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Reutzel came to the Daily News from Washington, D.C., in 1961, where he served as an assistant to the then-Civil Defense Administrator Val Peterson, a former governor of Nebraska. He later served as an assistant to the director of the Office of Civil Defense Mobilization in the Executive Office of the President. During this period, he served as the staff assistant handling matters concerning President Dwight Eisenhower's Cabinet.

He served in the U.S. Navy in World War II as an intelligence officer with the amphibious forces in the Pacific. In the early 1950s, he was active in the Naval Reserves as an air intelligence officer.

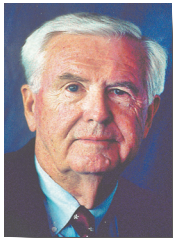
His involvement in newspapers began in 1946 when he served as publisher and editor of the Neligh News to 1954. He continued that newspaper involvement until 1973 as president of the News Publishing, Co. of Neligh, which operated weekly newspapers in Plainview, Creighton and Wymore. Reutzel served as NPA President in 1968, and was named to the Nebraska Journalism Hall of Fame in 1998.

His civic involvement was both on a local and statewide basis. He was active in the Norfolk Chamber of Commerce, served as a trustee of the University of NE Foundation for many years, and received the Foundation's Perry Branch award for volunteer service in 1983. Despite not being a graduate, he was president of the University of Nebraska Alumni Association and received its Distinguished Service Award in 1977 and its Distinguished Achievement Award in 1994.

Longtime Norfolk Daily News editor, Emil Reutzel dies

Norfolk Daily News, 9/28/20

Emil Reutzel, Jr., former editor of the Norfolk Daily News, died Saturday, September 26, 2020 at the age of 97 at his home in Coronado, CA.



Private graveside services will be held at a later date.

Reutzel served as editor of the Daily News for more than 30 years, from 1962 to 1993, and also was publisher and president of several weekly newspapers in Northeast Nebraska for many years.

Bill Huse, publisher of the Daily News, said, "Emil was a man who epitomized a lot of what that great generation was all about - hard work, commitment, perseverance, honor and excellence."

Kent Warneke, who succeeded Reutzel as editor of the Norfolk newspaper, said his predecessor was a skilled journalist who cared about the communities and readers he served. "His extensive civic involvement was testament to that," Warneke said. "His commitment to community journalism knew no bounds."

Just one example of that dedication was that Reutzel continued as a contributing editor at the Daily News for several decades after his retirement until last year at the age of 96. "Physically, he was dealing with some challenges, but his mind was as sharp as ever," Warneke said. "Phone conversations with him were always a highlight."

Reutzel graduated from Neligh High School, attended the University of Nebraska from 1941-1943, and after his service in World War II, he received an undergraduate degree from Northwestern University in Evanston, IL.

After his retirement, he and his wife of 75 years, Chloe, moved to Coronado, CA. Chloe died earlier this year at the age of 97.

Reutzel his survived by two daughters, Romney (William) Olson of Lincoln, and Sarah (Michael) Travis Lee of Laguna Hills, CA, and their families. Expressions of condolence can be mailed to Romney Olson at 4503 Dryden Place, Lincoln, NE 68516.

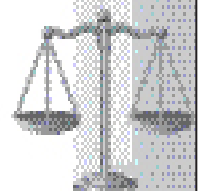
Have a Legal Question??

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@clinewilliams.com



Ten ways to mess up an online presentation

By John Foust, Raleigh, NC, September 2020

These days, ad professionals are conducting more digital presentations than ever before. While there are some similarities with in-person meetings, there are some significant differences. Let's take a quick look at ten of the biggest mistakes in online presentations:



1. Problems with technology. "Can you hear me now?" is more than a line from an old television spot; it's a reality of many online conversations.

As you plan the presentation, be sure to consider the meeting platform, webcams, and desktop-tablet-phone differences. It's better to address those issues ahead of time than to be surprised when things are underway.

2. Unprofessional appearance. Even if you're presenting from home or an informal business environment, it's important to look professional. While a business suit is not necessarily required, be sure to look neat. And don't forget to smile.

3. Camera movement. My wife had a recent call, in which one of the participants started walking around with his laptop computer. For several minutes, the camera treated everyone to jerky views of his ceiling and kitchen cabinets, all while he was talking.

For goodness' sakes, keep the camera in one position.

4. Distractions. We all know it's not good to see someone fumbling with papers during a meeting at a conference table. That's just as bad in an online presentation, because it indicates disorganization.

In addition, be sure to clean up your background, so it is simple and free of clutter.

5. Hard-to-see exhibits and graphics. Advance planning is the key, here. If you display ads or charts,

prepare carefully so everything will go smoothly. If you hold something up to the camera, make sure it is super-simple and in steady hands.

6. Winging it. There's a sneaky little voice in some salespersons' minds that says, "Hey, you're not meeting in someone else's office. You're in familiar surroundings, and you know so much about your product that you can make the sale just by talking off the cuff."

Don't listen to that voice. The only way to be at your best is to prepare and practice.

7. Not acknowledging everyone. There is often a tendency to talk to the main contact and pay little attention to others in a meeting. That's always bad manners, whether face-to-face or on a screen.

8. Talking in a monotone. It's not just what you say; it's how you say it. One of the fastest ways to lose attention is to speak in a tone of voice that lacks energy and enthusiasm.

Put some excitement in your words.

9. Talking too much. A remote call is not a license to "talk at" people. Whatever the format, a sales conversation should be a dialogue, not a monologue. Think of ways to encouragement. Ask plenty of questions and respond to their answers with respect.

10. Not listening between the lines. Watch for facial expressions and listen for voice inflections, just like you do in on-site presentations. If you don't, you may miss something which could be a deal maker or deal breaker.

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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

Importance of local newspapers discussed at Sutton High School's Career Exploration Day, Sept. 16

Tory Duncan, managing editor of the Sutton Clay County News, and Violet Spader, OnePress sales and marketing director, spoke to high school and middle school students at Sutton High School on September 16 as part of Career Exploration Day, sponsored by Sutton Chamber of Commerce.

The event gave students an opportunity to talk to professionals in a variety of careers. Duncan and Spader both emphasized the importance of local newspapers to a community and shared examples of how students could prepare for a career in journalism.

Calling all judges!

The Kentucky annual Advertising Newspaper Contest is coming up in a few weeks and they need judges.

WHEN: Approx. November 2 - November 25
WHERE: In front of your office/home computer.

Judging is a great way to gain new ideas for your newspaper!

-- Contest rules & categories attached to the Bulletin.

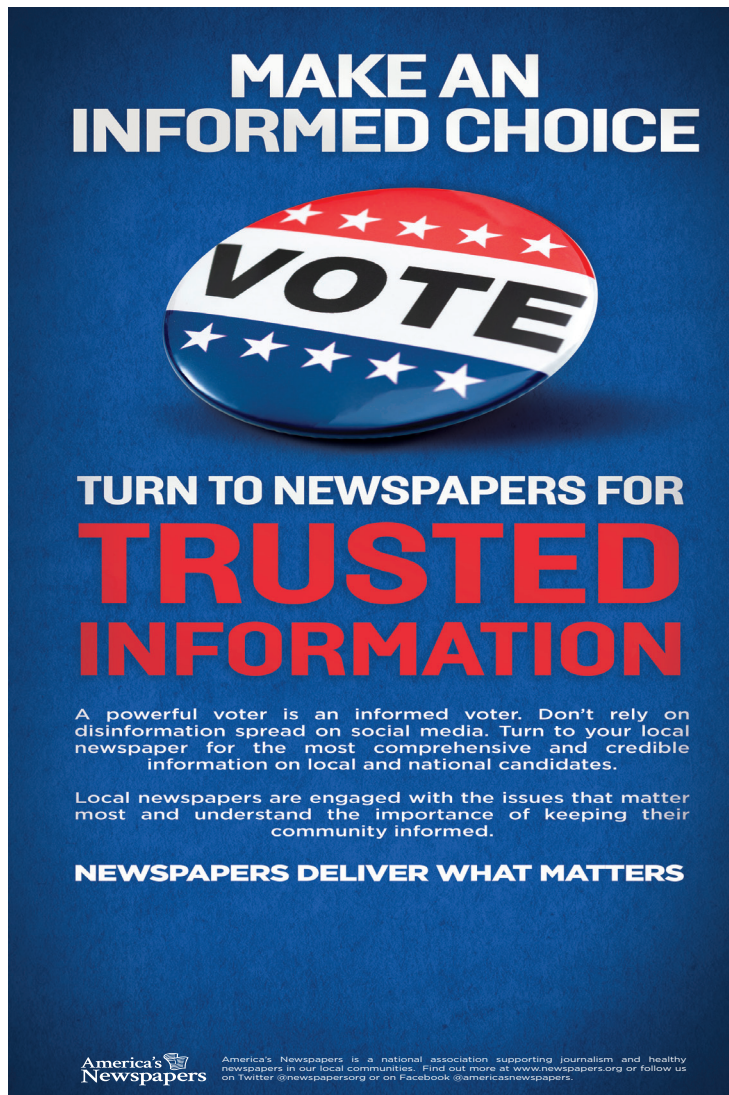
-- If you can help with judging, email the form attached to the Bulletin to Carolyn Bowman, cb@nebpress.com

-- Please share this request for judges with your staff!

New election season marketing campaign - from America's Newspapers

As the election season enters its final month, voters are turning to their local newspapers for information on the issues that matter to them.

A new marketing campaign rolled out by America's Newspapers warns readers: "Don't rely on disinformation spread on social media. Turn to your local newspaper for the most comprehensive and credible information on local and national candidates."



Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

To Download the FREE Ads:

- Simply provide a few registration details at <https://newspapers.org/marketing-vote/>
- After registering you'll receive an email with a link to download the ads in color, black and white, and co-branded options.

Questions about this campaign? Contact Greg Watson, America's Newspapers, www.newspapers.org, 847-282-9850, ext 104.



New (free) online resource for community newspapers - can help boost your sales

Reinforces the point that newspaper ads work!

The Newspaper Association Managers' Relevance Project released the extensive Revenue Resource 2020 to assist newspapers in aiding businesses of all sorts during the problematic pandemic.

The initial phase of the Relevance Project Revenue Resource has 18 sales promotions:

- Three are sales fliers that ad reps can send to local businesses to show the local newspaper is eager to help with reopenings under the banner of **ALL TOGETHER NOW**. The materials are perfect conversations starters to secure appointments and explore solutions.
- The remaining 15 pieces in the new resource are eye-opening statements about the power of newspapers to motivate consumers to buy from newspaper advertisers in categories ranging from grocers to home services to educators to eye wear to others who use display ads, coupons or circulars.
- All of the categories show that at least 6 out of 10 readers are motivated to act after reviewing a newspaper advertising. Each statement also lists the Top 3 Actions taken by readers.

A key priority of the Relevance Project is to create revenue tools and promotional messages to help community newspapers strengthen their sales efforts. The Relevance Project Revenue Resource 2020 is for your immediate use.

This new online resource is all about reinforcing the important point that NEWSPAPER ADS WORK. The choppy nature of the pandemic is conditioning businesses of all types to reopen several times and to abruptly change plans. Cheers to the newspaper ad teams that also adjust to eagerly help local stores and services welcome back customers, attract new shoppers, and thank loyal clients.

This is the first phase of the Relevance Project Revenue Resource. More resources will be added in the months ahead with the assistance of The Relevance Project's new Marketing and Advertising Committee headed by Missouri's Mark Maassen.

Bookmark the Revenue Resource 2020 section of the Relevance Project's website:
<https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>

Classified Advertising Exchange

September 28, 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 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.

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, or 402-762-5352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange. Kentucky Press Assn. Advertising Judging Flyer; Kentucky Press Assn. Advertising Categories/Descriptions.

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.

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. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.



Calling All Judges!!!

The **Kentucky** annual **Advertising** Newspaper contest is coming up in a few weeks, and they need judges.

WHEN? Approx. Nov. 2 thru Nov. 25

WHERE? In front of your own computer or in your office/home

See Attached Contest Rules for Categories****

Please see the Contest Rules for the categories they need to have judged.

Please list your category preferences below.

What a great way to gain new ideas for your newspaper!

Some notes:

They require a first place if there are two entries.

They require a first & second place if there are three entries.

They require a first, second & third place if there are four entries.

If there's only one entry, it's an automatic Certificate of Merit & isn't judged at all.

Short, constructive comments, what made the entry win first place.

What could have been done to make it finish higher if second or third place.

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately (by e-mail only) to:

Carolyn Bowman

Nebraska Press Association

cb@nebpress.com

KPA Advertising Contest Categories with Descriptions

01 - Department/Discount/Jewelry

Any ad for a department, jewelry or discount store (such as WalMart, K-Mart, JC Penney, etc.) but cannot include clothing, furniture, or items listed in other categories.

02 - Automotive

Any ad for new and used cars and trucks, tire store, auto supply store, repair service.

03 - Hardware/Appliance Stores

Any ad for items sold by hardware stores, including tools, building materials, electrical and plumbing supplies, paint, and any ad for dishwashers, dryers, washers, stereos, computer equipment.

04 - Financial

Any ad for a bank, savings and loan, stock broker or insurance company.

05 - Professional Services

Any ad for travel agencies, health spas and tanning salons, barbers/beauticians, funeral homes, attorneys, lawn services, plumbers, electricians, dry cleaners, florists, dance instructors, pet stores, veterinarians, etc. (Does NOT include the medical industry or political.)

06 - Food and Alcohol

Do not enter restaurant ads in this category. Entries would include grocery ads and liquor stores or any related food and liquor item. Restaurant ads must be entered in Category 12.

07 - Furniture

Any ad for home furnishings such as carpeting, couches, beds, TV sets, etc.

08 - Real Estate

Any ad for selling, renting, leasing of property or promoting a real estate company.

09 - Clothing Store

Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

10 - Multiple Advertiser/"Sig" Page

Any ad using two or more advertisers together to promote an event, public service or promotion but not related to a shopping center promotion, downtown sidewalk sale, etc. (For shopping center promotions, see Category 14.)

11 - Healthcare/Medical

This category is for any ad related to the medical field, including doctors, hospitals, nursing, pharmacies and drugs.

12 - Entertainment/Dining

Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theaters, movie/video stores, travel, TV and radio stations.

13 - Special Sections

Any special section that is published by the newspaper and inserted into the newspaper. Sections would include progress editions, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc.

14 - Group Promotion

This category is for businesses located within a specific shopping location; and promoting an event such as a downtown sidewalk sale, moonlight madness or other shopping center/mall/downtown promotion.

15 - Political Advertising

Any ad for a political candidate and any ad in support or defeat of a candidate or election issue.

16 - Agriculture/Lawn and Garden

Any ad for agricultural items/farm supply stores and any ad for lawn and garden including equipment and nursery items. (Lawn service ads should be entered in Professional Services.)

17 - Preprints/Special Publications

Entries in this category include newspaper preprints not eligible for Category 13, and Special Publications. Newspaper preprints must have been sold by staff members and inserted into the newspaper. Special Publications would include a publication for such things as or Chamber of Commerce, tourism publication or athletic event programs designed, composed and sold by the newspaper staff but that was NOT inserted in the newspaper. If publication was inserted in the newspaper, it must be entered in Special Sections.

18 - Best Use of Color

Submit any ad with color. Ads entered in this category may also be entered in any other category. Judging criteria will be on the effectiveness of the color(s) used in the ad.

19 - Best Ad Series

Enter a series of ads for any business, industry or the newspaper showing continuity or idea for a specific product or service. You may submit up to six tearsheets as one entry. Individual ads within the series may also be entered in any other category.

20 - Holiday Greeting Ads and General/Miscellaneous

This category is for any holiday greeting ad and any ad that cannot be classified in any above category, including schools, colleges/universities and churches but not revivals [see Special Events].

21 - Sporting Goods/Athletics

This category includes ads for sporting goods stores, athletic equipment and apparel as well as ads for athletic events.

22 - Special Events

This category is for special event advertising, including festivals, county and state fairs, church revivals, pageants, etc.

23 - Creative Use of the Newspaper/Newspaper Promotion

Submit a maximum of six individual tearsheets that includes only one newspaper industry promotion (such as First Amendment Contest or National Newspaper Week), if desired, which most effectively and originally promoted your newspaper or the newspaper industry during the year. Entries may consist of house ads, special newspaper promotions, news stories, editorials, photographs, graphics or feature stories. Entries in this category may have been published in the newspaper or on the newspaper's own website. If the promotion appeared on the newspaper's website, submit a pdf of the newspaper's website showing the promotion. One promotion/series is one entry. No more than three entries per newspaper.

24 - Best Online/Digital Ad

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category recognizes visual appeal, creativity in design, originality and content of a SINGLE ad appearing online at the newspaper's Web site or any form of Social Media. Screen shot should be captured and uploaded as one PDF or you may submit the ad as a jpg, gif, png or swf file. Ad must be created locally by the newspaper.

25 - Best Online/Digital Ad Series

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category is defined as two or more ads (maximum of five) by the same advertiser using any or all forms of digital media. The series will be judged on creativity, effectiveness and impact. It may include button ads, banners and video. Screen shots should be captured and uploaded as one PDF or you may submit the ads as jpg, gif, png or swf files. Series must be created locally by the newspaper.