

NPA/OnePress Staff



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Forum - from page 1

Step 4: Conduct

Plan how the forum will be conducted. Create clear guidelines on civility expectations. Practice. At the event, welcome the audience and explain how participation works. Moderate the program so the topic is first discussed by speakers and at a designated time invite audience questions and comments. Look to involve as many questions and comments as possible. REALLY important advice: Make sure the audio is excellent. People who can't hear what's going on tend to disrupt or leave.

Step 5: Report

Consider broadcasting the forum live on the newspaper's website. Write a news story on what people said and take pictures of the audience and everyone who spoke. Consider a follow-up editorial or commentary on potential next steps.

Step 6: Transcribe

Your news story presented the highlights. Now, transcribe the full forum so you can publish in a week or two the entire record of comments and exchanges, complete with the pictures of each speaker. Providing a full transcript can encourage more people to participate next time. It's another way to involve interested residents.

Bonus Idea: Consider involving your journalists by having them interview newsmakers, authorities or confirmed experts. It's a neat way of exploring an issue and demonstrating the talent that creates invaluable insights.

Ready to Help: Contact Tom Silvestri if you'd like to sound out your Community Forum strategy. Call 804-690-3361 or email: tas@relevanceproject.net.

First issue of NPA project, Kid Scoop News, delivered to students in Sept!

The Nebraska Press Association is partnering with Kid Scoop News (KSN) to help increase literacy rates in Nebraska and nurture the next generation of readers and news consumers through KSN. NPA is the first press association in the nation to partner with Kid Scoop.



Nebraska's newspapers are partnering with elementary schools in

their communities to deliver these papers to classrooms of third, fourth and fifth graders with a physical hard-copy of the kid-friendly monthly newspaper, at no cost to the schools. The Nebraska Press Association Foundation gave a \$10,000 grant to Kid Scoop News Nebraska to support its mission to get kids to read more.

"Community newspapers have always been Nebraskans' most trusted source of local news," NPA/OnePress Marketing Director, Violet Spader said. "NPA is excited to partner with our members to continue that tradition of trust by bringing Kid Scoop News to the next generation of readers."

Each edition has themed pages and focuses on a variety of hobbies and subjects. Third grade is when students make the transition from learning to read to reading to learn. It is important to bring fun and interactive resources to encourage children to read and develop a love for reading at a young age.

Phase one of the project will begin in Northeast and North Central Nebraska. Statewide distribution is planned to roll out over the next one to three years. **To learn more about Kid Scoop and its mission, visit:**

<https://www.kidscoopnews.org/our-organization/>. To help support youth literacy in Nebraska, contact Violet Spader at vs@nebpress.com.



NPA Exec. Director DeRossett part of 'Career Exploration Day' panel at Sutton Jr./Sr. High School

Nebraska Press Association Executive Director, Dennis DeRossett, participated in two different panel discussions at 'Career Exploration Day' on September 22 at the Sutton Public Schools.



The event was hosted by the Sutton Area Chamber of Commerce, and DeRossett was one of 26 presenters from many areas of Nebraska. The day was developed in 2018 by the Sutton chamber to give middle school and high school students the chance to ask questions of each panelist, as well as meet and talk with each business leader in breakout sessions.



Photos by Tory Duncan, Sutton Clay Co. News

Help us update email addresses for advertising insertion orders, ad copy

Share this request with your ad managers & advertising staff.

Please be sure to whitelist any email addresses from nebpress.com so you receive insertion orders submitted by NPA.



If you are consistently not receiving those emails, please check your spam filter or check with your internet provider to whitelist that address.

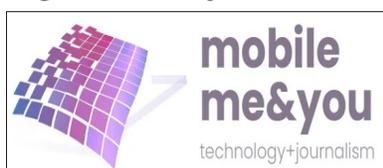
In order to best serve NPA members, please fill out the following survey with email address(es) you would like NPA to use for various categories of advertising insertion orders and ad copy.

Here is the link to the survey:
<https://forms.gle/HTFpPvUqCga8JgiY8>

Questions? Please contact Violet Spader, OnePress Sales & Marketing Director, vs@nebpress.com.

Google Tools Training, Oct. 21, part of MobileMe&You Virtual Conference

The training is Thursday, Oct. 21, from 9 a.m. to 11:30 a.m. People can jump in and out (of the Zoom session) as their schedule allows.



In this hands-on workshop, SPJ Google News Lab trainer Mike Reilley will show you how

to use free Google tools that can help your newsroom build interactive charts, maps, visualizations and more.

Tools we'll cover: Google Flourish, Google Dataset Search, Google Fact Check Explorer, Google Trends, MapChecking.com, Google Earth Studio, Earth Engine Timelapse, Public Data Explorer, advanced search, data scraping with Google Sheets and Google Flourish.

Prior to the session, set up a free account at <http://flourish.studio>. Participants will receive hand-outs with exercises, links to tools and more.

Here's the Zoom link to join this October 21 session:
<https://us02web.zoom.us/j/81584456360?pwd=eUZxaFFCMncrLzJtU2kyZUxIb0tJZz09>

Bio: Mike Reilley

Mike is an SPJ digital trainer who has taught Google News Initiative tools to more than 9,000 journalists and educators in 40 states over the past six years. He also is co-founder of and trainer in the MediaShift Training Network and the founder of Penny Press Digital LLC, a consulting and training company.

When he's not on the road doing trainings, he teaches data and multimedia journalism at the University of Illinois-Chicago, where he is a full-time faculty member. A former reporter at the LA Times and web editor at the Chicago Tribune, Mike served for 13 years as a faculty member at Northwestern, Arizona State University and DePaul University, teaching digital journalism to hundreds of students and professional journalists.

He holds journalism degrees from the University of Nebraska-Lincoln (undergrad) and Northwestern University (masters). Mike founded and updates the research site The Journalist's Toolbox (journaliststoolbox.org) for SPJ and runs the Chicago data and urban issues site, The Red Line Project (redlineproject.org). Twitter: [@journrtoolbox](https://twitter.com/journrtoolbox) | Email: mikereilley1@gmail.com

USPS says two postal rate increases per year planned beginning Jan. 2023

National Newspaper Association (NNA), Sept. 15, 2021

The U.S. Postal Service last week announced it will not implement a postage increase in January 2022. The next increase will be in July 2022. Then it will begin a new regime of twice-yearly increases, beginning in 2023.



The new pricing plans depend upon the approval by the U.S. Court of Appeals for the District of Columbia

Circuit of the rate-increase authority created by the Postal Regulatory Commission. NNA and other mailer organizations have sued the PRC, saying its new postage pricing regulations are not permitted under federal law. A decision in that case is expected by the end of the year.

Next July's increase will take into effect the cost of inflation for 10 months, the expense of covering unpaid retiree health costs mandated by Congress, additional charges to account for the effects of falling mail volume and adjustments for mail classes like Periodicals that are reportedly not covering the cost of handling, transportation and delivery. Unless Congress changes the law, the increase for July 2022 is likely to be higher than the August 2021 increase because of rising inflation, increased USPS costs and other factors. NNA projects increases of 10% or more for Periodicals.

NNA Chair Brett Wesner said Congress holds the keys to fixing USPS. "We continue our efforts to persuade Congress that its own inaction is at the root of this problem," Wesner said. "Now we have a system where USPS is being rewarded for service failures because the more mail it drives out of the mail stream, the more money it can demand from mailers to cover its rising costs. We hope the Court of Appeals also sees the injustice here and acts quickly to set universal service back on a course of sustainability."

NPA Facebook group invite

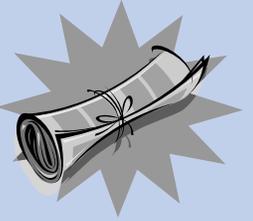
We've created a Facebook group for NPA members - all staff are invited - to create another opportunity for conversation and collaboration.



If you have a Facebook account, search for "Nebraska Press Association" in Groups and request to be added.

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 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.

CherryRoad Media acquires 20 newspapers from Gannett Including Nebraska City (NE) News-Press and Syracuse (NE) Journal-Democrat

Press Release, Dirks, Van Essen & April, Sept. 24, 2021

CherryRoad Media, Inc. announced that it has signed a definitive agreement to acquire 20 newspapers from Gannett Co., Inc. The newspapers, which include five dailies, are published in Kansas, Nebraska, Iowa and Missouri.

Dirks, Van Essen & April, a media merger and acquisition firm based in Sante Fe, New Mexico, represented Gannett in the transaction. Terms were not disclosed.

This marks the largest acquisition to date for CherryRoad Media, which entered the newspaper industry in late 2020 with the purchase of the weekly Cook Co. (MN) News-Herald. It has since acquired four titles in Arkansas, one in Alabama, and started the Rainy Lake Gazette in International Falls, Minnesota.

CherryRoad Media is a whole owned subsidiary of CherryRoad Technologies, a Parsippany, New Jersey-based technology company that has been in business since 1983. They provide complex technical solutions and system integration services to large enterprise customers, particularly state and local government entities.

"We are very excited to be working with such a talented group of people to serve these communities going forward," said Jeremy Gulban, CEO of CherryRoad Media and CherryRoad Technologies. "We plan to bring the focus back to local news and to offer additional digital solutions to supplement the printed newspapers. I want to thank the team of Gannett for working with us to find a good home for these important community institutions."

Classified Advertising Exchange

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POLICE SCANNER FOR SALE: Uniden HomePatrol-2 digital police scanner. The Uniden HomePatrol-2 is one of the most popular Digital Police scanners on the market. This model allows you to quickly hear communications systems used by Public Safety, Police, Fire, Ambulance, Aircraft, Military, Weather, and more. Simple to set-up and use. Digital Capable, receives all unencrypted, non-proprietary radio systems covering the USA and Canada. Please note: an AC or DC power adapter is NOT included. To power the unit and/or charge the NiMH batteries, it comes with a USB cable. Use this cable to connect your HomePatrol-2 to a standard Smart Phone USB Power Adapter (not included), or connect it to your computer's USB Port. This scanner makes it easy to listen to transmissions in your area. Use the digital touch screen to see a list of radio services and choose the ones you want to listen to. You can tune to your local fire station or police department or to any open two-way radio transmission. \$400 OBO. Contact editor@springviewherald.com.

PRINT SHOP INVENTORY/EQUIPMENT FOR SALE:

We are shutting down our print shop and need to sell our inventory and equipment. We have several cases of 2-part and 3-part carbonless 8.5x11 paper for sale. We also have several cases of #10 regular and #10 window envelopes; 6x9 white wove open end catalog envelopes; 6 3/4 window envelopes; 6 3/4 regular envelopes; and several other cases of misc. paper, as well.

We are also selling:

- Baum 714 folder
- Bunn Miller Bevco tying machine
- Xante impressia envelope printer with feed

Please contact Rob Dump or Peggy Year at 402-254-3997 if interested.

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

MULTI-MEDIA REPORTER-BEATRICE DAILY SUN:

Be a Part of the Action. Join our Winning Team. Whether by paper or by digital media, we deliver! The Action!

Are you seeking a journalism opportunity with a great team? The Beatrice Daily Sun, a Lee Enterprise, Inc. publication is seeking a talented journalist to cover a variety of topics such as city government, crime, and education in Beatrice and the surrounding community. News stories include daily stories, photo, video and graphics assignments. Our reporters collaborate with team members and editors in the newsroom to produce the highest quality news stories our subscribers expect!

Are you Ready?

Can you find the action and report it? The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a journalism degree, although internships and experience will be considered. New graduates are welcome to apply!

What is in it for you?

Lee Enterprises offers competitive wages, a synergistic work environment and career growth opportunities. We offer a comprehensive very affordable benefit program, which includes medical, dental, vision, LTD, STD, paid parental leave and life insurance. We also offer time off and a 401K program. Beatrice is a short drive from Lincoln, NE and Marysville, KS. You will have the benefit of smaller city living with larger city amenities close by!

If YOU have the talent we are looking for, apply at <https://lee.net/careers/> and search Beatrice, NE.

Include a cover letter, resume, and several work samples. Lee Enterprises is an equal opportunity employer, and candidates must successfully complete a post-offer drug screen, driving record check, and background check. We participate in E-Verify.

SPECIAL SECTIONS COORDINATOR-KEARNEY HUB & GRAND ISLAND INDEPENDENT:

Be a Part of the Action. Join our Winning Team. Whether by paper or by digital media, we deliver! The Action!

The Kearney Hub and Grand Island Independent, Lee Enterprise, Inc. publications are seeking a talented journalist to coordinate and write compelling, timely and well-sourced feature and special section articles about the people in Kearney, Grand Island and the surrounding communities.

This position will oversee special sections and projects, develop sources in the community and write feature and special articles. Our team works together, therefore, this position will also report on breaking news; assist with the copy desk; and upload articles, photos, videos and other media to websites and social media as needed.

Are you Ready?

Can you source stories and write captivating articles? Are you adept at building and maintaining relationships with community sources, community officials and coworkers? Are you creative in developing ideas for articles, special sections, and projects?

CLASSIFIED ADVERTISING EXCHANGE - cont.

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.

Classified Advertising Exchange

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Multi-Media Reporter - cont.

The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a journalism degree, although internships and experience will be considered.

What's in it for you?

Lee Enterprises offers competitive wages and growth opportunities in a supportive, synergistic work environment. We offer a competitive and very affordable benefit program, which includes medical, dental, vision, LTD, STD, parental leave, and life insurance. We also offer time off and a 401K program. Lee Enterprises is a leading provider of high-quality local news, with 77 daily newspapers in 26 states with print, digital and e-replica versions. We also have a rapidly growing roster of digital products for consumers, and are committed to aggressive digital growth.

If YOU have the talent we are looking for, apply at <https://lee.net/careers/> and search Kearney, NE.

Include a cover letter, resume, and several work samples. Lee Enterprises is an equal opportunity employer, and candidates must pass a post offer drug screen, driving record check, and background check.

COMMUNITY NEWSPAPER EDITOR: 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 community newspaper editor. 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.

This person would oversee three of the newspapers located in Crete, Friend and Wilber. 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. 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.

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.

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 seethis 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.

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.

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MEDIA CAMPUS



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

Tools for Trust: A Guide to Connecting with Your Audience

Friday, October 8 · 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: \$35 · Deadline: October 5

IN THIS WEBINAR...

News distrust is a pressing problem – but there are steps your newsroom can take to better connect with readers and gain their confidence. The Center for Media Engagement has collaborated with newsrooms across the country to identify concrete actions news organizations can take to address trust issues.

This webinar will provide newsrooms with research-backed guidance on topics including:

- How to explain your reporting process in a way that builds trust
- Addressing common reader concerns in a story
- How supporting your comment moderators affects trust
- Bridging divides with disinvested audiences

THE PRESENTER...

Natalie (Talia) Jomini Stroud



Natalie (Talia) Jomini Stroud (PhD, University of Pennsylvania) is the founding and current director of the Center for Media Engagement and a professor of Communication Studies and Journalism at The University of Texas at Austin. Her book, *Niche News: The Politics of News Choice*, received the Outstanding Book Award from the International Communication Association and inspired the early development of the center. Her research examines the use and effects of political news content.



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