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How is your newspaper promoting/celebrating National Newspaper Week?



Send examples of your NNW promotion

Page(s) (PDFs) from your newspaper, community promotions, local op-eds, etc.

Email your examples to Susan Watson at nebpress@nebpress.com

and we'll share them in the Bulletin!

Excuses, Excuses, Excuses

By Tom Silvestri, Executive Director, Relevance Project, Oct. 6, 2021

Part of a Continuing Series



Why don't newspapers think of themselves as THE Community Forum?

My advocacy for the transformational strategy confronts three main excuses:

- *If we can't make money on a new initiative, it's not happening.*
- *We don't have the time.*
- *Why would I put myself in a room full of critics, the type of people who send me nasty comments in emails and voicemails?*

Here are the brief counter-arguments:

On making money: The Community Forum strategy is as much an audience-growth initiative as it is a way to improve trust in your local news operation and to better connect with your community. Revenue will follow a growing audience. Trust attracts. Also, a series of discussions with readers could be the launching pad to an events business.

On time: Many staffs are stretched. But here's the brutal fact: If you don't make time to talk with your readers or prospective customers, you're done. Plus, if those discussions are organized under a Community Forum banner, they're proactive, replacing having to only react when the reader knocks, calls or emails. The time is there to be THE Community Forum.

On critics: First, if you think only of the negative experiences, you're missing an opportunity to foster a civil, civic discourse in your communities. Second, moderating such an in-person dialogue is invigorating. I know -- converting critics into fans is rewarding work. Plus, I'd rather get the criticism or comments in person because it's a better way to respond, understand more effectively the complainer's or advice-giver's perspectives, and welcome a chance to address issues head-on.

A fourth excuse points to not having public speaking, or town-hall moderating, experience. That's an easy one to solve. Don't be afraid. Learn by doing. It will take some time to feel comfortable. But the need to get going thumps any hesitation.

Besides: Respect, listening and demonstrating civility will go a long way these days.

Be THE Community Forum.

For information about The Relevance Project, and to access their (free) Revenue Resources, go to: <http://relevanceprojectnet.wordpress.com>

For details on 'How to Plan a Community Forum,' go to: <https://www.nationalnewspaperweek.com/>

Syndicate Publishing of Gothenburg purchased Callaway Courier

Gothenburg Leader, Oct. 1, 2021

Syndicate Publishing, owned by local Gothenburg businessmen, Colten Venteicher and John Bell - including the *Gothenburg Leader* - have purchased the *Callaway Courier*. The sale was official on October 1.

"We firmly believe that a vital component of a small town is the existence of a quality, locally focused newspaper. We are excited about Callaway because it is a community on the rise," said owner Colten Venteicher.

For the past 32+ years, Mike and Suzanne Wendorff have owned and published the *Callaway Courier*. Earlier this year, the Wendorffs announced The Courier was for sale. Then in August, they announced the paper would cease publication with their September 30 issue if they couldn't find a buyer.

In July 2019, Colten and John decided to venture out in faith and start a brand new newspaper - the *Gothenburg Leader* - and they compiled a team who shared their vision and passion for community journalism.

Until further notice, correspondence and calls for the *Callaway Courier* should go to Rebecca Steward, general manager of the *Gothenburg Leader*, at rebecca@gothenburgleader.com, or 308-537-9498.

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.

Sign your staff up to receive the NPA Bulletin!

Not everyone at your newspaper receives the NPA Bulletin newsletter and we'd like to build our email list to make sure members and staff are staying up-to-date on the latest NPA news/events, webinars, resources and industry news.

If you have staff changes, or we need to add someone to our Bulletin email list, please send their name, job title and email address to Susan Watson at nebpress@nebpress.com.

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.

"After one look at this planet, any visitor from outer space would say, "I want to see the manager."

-- William S. Burroughs

Have a Legal Question?

Call the Nebraska Press
Association Legal Hotline

Max Kautsch,
Attorney at Law
Phone 785-840-0077
Fax 785-842-3039
maxk@kautschlaw.com
kautschlaw.com



Max Kautsch

785-840-0077

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.

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?

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.

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.

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Multi-Media Reporter - cont.

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.

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.

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.

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@albionnews.com.

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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