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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.

## **Have a Legal Question?**

Call the Nebraska Press  
Association Legal Hotline

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Max Kautsch

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## **Stromsburg Polk Co. News has new owners**

*Ray Kappel, Pawnee Republican*

Sterup Enterprises has acquired the Polk Co. News in Stromsburg effective August 1, 2021.

New owners John and Anna Sterup have owned the Pawnee Republican in Pawnee City since 2019, and Frazier's Cafe in Tecumseh since 2020. Both John and Anna are from Tecumseh and have family ties in the Polk Co. area.

John sees a great future for the paper and the area, and said small towns are becoming more popular as places to live.

No major changes are planned at the newspaper at this time.

## **Benton joins Randolph Times staff**

*Randolph Times, Aug. 4, 2021*

Trisha Benton joined the Randolph Times and Northeast Nebraska News Company on August 2 as a full-time reporter. The Norfolk native had been contributing news and feature stories to the News and other Northeast Nebraska News Co. newspapers on a part-time basis since last December.

Benton, who now lives in Randolph with her family, previously worked as the public relations director at a Norfolk nursing home. She graduated from Northwest Missouri State University with a degree in journalism. She then worked for 10 years as a reporter for the Norfolk Daily News. Other writing experience includes five years for a Norfolk non-profit as a grant writer and project manager.

## **135th Annual NNA Convention, Sept. 30-Oct. 2, Hyatt Regency, Jacksonville, FL**



NNA's Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

**NPA President, Amy Johnson, will be leading a Flash Session at NNA Convention! To view**

**the agenda or register for the upcoming convention, go to: <https://www.nnafoundation.org/convention>**

*Postal - from pg. 1*

the economy is struggling to re-emerge from the COVID shutdowns. The increases for newspaper mailers will be more than four times what they would have been under the inflation cap, but the ability of our readers and customers to pay for these increases certainly is still being held down by the very real cap on economic activity from COVID. NNA thanks News Media Alliance for forming our team to oppose the increases and get some clarity in what we can expect from the Postal Service in the future."

# National Newspaper Association mourns the passing of postal guru Max Heath



Max Heath, one of the newspaper industry's leading postal experts for decades, died July 28, 2021, in Louisville, Ky. He was 75 and had suffered a hemorrhagic stroke days earlier.

Heath, a longtime postal guru for NNA, was postal chair emeritus for the association and remained a consultant to the NNA Postal Committee. As a top postal expert, Heath advocated to preserve affordable mail delivery options for community newspapers and was a valuable resource for newspaper publishers across the country.

Read Max's obituary at:

<https://www.nnafoundation.org/nna-obituaries>

*"Work hard in silence, let your success be the noise."*

-- Simone Biles

## Simple way to develop ad campaign ideas

By John Foust, Raleigh, NC

Let's say you're meeting with a florist who has been running ads with the headline, "For all your floral needs." Of course, you and I know this is an empty headline that speaks to no one in particular. It's a terrible idea and a waste of the advertiser's budget.



What should you do?

**1. Have a conversation.** The first step is to diplomatically encourage the advertiser to consider something else. The headline – as weak as it is – may be near and dear to his or her heart. The florist has been spending money to run it, so don't criticize. Simply say something like, "Your idea opens the door to a lot of ad possibilities. How would you feel about seeing where those possibilities lead?"

Every word of your statement is true. "All of your floral needs" does open the door to other ideas. And you do want to encourage a look at other possibilities.

This approach sends a signal that you are not looking for a quick, hit-and-run sale. You're aiming for a low-pressure, collaborative effort to promote the florist shop.

**2. Break it down.** Like a technician who takes a machine apart to examine its inner workings, it's important to learn specifics. What does "all" really mean? Make a list of the needs which the florist meets. It's better to ask, "What do your customers need?" than, "What do you do?"

That keeps the focus where it should be – on the florist's customers.

As you go through the process, you'll probably learn that the florist provides flowers for all kinds of occasions: weddings, anniversaries, proms, funerals, Christmas, church events, Valentine's Day and birthdays, among many others. The point is to turn a generality into specifics. With the right details, you'll have plenty of raw material for new ideas.

**3. Develop a strategy.** The next step is to look at the yearly calendar and figure out the best times to promote flowers for those occasions. While some are year-round and some are seasonal (Spring for wedding planning, for example), other occasions rely on the advertiser's records and industry trends for development of an ad schedule and a creative strategy.

**4. Create continuity.** How are you going to tie everything together? Each ad should look like – and sound like – it comes from the same advertiser. There are a number of elements to consider: typography, color, illustrative style, ad sizes, frequency, coordination between print and digital and ways to link to their web site.

This four-step formula can help you generate more sales for your paper and for your advertisers. The end result will be a series of targeted and consistent messages, instead of the same watered-down ad over and over again. And the good news is that you don't even have to start with a bad idea like, "for all your fill-in-the-blank needs." Just start by figuring out what specific things your advertiser can do for their customers – and you'll find that the future looks rosy.

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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).



# 2021 NNA Foundation's Better Newspaper & Advertising Contest Awards announced: Nebraska newspapers win big!

Kate Richardson, NNA, Aug. 4, 2021, [kate@nna.org](mailto:kate@nna.org)

Contest judging results have been processed and winners have been announced. Winners will be recognized at the awards ceremony held Saturday, October 2, 2021, during the NNAF's 135th Annual Convention & Trade Show in Jacksonville, Florida.

There were 1,229 entries in the Better Newspaper Editorial Contest and 180 entries in the Better Newspaper Advertising Contest for a total of 1,409 entries. A total of 509 awards were won by 83 member newspapers in 33 states. Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Established in 1885, the National Newspaper Association (NNA) is the voice of America's community newspapers and is the one of the largest newspaper associations in the country.

## NEBRASKA NEWSPAPER WINNERS:

### ADVERTISING CATEGORY:

#### Hartington Cedar Co. News

3rd Place - Best Multiple Advertising Section  
Daily/Non-Daily, circ. less than 5,000  
*Shop at Home* - Staff

#### Hartington Cedar Co. News

3rd Place - Best Public Notice Section; Non-Daily  
Division circ. less than 5,000; *Election Preview* - Peggy Year

### EDITORIAL CATEGORY:

#### Orchard/Neligh Antelope Co. News

1st Place - Best Use of Social Media for Breaking News  
Daily & Non-Daily Division; *That's why he called it Lucky Joe's* - Carrie Pitzer & Jenny Higgins

#### Orchard/Neligh Antelope Co. News

3rd Place - Best Pandemic Photo or Series  
Non-Daily Division circ. less than 5,000; *Former publisher leaves hospital on Christmas Eve* - Carrie Pitzer

#### Orchard/Neligh Antelope Co. News

2nd Place - Social Media Journalism; Daily & Non-Daily  
Division; *Healthcare Heroes* - Carrie Pitzer

#### Orchard/Neligh Antelope Co. News

2nd Place - Story Series: Best Breaking News Story  
Non-Daily Division circ. less than 3,000  
*That's why I called it Lucky Joe's* - Jenny Higgins

#### Orchard/Neligh Antelope Co. News

1st Place - Story Series: Best Health Story  
Daily & Non-Daily Division circ. less than 6,000  
*Gift of Life* - Jenny Higgins

#### Orchard/Neligh Antelope Co. News

Honorable Mention - Story Series: Best Non-Profile  
Feature Story; Non-Daily Division circ. 2,000-3,999;  
*Friendship is Gift from God* - Carrie Pitzer

#### Orchard/Neligh Antelope Co. News

2nd Place - Best Profile Feature Story; Non-Daily  
Division circ. 2,000-3,999; *Teacher Grateful for Support* - Carrie Pitzer

#### Orchard/Neligh Antelope Co. News

2nd Place - Video Journalism; Daily & Non-Daily  
Division circ. less than 3,000; *Chinook Visit Part of New Fair Event* - Carrie Pitzer

#### Blair Washington Co. Pilot-Tribune

3rd Place - Story Series: Best Non-Profile Feature Story;  
Non-Daily Division circ. 2,000-3,999; *An Unfathomable Mystery* - Leeanna Ellis

#### Blair Washington Co. Pilot-Tribune

Honorable Mention - Story Series: Best Sports Story;  
Daily & Non-Daily Division circ. less than 9,000;  
*Daughter steps in as AHS coach recovered from rough summer* - Grant Egger

#### Hartington Cedar Co. News

2nd Place - Column: Best Serious Column; Daily &  
Non-Daily Division circ. less than 3,000; *Stop Acting Like Kids* - Rob Dump

#### Gothenburg Leader

1st Place - Section: Best Special News, Sports or Feature  
Section or Edition; Daily & Non-Daily Division  
circ. less than 3,000; *COVID-19 hits home* - Rebecca Steward & Ellen Mortensen

#### Stanton Register

2nd Place - Photo: Best Sports Photo; Non-Daily Division  
circ. less than 3,000; *Unstoppable* - Jeromy Vauble

#### The Eagle/Chadron State College

3rd Place - Best Front Page Design; Daily & Non-  
Daily Division; *The Eagle, Front Page, Nov. 12, 2020*  
- Brandon Davenport & Aubrie Lawrence

#### The Eagle/Chadron State College

Honorable Mention - Best Use of Double Truck;  
Non-Daily Division; *The Good Shepherds* - Brandon Davenport

#### The Eagle/Chadron State College

3rd Place - Best Sports Column; Daily & Non-Daily  
circ. less than 3,000; *Fulton's fast break - Kobe gave us virtue* - Devin Fulton

#### The Eagle/Chadron State College

1st Place - Photo: Best Breaking News Photo; Non-  
Daily Division circ. less than 5,000; *Air tanker drops fire retardant* - Brandon Davenport

#### The Eagle/Chadron State College

2nd Place - Best Feature Photo; Non-Daily Division  
circ less than 3,000; *Three bighorn sheep dangle from helicopter* - Brandon Davenport

#### The Eagle/Chadron State College

3rd Place - Best Sports Photo; Non-Daily Division  
circ. less than 3,000; *Masked bulldogger* - Brandon Davenport

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**NNA awards - from 4**

**The Eagle/Chadron State College**

Honorable Mention - Story Series: Best Environmental Story; Daily & Non-Daily Division circ. less than 9,000; *The Good Shepherds* - Zachary Carlson & Brandon Davenport

**Blair Washington Co. Enterprise**

2nd Place - Best Special News, Sports or Feature Section or Edition; Daily & Non-Daily Division circ. 3,000-9,999; *People, places and progress of Washington County* - Staff

**GENERAL EXCELLENCE:**

**The Eagle/Chadron State College**

1st Place - General Excellence College Division; Daily & Non-Daily Division; *The Eagle* 2/20, 9/17 & 9/24 Editions

**Orchard/Neligh Antelope Co. News**

2nd Place - General Excellence; Non-Daily Division circ. less than 3,000; *Antelope Co. News* - Staff

**Blair Washington Co. Pilot-Tribune**

3rd Place - General Excellence; Non-Daily Division circ. 3,000-5,999; *Washington Co. Pilot-Tribune* - Staff

**Congratulations to our member newspapers!**

View spreadsheets of all NNA winners:

<https://nnafoundation.org/better-newspaper-contest>

**You can still view the (free) June 3 Russell Viers webinar:  
InCopy/InDesign Workflow**

View the webinar on your own schedule. See webinar flyer attached to Bulletin.

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 download the video, or view it in your browser. To download, click on the .mp4 file.



**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:**

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.newspapers.org](http://www.newspapers.org) or follow us on Twitter @newspapersorg or on Facebook @americasnewspapers.

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

# Classified Advertising Exchange

August 9, 2021

**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](mailto:editor@sewardindependent.com). No calls, please. EOE.

**INVESTIGATIVE REPORTER/TEMPORARY ASSIGNMENT:** Looking for an investigative reporter on temporary assignment for Nebraska community. Must understand quasi governmental entities. Three references from established news media organizations required. 1-2 month position. Salary plus expenses. Please send writing samples and references to [josh@indydailyreporter.com](mailto:josh@indydailyreporter.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](mailto:suzi.nelson@wahoonepaper.com).

**FOR SALE:** Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: [mrhoades@enterprisepub.com](mailto:mrhoades@enterprisepub.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](mailto: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](mailto: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](mailto:reporter@voicenewsnebraska.com).

**ATTACHED TO THIS WEEK'S BULLETIN:** OMC 8/20 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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto: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

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# ***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.

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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.*