

Upcoming Events:

A stylized illustration of a blue mailbox with a red flag and a yellow mail slot set into a brown wall. The mailbox is on the left, and the mail slot is on the right. Both are rendered with thick black outlines and a slight 3D effect.

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You can still view the (free) June 3 Russell Viers webinar

InCopy/InDesign Workflow

If you weren't able to attend the webinar in person, you can still view it on your own schedule. (Webinar flyer attached.)

To view the *InCopy/InDesign Workflow* recording, go to:

<http://www.onepressne.com/incopy/>

When prompted for username & password, type in:

User name: incopy

Password: !Adobe*

This information is case-sensitive.

You can either download the video, or view it in your browser.

To download, click on the .mp4 file.

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.

Survey predicts earlier holiday shopping season; Black Friday 'outdated'

Marianne Wilson, 7/13/21, Chain Store Age
Shoppers are poised to get a jump start on holiday shopping this year.



Thirty-four percent of consumers intend to start holiday shopping by Labor Day, according to a survey by digital experience management software company Sitecore, and 53% of marketers have planned campaigns to start earlier this year than last. Fifty-three percent also added more domestic or local suppliers to mitigate supply chain challenges.

The survey also found that only 60% of brands plan a Black Friday promotion, down 17% from last year. Eighty-five percent of marketers are using the pandemic to "reset" Black Friday sales practices — 80% feel that Black Friday has become outdated and associated negatively with consumer culture. Nearly all (76%) will limit Black Friday promotions to the lone weekend on the calendar, out of fear of devaluing their brand and reducing consumer spend all year long.

Of marketers with a brick-and-mortar presence, 60% plan to make it making it an experiential destination this year. Forty-nine percent 49% feel the 2021 holiday season is the last chance to prove the value of their store.

Read the entire article at:

<https://chainstoreage.com/survey-predicts-earlier-holiday-shopping-season-black-friday-outdated>

Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

Max Kautsch,

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11 tips to grow your agriculture coverage

By Bart Pfankuch, *South Dakota Newswatch*, June 29, 2021

Depending on where you live and work as a journalist, there



are two basic levels of importance when it comes to coverage of the agriculture industry: “very important” or “extremely important.”

How and where food is grown or raised, how it is processed and transported, what it costs to buy and how the industry affects the economy and the environment are important to readers, advertisers, agricultural producers and policymakers.

And yet, mostly due to cutbacks, agricultural coverage has been reduced or even eliminated by many traditional media outlets.

Specialty agricultural publications still do yeoman’s work in covering the industry, but their reach beyond the industry core is limited and the news is often presented from the perspective of an industry insider.

Every journalist has the opportunity, and some might say the imperative, to cover agriculture and the vast range of news topics associated with it. Here are some tips to start or expand your coverage of agriculture.

- **Start small, then go in-depth.** Take on a weather story or farmer profile to break in, then go deeper as your skills and confidence build. Do not be intimidated; most farmers want to share stories about their lives and work.

- **Read widely to get story ideas.** This is true on all beats, but keeping your eyes and mind open to ideas is especially important with a complex industry such as agriculture. Subscribe or go online to scan specialty publications focused on agriculture, then go deeper into topics that may be old hat to industry reporters. Read national stories about the industry and localize them. Talk to government officials who oversee the industry and read reports they or industry groups produce about concerns or issues facing the industry. Visit websites of industry or lobbying organizations.

- **Sign up for online bulletins sent regularly by government regulators, industry groups, the National Weather Service, university extension offices or consumer groups.** Then read the bulletins and mine for ideas.

- **Drive around the countryside with the radio off.** Look more closely at farms, ranches and the people who run them. What is new or unusual or special? Seek out industry trends, historical patterns or colorful feature stories worthy of reporting efforts.

- **Consider how agriculture affects your own life.** Wear your story-idea hat while grocery shopping, while visiting the farmers’ market or while considering the weather and its recent or long-range patterns.

- **Once an idea emerges, interview government officials or industry groups for the big-picture outlook, and then ask for names and phone numbers of producers who might be willing to be interviewed by phone or in person.** Be aware that some producers may be de facto industry spokespeople, so try also to find local producers on your own. Scouring social media platforms or specialty publication websites can help you find fresh producers to interview.

- **Take a two-pronged approach to reporting.** First, speak to a variety of sources (especially front-line producers) on the phone. Then, set up a site visit or farm tour to meet producers where they work and live to create opportunities for a deeper understanding of issues, to get great photos, audio or video, and to create opportunities for colorful, detailed writing.

- **Think deeply, ask many questions and never assume.** Modern agriculture is complicated and high-tech. Be patient and diligent in trying to understand the terminology or concepts involved. Confirm your understanding of a topic with sources so you can present information or processes clearly and accurately to readers.

- **Ask tough questions, play devil’s advocate at times and get the other side.** Not every agricultural story needs a quote from PETA, but it is important to seek out reasonable sources who question agricultural procedures or ecological impacts. Often, those sources are not anti-agriculture, but mostly want the industry to operate more efficiently and in concert with the earth.

- **Prepare well for farm visits.** Get clear directions, map your route and show up on time; do not arrive in your Sunday best; be ready for sun, rain or snow; have water or soda; bring a rag or napkins for messes; take written notes while also tape-recording interviews; ask permission before getting close to crops, equipment or livestock; be wary and respectful of animals; take candid photos of farmers in action but get a staged portrait just in case; never be in a hurry.

- **Enjoy the writing process.** As an agricultural reporter, you have the rare opportunity to bring readers into a world they may never see. Embrace that gift by writing clearly and accurately but with authority, flair and color.

Bart Pfankuch, Rapid City, S.D., is content director and an investigative reporter for South Dakota News Watch. A Wisconsin native, he is a former editor of the Rapid City Journal. Pfankuch worked for about 30 years as a reporter and editor at newspapers and magazines in Wisconsin, Florida and South Dakota; he also is a syndicated writing coach. Contact him at bart.pfankuch@sdnewswatch.org.

"Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected and handed on to them to do the same."

-- Ronald Reagan

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>.

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 publish now!

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 alexa.johnson@usda.gov.



**SHOP
LOCAL**



**EAT
LOCAL**



**READ
LOCAL**

Local businesses and restaurants need your support more than ever. Whether you visit stores, get delivery or shop online, keep your spending local and keep your community healthy.

Newspapers are LOCAL. We are dedicated to keeping you informed, safe and connected and care about the issues that are important to our neighbors, our schools and our businesses.

**When you support your local newspaper,
you support your community.**

**SUPPORT LOCAL
SUPPORT YOUR NEWSPAPER
SUBSCRIBE TODAY**

**America's
Newspapers**

America's Newspapers is a national association supporting journalism and healthy communities in our local communities. Find out more at www.americannewspapers.org or follow us on Twitter (@americannewspapers) or on Facebook (@americannewspapers).

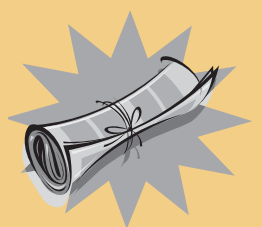
New READ LOCAL ad campaign is now available to newspapers — at no cost — in print, digital format

America's Newspapers is making a new marketing campaign available to all newspapers that encourages readers to: **Shop Local. Eat Local. Read Local.**

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them. **Downloads ads:**

<https://newspapers.org/marketing-read-local/>

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.

Classified Advertising Exchange

July 26, 2021

FOR SALE: Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: mrhoades@enterprisepub.com.

SPORTS REPORTER: Do you want to join the action? The Wahoo Newspaper is seeking a talented Sports Reporter to develop compelling, timely and well-sourced sports stories that accurately reflect the nature of the events covered. The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a degree in journalism and/or two years of experience. Candidates who have completed internships will be considered. Driving and being available to cover local sports events is required. This hourly, FT reporter position includes an attractive benefits program including medical/dental/vision and life insurance options; LTD, STD, vacation, sick, and holiday pay; and 401K retirement. If you have the talent we are looking for and want to join the action, you are encouraged to apply. Please include a cover letter, resume and three to four work samples. We are a drug-free workplace and all applicants considered for employment must pass a post-offer drug screen and background/motor vehicle check prior to commencing employment. Lee Enterprises is an Equal Opportunity Employer. Contact Suzi Nelson, Managing Editor, Wahoo Newspaper, suzi.nelson@wahoonepaper.com.

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@albionnewsandboonecountytribune.com.

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: 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: 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 308-870-2109 or email at ccourier@gpcom.net.

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 8/20/21 (free) webinar flyer; Russell Viers (free, archived) webinar flyer.

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

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

How to Use Light and Composition to Make Compelling Photos

Friday, August 20 · 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: \$35 · **Deadline: August 17**

IN THIS WEBINAR...

Have you mastered the settings on your camera? Are you ready for the next step in advancing your photojournalism skills? No matter the device, a DSLR or iPhone, anyone can make a good photo with the right technique. This webinar will take an in-depth look at how to combine storytelling, light and composition to create compelling images.

THE PRESENTER...

Kelsey Kremer



Kelsey Kremer is an Emmy award-winning photojournalist and life-long Iowan. She's been making photos and videos for the state's largest newspaper, the Des Moines Register, since 2013. In her time at the Register, she's traveled all over the state and halfway around the world sharing stories about Iowans. In 2017, she was the recipient of a Pulitzer Center on Crisis Reporting grant for a two-week reporting trip to China to document Iowa's role in U.S., China relations. She is a graduate of Iowa State University's Greenlee School of Journalism and Communication.



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



WORK FASTER & SAVE REAL MONEY

ADOPTING AN INDESIGN/INCOPY WORKFLOW

If you haven't upgraded to Adobe's Creative Cloud because you have several people using InDesign and you just can't afford it, this class is for you. At only \$4.99 per month, InCopy is considerably cheaper than subscribing to the entire CC package. But wait, there's more. I will show you in this session how to change your workflow to reach a deadline faster and improve quality.

JUNE 3, 2021 | 11 AM CENTRAL TIME
VIA ZOOM

Russell Viers

Adobe Certified Instructor, Trainer, Consultant

Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. A professional Adobe trainer since 1997, he travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files.

SOME OF THE QUESTIONS ANSWERED INCLUDE:

- What is InCopy?
- What is a parallel workflow and why should I be doing it?
- How hard is it to learn InCopy?
- How do I set up an InDesign/InCopy network on the cheap?
- How do I manage fonts on all the machines?
- Can I set up a virtual office with this workflow?

And much more!

*Zoom invitation will be sent closer to
the June 3 webinar.*