



## **NPA/OnePress Staff**



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## **Nominations deadline is June 15 for Marian Andersen Nebraska Women Journalists Hall of Fame**

*Bette Pore, Nebraska Press Women vice president, 308-383-7299, [randbpore@gmail.com](mailto:randbpore@gmail.com)*

"The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities," said Bette Pore of Grand Island, NPW vice president. "The general public is invited to submit nominations for the award."



For award guidelines, judging criteria, and nomination form, go to: <http://nebraskapresswomen.org>. Or go directly to [http://nebraskapresswomen.org/?page\\_id303](http://nebraskapresswomen.org/?page_id303).

**June 15 is the deadline to submit nominations.** Final selection will be made by the NPW Board of Directors. Inductees from 2020 and 2021 will be honored at the 2021 Nebraska Press Women Fall Convention set for October 9. Convention details will be announced at a later date.

Nebraska Press Women is a nonprofit, professional organization, for women and men from all branches of communications.

## **NPA/OnePress welcomes summer intern**

Kloe Sander is NPA/OnePress' student intern for the summer! She started her internship last week and will work in the office through mid-August.



*NPA/OnePress  
Summer Intern,  
Kloe Sander*

Kloe will be a junior this Fall at the UNL's College of Journalism & Mass Communications, majoring in broadcasting news and journalism, with minors in political science and communication studies. A Lincoln, NE native, she graduated from Pius X High School.

Kloe's love for journalism was fostered at a young age because her parents always had a copy of the Lincoln Journal Star and the Humphrey Democrat on the kitchen table ready for her to read. Since then, she has developed a passion for storytelling and creating relationships through it. She aspires to be a political reporter after graduation and travel the country following the latest political news. Eventually, Kloe plans to become a mass media lawyer to help protect the freedom of speech and freedom of the press.

She brings several skill sets with her, so she'll help with a variety of NPA/OnePress projects, as well as some work directly with our members. Kloe said she is excited to work for NPA because "it combines my love for journalism, politics and nonprofit work into one internship."

At UNL, she's involved in Greek life, the Honors Program, intramurals, the Newman Center and the student news station, Nebraska Nightly.

NPA/OnePress staff are excited to have Kloe join us for the summer. You can reach her at [ksander@nebpress.com](mailto:ksander@nebpress.com).

## **A great 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
- **When you register for a webinar, be sure to include 'NEtraining' in the 'discount code' field. (Otherwise you'll be charged for the webinar!)**
- We encourage you and your staff to take advantage of these FREE webinars!

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

## Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### Week of 3/15:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$150.00)  
Hooper-Scribner Rustler-Sentinel – Kathy Lodl (paper made \$162.50)  
Sutherland Courier-Times – Trena Seifer (paper made \$625.00)

### Week of 3/22:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$150.00)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$625.00)

### Week of 3/29:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$487.50)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hartington Cedar Co. News – Kellyn Dump (3 ads) (paper made \$975.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$625.00)

### Week of 4/5:

#### **Display**

Albion News/Boone Co. Tribune – Julie Dickerson (paper made \$475.00)  
Blair Enterprise – Jahde Osborn (paper made \$487.50)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hartington Cedar Co. News – Kellyn Dump (3 ads) (paper made \$975.00)  
Hickman Voice News – Wendy Jurgens (paper made \$300.00)  
Wakefield Republican – Brook Curtiss (paper made \$162.50)

### Week of 4/12:

#### **Display**

Blair Enterprise – Jahde Osborn (Frequency Special Free Ad)  
Hartington Cedar Co. News – Kellyn Dump (3 ads) (paper made \$975.00)  
Hickman Voice News – Wendy Jurgens (paper made \$300.00)  
Wakefield Republican – Brook Curtiss (paper made \$162.50)

### Week of 4/19:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$162.50)  
Hartington Cedar Co. News – Kellyn Dump (4 ads) (paper made \$812.50)  
Hickman Voice News – Wendy Jurgens (paper made \$150.00)  
Tekamah Plaindealer – John Costello (paper made \$487.50)  
Wakefield Republican – Brook Curtiss (paper made \$162.50)

### Week of 4/26:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$150.00)  
Columbus Telegram – Courtney Nadrchal (paper made \$950.00)  
Hartington Cedar Co. News – Kellyn Dump (4 ads) (paper made \$1,300.00)  
Hickman Voice News – Wendy Jurgens (paper made \$150.00)  
Norfolk Daily News – Suzie Wachter (paper made \$487.50)  
Wakefield Republican – Brook Curtiss (Frequency Special Free Ad)  
**NCAN**  
Holdrege Citizen – Linda Bowers (paper made \$75.00)

### Week of 5/3:

#### **Display**

Blair Enterprise – Jahde Osborn (Frequency Special Free Ad)  
Hartington Cedar Co. News – Kellyn Dump (4 ads) (paper made \$1,300.00)  
Hickman Voice News – Wendy Jurgens (paper made \$300.00)  
Tekamah Plaindealer – John Costello (paper made \$487.50)  
**NCAN**  
Holdrege Citizen – Linda Bowers (paper made \$75.00)

### Week of 5/10:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$487.50)  
Blair Enterprise – Paul Swanson (paper made \$312.50)  
Hartington Cedar Co. News – Kellyn Dump (2 ads) (paper made \$650.00)  
Hickman Voice News – Wendy Jurgens (paper made \$325.00)  
Seward Co. Independent – Nichole Javorsky (paper made \$312.50)  
**NCAN**  
Holdrege Citizen – Linda Bowers (NCAN Special Free Ad)

### Week of 5/17:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$162.50)  
Blair Enterprise – Tom Jelinek (paper made \$162.50)  
Hartington Cedar Co. News – Kellyn Dump (3 ads) (paper made \$487.50)  
Hickman Voice News – Wendy Jurgens (paper made \$325.00)  
Norfolk Daily News – Suzie Wachter (2 ads) (paper made \$487.50)

### Week of 5/24:

#### **Display**

Blair Enterprise – Jahde Osborn (paper made \$162.50)  
Clarkson Colfax Co. Press – Tonya Evans (paper made \$162.50)  
Hartington Cedar Co. News – Kellyn Dump (2 ads) (paper made \$650.00)  
Hickman Voice News – Wendy Jurgens (paper made \$312.50 + \$202.50 out of state)  
Stapleton Enterprise – Marcia Hora (paper made \$312.50)  
Tekamah Plaindealer – John Costello (paper made \$487.50)

## Samantha Bernt joins Seward Co. Independent staff

Samantha Bernt joined the Seward Co. Independent staff in early May as a writer/reporter. Raised in Fremont, Samantha graduated from UNL on May 8 with a degree in journalism.

During college, Samantha interned at the Lincoln Journal Star, the Omaha World-Herald, and studied abroad in Rwanda for a journalism project.

## York News-Times welcomes new sports reporter

Recent UNL graduate, Christian Horn, joined the York News-Times staff full-time in early May as their new sports reporter.

A native of Red Oak, Iowa, Christian planned to pursue a double major of journalism and broadcasting while attending the UNL College of Journalism and Mass Communication. But when CoJMC introduced a new sports media and communication major, Christian dropped broadcasting and added sports media as his second major.

## Curtis Frontier Co. Enterprise adds Karmen Herrick to staff

Karmen Herrick joins the Curtis Frontier Co. Enterprise as news reporter.

Karmen graduated from Mid-Plains Community College in 2019 with an Associates of Science with an emphasis in Accounting, Business Administration and Events Management.

She's active in the Curtis community as Vice President of Medicine Valley Chamber of Commerce, and volunteers her time planning and promoting local events.

## NPA Facebook group invite



We've created a Facebook group for NPA members - all staff are 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.

## 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

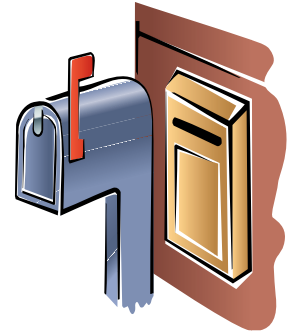


**785-840-0077**

## Periodicals rates to jump 9 percent

*National Newspaper Association, May 28, 2021*

Periodicals mailing rates for newspapers will increase almost 9 percent on Aug. 29, following the Postal Service's announcement last week of across-the-board rate increases. A First-Class stamp will increase from 55 to 58 cents.



The rate hike for Periodicals mail is the largest increase since at least 2006.

The increases come at a time when newspapers are experiencing worsening delivery and service, particularly for subscribers and customers outside their county and state.

The rate increase is part of a new USPS business plan that also includes a weakening of service standards for mail that is moving across the country.

The proposed new rates must be reviewed by the Postal Regulatory Commission. But the PRC has already granted USPS the authority to eliminate an inflation-based price cap on rates. It gave USPS a new set of parameters that allows it to charge more for mail that remains in the postal system while digital technology provides new competition for delivery of messages and advertising.

Brett Wesner, chair of National Newspaper Association, said the rate announcement was grim news for community newspapers that have been fielding months of complaints that subscribers are not receiving their copies on time.

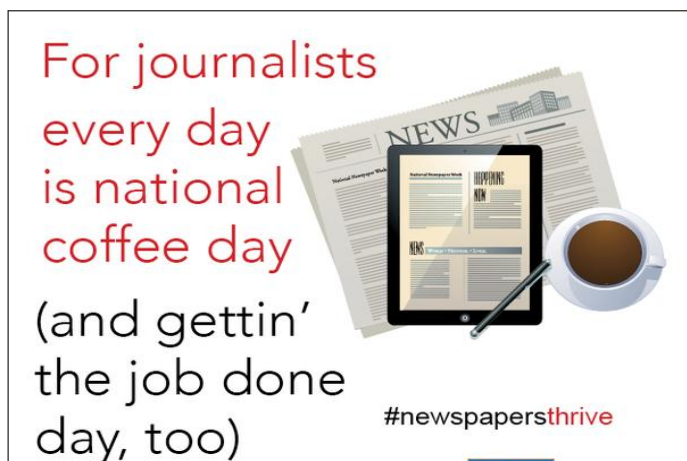
"Nothing about this scenario is good," Wesner said. "These increases will require many newspapers to increase subscription prices to cover this new cost and readers will think we have lost our minds to charge more when USPS cannot get the paper to so many on time. But times are tough in our world. We have to pay these bills."

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## Postal - from pg. 4

"The increase in the stamp cost will be felt most in a rural economy. People in small towns across America send checks through the mail to pay their bills. The stamp goes up and delivery goes down. I fear that just as economic hopes have started to rise for people returning to work, faith in the Postal Service's ability to serve the nation will put a damper on commercial activity for many of us. "At the same time," Wesner said, "we have been warning our member newspapers for several years now that if Congress did not enact postal reform legislation, we would wind up exactly where we are today. It is not a recipe for success."

Wesner said that NNA continued to support postal reform legislation and has endorsed the proposed Postal Service Reform Act of 2021.



## Attack of the morale-killing bosses

By John Foust, Raleigh, NC, May, 2021



In my advertising and training career, I've observed – and heard about – a lot of boss-employee encounters. Some have been good, some have been bad.

All have been instructive. In many cases, we can learn as much from the negative incidents as we can from the positive ones. Here are several examples:

**1. The competitive boss.** This kind of manager can't seem to play fairly with others, especially if commissions are involved. Unfortunately, the competitive boss is in position to cherry-pick the best prospects. I knew of one company that relied on a notebook to log incoming leads. The boss was one of three people in the ad sales department, and the procedure was to alternate leads. The others on the team realized that she regularly deleted and re-designated the leads, so prime prospects would be assigned to her.

**2. The boastful boss.** This manager can't resist bragging that he or she has special perks. The CEO of an adver-

tising services company was once invited by a client to attend one of the biggest college basketball match ups of the year. Although it was one of the scarcest tickets of the season – and although no one else in the firm had a ticket – he made it the main focus of an all-staff meeting on the morning of the game. The next day, the entire office received a follow up email from him, with a closeup photograph of the crowd taken from the television broadcast. The email boasted that he appeared just a few rows above press row at center court.

**3. The disrespectful boss.** A disgruntled employee told me about the sales manager who scheduled a regular weekly staff meeting and warned everyone that there was no excuse to miss it or be late. That worked fine for a couple of weeks, although the team often had to rush appointments and phone calls to make it to the conference room on time.

Then came the day when the manager was late for the meeting. Not fifteen minutes late, not thirty minutes. She was over an hour late. She didn't offer any explanation or apology. All she said was, "Okay, let's get started."

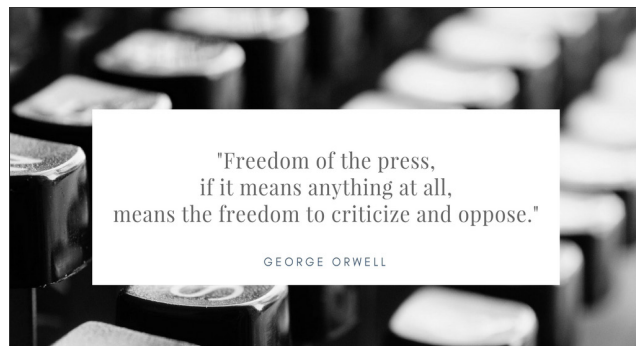
"That was the last straw for a lot of us," the employee said. "We sat there debating whether we should go back to our desks, but decided we'd better wait. That was a clear sign that she had no respect for us or our time."

**4. The public criticism boss.** A salesperson once told me about the time his boss openly complained about his performance in front of everyone in the ad department. "It was bad to be told publicly that I was short of my sales goal," he said. "That kind of thing should be done one-to-one."

Perhaps none of these management mistakes are worthy of investigation by the human resources department, but they all indicate the bosses' morale killing attitudes toward the people they manage. And they provide crystal clear examples of what not to do.

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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](mailto:john@johnfoust.com).



# Classified Advertising Exchange

May 31, 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](mailto:persimmonpress@windstream.net).

**NEWSPAPER FOR SALE:** Small award-winning weekly newspaper located in the heart of Custer County, Nebraska in the village of Callaway serving Callaway, Oconto and the surrounding area. Region poised for growth. A very attractive price includes all office furnishings and professional equipment (cameras, computers, software leases, phone number, email address, etc.). New owner will need to seek own office space but does not require much. Courier also has online presence. Progressive family community with great school, hospital/clinic, business climate and room to grow in a rural setting. High-speed optical fiber internet available. Owners seek retirement and exploration of new horizons after nearly 34 years of operation. New energy, eyes and ideas are needed for this business. Serious inquiries only, please, but will consider all offers. Call Mike Wendorff at 308-872-2109 or email at [ccourier@gpcom.net](mailto:ccourier@gpcom.net).

**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.

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

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

Classified Advertising Exchange.

## **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).