

Bulletin

Upcoming Webinars:

Fri., Feb. 12, 1:00pm CT
The (in) Boxing Match: Why is Everyone Talking About Email?

COST: FREE to NPA members with 'discount code'

In this session, we'll cover best practices for successful email marketing, provide examples of emails done well, and explain potential pitfalls to look out for when using email as an engagement tool.

Presenter - Tyson Bird, digital strategy mgr., Texas Highway Magazine, Austin, TX

For details & to register, go to:

<https://onlinemediacampus.com/webinars/>

See page 2 of the Bulletin for details on FREE ONLINE MEDIA CAMPUS WEBINARS for NPA members!

Thurs., Feb. 18, 1:00pm CT
40 Ads in 40 Minutes

COST: FREE to NPA members with 'discount code'

Bob McInnis presents his top 40 "most likely to be sold & spend a lot of money" category of prospects.

Presenter - Bob McInnis

For details & to register, go to:

<https://onlinemediacampus.com/webinars/>

CONTACT INFO:

Telephone: 800-369-2850 or 402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

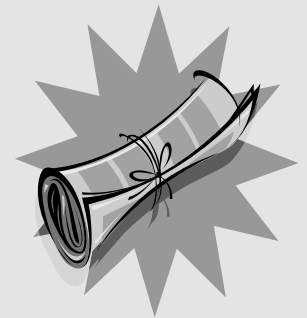
E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>

Nebraska Press Association 2021 Convention will be virtual, not in-person

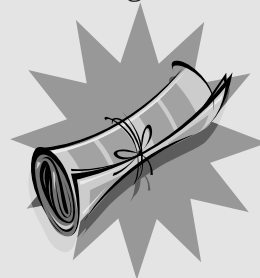
At their joint board meeting on Thursday, February 4, the NPA and One-Press boards of directors unanimously approved the 2021 convention be held virtually and not in-person.

The boards cited continued health and safety concerns related to the COVID-19 virus as the sole reason for the change. The convention was scheduled to be held on April 8-10 at the Cornhusker Marriott in Lincoln; this is the second consecutive year for cancellation due to COVID-19.



New dates for the virtual convention sessions and the Better Newspaper Contest Awards video presentation will be rescheduled; full details will be released after an upcoming meeting of the convention committee.

NPA board president Amy Johnson of the Springview Herald and OnePress president Randy Sadd of the Doniphan Herald expressed disappointment with this decision but said it is the only decision that could be made at this time given the uncertainty of the COVID-19 situation. "The board knows that NPA members enjoy the energy and ideas they receive from getting together at convention. We are like a family and not being able to visit, network and learn from each other is something we all miss greatly," said Johnson.



Sadd said that in addition to the virtual convention, the board is looking into the possibility of having an event later in the fall to bring the NPA members together. "We have all been through a lot since COVID-19 hit one year ago and the group synergy from such an event would be a lot of fun and help in so many ways. The prospect of a fall event – and not having to wait another full year to get our members together, is exciting and we'll do our best to make that happen."

More details will be coming soon!

NPA/OnePress Staff



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\$2,000 Scholarships

Nebraska Press Association Foundation

Selection based on:



- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing print journalism and/or advertising/marketing education at Nebraska colleges/universities.

Applications must be post-marked by March 26, 2021.

For more information and application form,
www.nebpress.com

New 2021 NPA member benefit: free Online Media Campus webinars!

Thanks to a grant from the Nebraska Press Association Foundation, member newspapers (and staffs) can register for free webinars in 2021 through the Online Media Campus.

- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- Online Media Campus uses a wide variety of industry experts as webinar speakers.
- ***You still need to register for their live webinars, and you must put 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)***
- Webinars are typically priced at \$35.00 per person (\$45.00 after registration deadline), so this is a great member benefit!
- *If you register for a live webinar but then can't attend, you'll automatically get the link to the archived webinar.*

Go to www.onlinemediacampus.com to see upcoming live (and archived) webinars.

Flyer for the next OMC webinar (2/12) is attached to the Bulletin.

Help promote 2021 NPA Foundation high school & collegiate scholarships

The NPA Foundation 2021 scholarship guidelines and application forms have been distributed to Nebraska high schools and colleges/universities. Information and scholarship applications are also posted on the NPA website home page.

For 2021, the Foundation board approved funding for up to six total (2 collegiate, 4 high school) scholarships at \$2,000 each. Preference will be given to students pursuing a print journalism education at a Nebraska college or university. **Deadline to submit applications to NPA is (post-marked by) March 26, 2021.**

Scholarship ads will be included with this weeks' other 2x2/2x4 network ads.

Governor Rickett's Office: use this website for Code Agency Public Information Officers



If you're working on stories that involve state government, a reminder that the Governor's Office has a directory of Code Agency Public Information Officers on their website: <https://governor.nebraska.gov/code-agency-public-information-officers>

If you have questions or need assistance, please contact Taylor Gage, Director of Strategic Communications, Office of Governor Pete Ricketts; OFFICE 402-471-1970; CELL 402-499-8351; taylor.gage@nebraska.gov.

Peter Wagner: What will 2021 bring for newspapers and shoppers?

By Peter Wagner, N'West Iowa Review, Feb. 5, 2021

The “good old days,” when the hometown newspaper was often the only game in town, are gone forever. New digital platforms are arriving, and sometimes disappearing, quicker than an editor can shout “stop the press.”



PETER W. WAGNER
PUBLISHER

But digital competition isn't just upsetting the newspaper and shopper industry. Small town and

major market radio stations, metro television stations and even the local cable services are also discovering this to be a time of significant financial crisis.

Who would have thought, 10 years ago, that America's host or popular radios stations would lose many of their once loyal listeners to SiriusXM, Pandora, Amazon Music, Apple Music and Spotify? Or that traditional network programming and local television affiliates would lose a huge percentage of their viewers to direct streaming competition like Netflix, Hulu, Sling, Virgo, Disney Plus, YouTube and Crackle?

And most surprising, who would have suspected that Google and Facebook would take so many dollars away from all earlier forms of advertising in big and small markets?

The truth is newspaper and shopper publishers have some difficult challenges ahead of them. Small markets have lost many of their larger advertisers. Younger audiences appear to have no interest in reading news in a printed form.

The hawkers of the internet have convinced many advertisers that “print is dead.” The investment groups controlling the nation's largest newspaper chains have no interest in operating a paper for the reason it was established but only for what profit it can return.

But here is the truth. The naysayers declared radio was dead when television blossomed into existence. However, according to FCC records, there are still 30,367 FM and AM radio stations in the United States today. And in many regions a single metro television operation now broadcasts as many as four networks — including one that is nothing but decades-old shows — with about the same size staff as when they were home to only one. It's called reducing cost and maximizing revenue.

Newspapers and shoppers have one exceptional advantage over Google, Facebook, streaming channels and commercial television operations: a variety and abundance of important and valuable local news.

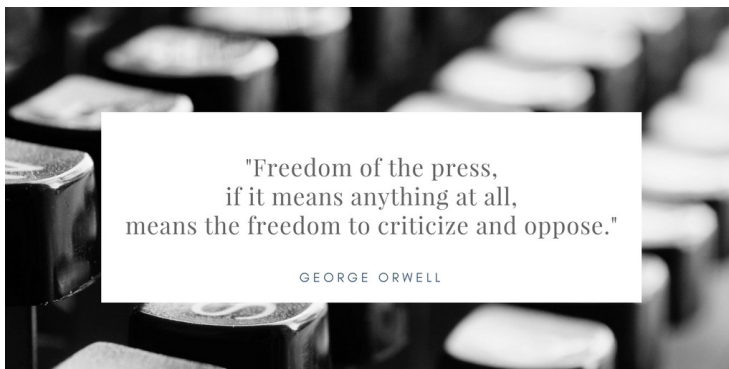
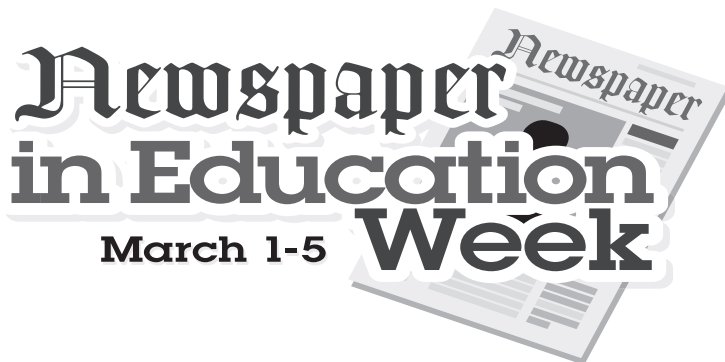
Still, there are some key considerations that publishers, editors and investors need to consider to stay vital and profitable this year and the years ahead.

GREATER UNIFICATION: Fifty years ago, the newspaper industry was energized by the establishment of central printing plants. Many were cooperatives, but almost all reached out to print smaller publications, relieving those publishers of stressful financial and employment issues.

In the future, the same approach to multi-paper centralization could be applied to other essential services: accounting, billing, ad design, editing, page design, circulation management and postal paper work, for example. The time could come when smaller publication editors and publishers choose to outsource areas difficult for them and concentrate on reporting, writing, sales or other disciplines they enjoy most. As with the introduction of central printing, these additional centralized services could result in reduced expenses and greater efficiency for all size publications.

IMPROVED CONTENT: Being an excellent source of “all that's' local” will no longer be enough. Readers are going to demand, more top-quality content. Newspapers and shoppers will never “save themselves into success.” Content alone will drive change and growth.

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Wagner - from pg. 3

But change takes talent and fresh ideas. Thankfully, for community papers, there are many excellent reporters and editors looking to move from some corporate daily to a weekly where they can feel secure and can excel.

Finally, paid and free distribution publications will need to be more nimble in 2021 if they are going to survive. From expanding their news coverage to responding to an advertising sales opportunity, publishers will need to learn to innovate faster.

APPROACH TO ADVERTISING SALES: The COVID-19 lockdown has changed the mindset of many Americans. We have become accustomed to staying close to home and buying, when possible, locally. There has been an increased focus on family, health and home.

But buyers have also learned to be more selective and restrained. Advertising will have to be more educational and persuasive. Local businesses are going to need more help in designing attractive layouts as well as writing detailed copy that will to an actual sale.

Additionally, community papers are going to find themselves creating and managing more actual, virtual and hybrid events to drive advertising sales as well as drive buyers to their community. The future for print is all about service. Sales teams and creative departments are going to have to over deliver to succeed. That means providing even more original promotions and ad ideas and investing the time to make every ad the best it can possibly be.

DIVERSIFICATION: Wise publishers are going to need to diversify their strategies, business model and marketing. That might be something as simple as turning open floor space into a paperback book store or digital print center. Or it might mean offering local businesses regular material for their Facebook page or

even professional design for their websites. I know of one paper that turned their old press area into a coffee shop. It created exceptional new traffic and provided a great opportunity for their news team to mix and mingle with the paper's readers.

READER SATISFACTION: Too many papers have forgotten that they exist primarily to report the news, support the community, lift the afflicted and afflict the self-serving. Gone are the opinion pages, heartwarming stories of social interaction, under-the-microscope investigations of local government, coverage of non-scholastic sports and in-depth reporting on health, business and education. In their place are far too many canned news releases.

Readers grew up expecting their hometown paper would always have all the details about all that is happening in their community. They can get headlines, rumors and tidbits from the internet and broadcast media; but they expect to get the details and the facts from their local paper.

There are many more ways hometown papers can reestablish themselves with community. Newspaper websites are going to have to expand the variety of what they offer while actually going live, for example.

Shoppers are going to find new opportunities in areas where the local newspaper ceases publication. They'll supplement their weekly advertising paper by producing, with freelance writers, lucrative bonus sections honoring that year's graduates or promoting the community's annual celebration.

Yes, there will be many changes in 2021. Some will seem disastrous, but many will be create exciting new revenue opportunities and lead to new heights of community involvement.

Peter W. Wagner lives in Sibley. He is the founder/publisher of The N'West Iowa REVIEW and may be reached at pww@iowainformation.com.

Toolkit launched to provide media with best messaging practices on COVID-19 vaccine education

Reynolds Journalism Institute, Jan. 25, 2021



The National Association of Broadcasters (NAB) and the Donald W. Reynolds Journalism Institute (RJI) announced the launch of an online toolkit (<https://www.nab.org/vaccine/>) to help local journalists craft COVID-19 vaccine education messages that best resonate with their audiences.

The toolkit is designed to provide journalists with information and resources to create

news reports, public service announcements and other messages related to vaccine safety, effectiveness and distribution. The toolkit provides in-depth insights into exclusive nationwide research regarding Americans' attitudes towards the vaccines, what information the public is seeking about the vaccine and the potential effectiveness of various vaccine education messages.

"The research provided in the toolkit covers a lot of ground to help newsrooms as they think about how they'll cover this important story," said Randy Picht, executive director of the Reynolds Journalism Institute. "We think the abundance of data will be especially helpful to newsrooms because, as more people become eligible to receive the vaccine, the rollout story is going to evolve and present new challenges that the results will be able to address."

Classified Advertising Exchange

Feb. 8, 2021

STATE WRESTLING COVERAGE: If your local schools have wrestlers competing in the Nebraska State Wrestling Championships, February 17-20 in Omaha, and you can't make it -- or don't want to chance things with the COVID virus -- there is a photo pool group that is being organized to shoot for newspapers in need. What we will need is the school/schools that are in your coverage area, along with the names and weights of each wrestler that is qualified for state. We will provide a minimum of 2 photos of each wrestler (more as they advance through the tournament) for your use, either editorial (news) or commercial (congratulations ad, etc.). Cost for the coverage is \$100 or \$15 per wrestler, whichever is less. If you want to take advantage of this service, contact Michael Carnes at 402-660-9682, or e-mail mike@mikeycproductions.com. **Deadline for inclusion in the pool is at 5 p.m. on Monday, February 15.**

NEWSPAPER FOR SALE: Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at dt2036st@gmail.com, or call 402-580-2136.

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@albionnews.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 402-762-5352, or reporter@voicenewsnebraska.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Online Media Campus webinar (2/12) flyer.

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.

This current Open Meetings booklet (updated in 2020) 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.

THE (IN)BOXING MATCH: WHY IS EVERYONE TALKING ABOUT EMAIL?

America's Newspapers
& partnering associations
can now register **FREE!**
Contact your association
for details.

Friday, February 12 · 1-2 p.m. CST & 2-3 p.m. EST

Registration fee: \$35 · Deadline: February 9

IN THIS WEBINAR...

They say "what's old is new again" and it seems email is no exception. Publishers large and small are finding success in connecting with audiences more frequently and personally via email newsletters and campaigns. In this session, we'll cover best practices for email marketing, provide examples of emails done well and explain some of the potential pitfalls to look out for when using email as an engagement tool.

THE PRESENTERS...

Tyson Bird



Tyson Bird is from Sandpoint, Idaho, and studied journalism, graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas, as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM