

Bulletin

Upcoming Webinars:

Thurs., July 15, 1:00pm CT
E-MAIL NEWSLETTER BASICS
**Presenter: Matt Larson, President/
CEO, Our-Hometown.com**

Matt has worked with newspapers to build websites & digital business models since 1997.

Webinar will cover techniques to automate the process of creating newsletters, growing your subscribers lists and monetizing that audience.

COST: FREE*

To register for webinars, go to:
<https://onlinemediacampus.com/webinars/>

Thurs., July 22, 1:00pm CT
**EFFECTIVE ADVERTISING
FOR A SMALL BUSINESS
BUDGET**

**Presenter: Ben Bouslog,
AdCellerant, an advertising
technology company**

Learn how to make the most out of the small budgets some of your clients may have; what tactics generate results for specific industries; best practices for small business advertisers.

COST: FREE*

To register for webinars, go to:
<https://onlinemediacampus.com/webinars/>

***Details on page 2:
FREE ONLINE MEDIA
CAMPUS WEBINARS for
NPA members!**

CONTACT INFO:
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Congratulations to all of the award-winners! **And thank you to all newspapers who submitted entries.**

- **Contest Tab** - copies will be mailed out soon to all member newspapers. **Watch your mail.**
- **Thank you to the Scottsbluff Star-Herald for printing & mailing the tabs!**
- **Certificates** - for individual category winners were mailed to newspapers on June 22. **Watch your mail.**
- **The Contest/Awards Video** - can be viewed in whole or in parts & will be available on YouTube for at least 30 days after the (June 17) launch.

GO TO:

<https://www.youtube.com/watch?v=cldN7AO6gol>

Share your 'watch party' photos!

**Please email photos of your
office/staff 'watch parties'
to Susan Watson at
nebpress@nebpress.com.**

**We'll share your photos with
members on NPA's website,
Facebook and Instagram!
@nebraska_press_association.**

(Recorded) Convention Zoom sessions still available

The links/logins to view the recorded (April 22-23) convention Zoom sessions are still available.

**Just pay the \$25.00 convention
p/person registration fee to get
the session links/logins & watch
them on your own schedule.**

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.**

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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.

Skala is an active member of Nebraska Press Women, the NFPW state affiliate, and she has worked for the Kearney Hub for seven years. Born in Cleveland, she spent 20 years as senior editor at Sun News, the suburban arm of the Cleveland Plain Dealer. In that position, she was named one of Ohio's Top Ten Journalists and won numerous local, state and national awards. In addition, she was an adjunct journalism professor at Ursuline College in Pepper Pike, OH.

A 47-year member of NFPW, Skala has served as its second vice president, secretary and membership chair. She also is contest chairman for Nebraska Press Women and is a former president of Ohio Professional Writers, also an NFPW state affiliate.

Sherri Burr of Albuquerque, NM, was named NFPW's 2021 Communicator of Achievement. The award, the most prestigious presented each year by NFPW, has been given for 64 years.

Honorees are nominated by their state affiliates in a lengthy process including recommendations from former supervisors and coworkers, with 15% of the score based on community and volunteer work. Skala spent two years as volunteer coordinator at Ghost Ranch Education and Retreat Center in Abiquiu, NM.

Judges for the award are a board of communicators with no ties to NFPW.

Skala runner-up for top National Federation of Press Women honor

Kearney Hub, June 14, 2021

Kearney Hub reporter and columnist Mary Jane Skala was named the runner-up for the 2021 Communicator of Achievement Award from the National Federation of Press Women (NFPW) during a virtual evening celebration June 12, during the NFPW annual conference.

Now in its 84th year, NFPW is a nationwide organization of professional women and men in journalism and communications.

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.

New employees recently joined Norfolk Daily News staff

Norfolk Daily News, June 14, 2021

Norfolk Daily News readers have seen new names in the paper over the past few months, as two writers and a summer intern have joined their staff.

North Carolina native, Victoria Nelson joined the paper in January, writing stories, working on the news desk, and compiling information for the Daily News' Living page. Nelson graduated in December 2020 from Liberty University, where she worked as a copy editor and reporter at her college newspaper. In Spring 2020, she completed an internship with C-FAM as a United Nations reporting intern.

James Murphy joined the Daily News in March. A New York native, he graduated from Ithaca College in 2020 after covering sports for the school's newspaper and working at the two on-campus radio stations. At the Daily News, Murphy is covering and writing about boys sports.

The paper's summer intern is a Nebraska native. Mitchell Lierman, a graduate of West Point-Beemer High School, is pursuing degrees in journalism and theater production at the University of Nebraska-Kearney. While in high school, Lierman helped revive the school's student newspaper, and also wrote for '20 Below' at the Daily News. At UNK he works for The Antelope student newspaper, and his summer internship includes writing feature stories and covering traditional summer events for the Daily News.

Recently retired from Norfolk Daily News

Longtime Norfolk Daily News employee, Sheryl Schmeckpeper, recently retired after 25 years as the Living page editor. She has been a trusted, valuable source of Norfolk history, and she has continued to write occasional stories for the paper.

In 2015, Sheryl received the NPA Harpst Leadership Award, which recognizes a Nebraska newspaper or executive that best promotes or fosters leadership within their community, region or state. The award is funded by the Harpst Family, in memory of Don Harpst, Sr.

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.

Free content for NPA newspapers: New monthly agricultural column from USDA

Columns will cover Nebraska topics - animal health, genetics, meat quality and more

The USDA ARS U.S. Meat Animal Research Center column, called *USMARC Trails*, is a free monthly resource for your readers and anyone interested in agricultural animal production research.



Are your readers interested in the extraordinary meat animal research programs in Clay Center, Nebraska? If they'd enjoy reading about genetics, animal health, nutrition, reproduction, meat quality, food safety, or land management, then this column could be a good fit for your newspaper.

Starting Summer of 2021, you can access this monthly column from USMARC. Newspapers are welcome to publish the column anytime throughout the month as you have space available. **Their first column is ready to go!**

To sign up for the free monthly USMARC Trails column, and have it sent directly to your newspaper each month, contact Alexa Johnson, Communications Specialist at the U.S. Meat Animal Research Center in Clay Center, NE, at alexajohnson@usda.gov.

Grandson #2 for the Beermanns!

Allen and Linda Beermann's 2nd grandson, Luke, was born June 17.

Proud parents are Jay and Julie Beermann of Oakland, CA.

(Pictured) Dad Jay, big brother Issac (almost 3 years old), and baby Luke. Congratulations!



"THE ONLY VALID
CENSORSHIP OF IDEAS
IS THE RIGHT
OF PEOPLE NOT
TO LISTEN." -
TOMMY SMOTHERS

Celebrate the 1st on the 4th!

The best time to raise awareness about the importance of a free press and free speech is when Americans are already predisposed to celebrate America.

Here are two items tied to the 4th of July holiday that are available for NPA newspapers to use at no charge.

- **The first is this column**, written by Ken Paulson, Director of the Free Speech Center, about how the Declaration of Independence framed the essential freedoms of the First Amendment 17 years before the Bill of Rights existed.
- **The second is a link to an ad in multiple configurations** that encourage newspapers to “Celebrate the 1st on the 4th.” **Link to ads:**

<https://mtsu.edu/first-amendment/page/1forall-gallery>

Celebrating the most American of freedoms

By Ken Paulson, Director, Free Speech Center, June 2021

The 56 men who signed the Declaration of Independence knew what they were getting into. As we celebrate the 4th of July 245 years later with flags and fireworks, it's easy to forget that these patriots risked death to give a new nation life.



If you've never read the Declaration of Independence in its entirety, this is a good time to do that. More than two centuries later, it's still a good read. These rebels, who would be accused of treason by Great Britain, wrote the document in a reasoned manner, attempting to convey to the world that their cause was a just one.

At its most basic, it's a demand for a divorce, with one party explaining why this marriage can't be saved. What's fascinating, though, is how the list of complaints about the king of England not only cited justification for the break-up, but also telegraphed the principles the new nation would insist upon in establishing its own governance. The entire document was a bold statement, speaking truth to power. As it established its own future, this new nation would have to find a way to guarantee free speech, particularly in regard to criticizing government.

The Declaration of Independence lists more than two dozen examples of why the king “was unfit to be the ruler of a free people.” The new United States of America would need to create a check on those who abused their power. That would come from a free press. Much of the Declaration is devoted to examples of the king ignoring the colonies' needs and maintaining a stranglehold on new legislation to address those needs. Clearly, the United States would have to guarantee petition and assembly.

Memorably, the Declaration states that all men are endowed by their “Creator” with certain “unalienable rights.” This was an acknowledgement of a Higher Power without a specific reference to any religion. This new nation would go on to guarantee freedom of faith. Freedom of speech, press, and religion. The rights of petition and

assembly. Today, we see all five nestled together in the First Amendment to the U.S. Constitution. It took a war for independence and 17 years, but those aspirations became the cornerstone for a young and vibrant country.

Fast forward to the 21st century. A new survey of citizens around the globe by legal public-policy center Justitia has assessed how citizens in 33 countries feel about freedom of speech. It found that most citizens in most countries feel free speech is important and positive, but they waver when presented with scenarios in which free speech offends others or hampers society. In order, Norway, Denmark, the U.S., and Sweden top the list: Citizens of these nations say they are steadfast in their support of free speech. At the bottom of the list: Tunisia, Kenya, Egypt, and Pakistan.



In a telling passage, Justitia quotes free-speech expert and Columbia University President Lee Bollinger as saying that the U.S. is “the most speech-protective of any nation on earth, now or throughout history.” The report also notes that a 2015 Pew research study determined that no nation in the world was more supportive of free speech and a free press than the U.S.

At our best – and not without lapses – we walk that talk.

In 1776, our founders published a Declaration of Independence, but also a declaration of intent. Those early Americans sought “life, liberty and the pursuit of happiness” by creating a nation founded on freedom. But those freedoms must never be taken for granted, and our collective vigilance is essential.

On the most American of holidays, let's be sure to celebrate the most American of freedoms.

Ken Paulson is director of the Free Speech Center at Middle Tennessee State University and former dean of the College of Media and Entertainment at MTSU. Paulson has spent much of his career as a journalist, educator and advocate for First Amendment values.

Classified Advertising Exchange

June 21, 2021

OWNERS RETIRING: Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and smaller newspaper in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing. You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News and Boone County Tribune, Albion, NE, Call 402- 741-5071, or email to: jim@albionnewsonline.com.

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.

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.

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.

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.

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.