

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

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 to see upcoming live (and archived) webinars.

Relevance Project offers a growing



Revenue Resource

The Relevance Project, an initiative of the Newspaper Association Managers, now offers a growing Revenue Resource section to boost your sales efforts, an insightful blog that highlights trends and smart advice, and a series of

promotions to uplift community newspapers. All regularly updated. The Revenue Resource includes 15 powerful "Calls to Action" that prove newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories -along with teaser and spec ads. **You can use Revenue Resource information at no charge: <https://relevanceprojectnet.wordpress.com/>.**

We're updating the Newsroom Toolbox on the NPA website!

Once you log in, go to the "Member Resources" menu and select "Newsroom Toolbox."

Under "Files," you'll find:

- Network ad order forms for 2x2 and classifieds
- White labeled 2x2, classified and online network sales materials
- NEHires media kit
- "Newspapers Have Your Back" promotional piece with frequency discounts + 2x6 ad information

Additional advertising, news/reporting and industry resources will be added to the "Newsroom Toolbox," so be sure to check back.

We need your masthead for the new NPA public notice website!

Several papers have sent us their masthead, but if you haven't yet, please send it soon.

Send a JPEG of your masthead to Violet Spader, vs@nebpress.com.

UNL Journalism professors' research paper wins "Strengthening Community News" competition

UNL College of Journalism & Mass Communications Professors Jessica Fargen Walsh and Jill Martin's research paper, "A Study of Retention and Recruitment at Weekly U.S. Newspapers" was selected in May as the winning paper in the "Strengthening Community News" competition.

The competition was sponsored by the International Society of Weekly News Editors and the Huck Boyd National Center for Community Media at Kansas State University. Walsh and Martin will present the paper at the annual conference of the International Society of Weekly News Editors, to be held virtually, July 14-17.

Prior to her position at CoJMC, Martin served as the managing editor of four weekly Southeast Nebraska newspapers including the *Seward County Independent*, *Milford Times*, *Friend Sentinel* and *Wilber Republican*.



Flag Day, celebrated on June 14 every year, is the celebration and recognition of the stars and stripes. It all started with a resolution passed by the Continental Congress in 1777 which called for an official American flag.

After the flag's creation, several people in the late 19th century had a helping hand in creating the holiday—but it's unclear who officially suggested its creation first. But it wasn't until May 7, 1937, that Pennsylvania became the first state to establish Flag Day on June 14 as a legal holiday, according to the U.S. Department of Veteran Affairs.

It took three presidents to get Flag Day on the government's radar—President Woodrow Wilson issued a formal proclamation for Flag Day in 1916 and President Calvin Coolidge did the same in 1927. But in 1949, Congress finally approved and President Harry Truman signed the national observance of Flag Day on June 14 into law.

"It is our custom to observe June 14 each year with ceremonies designed not only to commemorate the birth of our flag but also to rededicate ourselves to the ideals for which it stands," Truman said in his proclamation. "This beloved emblem, which flies above all our people of whatever creed or race, signalizes our respect for human rights and the protection such rights are afforded under our form of government."

Even though we observe Flag Day on June 14, it's not an official federal holiday—it was excluded from the 1968 Uniform Holiday Act, which established the federal holidays celebrated today.

See the attached PDF "Honoring Our Flag," attached to the Bulletin. Created by the Missouri Press Foundation, it covers flag etiquette and terminology.

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.

NPA Convention recorded sessions still available

The links/logins to view the recorded convention Zoom sessions are still available.

If you couldn't attend the sessions in April and would like to watch them on your own schedule, just pay the \$25.00 p/person (convention) registration fee to receive the links/logins.

You can pay by check, credit card, or request to have the \$25.00 deducted from your next advertising check. **To request the links and make your payment, contact Susan Watson, nebpress@nebpress.com.**

Gothenburg Times creates new student-led paper for the community - *The Swede Times*

The Gothenburg Times announced last week that they have created a new high school student-led newspaper for the community called *The Swede Times*. Their new project has been in the works for a few months.

The idea for the newspaper was suggested by The Times' Ad Director, Mark Lewis. The *Swede Times*, to be written entirely by students, will keep the community updated on news and events happening in the school. Students involved in the paper will be interns, with full control over the operation with guidance from Gothenburg Times staff.

A meeting is being planned for August with teachers and the high school principle to further discuss partnering *The Swede Times* with the school's journalism program, giving students the opportunity to learn about the journalism industry and get hands-on experience.

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 150 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.** To view past Prairie Doc columns, go to: <https://www.PrairieDoc.org/blog>.

Classified Advertising Exchange

June 07, 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.

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.

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; Honoring our US Flag-Feature.

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.

Honoring Our Flag

On June 14, 1923 the National Flag Code was adopted at the National Flag Conference.

The meeting was held in Washington D.C. to establish procedures for displaying the United States Flag. The code was based on Army and Navy practices. In 1942, Congress passed a joint resolution to make the Flag Code a law.

Today, we celebrate June 14 as Flag Day.

Although it is a law, there are no penalties and the Flag Code is a voluntary guide for showing respect to the U.S. Flag. Forty-seven states have their own laws

with penalties that prohibit desecration of the flag or its use for advertising or publicity.

Flag Etiquette

- ★ The U.S. Flag should be displayed from sunrise to sunset, unless it is well lit during the darkness.
- ★ The U.S. Flag should always be placed above other flags and pennants. There is one exception during a special Navy ceremony at sea.
- ★ On a stage, the U.S. Flag should always be placed behind the speaker and to his/her right.
- ★ When hanging the U.S. Flag vertically or horizontally from a wall or window, the canton, or union, should be at the top right of the flag. When you face the flag, it should be on your left.
- ★ On Memorial Day, the U.S. Flag is flown at half staff until noon, and then raised until sunset.
- ★ The President of the United States, governors and limited other government officials may direct the U.S. Flag to be flown at half staff.

- ★ The U.S. Flag should not be allowed to touch the ground, but if it does, you are not required to destroy it as long as it is still suitable for display.
- ★ It is acceptable to wash or dry clean a U.S. Flag to keep it in good shape.
- ★ Only all-weather U.S. Flags made of non-absorbent material should be displayed during bad weather.
- ★ When a U.S. Flag has served its life, it should be destroyed, preferably by burning. Many American Legion posts have special ceremonies on Flag Day, June 14. You may have your own ceremony to discreetly burn worn out flags.
- ★ Never use a U.S. Flag to cover a statue or monument or drape the flag over the hood, top, sides or back of a vehicle, train or boat.
- ★ The U.S. Flag should not be used as wearing apparel, including costumes or athletic uniforms, bedding or drapery.
- ★ Every schoolhouse should display the U.S. Flag during school days.
- ★ The U.S. Flag should never be used for advertising purposes.

Flag Terminology

Finial
a decorative ornament on top of a flagpole or staff.

Hoist
the edge of a flag nearest the flagpole. Also refers to the vertical width of a flag.

Halyard
rope or cable used to raise and lower a flag on a flagpole.

Fly
the horizontal length, or width of a flag.

Canton
top inner corner of a flag. On the U.S. Flag, this is also called the "Union."

Field
the section of the flag between the hoist and the fly, not including the canton.

Fly end
the part of the flag that flaps in the wind and often becomes frayed.

Half Staff
the position of the flag when it is one half the distance between the top and bottom of the staff or flagpole. This is done to mourn the death of an individual.

Vexillology
the study of flags.

Activities

1. Look through your newspaper for pictures and stories of holidays, events and deaths where the U.S. Flag will be displayed.

2. Write an editorial giving your opinion on this topic: Should there be a Constitutional amendment making it illegal to burn our flag in protest or is burning the flag an expression that is part of our Freedom of Speech?

Learn More

Research the Tripp Flag online to learn about the story behind this famous painting.

Missouri GLE: Social Studies 1D