

NPA/OnePress Staff



Dennis DeRossett

Executive Director

Email: dderossett@nebpress.com

Violet Spader

Sales Manager

Email: vs@nebpress.com

Carolyn Bowman

Advertising Manager

Email: cb@nebpress.com

Susan Watson

Member Services/Press Releases

Editor, NPA Bulletin

Email: nebpress@nebpress.com

Allen Beermann

Emeritus Executive Director

Email: abeermann@nebpress.com

NPA Legal Hotline

Max Kautsch

Attorney at Law

Phone: 785-840-0077

Email: maxk@kautschlaw.com

Cooper Weeks joins Nemaha Co. Herald staff

Cooper Weeks joined the Auburn Nemaha Co. Herald staff full-time earlier this month. Weeks' focus will be on the editorial side of the newspaper, but he'll be introduced to community journalism and the tasks that go along with compiling a weekly newspaper.

Weeks graduated from Beatrice High School in 2016, before attending classes at the University of Nebraska-Lincoln and eventually Peru State College. In 2017, he joined his dad and brother on the coaching staff for the Auburn High Boys Basketball Team.

In addition to working at the newspaper, where he'll also help with writing and taking photos for special sections, news and sports, Weeks plans to continue attending classes at Peru State.

Submit your photo to be featured on NPA's recently redesigned website!



Check Us Out ONLINE!

If you would like to feature your newspaper staff on the homepage of NPA's website, please email your photo - **at least 2,000 pixels wide**

- to Violet Spader, vs@nebpress.com. Include names of your staff that are in the photo (optional) if you want them included. We'll be updating and adding photos to the homepage, so be sure visit (www.nebpress.com) the site often to see some familiar faces!

After 84 years, Ralston Recorder to close

Since 1937, the Ralston Recorder has covered the Ralston community - historical events, local activities, schools, sports and feature stories. On May 26, the newspaper will publish its last edition.

The Ralston Recorder was purchased by Papillion Times Publishing in 1981. Over the years it has changed ownership to the Omaha World-Herald, BH Media Group and currently Lee Enterprises.

The change in readership, which has declined significantly over the years, makes it no longer able to financially sustain itself.

Norfolk Daily News has new podcast series

The Norfolk Daily News has a new podcast called "Beat Report," that will discuss recent topics and issues in and around Norfolk.

"Beat Report" is hosted by reporters Cole Bauer, who covers local government, and Austin Svehla, who covers crime and courts. Bauer and Svehla will give listeners the scoop on the top news events in Norfolk and the area, while also giving listeners a behind-the-scenes look at what they do on a daily basis. To listen to the first episode of "Beat Report," go to: https://norfolkdailynews.com/beat_report



NPA to host virtual 'Meet & Greets'

The pandemic has prevented NPA members from meeting in person, but thanks to technology, we can adapt!

NPA staff will be hosting a virtual meet and greet via Zoom regularly to give members a chance to converse and connect. The meet and greets will include NPA staff and a small group of newspaper members.

Typically, they will be held twice per month on Friday from 10-10:30am CT. NPA will be randomly inviting members to attend; however, if a certain date would work best for you and your staff to attend, please contact Violet Spader, vs@nebpress.com.

Postal Service Reform Act of 2021 promotes sustainable Universal Service

Tonda Rush, Natl. Newspaper Assn., May 12, 2021, tonda@nna.org

National Newspaper Association today celebrated the introduction of a bipartisan postal reform bill that it says could point the way to critical changes for the U.S. Postal Service.



The Postal Service Reform Act is expected to be moved quickly this week through the House Committee on Oversight and Reform. It would mandate certain changes that NNA has championed for more than a decade, including integration of the full USPS retiree force into Medicare benefits, which should lower the financial burden on mailers over time. It also prevents USPS from setting up a separate system for delivering packages, so that the volume and revenue benefits from the anticipated growth in parcel delivery will help to stabilize the system for all users.

The bill also includes the Rural Newspaper Sustainability provision, championed by Rep. James Comer, R-Kentucky, which would allow Within County newspapers to increase their use of a sample copy allowance in current law from 10% of their annual Within County distribution to 50%. The increase has also been long sought by NNA.

The bill omits some provisions NNA has supported in the past, such as specific measurement of on-time rural mail delivery. But it adds in provisions requiring USPS to provide a website where any person could look up a specific address to determine service performance to that address. It is not yet clear how such a tool could work. Congress would expect USPS to work out the details, if the bill is adopted.

NNA Chair Brett Wesner, president of Wesner Publications, Cordell, Oklahoma, said the bill was a huge step forward.

“This bill does not give us everything we want, nor one thing we really need, which is some assurance of postage rate stability,” Wesner said. “But it does open the door for much-needed postal reform and it sets us on a path for refinements as a bill moves through Congress. What is most important to us is that Congress ACTS and ACTS QUICKLY to shore up universal service. The very real effects of the delays on Capitol Hill are being felt in our business, as we lose subscribers to poor service and we are forced to recognize that the mail system has become much less dependable than in the past. To the extent this deterioration is because of USPS’s financial weakness, it is incumbent upon Congress to get moving to help fix it.”

Wesner expressed NNA’s thanks to the intellectual powers behind the bill draft, including Reps. Carolyn Maloney, D-New York, as well as Comer, R-Kentucky, and their staffs. Reps. Gerald Connolly, D-Virginia, and Virginia Foxx, R-North Carolina, have also been driving forces for getting the bill to come together.

“Hooray! The process is finally underway after a too-long delay in Congress,” Wesner said. “The bill can be improved, and we will keep working on it. For now, we are happy to see progress.”

The sponsors’ note on introduction of the bill is here: <https://oversight.house.gov/news/press-releases/chairwoman-maloney-ranking-member-comer-introduce-bipartisan-postal-reform>

Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

Max Kautsch,
Attorney at Law
Phone 785-840-0077
Fax 785-842-3039
maxk@kautschlaw.com
kautschlaw.com



785-840-0077

Stanley Sass, 90, worked at Nebraska newspapers, had a career in public relations

Stanley Sass, 90, of Lincoln dies April 23, 2021. Born in Elk City, NE, Stanley graduated from Elkhorn High School in 1948, and from Midland College in 1956.

He worked for newspapers in Minden and Hastings before joining the staff at Midland where he worked 19 years in various public relations positions. He worked for 20 years at Immanuel Medical Center, Omaha, in public relations and was responsible for initiating Agewell, a senior wellness program. Stanley served four years in the U.S. Navy and was a veteran of the Korean.

He is survived by his wife, Twila, and a daughter Sally (David) Thomsen of Lincoln and their family. Funeral services were held May 10 at First Lutheran Church in Fremont, with inurnment at Memorial Cemetery, Fremont. Memorials can be made to First Lutheran Church, Fremont. Condolences online at <https://roperandsons.com>.

NPA Facebook group invite



We’ve created a Facebook group for NPA members - all staff is invited - to create another opportunity for conversation and collaboration. If you have a Facebook account, search for “Nebraska Press Association” in Groups and request to be added.



In-person 'Meet & Greets' are the best!



NPA Executive Director, Dennis DeRossett visited three newspapers last week for in-person 'Meet and Greets' - in Falls City,

Humboldt and Pawnee City. Dennis plans to make more in-person newspaper visits this Spring and Summer.

Left: Falls City Journal - Nikki McKim, general manager/editor and Chelsie Alexander, designer.

Upper right: Humboldt Standard - Wes Fritsch, news editor, and Roxanne Sailors, editor.

Lower right: Pawnee Republican - John Sterup, co-owner/publisher, Anna Sterup, co-owner, and their little printer's devil-in-training.

Great NPA member benefit! Free Online Media Campus webinars for NPA members

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.
- **You still need to register for OMC live webinars, and you must include 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**
- The cost for most OMC webinars is \$35.00 per person (\$45.00 p/person to register after deadline) - so please take advantage of these FREE

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

Prairie Doc health columns provide free, weekly resource for your readers

If you'd like a rural/community-focused health column to provide for your readers, check out Prairie Doc® Perspectives - free, weekly columns written by doctors and healthcare professionals, and published in more than 140 newspapers across SD, ND, NE, KS, WY and MT.



Several Nebraska newspapers are already publishing these free columns as a service to their readers - and they've given the columns high marks. Papers can publish the columns on a weekly basis, or as you have space available.

To sign up to receive the free, weekly Prairie Doc columns - sent directly to your newspaper each week, email: contact@prairiedoc.org. Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006. To view past Prairie Doc columns, go to: <https://www.PrairieDoc.org/blog>.

Classified Advertising Exchange

May 10, 2021

LOOKING FOR: Small printshop looking for wood Hamilton type cabinets, full or empty. Will pickup anywhere in Nebraska. Call or email Melanie at 402-443-8501, or persimmonpress@windstream.net.

REPORTER: Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a reporter. Enterprise Media Group is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages for its newspaper group in Seward, just west of Lincoln. If your sights have always been set on reporting for a big daily, give us another look. This news team produces five weekly newspapers with a steady stream of story material, which means we're never bored. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Managing Editor Greg Forbes with your resume and a link to your portfolio or several published clips attached as PDFs at editor@sewardindependent.com. No calls, please. EOE.

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, or call 402-580-2136.

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.

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: 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 flyer for May 20.

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.



MEDIA CAMPUS

USING GOOD OLD PHOTOSHOP IN NEW WAYS

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

Thursday, May 20 · 1-2:30 p.m. CDT & 2-3:30 p.m. EDT

Registration fee: \$35 · Deadline: May 17

IN THIS WEBINAR...

Old habits die hard. When it comes to working faster and getting better results, it's time to try to break the old production habits and learn new ways. Photoshop has so many improvements that we are often surprised by how to rethink the way we work on photos. Russell Viers wants us to put the past behind us and look at new ways to get better results and start using the new versions of our old friend Photoshop.

THE PRESENTER...

Russell Viers



Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He specializes in print production and started his career in 1981 as a reporter/photographer for a small daily newspaper. Through the years, he has been involved in most aspects of publishing. Since 1997, Viers has presented in 23 countries for publishing events including AdobeMAX, where he was honored as an AdobeMAX Master. In addition to speaking, he has helped many major publications and designers learn techniques to work faster and improve quality including Better Homes and Gardens, Ladies Home Journal, American Greetings and many others!



MEDIA CAMPUS

Follow us:



Online Media Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and state press associations.