

# Bulletin

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## Upcoming Webinars:

**Fri., Mar. 5, 1:00pm CT**  
**How To Get Better Photos  
With Less**

**COST: FREE to NPA members  
with 'discount code'**

**Presenter: Kelsey Kremer of The Des  
Moines Register**

Journalists are being asked to do everything these days: write, edit, post to social, take the photos, take the video, design the layout and don't miss deadline. This course will go over some basic and advanced techniques to improve your photography with whatever kind of camera and amount of time you must work with. If you're shooting with a phone or DSLR, this discussion is for you.

For details & to register, go to:

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

**See page 3 of the  
Bulletin for details  
on FREE ONLINE  
MEDIA CAMPUS  
WEBINARS for NPA  
members!**

**Thurs., Mar. 25, 1:00pm CT**  
**Programmatic Advertising  
Demystified**

**COST: FREE to NPA members  
with 'discount code'**

**Presenter: Bob Mcinnis, digital ad sales  
consultant/trainer**

Learn about programmatic advertising, that can reach the exact audience a business is targeting - on virtually any device on any website in any area at any time. Bob will share the processes and technologies that makes programmatic advertising possible, the various ways it can be used, and how you can compete with it.

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](mailto:nebpress@nebpress.com)

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

## Sign up now for 2021 NPA Foundation Summer Internship Scholarship program!

This will be year five of the NPA Foundation's Summer Internship Scholarship Program. **Up to five \$1,000 internship scholarships will be available to current Nebraska college students who successfully complete an eight-week summer internship program at a weekly or smaller daily Nebraska newspaper.**



**Deadline for newspapers to sign up for the internship program is Friday, February 26 - on a first-come, first-served basis.**

- Newspapers that participated in the 2020 internship program can sign up again for 2021. Students that participated as interns in the 2020 program are not eligible for 2021.
- The program is available only to students enrolled in a Nebraska college or university and majoring in journalism, communications or advertising/marketing. **Interns can be involved in any aspect of journalism — reporting, photography, videography, graphic art/design, advertising/marketing or social media.** Each employer will define the specifics of the job.
- **Participating newspapers must agree to pay interns a living wage, a housing stipend, and provide on-site, hands-on experience at your newspaper.** Eight-week internships will take place summer of 2021. Students must have a valid driver's license and reliable vehicle for the duration of their internship.
- **Students will submit application, letter of reference and work samples, and participating newspapers will contact students directly to set up interviews, review job description and finalize internship offer.**
- Once internships have been successfully completed, interns and newspapers will submit close-out evaluations to NPA and a \$1,000 scholarship check (per intern) will be sent to their school for deposit into their student account to assist with the next semester's tuition.



## NPA/OnePress Staff



### **Dennis DeRossett**

Executive Director

Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

### **Violet Spader**

Sales Manager

Email: [vs@nebpress.com](mailto:vs@nebpress.com)

### **Carolyn Bowman**

Advertising Manager

Email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin./Press Releases/Editor, NPA Bulletin

Email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Allen Beermann**

Emeritus Executive Director

Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

## Virtual NPA 2021 Convention set for April 22-23 - save the dates

At their joint board meeting on February 4, the NPA and OnePress 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.

- **SAVE THE DATES! The NPA 2021 (virtual) Convention will be held Thursday & Friday, April 22 & 23.**
- **The Better Newspaper Contest Awards video presentation will be held separately, in early June. Exact date TBA.**
- **CALL FOR AWARD NOMINATIONS for Outstanding Young Nebraska Journalist, Harpst Leadership Award and Pica Pole Award will be sent out soon.**

**More details will be announced soon!**



## \$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](http://www.nebpress.com)

## Help promote 2021 NPA Foundation 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.**

## Wayne State College to hold 2021 "Meet the Employers" virtual information sessions with students, March 24

Here's an chance for employers to set up schedules to visit with Wayne State College students who are graduating this Spring and will be looking for jobs. (Formerly called "Virtual Spring Career Fair.")



The event is free for employers. **Instructions to sign up and create your schedule for the event are attached to the Bulletin.**

**Employers who want to participate are strongly encouraged to sign up/register by Monday, March 1, to get on the student's radar.** This event will be heavily promoted to WSC students beginning the week of February 22.

For questions or problems registering for "Meet the Employers," contact College Career Services, Wayne State College, email: [careerservices@wsc.edu](mailto:careerservices@wsc.edu), or call 402-375-7425.

# Free 2021 Online Media Campus webinars for NPA members thanks to grant from NPA Foundation!

**Here's a new member benefit for 2021: Member newspapers (and staffs) can register for Online Media Campus webinars for FREE, thanks to a grant from the NPA Foundation.**

- 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 include 'NEtraining'***

***in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)***

- This is a great member benefit, since OMC webinars are priced at \$35.00 per person (\$45.00 per person if you register after deadline).
- *If you register for a live webinar and then can't attend, you'll automatically get the link to watch it on your schedule.*

**Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to see upcoming live (and archived) webinars.**

## Free state news, sports content available to NPA newspapers through UNL's Nebraska News Service

*College of Journalism and Mass Communications student reporters gain experience while providing Nebraska news, stories to communities*

The Nebraska News Service is the state news and sports wire service provided by the University of Nebraska-Lincoln College of Journalism and Mass Communications.



Student reporters cover a wide range of state news including the Nebraska Legislature, the governor's office, state agencies, decisions by Nebraska's Supreme Court, sports including Husker press conferences, feature stories and other stories as they arise. NNS provides news and information in the form of stories, photos and video on its website and through email distribution. Located in Lincoln, the NNS provides clients with powerful, relevant stories, straight from the source.

Between newspapers, radio and television stations, NNS has just over 100 Nebraska media clients. The bulk of those are weekly publications, so students are asked to build their pitches around rural Nebraska issues as often as possible.

In turn, UNL student journalists get real-life experience and exposure to the news and sports world. The NNS puts particular emphasis on providing content that is relevant to its clients and the communities it serves.

If you'd like to be added to the list to receive free content from Nebraska News Service, contact Jill Martin, NNS coordinator and assistant professor of business and

technical communications at UNL's College of Journalism and Mass Communications. Jill has an email listserv and sends out content that would be most relevant to a statewide audience. Additional content is included on their website, <https://nebraskanewsservice.net/>, and all of it is available for distribution - just copy and paste content from the website - but be sure to credit the student reporters.

**For more information or to receive NNS content, email Jill Martin at [jmartin42@unl.edu](mailto:jmartin42@unl.edu).**

Prior to taking the position at CoJMC, Jill was managing editor of four Southeast Nebraska newspapers - the Seward Co. Independent, Milford Times, Friend Sentinel and Wilber Republican.

**This is Bill.**

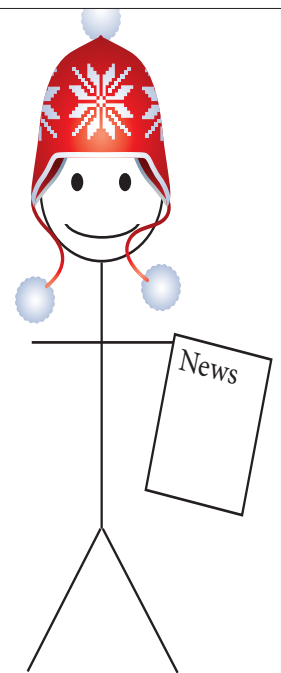
**Bill wants to stay up to date with the latest local and community news.**

**Bill knows the best place to find it is in the local newspaper, in print and online.**

**Bill is smart.**

**Be like Bill.**

**#newspapersthive**



# Relevance Project's ALL TOGETHER NOW (free) promotional ad series has been updated for 2021

The Relevance Project Revenue Resource ([www.relevanceproject.net](http://www.relevanceproject.net)) has updated its ALL TOGETHER NOW promotional series for 2021. Download today!

The new selection of three messages can help sales reps introduce newspaper solutions to potential advertisers as well as check on loyal clients. The updated trio replaces a series timed to the initial 2020 lockdowns and business closings caused by the pandemic.



**ALL TOGETHER NOW is produced in collaboration with Metro Creative Graphics and is free to all NPA member newspapers because of NPA's support of The Relevance Project, an initiative of the Newspaper Association Managers.**

Below are all three promotional ads, ready for download via [www.relevanceproject.net](http://www.relevanceproject.net):

**COVID-19**

**ALL TOGETHER NOW.**

We've been hard at work reporting the latest news and informing you about a pandemic that's disrupted everyone's lives. We're proud of our brand of trusted journalism. Now, as our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than us.

No one has an engaged audience like ours. Our growth online, combined with print, is impressive as more readers turn to us for local news.

**Newspapers are your best investment.**  
We care about local.

**NEWSPAPER POWER.**  
Print, Digital & Social Solutions for your advertisers.

Design by Metro Creative Graphics, Inc.

**LOCAL, LIKE YOU**

And like you, we remain on the front lines. Your newspaper is reporting the local stories of COVID-19 and providing vital information to our community.

Despite the many disruptions, we're in this for the long term. We invite you to partner with us so trusted local journalism can prosper. In return, you won't find anyone who cares more about your success than us.

Let's work together on solutions. We've got the engaged audience to share your advertising messages. Our ad staff stands ready to help. Give us a chance. We will impress.

**We're Local. Like You!**

**NEWSPAPER POWER.**  
Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.

**LET'S STAY TOGETHER**

Let's face it. This pandemic is painful. But, somehow, together, we're getting it done.

Our advertising staff stands ready to turn ideas into success. We've also got the engaged audience for your ad messages.

Your newspaper is reporting from the front lines the local stories of COVID-19 and its shutdowns. We thank our talented journalists.

We're also thankful for our supporters. You remain the reason our community is a special place.

**Let's stay together.**

**NEWSPAPER POWER.**  
Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.

# Classified Advertising Exchange

Feb. 15, 2021

**NEWSPAPERS FOR SALE:** Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

**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](mailto: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](mailto: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@voicenebraska.com](mailto:reporter@voicenebraska.com).

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

Classified Advertising Exchange; Wayne State College "Meet the Employers" virtual event sign-up instructions.

## **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](mailto:nebpress@nebpress.com).**

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.** Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



## Meet the Employers Information Session Day

Wednesday, March 24<sup>th</sup>, 2021  
11:00 a.m.-2:00 p.m.

### Registration Instructions:

If you are an **existing user** of Cat Tracks you will log-in with your username (email) and password that you created or utilize the forgot password feature at

<https://wsc-csm.symplicity.com/employers>.



If you are a **new** user, you will select “Sign Up” at the link provided above. **NOTE: The actual Recruiter conducting the Information Session will need to create an account so they can review their scheduled/RSVP’d student list. You can have more than 1 information session, but EACH recruiter from your company will need to go in and create an account and create their own information session schedule.**

Once logged into Cat Tracks, follow these steps:

**\*Before beginning these steps, you will need to go to your virtual platform of choice (Zoom, WebEx, GoTo Meeting, etc.) and create your link that you will use to connect with the students. You will be REQUIRED to provide this information in an upcoming step.**

1. Under the **Events** menu on the Home page select “Information Sessions”
2. Scroll down and click on the black box “Request Information Session”
3. Fill in the following fields with the bold information:
  - Information Session Type: **Virtual Career Fair Information Meetings**
  - Allow RSVP: **Yes**
  - RSVP Mode (you can only choose 1 option):
    - **Time Slot Assigned** (if you would like students to sign up prior to the event at pre-assigned times)
    - **General Attendance** (if you are just wanting a group chat) If you select this choice, you will go to Session Start next.
  - Set Time Slot RSVP Limit: **1**
  - Information Session Date: **March 24, 2021**

- Session Start: **March 24, 2021, 11:00 a.m.**
  - Session End: **March 24, 2021, 2:00 p.m.**
  - Date of Recruiting Visit: **March 24, 2021**
  - Company Description & Positions Available: **Please include any details about your company or what positions you have available.**
  - Virtual Platform Instructions: **Please include your virtual platform information and link in this section that you will use to connect with students (ex. Zoom, WebEx, GoTo Meeting, etc.). You will need to include this information at the time of registration as once the schedule has been approved you can NOT edit your request. Career Services staff members will only be allowed to edit at this point.** On March 24<sup>th</sup> you will login to the virtual platform link you provided in these directions to students from 11:00 a.m. to 2:00 p.m. If you need to be reminded of this link or the students on your schedule, you can login to Cat Tracks for this information.
  - Attachment: **You can add up to 3 attachments. Feel free to include any job openings or company information for students to review.**
  - Location: **Remote-Virtual Platform**
  - Audio-Visual Equipment Requests: **Please leave these blank as you will not be conducting these on-campus, but virtually with your own equipment/technology.**
  - Catering Options: **Leave blank as this is a virtual event.**
  - Slot Length: **We are recommending 15 minutes to allow for more student contacts, maximum of 30 minutes.**
  - Time Span: **The event will be advertised to students to run from 11:00 a.m. to 2:00 p.m. We recommend you choose this time frame, but this does give you the option to include a break in the schedule if necessary. This field will not be present if you selected General Attendance.**
4. Now you may Submit the request and it will go into a pending bin until a Career Services staff member is able to review and approve. If you think of any changes to that need to be made after submission, please contact Career Service to make this change.

### Questions? Contact:

Wayne State College Career Services • [careerservices@wsc.edu](mailto:careerservices@wsc.edu) • (402) 375-7425