy Johnson; motion carried. ONEPRESS: Vickie Hrabanek made the motion to approve financials; seconded by Randy Sadd; motion carried.

**ADVERTISING INCENTIVES REPORT** – Violet Spader, Sales & Marketing Manager

On April 3, OnePress notified our members of new Network/NCAN sales incentives to help drive revenue. Three specials were created – small business stimulus package; frequency specials and sales commissions. These sales incentives are being offered April through June. OnePress is seeing some political advertising ads coming in, and more is anticipate prior to the May primaries.

**AUTHORIZE NEW EXECUTIVE DIRECTOR TO SIGN DOCUMENTS** – With Dennis DeRossett having replaced Allen Beermann as executive director of NPA and OnePress, the boards voted to approve giving full document signing authorization to Dennis and to remove Allen Beermann’s name for signature signing (to sign off on financial transactions, etc.). Rob Dump made the motion to give Dennis DeRossett full signing authorization and remove Allen Beermann’s name and authorization; seconded by Nathan Arneal; motion unanimously approved.

**2020 ANNUAL CONVENTION** – Status & Options for July 9-11 Convention at Cornhusker Marriott Hotel, Lincoln (NPA and OnePress): Dennis DeRossett reported that he has been in conversations with Dan Jones, Director of Sales at the Cornhusker Marriott regarding the status of our July 10-11 convention (it was rescheduled from April 17-18) because of the COVID-19 pandemic and the unknown status of when large groups will be allowed to gather again. A decision needs to be made to either cancel our 2020 convention entirely or move ahead with a scaled back/smaller convention in the fall. Date options for fall at the Cornhusker Marriott are very limited – maybe one or two weekend dates that are not home

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football weekends. The hotel is currently closed and hopes to reopen at the end of May and be fully operational by late June, unless the governor extends current restrictions on crowd size, social distancing, etc.

Per contract language, NPA could face an \$18,000 penalty for cancelling the contract. NPA legal counsel at Cline Williams reviewed the hotel contract and said the pandemic likely wouldn't be considered an 'act of god' reason to cancel this year's convention. Dennis was optimistic a mutual agreement could be worked out with the hotel to cancel the 2020 convention with little or no financial penalty. Cornhusker Director of Sales Dan Jones will get back to NPA with a final answer week of May 4.

Dennis suggested that, if cancelled, an option could be to offer convention session topics as online webinars to our members. The tabloid of Better Newspaper Contest winners would still be published and certificates mailed to the winners, but possibly not have a BNC video produced for 2020.

After board discussion, Rob Dump made the motion to cancel the 2020 convention and, if the hotel imposes a cancellation penalty, to give the Executive Committee authority to approve cancellation agreement made by Dennis with the hotel; seconded by Randy Sadd; motion carried.

**MEMBER SURVEY RESULTS – (NPA and OnePress)**

Payroll Protection Program | COVID-19 Impact | Webinar Topics | Rating NPA  
Dennis DeRossett reported that OnePress emailed a survey to all of our member newspapers the week of April 20 asking who had applied for PPP funding and how were papers being impacted by the loss of advertising revenue. Of the 50 that responded, 38 had applied for government funding. Of the 38 who applied for funding, 33 papers received funding. If a second round of government funding were made available, 17 respondents would apply for the second round. 49 of 50 respondents said the drop in advertising revenue impacted them. Dennis explained the question on the idea of offering a stimulus payment of \$1,000 in advertising to each of our 153-member newspaper, for a total stimulus of \$153,000. Half of the funding (\$76,500) could come from NPA Foundation and the other half (\$76,500) could be split between NPA and OnePress. Such a stimulus advertising buy would be educational, keeping with the Foundations' mission of providing education to support our newspaper industry. Nathan Arneal and Chris Rhoades suggested if the board moves forward with a stimulus program that an 'opt in' application process be used since some papers may need the money more than other papers. After discussion Amy Johnson made a motion to table any stimulus advertising buy decision July, which allows more time to evaluate the pandemic's financial impact on our members; seconded by Lynell Morgan; motion carried.

**2020 FOOTBALL PARKING RATES (OnePress)**

Dennis DeRossett reported that we have a signed 2020 contract (for \$25,000) with UNL's IMG Sports Marketing firm to use our parking lot on Husker football home game days to host private tailgate events. (There is no out-clause for IMG in the contract.) As part of the contract, IMG provides NPA with 33 complimentary game day parking stalls in the Pinnacle Arena parking garage. For 2020, NPA plans to

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offer these (football season) parking stalls to our members for a suggested donation to the NPA Foundation of \$120.00 per stall for the season. Non-members would pay \$350.00 for season parking, with that money going to OnePress. Allen Beermann suggested that we don't promote season parking until we know if there will be a Husker football season (maybe by August). The board will take no action at this time.

**LEGISLATIVE UPDATE**

2020 Legislative Session – Matt Schaefer, Mueller Robak, LLC (*NPA lobbying firm*) (*exhibits*)  
Matt Schaefer, an associate with Mueller Robak, joined the meeting for a Legislative update. The pandemic has had a big impact on the Nebraska Legislature and it's unclear when the Legislature will be back in session. The pandemic will have a major impact on the primary elections, with a high percentage of people opting to vote by mail and a high overall voter turnout. Prior to the pandemic there were several planned ballot initiatives, but now the number of initiatives will be lower. Allen Beermann asked if the Legislature would take up any study resolutions. According to Matt there won't be much activity, so we'll see fewer study resolutions. The proposed bill to impose sales tax on digital advertising is stuck in committee and will not move forward this session. Dennis reminded the board that we'd have to keep our guard up when the Legislature reconvenes - the best lobbying is done by local publishers within each Senate district.

Dennis DeRossett reported that Shawn Renner, our media law/Legal Hotline attorney would be retiring the end of 2020. Because the area of media law is very specialized, our options for finding a replacement are limited. We're looking at our options – so far, one attorney in Nebraska and two neighboring-state attorneys; we're working jointly on this with the Nebraska Broadcasters Association. We've also approached Shawn Renner to consider a consulting agreement with NPA and the broadcasters, but there are many considerations before that decision can be made.

**FINANCIALS – AUDIT REPORTS (NPA & OnePress)**

*Angie Murray/Dana Cole & Co. has joined the meeting at 11:00 a.m.*

NPA DRAFT AUDIT REPORT: Angie Murray presented the audit findings for 2019. The audit was conducted on-site in February; everything was in order and a clean audit was the determination. Audit journal entries were given to Jenelle Plachy and the audit communication letter was signed by Dennis DeRossett and Jenelle Plachy. Amy Johnson made the motion to approve the preliminary audit as presented; seconded by Rob Dump; motion carried.

ONEPRESS DRAFT AUDIT REPORT: Angie Murray then presented the 2019 audit findings for NPAS. The audit was conducted on-site simultaneously with the NPA audit. All information was in order and a clean audit was the determination. Randy Sadd made the motion to approve the preliminary audit as presented; seconded by Chris Rhoades; motion carried. Angie said the preliminary draft audits are the same as final audits as long as there are no changes made. Copies of the final audits will be delivered to the NPA office from Dana Cole early week of May 4.

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**RESOLUTIONS OF ELECTION: New 2020/2021 Officers (NPA and OnePress)**

Resolution form has been signed by the NPA Nominating Committee Chair, Kevin Zadina. Officers ascend by approval of the board. Terrie Baker read the slate of NPA officers for 2020/2021: Amy Johnson, President; Kevin Peterson, Vice President; Willis Mahannah, Treasurer; Terrie Baker, Immediate Past President. There were no other nominations for officers. Rob Dump made the motion to close nominations of NPA officers; seconded by Willis Mahannah; motion to close nominations carried. Rob Dump made the motion to approve the slate of officers; seconded by Willis Mahannah; motion carried.

Resolution form has been signed by the OnePress Nominating Committee Chair, Chris Rhoades. Officers ascend by approval of the board. Nathan Arneal read the slate of OnePress officers for 2020/2021: Randy Sadd, President; Vicki Hrabanek, Vice President; Nathan Arneal, Immediate Past President. There were no other nominations for officers. Lynell Morgan made the motion to close nominations of OnePress officers; seconded by Chris Rhoades; motion to close nominations carried. Lynell Morgan made the motion to approve the slate of officers; seconded by Chris Rhoades; motion carried.

**PRESIDENT'S POINT OF PRIVILEGE** – Terrie Baker said she enjoyed her year serving as NPA President and she thanked her board for their help and support. Terrie said she would have a gift for her board once we can all meet together and she knows Amy Johnson will be a great president. Nathan Arneal said he appreciated all that Allen Beermann has done for NPA/OnePress. He has had a fun year serving as OnePress president, and enjoyed attending the NNA Convention in Milwaukee. New NPA President Amy Johnson and new OnePress President Randy Sadd both said they were honored to serve as president for the 2020/2021 term.

**REPORTS** – Information was sent to board members prior to board meeting:

NPA Foundation Scholarships | NPA Foundation Internships | Loral Johnson Sweepstakes Award  
Journalism Hall of Fame criteria update | Ameritas

**NEXT BOARD MEETINGS:** Thursday, July 9<sup>th</sup> (tentative, time tbd) and Friday, October 9<sup>th</sup> (time tbd);  
Journalism Hall of Fame Banquet, 6 p.m. Friday, October 9<sup>th</sup>, Nebraska Club, Lincoln

**BOARD MOVED INTO EXECUTIVE SESSION**

**MEETING ADJOURNED at 12:30 p.m.**

--End--

**NOTICE OF ANNUAL MEETING (Electronic) -- June 4th - 5th, 2020**

**To All Members of the Nebraska Press Association and Nebraska Press Advertising Service, Inc. (OnePress):**

Due to the COVID-19 pandemic, the Annual Meetings 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 Friday, 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.***

## Dennis DeRossett

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**To:** NPA and OnePress Boards of Directors  
**Subject:** NPA/ NPAS Management Contract

### Background:

Historically, NPA and NPAS have both processed payroll for employees; each is a separate entity and each files payroll taxes, provides W-2s, etc.

For example, the executive director salary is 49% NPA and 51% NPAS; each payday I would receive two paychecks – one each from NPA and NPAS—in amounts determined by those percentages.

This is duplicative and costly. Our auditors agreed that one entity could be the “pay master” entity, have all payroll processed through it, and use journal entries each month to allocated payroll expense accordingly.

Effective July 1<sup>st</sup>, we outsourced our payroll to Time Solution, a division of Dana Cole & Co. accounting firm in Lincoln which also serves as our auditors.

At that time, we instituted the “pay master” practice, following the guidelines of the auditors. Only one payroll is now produced each payday and journal entries are made each month to properly allocate expense to NPA and to NPAs.

With this change, the auditors also recommended that there be an established, written management contract between NPA and NPAS. They recommended it be simple and brief.

A copy of the proposed management contract is attached. The auditors have reviewed and approved this one-page document to constitute the necessary legal document.

It is intended to be reviewed each year and approved each year by the NPA and NPAS board, with changes as determined by the two entities.

Thank you.

Dennis DeRossett  
*Executive Director*



845 "S" Street | Lincoln, NE 68508  
O: (402) 476-2851 | (800) 369-2850  
C: (217) 725-5900  
[www.nebpress.com](http://www.nebpress.com)

## **NPA / NPAS MANAGEMENT CONTRACT**

Now comes the Nebraska Press Association (NPA) and the Nebraska Press Advertising Service, Inc., d/b/a Onepress, and enter into a Management Contract beginning July 1, 2020, through December 31, 2020, and continuing thereafter on an annual calendar year basis upon review and approval by the boards of directors of both parties.

The NPA will provide full management, administrative, operational and program services and support for NPAS/OnePress. All NPA employees, as part of their duties and responsibilities, provide some administrative, management or operational services to fulfill the work and mission of NPAS/Onepress.

NPAS/Onepress has no employees; it agrees to reimburse NPA for these services included in this contract. This contract should not be construed to create an employer-employee relationship between NPA, or any of its employees, and NPAS/Onepress.

The allocation of wages, benefits and other agreed upon expenses will be accounted for monthly and properly accrued, paid and reflected in each month's financial statements for NPA and for NPAS/OnePress. The percentages or method of determining this allocation will be approved annually by the NPA and NPAS/OnePress boards of directors and reflected in the separate annual budgets.

This document constitutes the full management contract between NPA and NPAS/OnePress and any business aspects or functions omitted are unintentional and are presumed to be included.

Authorized this date, \_\_\_\_\_, by:

**NPA President**

**Amy Johnson, Springview Herald**

**NPAS, Inc. President**

**Randy Sadd, Doniphan Herald**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

July 6, 2020

Board of Directors  
Nebraska Press Association  
845 S Street  
Lincoln, NE 68508

RE: Gothenburg Leader

To Whom It May Concern;

The *Gothenburg Leader* is entering its second year of publication, and it is with great pleasure that we submit our application for admission into the Nebraska Press Association.

The *Leader* is published by Syndicate Publishing, L.L.C., a Nebraska limited liability company owned by John Bell and Colten Venteicher. Bell, a native of Gothenburg and seed & chemical salesman, has a graphic design and sales background. Venteicher is a local attorney who is involved in economic development efforts on behalf of the Gothenburg community of 3,600 residents. This entity was a start-up with neither Bell nor Venteicher previously being involved in the newspaper industry.

The *Leader* takes pride in providing a locally-owned, hyper-local news source to area residents. In addition, the *Leader* has developed a devoted online following. The website often receives over 50,000 monthly page views, and the *Leader* Facebook Page has almost 2,500 followers. This was accomplished with the work of a professional staff who earned honors not only in Nebraska but also nationally from the Nebraska Press Women and the National Federation of Press Women.

I, Colten C. Venteicher, hereby attest that the *Gothenburg Leader* has been published consecutively for the past 52 weeks, with the first date of publication being July 3, 2019. The *Leader's* postal permit is currently pending under the New Launch procedure of the United States Postal Service. It is expected that final application will be submitted by the end of July 2020.

We are very proud of what we have accomplished over the past year with this endeavor. We look forward to continuing to serve our community and the journalism profession with this publication, and we would be honored to do so moving forward as a member of the Nebraska Press Association.

Sincerely,

A handwritten signature in black ink, appearing to read 'Colten C. Venteicher', with a stylized, cursive flourish extending to the right.

Colten C. Venteicher  
Member of Syndicate Publishing, L.L.C.





bacon vinton venteicher  
ATTORNEYS AT LAW

416 10th Street  
P.O. Box 208  
Gothenburg, NE 69138

Phone: (308) 537-7161  
Fax: (308) 537-7162  
www.bvv.law

Michael L. Bacon, P.C., L.L.O.  
mbacon@bvv.law

Steven P. Vinton, P.C., L.L.O.  
svinton@bvv.law

Colten C. Venteicher, P.C., L.L.O.  
coltenv@bvv.law

July 6, 2020

Board of Directors  
Nebraska Press Association  
845 S Street  
Lincoln, NE 68508

RE: Gothenburg Leader

To Whom It May Concern;

I am the appointed City Attorney for the city of Gothenburg, Nebraska. I am writing to notify you that the Gothenburg newspaper, the Gothenburg Leader, has been published for 52 consecutive weeks and has a general circulation in Dawson County, Nebraska.

I have checked the court records and find no collection actions against the Gothenburg Leader or any warrants for the papers' co-owners, John Bell and Colten Venteicher.

The Gothenburg Leader, it's co-owners and staff are known through the City of Gothenburg and all are in good standing in the community.

The Gothenburg Leader has proven itself to be an asset to our community and to the state of Nebraska as they have proven that print journalism is alive and thriving in rural communities who depend on the information they offer.

In addition, the staff assembled on the team at the Leader has proven themselves as trusted recorders of the history of our time. They have won awards at the state and national level through the Nebraska Press Women's publishing and photography contests as well as the National Federation of Press Women.

I am pleased to report that the Gothenburg Leader is qualified for publication of official city and county notices.

I feel the Leader would be an asset to the Nebraska Press Association.

Sincerely,

Michael Bacon

Attorney of Record for the City of Gothenburg

# 2020 RATE AND DATA QUESTIONNAIRE Page 1

Nebraska Press Advertising Service, 845 "S" Street, Lincoln, NE 68508  
402-476-2851, 800-369-2850, FAX 402-476-2942, e-mail cb@nebpress.com

Please check ALL information thoroughly and make all corrections, changes, and/or additions to the information below.  
PLEASE FILL IN ALL BLANKS, TOO!!! Then sign below and send or fax to NPAS right away. Please return this form by  
November 1, 2019. Don't forget the Statement of Ownership.  
\* This information is effective January 1, 2020. Rates listed are for the full calendar year.  
\* All rates are gross commissionable except where noted otherwise.  
\* Attach a copy of a current rate and a copy of Statement of Ownership as filed with your Post Office.

## GENERAL INFORMATION

City Gothenburg City pop. \_\_\_\_\_  
Name of Newspaper Gothenburg Leader  
County DAWSON Co. Seat Newspaper? \_\_\_\_\_  
Address 420 10th STREET Zip 69138  
PO Box 270 Zip+4 69138  
Telephone Number 308-537-9498  
Fax Number \_\_\_\_\_ Publish? \_\_\_\_\_  
Is Fax located at your newspaper office? \_\_\_\_\_  
Toll Free Telephone Number \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Publish?? \_\_\_\_\_  
Web Site Address: www.gothenburgleader.com Publish: YES  
Columns per page 6 Column width inches 1.5278 1.5278 1.5278  
4: 1.5278 1.5278 1.5278 Depth of column (inches) 9.6714  
Days newspaper is dated THURSDAY  
AM or PM? \_\_\_\_\_  
Prefer to receive orders by fax or e-mail: EMAIL  
Printed where? KEARNEY, NE  
Are you a central printing plant? NO  
If yes, list pubs printed in your plant on other side  
List other papers owned: \_\_\_\_\_

## CIRCULATION

Paid circulation 735  
Paid e-subscriptions circulation: N/A  
Community news carried (please list towns):  
GOTHENBURG, NE BRADY, NE

## ADVERTISING INFORMATION

Commissionable Display rate per inch \$7.10 DCI  
Local non-commissionable Display rate \$6.39 DCI  
Commissionable Classified Display rate per inch \$7.10 DCI  
Local Net Classified Display rate per inch \_\_\_\_\_

Sold in combination with (newspaper-not TMC):

N/A

Commissionable comb. Display rate per inch \_\_\_\_\_  
Commissionable comb. Class Display rate per inch \_\_\_\_\_

Advertising deadline-Display MONDAY NOON  
Advertising deadline-classified display MONDAY NOON  
Copy deadline FRIDAY 5P.M.

Color - Gross:  
Black plus 1 \$ NA Black plus 2 \$ NA Full Color \$ 8.52

Ad Composition Software Adobe  
Do you have a TV supplement? NO

## CLASSIFIED ADS

Best classified advertising day THURSDAY  
Number of classified columns 6  
Column width, inches (classified) 1.5278 1.5278 1.5278 1.5278  
5: 1.5278 1.5278 N/A N/A N/A N/A

## INSERTS

NET cost per piece: \$ .25 PER INSERT - FLAT RATE  
Single sheet \_\_\_\_\_  
4 pg tab/2 pg standard \_\_\_\_\_ 8 pg tab/4 pg standard \_\_\_\_\_  
12 pg tab/6 pg standard \_\_\_\_\_ 16 pg tab/8 pg standard \_\_\_\_\_  
Shipping Quantity:  
Newsp. only: 1,000 Shopper only: N/A Combined: 1,000  
Billing Quantity:  
Newsp. only: 1,000 Shopper only: N/A Combined: 1,000  
Space deadline MONDAY NOON BEFORE PRINT  
Insert in-plant deadline WED BEFORE INSERTION  
What is the largest size acceptable without folding? N/A

Folding Charge (amount): \$69.48  
Insert shipping address: KEARNEY HUB-ATTN MAIL DEPT  
13 E 22nd St.  
KEARNEY NE 68847

## TMC

Do you have a TMC/Shopper NO TMC/Shopper Name \_\_\_\_\_  
Enter commissionable rates per inch below:  
Display: \_\_\_\_\_ Classified display \_\_\_\_\_  
Commissionable Display rate combined with newspaper \_\_\_\_\_  
Commissionable classified display rate combined w/newspaper \_\_\_\_\_  
Issue day \_\_\_\_\_ Adv. deadline \_\_\_\_\_  
Columns per page (TMC) \_\_\_\_\_ Col. width inches TMC 2:  
3: \_\_\_\_\_ 4: \_\_\_\_\_ 5: \_\_\_\_\_ 6: \_\_\_\_\_ Depth of cols, inches (TMC) \_\_\_\_\_  
Circ. (TMC alone) \_\_\_\_\_ Circ. with newsp. \_\_\_\_\_

## PERSONNEL

Publisher JOHN BELL  
General Manager REBECCA STEWARD  
Editor \_\_\_\_\_  
News Editor ELLEN MORTENSEN  
Advertising Manager REBECCA STEWARD  
National Advertising Manager REBECCA STEWARD  
Computer Tech Person SARAH MILLER  
Classified Manager REBECCA STEWARD  
Production Manager SARAH MILLER  
Number of full time employees 3

Form completed by: REBECCA STEWARD Title: GENERAL MGR Date: JUNE 29, 2020

# 2020 RATE AND DATA QUESTIONNAIRE (PAGE 2)

OnePress, 845 "S" Street, Lincoln NE 68508  
402-476-2851, 800-369-2942, e-mail cb@nebpress.com

By completing this form in its entirety, you are helping OnePress sell online advertising at the regional and national level. We understand that some of the terms utilized on this form can be confusing. With this in mind, we encourage you to call 402-476-2851 or email vk@nebpress with your questions.

## GENERAL INFORMATION

Do you have a website? Yes  No

What is the web address:  
www.gothenburgleader.com

If you don't have a website, please let us know why:

Do you accept advertising on your website?  
Yes  No

## WEBSITE AUDIENCE

How many page impressions does your website generate in a typical month? 45,000

If you are unsure, check here: \_\_\_\_\_

How many unique visitors does your website generate in a typical month? 16,363  
If unsure, check here: \_\_\_\_\_

## WEBSITE AD SIZES

Do you offer any of the standard online ad sizes listed below? (Sizes are listed in pixels).

Please check the sizes you offer:

300x250   
160x600 \_\_\_\_\_  
728x90   
180x250 \_\_\_\_\_  
150x150 \_\_\_\_\_  
Other  320x50 - BANNER

## THIRD PARTY TAGS

Do you accept third party tags (invocation codes) from advertisers?  
Yes  No

If unsure, check here: \_\_\_\_\_

## ONLINE AD PRICING

How do you sell advertising on your website?  
COST PER CLICK - \$1 CPM = \$15  
Flat cost for set sizes and positions (net): \_\_\_\_\_  
Cost per thousand page impressions (net): ~~\$15~~ \$15.00

If you sell on a cost per thousand basis, what is your open rate for a run-of-site (ROS) online ad for the standard ad sizes listed below?

300x250 \$ 15 160x600 \$ \_\_\_\_\_ 728x90 \$ 15  
180x250 \$ \_\_\_\_\_ 150x150 \$ \_\_\_\_\_ Other \$ 15 (320x50 BANNER)

Please attach your online rate card or rate sheet.

## ONEPRESS ONLINE NETWORK

OnePress has established a regional and statewide online advertising network, much like the 2X2 Display Ad Network. To be part of this network, your newspaper will need to provide OnePress with advertising space on your website utilizing a third party tag. Would you like to know more about this online network?

Yes  No

## SOCIAL MEDIA

What social media channel(s) does your newspaper use?

Please check all social media channels that apply:

Facebook   
Twitter   
Instagram \_\_\_\_\_  
YouTube \_\_\_\_\_  
Snapchat \_\_\_\_\_  
LinkedIn   
Other (please list) \_\_\_\_\_

## CONTACT INFORMATION

Name of primary website contact: Sarah Miller  
Email: Sarah@gothenburgleader.com  
Phone: 308-537-9498

Name of primary online advertising sales contact:  
Rebecca Steward  
Email: rebecca@gothenburgleader.com  
Phone: 308-537-9498



See instructions on pages 3 and 4

# Application for Periodicals Mailing Privileges

|               |  |   |
|---------------|--|---|
| Filing Status | Type of Publication—See DMM® 207.6 (Check only one):   | <input type="checkbox"/> Foreign Publication—Complete Parts A and B   |
|               | <input checked="" type="checkbox"/> General Publication—Complete Parts A and B   | <input type="checkbox"/> Publication of Institutions and Societies With Publisher's Advertising Only—Complete Parts A and D         |
|               | <input type="checkbox"/> Requester Publication—Complete Parts A and C  | <input type="checkbox"/> Publication of Institutions and Societies With General Advertising—Complete Parts A, D, and E              |
|               | <input type="checkbox"/> Publication of State Department of Agriculture—Complete Parts A and D   | <input type="checkbox"/> Request for Permission to Mail at Special Periodicals Rates—Complete Part F and all other applicable parts |
|               | <input type="checkbox"/> News Agents—Complete Part A and attach a separate sheet listing the publications you handle and where they are published. |   |

## Part A

|                         |   |   |  |
|-------------------------|---|---|--|
| Publication Information | 1. Title of Publication as Shown on Publication<br><i>Cothenburg Leader</i>   | 2. Name of Publisher (Agent for Foreign Publication)<br><i>Syndicate Publishing, LLC</i>  | 3. ISSN (if already assigned)  |
|                         | 4. Frequency of Issue (Be specific. For example, "weekly," "monthly except June")<br><i>weekly</i>  | 5. Number of Issues Published Annually<br><i>52</i>   | 6. Basic Annual Subscription Price<br><i>\$35</i>  |
|                         | 7. Full Name of Owner (Individual, partnership, or corporation)<br><i>Syndicate Publishing, LLC</i>   | 8. Complete address of Known Office of Publication, Including County. For foreign publications, agent's address (not a Post Office™ box address)<br><i>470 10th St<br/>Cothenburg, Dawson County, NE 69138</i>  |  |
|                         | 9. If owned by a corporation, list the names of all stockholders owning or holding 1 percent or more of the total stock. (Attach a separate sheet if necessary)<br><i>Cotton Vestekker; John Bell</i>   | 10. Are any of the owners or stockholders interested financially in any business or trade represented by the publication? (Check one)<br><input type="checkbox"/> Yes<br><input checked="" type="checkbox"/> No |  |
|                         | 11. Do any of the persons or concerns that advertise in the publication have any interest therein? (Check one)<br><input type="checkbox"/> Yes<br><input checked="" type="checkbox"/> No  | 12. Is more than one copy of each issue furnished to any one advertiser therein? (Check one)<br><input type="checkbox"/> Yes<br><input checked="" type="checkbox"/> No  |  |
|                         | 13. Date of issue on which application is based. (Usually issue published closest to date of filing)<br><i>July 3, 2019</i>   | 14. Total Number of Copies Printed (For foreign publications, number of copies imported into United States)<br><i>3,000</i>   |  |
|                         | 15. Contact's Name<br><i>Kelly Carson</i>   | 16. Contact's Address<br><i>470 10th St Cothenburg, NE 69138</i>  | 17. Contact's Telephone Number<br><i>308-536-6499</i>                                    |
|                         | I hereby certify that all information furnished on this form is in support of this application, including the Business Plan supporting an application under the New Launch procedure (if applicable), and other supporting documentation, is accurate, truthful, and complete. I understand that anyone who furnishes false or misleading information or who omits material information requested on this form may be subject to criminal sanctions (including fines and imprisonment) and/or civil actions (including multiple damages and civil penalties). |   | 18. Signature of Publisher (or Agent for Foreign Publication)<br><i>[Signature]</i>      |
|                         |   |   | 19. Date Signed<br><i>6/20/19</i>  |
|                         | 20. Date of First Mailing Under Deposits After Application Was Filed  |   | 21. Amount of Application Fee Paid   |
|                         | 22. Date Fee Paid   |   | 23. Name of Postal Employee to Contact With Any Questions About This Application (Print) |
|                         | 24. Signature of Postmaster   |   | 25. Date Signed  |
|                         | 26. Post Office Address<br><input type="checkbox"/> Check if Centralized Acceptance Post Office   |   | 27. Area Code/Telephone Number   |

## Part B

Check if Applicable:  Application under New Launch procedure (Attach publisher's signed business plan)  Initial Audit of circulation by Authorized Audit Bureau Requested  Electronic Copies — Initial Audit of circulation by Authorized Audit Bureau Required

|   |   |                   |   |             |
|---|---|-------------------|---|-------------|
| Paid Distribution   | 1. Basic Annual Subscription Price  | <i>\$35</i>       | 5. Copies Purchased by Others (Attach a separate sheet showing who purchased, for what price, and for what purposes)                      |             |
|   | 2. Subscriptions Received by the Publisher at the Basic Annual Subscription Price From Persons to Whom Publication is Sent  | <i>511</i>        | 6. All Single Copies Sold (Newsstand, vendor, street sales)   | <i>120</i>  |
|   | 3. Subscriptions Received Under Offer of a Premium or Other Reduction Arrangement (Attach a separate sheet if necessary)    |                   | 7. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)                               | <i>15</i>   |
|   | Description of Premium or Reduction Arrangement   |                   | 8. Copies Exchanged With Other Publications (One copy for another)  | <i>12</i>   |
| Publisher's Cost Per Item   | Retail Value  | Value Represented | 9. Other Paid Circulation (Describe)  |             |
| 4. Subscriptions Paid for With Dues or Contributions (Attach printed copies of forms used for taking these subscriptions) | <i>105-CHAMBER</i>  |                   | 10. Total Paid Distribution (Add items 2 through 9)   | <i>883</i>  |
| Nonsub.   | 11. Single or Bulk Copies for Free Distribution (Samples/comps)   | <i>75</i>         | 13. Nominal Rate Subscriptions (DMM 207.6.1.2)  |             |
|   | 12. Expired Subscriptions   |                   | 14. Total Nonsubscriber Distribution (Add items 11 through 13)  | <i>75</i>   |
| Percentage  | 15. Total Copies Distributed (Add items 10 and 14)  |                   |   | <i>958</i>  |
|   | 16. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (Attach documentation) | <i>140</i>        | 17. Total Copies Printed (Add items 15 and 16. Should match total on press run/order or number imported. Attach press run or print order) | <i>1100</i> |
|   | 18. Percentage of Qualified Subscribers (Divide item 10 by item 15)   |                   |   |             |



SUMMERLAND  
ADVOCATE-MESSENGER

522 Main Street

P.O. Box 277

Clearwater, Nebraska 68726

402-485-2101

July 13, 2020

Nebraska Press Association  
845 S Street  
Lincoln, NE 68508

Nebraska Press Association members:

The Summerland Advocate-Messenger has published a weekly newspaper for one year. Our first edition debuted July 23, 2019.

Our publication is printed in Sheldon, Iowa, at White Wolf Web Offset Printers, delivered to Clearwater on Wednesday and distributed to subscribers for Thursday delivery.

We welcome the opportunity to join the Nebraska Press Association. Thank you for the opportunity.

Best,

LuAnn Schindler

Publisher

Summerland Advocate-Messenger



**SUMMERLAND  
ADVOCATE-MESSENGER**

522 Main Street

P.O. Box 277

Clearwater, Nebraska 68726

402-485-2101

July 13, 2020

Nebraska Press Association  
845 S Street  
Lincoln, NE 68508

Nebraska Press Association members:

Following is a brief history of the Summerland Advocate-Messenger.

The Summerland Advocate-Messenger is a weekly news organization located in Clearwater, Nebraska and serves the communities of Clearwater, Ewing, Orchard, Page and Royal.

The Advocate-Messenger is owned and published by ColdType Publishing, LLC, located at 522 Main Street, in a historic brick bank building, situated near the center of Main Street. Stop by for a cup of coffee or iced tea and get to know us.

Publisher LuAnn Schindler possesses more than 30 years of experience teaching and working in journalism. An award-winning journalist and editor, I have received honors from the Nebraska Press Association, Nebraska Press Women and National Federation of Press Women. I am joined in the venture with husband, Scott, who works on his family's farm, raising cattle and crops, feeding the world.

Together, we believe in the importance of community, our community - the Summerland community - and know the importance of sharing the joys and concerns of all who reside here. The heartbeat of this publication is community, and together, we will thrive and share responsible, trustworthy stories from rural America.

The first print edition of the Summerland Advocate-Messenger was printed in July 2019. Our online publication and digital footprint debuted at the same time, along with social media channels.

Best,

LuAnn Schindler  
Publisher  
Summerland Advocate-Messenger

# ANTELOPE COUNTY ATTORNEY

501 M Street, Rm. 11  
Neligh, NE 68756



Phone: (402) 887-5151  
FAX: (402) 887-5277

Joseph E.W.  
A.B.L.

July 13, 2020

Nebraska Press Association  
845 S Street  
Lincoln, NE 68508-1226

RE: Summerland Advocate-Messenger ("Summerland")

To Whom it Concerns,

The Summerland Advocate-Messenger was established on June 21, 2019 as an L.L.C. by filing the necessary documentation with the Nebraska Secretary of State. It published and circulated its first printed newspaper on July 25, 2019. The Summerland has been publishing and circulating a weekly newspaper ever since. Not only is the Summerland a countywide newspaper in Antelope County, it also has subscriptions which reach thirty additional counties in Nebraska and seven additional states. Therefore, I support the application for membership to the Nebraska Press Association submitted by the Summerland Advocate-Messenger.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph E.W. Abler", with a long horizontal line extending to the right.

Joseph E.W. Abler

# 2020 RATE AND DATA QUESTIONNAIRE Page 1

Nebraska Press Advertising Service, 845 "S" Street, Lincoln, NE 68508  
402-476-2851, 800-369-2850, FAX 402-476-2942, e-mail.cb@nebpress.com

Please check ALL information thoroughly and make all corrections, changes, and/or additions to the information below.  
PLEASE FILL IN ALL BLANKS, TOO!!! Then sign below and send or fax to NPAS right away. Please return this form by  
November 1, 2019. Don't forget the Statement of Ownership.  
\* This information is effective January 1, 2020. Rates listed are for the full calendar year.  
\* All rates are gross commissionable except where noted otherwise.  
\* Attach a copy of a current rate and a copy of Statement of Ownership as filed with your Post Office.

## GENERAL INFORMATION

City Clearwater City pop. 400  
Name of Newspaper Summerland Advocate-Messenger  
County Antelope (also cover Holt) Co. Seat Newspaper? \_\_\_\_\_  
Address 522 Main Street Zip 68726  
PO Box PO Box 277 Zip+4 68726-0277  
Telephone Number 402-485-2101 or 402-851-0054  
Fax Number No fax Publish? Yes  
Is Fax located at your newspaper office? N/A  
Toll Free Telephone Number NA  
E-mail address: Ischindler@summerlandadvocate.com Publish?? Yes  
Web Site Address: www.summerlandadvocate.com Publish: Yes  
Columns per page 6 Column width inches 2 2: 4.2 3: 6.4  
4: 8.6 5: 10.8 6: 13 7: \_\_\_\_\_ Depth of column (inches) 21  
Days newspaper is dated Thursday  
AM or PM? AM  
**Prefer to receive orders by fax or e-mail: Email**  
Printed where? White Wolf - Sheldon, Iowa  
Are you a central printing plant? No  
If yes, list pubs printed in your plant on other side  
List other papers owned: \_\_\_\_\_

## CIRCULATION

Paid circulation 400  
**Paid e-subscriptions circulation: 70**  
Community news carried (please list towns):  
**Clearwater, Ewing, Royal, Page, Orchard. We also cover O'Neill (Holt County supervisors) and Neligh (Antelope County Supervisors)**

## ADVERTISING INFORMATION

Commissionable Display rate per inch \$15  
Local non-commissionable Display rate \$8 (b/w) / \$10 (color)  
Commissionable Classified Display rate per inch \$15  
Local Net Classified Display rate per inch \$9 (b/w) / \$10 (color)

Sold in combination with (newspaper-not TMC):

Commissionable comb. Display rate per inch \_\_\_\_\_  
Commissionable comb. Class Display rate per inch \_\_\_\_\_

Advertising deadline-Display Monday, 5 p.m.  
Advertising deadline-classified display Monday, 5 p.m.  
Copy deadline Monday, 5 p.m.

Color - Gross:  
Black plus 1 \$ \_\_\_\_\_ Black plus 2 \$ \_\_\_\_\_ Full Color \$ \_\_\_\_\_

Ad Composition Software Adobe InDesign or Photoshop  
Do you have a TV supplement? No

## CLASSIFIED ADS

Best classified advertising day Thursday  
Number of classified columns 6  
Column width, inches (classified) 2 2: 4.2 3: 6.4 4: 8.6  
5: 10.8 6: 13 7: \_\_\_\_\_ 8: \_\_\_\_\_ 9: \_\_\_\_\_ 10: \_\_\_\_\_

## INSERTS

NET cost per piece :  
Single sheet 25 cents / sheet / paper  
4 pg tab/2 pg standard \$125 8 pg tab/4 pg standard \$230  
12 pg tab/6 pg standard \$350 16 pg tab/8 pg standard \$475  
Shipping Quantity:  
Newsp. only: 475 Shopper only: \_\_\_\_\_ Combined: \_\_\_\_\_  
Billing Quantity:  
Newsp. only: 475 Shopper only: \_\_\_\_\_ Combined: \_\_\_\_\_  
Space deadline Monday

Insert in-plant deadline Thursday  
What is the largest size acceptable without folding? \_\_\_\_\_  
Folding Charge (amount): \$100  
Insert shipping address: White Wolf Web Printers  
103 Crossroads Drive  
Sheldon, IA 51201-0160

## TMC

Do you have a TMC/Shopper No TMC/Shopper Name \_\_\_\_\_  
Enter commissionable rates per inch below:  
Display: \_\_\_\_\_ Classified display \_\_\_\_\_  
Commissionable Display rate combined with newspaper \_\_\_\_\_  
Commissionable classified display rate combined w/newspaper \_\_\_\_\_  
Issue day \_\_\_\_\_ Adv. deadline \_\_\_\_\_  
Columns per page (TMC) \_\_\_\_\_ Col. width inches TMC 2:  
3: \_\_\_\_\_ 4: \_\_\_\_\_ 5: \_\_\_\_\_ 6: \_\_\_\_\_ Depth of cols, inches (TMC) \_\_\_\_\_  
Circ. (TMC alone) \_\_\_\_\_ Circ. with newsp. \_\_\_\_\_

## PERSONNEL

Publisher LuAnn and Scott Schindler  
General Manager LuAnn Schindler  
Editor Sandy Schroth  
News Editor LuAnn Schindler  
Advertising Manager Elizabeth Odell  
National Advertising Manager Elizabeth Odell  
Computer Tech Person \_\_\_\_\_  
Classified Manager LuAnn Schindler  
Production Manager Jenna Hemenway  
Number of full time employees 1

Form completed by:

Title:

Date:



## 2020 RATE AND DATA QUESTIONNAIRE (PAGE 2)

OnePress, 845 "S" Street, Lincoln NE 68508  
402-476-2851, 800-369-2942, e-mail cb@nebpress.com

By completing this form in its entirety, you are helping OnePress sell online advertising at the regional and national level. We understand that some of the terms utilized on this form can be confusing. With this in mind, we encourage you to call 402-476-2851 or email vk@nebpress with your questions.

### GENERAL INFORMATION

Do you have a website? Yes  No

What is the web address:  
www.summerlandadvocate.com

If you don't have a website, please let us know why:  
\_\_\_\_\_

Do you accept advertising on your website?  
Yes  No

### WEBSITE AUDIENCE

How many page impressions does your website generate in a typical month? 10,000

If you are unsure, check here: \_\_\_\_\_

How many unique visitors does your website generate in a typical month? 2,500

If unsure, check here: \_\_\_\_\_

### WEBSITE AD SIZES

Do you offer any of the standard online ad sizes listed below? (Sizes are listed in pixels).

Please check the sizes you offer:

300x250

160x600 \_\_\_\_\_

728x90

180x250 \_\_\_\_\_

150x150 \_\_\_\_\_

Other 260 x 90; 550 x 480

### THIRD PARTY TAGS

Do you accept third party tags (invocation codes) from advertisers?

Yes \_\_\_\_\_ No \_\_\_\_\_

If unsure, check here:

### ONLINE AD PRICING

How do you sell advertising on your website?

Flat cost for set sizes and positions (net): \$50  
Cost per thousand page impressions (net): \_\_\_\_\_

If you sell on a cost per thousand basis, what is your open rate for a run-of-site (ROS) online ad for the standard ad sizes listed below?

300x250 \$ \_\_\_\_\_ 160x600 \$ \_\_\_\_\_ 728x90 \$ \_\_\_\_\_

180x250 \$ \_\_\_\_\_ 150x150 \$ \_\_\_\_\_ Other \$ \_\_\_\_\_

Please attach your online rate card or rate sheet.

### ONEPRESS ONLINE NETWORK

OnePress has established a regional and statewide online advertising network, much like the 2X2 Display Ad Network. To be part of this network, your newspaper will need to provide OnePress with advertising space on your website utilizing a third party tag. Would you like to know more about this online network?

Yes  No

### SOCIAL MEDIA

What social media channel(s) does your newspaper use?

Please check all social media channels that apply:

Facebook

Twitter

Instagram

YouTube

Snapchat \_\_\_\_\_

LinkedIn

Other (please list) TikTok

### CONTACT INFORMATION

Name of primary website contact: LuAnn Schindler

Email: lschindler@summerlandadvocate.com

Phone: 402-485-2101 or 402-851-0054 (cell)

Name of primary online advertising sales contact:

LuAnn Schindler

Email: lschindler@summerlandadvocate.com

Phone: 402-485-2101 or 402-851-0054 (cell)



**SUMMERLAND  
ADVOCATE-MESSENGER**

522 Main Street

P.O. Box 277

Clearwater, Nebraska 68726

402-485-2101

July 13, 2020

Nebraska Press Association  
845 S Street  
Lincoln, NE 68508

Nebraska Press Association members:

I am attaching a copy of our application for a periodicals permit, which was applied for June 29.

Our postmaster encouraged us to use our class three mailing permit until we neared the one-year mark because he thought it would be easier to be approved as a periodical. For the record, this is the first periodical application he has assisted with in 30 years.

When I spoke with him today, he thought we will receive notice of approval by the end of the week.

Thanks,

LuAnn Schindler  
Publisher  
Summerland Advocate-Messenger



See instructions on pages 3 and 4

Application for Periodicals Mailing Privileges

Filing Status section with checkboxes for General Publication, Requester Publication, etc.

Part A

Part A publication information section including fields for Title, Frequency, Name of Owner, and Contact Information.

Part B

Check if Applicable: Application under New Launch procedure, Initial Audit of circulation by Authorized Audit Bureau Requested, Electronic Copies — Initial Audit of circulation by Authorized Audit Bureau Required

Table with columns for Paid Distribution, Nonsub., and Percentage. Rows include subscription prices, distribution counts, and total copies distributed.

**Application for Periodicals Mailing Privileges (Continued)**

**Part C**

Check if Applicable:  Application under New Launch procedure (Attach publisher's signed business plan)  Initial Audit of circulation by Authorized Audit Bureau Requested  Electronic Copies — Initial Audit of circulation by Authorized Audit Bureau Required

|  |   |  |  |  |  |
|--|---|--|--|--|--|
| <b>Requester Copies</b>  | 1. Requests Received by the Publisher From the Persons to Whom the Publication Is Sent (Not paid subscription copies)       |  | 6. All Single Copies Sold (Newsstand, vendor, street sales)  |  |  |
|  | 2. Subscription Copies Paid for or Promised to be Paid for Including Those Below Nominal Rate                               |  | 7. Copies Sent in Fulfillment of Requests in a Manner Not Covered in Items 1 through 6 (Explain)                                       |  |  |
|  | 3. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)                 |  |  |  |  |
|  | 4. Copies Exchanged With Other Publications (One copy for another)  |  |  |  |  |
|  | 5. Copies Requested by Employers for Employees by Name or Position (Attach samples of these requests)                       |  |  |  |  |
| <b>8. Total Requested Distribution (Add items 1 through 7)</b>           |   |  |  |  |  |
| <b>Percentage Nonreq.</b>  | 9. Requests More Than 3 Years Old   |  | 11. Total Sample Copies Distributed (In the mails or otherwise)  |  |  |
|  | 10. Requests Induced by a Premium Offer or Material Consideration   |  | <b>12. Total Nonrequester Distribution (Add items 9 through 11)</b>  |  |  |
|  | <b>13. Total Copies Distributed (Add items 8 and 12)</b>  |  |  |  |  |
|  | 14. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (Attach documentation) |  | <b>15. Total Copies Printed (Add items 13 and 14. Should match total on order or number imported. Attach press run or print order)</b> |  |  |
| <b>16. Percentage of Qualified Requesters (Divide item 8 by item 13)</b> |   |  |  |  |  |

**Part D**

|   |  |   |  |  |   |
|---|--|---|--|--|---|
| Type of Organization (Complete one row) |  |   |  | Attach to Application  |   |
| <b>Institutions/Societies</b>           | 1. Benevolent or Fraternal   | No. of Members  | Publication Is Published: <input type="checkbox"/> By society or order<br><input type="checkbox"/> Under auspices of society or order  | Certified copy of the constitution and bylaws and the resolution or order showing the date publication was adopted by the organization   |   |
|   | 2. Society   | Type: <input type="checkbox"/> Literary <input type="checkbox"/> Professional <input type="checkbox"/> Historical <input type="checkbox"/> Scientific |  |  |   |
|   | 3. Trade Union   | Publication Is Published: <input type="checkbox"/> By trade union <input type="checkbox"/> Under auspices of trade union                              |  |  |   |
|   | 4. Church or Church Organization   | Publication Is Issued By: <input type="checkbox"/> Church <input type="checkbox"/> Church organization  | Evidence that the publication is actually issued by a church or church organization  |  |   |
|   | 5. Institution of Learning   | Is publication issued by a regularly incorporated institution of learning?<br><input type="checkbox"/> Yes <input type="checkbox"/> No                | Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation?<br><input type="checkbox"/> Yes <input type="checkbox"/> No | Is publication issued by a public or nonprofit private elementary school or secondary institution of learning or its administrative or governing body?<br><input type="checkbox"/> Yes <input type="checkbox"/> No | Certified copy of the charter, articles of incorporation, legislative act creating the institution and amendments thereto, and, when necessary, evidence to substantiate nonprofit status or support by public taxation |
|   | 6. State Agency of Health, Public Charities, Corrections, Agriculture, Conservation, Fish and Game, or Industrial Development                    | Agency Issuing Publication  |  | Evidence that authorized agency issues the publication   |   |
|   | 7. Educational Radio or Television Agency of a State or Political Subdivision of a State, or a Nonprofit Educational Radio or Television Station | Category Under Which Applying   |  | Evidence that authorized station issues the publication  |   |

**Part E**

|                                      |  |  |  |  |
|--------------------------------------|--|--|--|--|
| <b>Institutions/Societies w/Adv.</b> | 1. Subscriptions From Members Who Received the Publication Paid for by Dues or Assessments, Contributions, or Otherwise (Attach a certified copy of the resolution or arrangement used for taking these subscriptions) |  | 7. Total Sample Copies Distributed (In the mails or otherwise) |  |
|                                      | 2. Copies Sent to Other Subscribers  |  | 8. Disposition and Number of Remaining Copies (Explain)        |  |
|                                      | 3. Copies Exchanged With Other Publications (One copy for another)   |  |  |  |
|                                      | 4. Subscriptions Obtained in a Manner Not Covered Above (Explain in block 9)   |  | 9. Explanation From Item 4                                     |  |
|                                      | 5. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)  |  |  |  |
|                                      | <b>6. Total Subscriptions (Add items 1 through 5)</b>  |  |  |  |

**Part F**

|                      |  |  |   |
|----------------------|--|--|---|
| <b>Special Rates</b> | 1. If this application includes a request for special Periodicals privileges, submit documentation that shows your organization meets the requirements in DMM 207.10. (Check one box in either A or B) | <b>A. Nonprofit Category (Check one box only)</b><br><input type="checkbox"/> Religious <input type="checkbox"/> Philanthropic <input type="checkbox"/> Veterans<br><input type="checkbox"/> Educational <input type="checkbox"/> Agricultural <input type="checkbox"/> Fraternal<br><input type="checkbox"/> Scientific <input type="checkbox"/> Labor <input type="checkbox"/> Other Qualified Organizations | <b>B. Price (Check one box only)</b><br><input type="checkbox"/> Science-of-Agriculture (DMM 207.11.2)<br><input type="checkbox"/> Classroom (DMM 207.10.4) |
|                      | 2. Was organization formed for profit or does any net income inure to the benefit of any private stockholder or individual?<br><input type="checkbox"/> Yes <input type="checkbox"/> No                |  |   |

# SUMMERLAND ADVOCATE-MESSENGER

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[Sports](#)

[Opinion](#)

[Milestones](#)

[Obituaries](#)

[School](#)

[Lifestyle](#)

[Calendar](#)

## About The Summerland Advocate-Messenger

Hello and welcome.

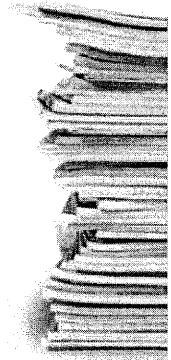
The *Summerland Advocate-Messenger* is a weekly news organization located in Clearwater, Nebraska and serves the communities of Clearwater, Ewing, Orchard, Page and Royal.

The *Advocate-Messenger* is owned and published by ColdType Publishing, LLC, located at 522 Main Street, in a historic brick bank building, situated near the center of Main Street. Stop by for a cup of coffee or iced tea and get to know us.

Publisher LuAnn Schindler possesses more than 30 years of experience teaching and working in journalism. An award-winning journalist and editor, I have received honors from the Nebraska Press Association, Nebraska Press Women and National Federation of Press Women. I am joined in the venture with husband, Scott, who works on his family's farm, raising cattle and crops, feeding the world.

Together, we believe in the importance of community, our community - the Summerland community - and know the importance of sharing the joys and concerns of all who reside here. The heartbeat of this publication is community, and together, we will thrive and share responsible, trustworthy stories from rural America.

The first print edition of the *Summerland Advocate-Messenger* was printed in July 2019. Our online publication and digital footprint debuted at the same time, along with social media channels.



## Dennis Derossett

---

**To:** NPA and OnePress Boards of Directors  
**Subject:** Journalism Hall of Fame

The Nebraska Journalism Hall of Fame is scheduled for Friday, October 9<sup>th</sup>. The banquet is to be at the Nebraska Club in Lincoln; it includes a reception, banquet and program for honorees. Crowd size is usually 150 people. Attached for your information are the nomination rules and list of past inductees.

Given the continued unknown and uncontrollable factors related to the Covid-19 virus, it is unknown if this event can be held this year.

There is a nomination and selection process for honorees; there is also considerable staff time involved in planning and execution of the event.

For the event to occur this year, the process would need to begin immediately and go full speed over the two months.

Most importantly, being inducted into the HOF is a huge honor and deserves full recognition that comes with the annual event. Given the historically older demographic of inductees and attendees, it is likely many would not attend the event out of safety concerns if the event were permitted to occur.

Based on these unknowns and safety concerns, it is our recommendation that the Journalism Hall of Fame not be held in 2020 and be scheduled to resume in 2021.

Thank you.

Dennis DeRossett  
*Executive Director*

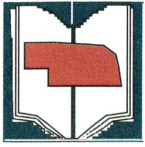


845 "S" Street | Lincoln, NE 68508

O: (402) 476-2851 | (800) 369-2850

C: (217) 725-5900

[www.nebpress.com](http://www.nebpress.com)



# Nebraska Journalism Hall of Fame

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation. Please enter the name(s) of one or more persons you believe deserve this honor.

## Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

**5. Consideration will be given to joint and related honorees, i.e. spouses, parent/son or daughter, siblings, whose collective work merits nomination for this honor.**

## Other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous inductees include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Ted M. Gill, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Les Mann, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Joe Starita, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

Example

for covered  
football parking  
(Pinnacle garage)

## NPA/NPAS 2019 Husker Football Parking

July, 2019

NPA Members,

It's time to start thinking about Husker football and 2019 season parking!

The NPA/NPAS Boards of Directors voted at their summer meeting to again lease our parking lot to the University of Nebraska through IMG...their Partner Services Manager, for each of the seven (7) Husker home games, to be used for "under the tent" private tailgate parties. (NPAS receives \$24,000 again this year from IMG for the parking lot lease).

In exchange, NPA/NPAS will receive 32 covered season parking stalls, located in the Pinnacle Bank Arena West Garage. The covered stalls are a block and a half west of the NPA office.

- **All parking spaces are on a first-come basis to our members.**
- **The cost for a 2019 season parking stall is a suggested donation of \$120.00, made payable to the NPA Foundation (tax deductible), as voted on by the NPA/NPAS Boards of Directors.**
- *If you're interested in season parking, complete the attached NPA Parking Agreement and submit to the NPA office, along with your check for \$120.00 (payable to NPA Foundation; tax deductible) **NOTE: If you were a season parker last year, you must submit a signed parking agreement along with your \$120.00 to be considered for 2019 parking.***
- Those who receive a season parking stall will be mailed a parking permit and parking map prior to the first Husker home game.

*Our pre-game hosted meal function will continue to be held prior to each home game (time to be announced each week in the Bulletin) at the NPA/NPAS office.*

GO BIG RED!

*Allen J. Beermann*

Allen J. Beermann  
NPA/NPAS Executive Director



Example

# 2019 Husker Football NPA Parking Agreement

YES, I'd like to sign up for one Husker  
football season (home game) parking  
stall:

\_\_\_\_\_ COVERED stall (*located in Pinnacle  
Bank Arena West Garage*)

I understand all parking stalls are on a first-come  
basis and my completed parking agreement, along  
with a suggested donation of \$120.00 (check),  
must be received by the NPA office for a stall to be  
considered reserved.

*(parking permit & parking map will be provided  
prior to first home game)*

NAME: \_\_\_\_\_  
*(Please print)*

NEWSPAPER: \_\_\_\_\_

MY CHECK FOR \$120.00 IS ATTACHED: \_\_\_\_\_  
*(Make payable to NPA Foundation; tax deductible donation)*

PHONE #: \_\_\_\_\_  
*(Best # to reach you on game days, if necessary)*

DATE: \_\_\_\_\_



**(402) 476-2851**  
**(800) 369-2850 (NE only)**

**FAX: (402) 476-2942**  
**845 "S" St. | Lincoln NE 68508**

**Nebraska Press Association**

## Dennis Derossett

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**To:** NPA / OnePress Boards of Directors  
**Subject:** Nebraska nonprofit investigative newsroom

MATT WYNN

PROPOSAL: Seeks concept approval by NPA board of directors

Nebraska is among the only states in the country that does not have a nonprofit investigative newsroom. Wyoming, South Dakota and Iowa each have one. Missouri has four; Colorado six. Nationwide, there are nearly 200, and that number is expected to reach 300 by the end of the year.

We will borrow the best practices of these groups to create a nonprofit, aggressively nonpartisan news organization that provides readers with the most inspiring, authoritative and in-depth stories on issues that affect the collective future of everyday Nebraskans.

Our intent is not to compete with existing media, but rather to augment their offerings. We intend to make all of our content available at no charge, and would like to partner with the Nebraska Press Association to ensure stories reach the places where they most deserve to be heard. This approach has worked across the country. Individual papers are under no obligation to run stories, but they are guaranteed a steady stream of locally-relevant, high-quality content should they choose to take advantage.

The focus of this as-yet-unnamed organization will be twofold: watchdog investigations and policy stories that hold the powerful accountable, and human-interest stories that showcase the best of our state. This dual focus is admittedly unique. But it will force us to highlight both positives and problems, a necessity as news deserts expand.

This effort is being spearheaded by Matt Wynn, a veteran journalist currently on the USA Today investigative team, where his work has been recognized with the Goldsmith prize for investigative reporting. Prior to coming to USA Today, he was the director of investigations and enterprise at MedPage Today. He spent six years at the Omaha World-Herald, where in addition to investigations, he built [dataomaha.com](http://dataomaha.com), a source of public information that was visited by millions of readers every year.

We are in the process of applying for nonprofit status, and are currently set up as an affiliated fund within the Nebraska Community Foundation.

We would be honored to have the Nebraska Press Association as a partner in this project. At this point, that means a general endorsement of our mission, and willingness to facilitate communication with Nebraska's newsrooms and this nascent service. Ideally, the NPA will be a full partner in fleshing out this idea and ensuring its an institution that supports and complements the state's media ecosystem.