



## **NPA/OnePress Staff**



### **Dennis DeRossett**

Executive Director

Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

### **Violet Spader**

Sales Manager

Email: [vs@nebpress.com](mailto:vs@nebpress.com)

### **Susan Watson**

Member Services/Press Releases

Editor, NPA Bulletin

Email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Allen Beermann**

Emeritus Executive Director

Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **NPA Legal Hotline**

#### **Max Kautsch**

Attorney at Law

Phone: 785-840-0077

Email: [maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)

## **West Point, Wisner newspapers sold to Enterprise Media Group**

*Wisner News-Chronicle, Oct. 27, 2021*

Effective November 1, the West Point News, Wisner News-Chronicle and Elkhorn Valley Shopper have been sold to Enterprise Media Group of Blair, NE.

Tom Kelly, owner and publisher of the two newspapers and shopper made the announcement last week. Kelly published the West Point News and Elkhorn Valley Shopper since 1992, and published the Wisner News-Chronicle since buying it in 2008 from Ted and Gladys Huettmann.

Chris Rhoades is the new publisher of the three publications. Members of the Rhoades family have published newspapers in Nebraska and Iowa for four generations. As of November 1, they own three newspapers in Iowa and 13 newspapers in Nebraska, including the Blair Washington Co. Enterprise and Washington Co. Pilot-Tribune.

Rhoades said staff at the West Point and Wisner newspapers will remain the same, as will publication schedules.

## **Garcia new managing editor of Columbus, David City, Schuyler papers**

Monica Garcia joined the Columbus Telegram staff in mid-October as the new managing editor of the Telegram, the David City Banner-Press and Schuyler Sun.

A native of Denver, CO, Monica attended Metropolitan State University in Denver, where she received her bachelor's degree in journalism.

After graduating, she served as news editor at the Montrose Daily Press (CO), and then managing editor at the Delta County Independent (CO).

### ***LJSA cont. from 1***

Dean Ridings, America's Newspapers CEO, said: "Our industry has really come together to support the LJSA. The net result is that communities across the U.S. will continue to receive the important news and information they need from their local newspapers, radio and TV stations. I've never been more proud to work for newspapers than today."

The bill is expected to be brought to a vote in the next week or so. It is still important for publishers and leaders from America's Newspapers to let their members of Congress know how important this bill is to them, and to thank them for their support.

Continue to stay connected to America's Newspapers at [www.newspapers.org](http://www.newspapers.org) for more info on the LJSA and more.

## **G'Schwind joins Broken Bow Custer Co. Chief staff**

Meghan G'Schwind joined the Custer Co. Chief staff in early October as a part-time layout and editorial assistant. She handles layout, legal notices, and contributes articles and photos.

Originally from Lusk, WY, Meghan attended the University of Wyoming and in 2018, received a degree in Agricultural Communications. She and her husband live on a ranch near Callaway, where they raise Angus cattle and train horses.

## **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 'NTraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**

*This is a \$35 value per webinar, so take advantage of these FREE webinars.*

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

# The advertising sales cycle

By John Foust, Raleigh, NC

Let's take a look at the sales cycle. For our purposes, the focus is on advertising media sales, but this concept can apply to any business. Although the cycle has a beginning and an end, the end leads to a new beginning.



We'll limit our 30,000-foot view to four steps, each of which could feature multiple sub-categories. Start by imagining a circle which is divided into four quadrants. Quadrant 1 is located in the top right, and we move clockwise to Quadrants 2, 3 and 4.

Here's how it works:

**1. Sale.** For simplicity's sake, Quadrant 1 represents everything in the sales process, including: identifying prospects, pre-meeting research, appointments, presentation techniques, discovery questions, initial and follow-up contact, answering objections, and closing or advancing the sale.

**2. Delivery.** After the sale is made, it's time to deliver what has been sold. Quadrant 2 contains everything in the ad creation and production process: creative strategy, ad tactics, target audiences, copywriting, and ad design.

**3. Outcome.** Results are in Quadrant 3. Are the ads working? Or more to the point, are the ads meeting or exceeding the advertiser's expectations? If the answer is "yes," you're on solid ground. If the answer is "no," there is some work to be done to change the outcome.

It's all about expectations. If the client is running image ads, it's difficult to measure results, because that would require relying on public perceptions, and perhaps market research or focus groups.

Response ads are easier to measure. A specific promotion either works or it doesn't. A clearance sale either generates revenue or it doesn't.

**4. Judgment.** Quadrant 4 represents the verdict, the conclusion that resides in the client's mind. Just think of the old movies that show a Roman emperor giving a thumbs-up or a thumbs-down sign at a gladiator contest.

If the outcome of the advertising is perceived as positive or promising, the judgment will be thumbs-up. But if the outcome is seen as negative, they'll give it a thumbs down.

We see this process as a cycle, because the judgment step leads back to the sales quadrant. A thumbs-up judgment means the next sale will be easier, because the advertiser is pleased with the outcome. Thumbs-down means the next sale will be much more difficult – with big resistance to overcome. He or she thinks, "The ads didn't work, so

why in the world should I spend my hard-earned money to run more ads in that paper?"

You see, when it comes to judging the effectiveness of an advertising campaign, clients usually base their decisions on what happens when the ads run, not on what they were told in the beginning of the process. Results speak louder than words.

The bottom line is that making a sale is just the first step. When the ads start running, it's all about delivering positive outcomes, which lead to positive judgments. Those positive judgments can easily lead to more sales – and loyal, long term advertisers.

(c) Copyright 2021 by John Foust. All rights reserved.

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)

## NPA Legal Hotline is a free service to member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues.

Legal Hotline Attorney, Max Kautsch, is available to provide solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, please contact Max at 785-840-0077, or email him at [maxk@kautschlaw.com](mailto:maxk@kautschlaw.com).

## 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](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://kautschlaw.com)



**785-840-0077**

## Hagel, Beermann honored Oct. 23 at Omaha Press Club's First Amendment Night

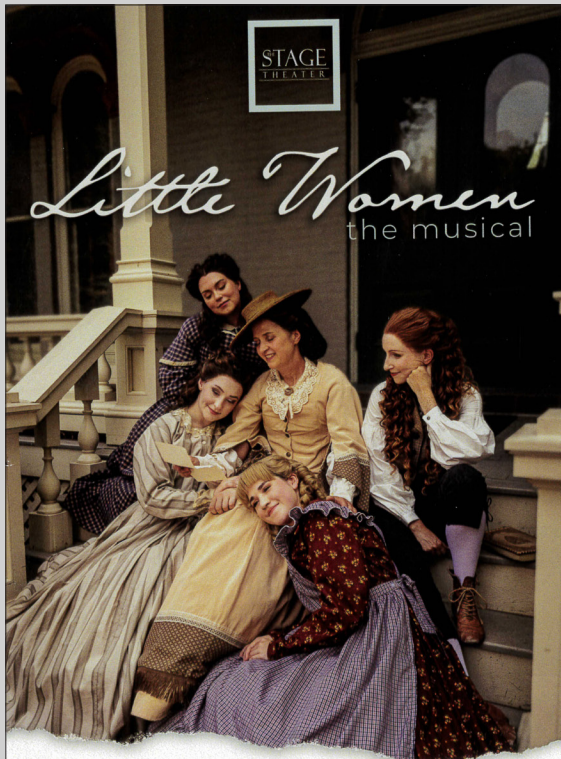
Freedom of the press is a central doctrine of a democracy, and the Omaha Press Club's First Amendment Night event (rescheduled from 2020 due to COVID) on October 23 celebrated this important right. Former Sen. Chuck Hagel, who worked as a radio newscaster and talk show host in Omaha while finishing college, was speaker and honoree at the inaugural "First Amendment Night: Celebrating Newsmakers and News Media."

Also honored at the event was former executive director of the Nebraska Press Association, Allen Beermann, who received the Voice of the First Amendment Award; he also is Nebraska's longest-serving secretary of state. He was inducted into the Nebraska Journalism Hall of Fame in 2018, and led the Press Association for 25 years before retiring in January, 2020.

(Pictured right): Allen Beermann, Katie DeRossett, former Senator Chuck Hagel, and NPA Executive Director, Dennis DeRossett at OPC's First Amendment Night event. Photo-Rob Dump, Hartington Cedar Co. News.



(Above): OPC President, Roger Humphries, presents Beermann with the Voice of the First Amendment Award for protecting the freedoms enshrined in the First Amendment to the U.S. Constitution.



**DID YOU KNOW** that our own OnePress Sales & Marketing Director, Violet Spader was an accomplished vocalist and stage actress? Violet played Meg March this Fall in the production of 'Little Women: The Musical' at the Stage Theatre in Hickman, NE. Previous productions include 'A Christmas Story' (The Stage, 2017) and 'Boeing Boeing' (The Stage, 2017). Q: Do you recognize Violet on the program cover above? Hint: top step on the left!



**TWO SPECIAL PRESENTATIONS WERE MADE** at the Oct. 23 NPA/ NPAS joint board meeting at the NPA office in Lincoln. (Top:) Retired NPA Executive Director, Allen Beermann and NPA President, Amy Johnson, presented the NPA President's Award to Shawn Renner, who served as NPA's Legal Hotline Attorney for 35 years before retiring in Dec. 2020. The award was given to Shawn in recognition of his wholehearted belief in, and steadfast defense of the First Amendment to the U.S. Constitution. (Bottom:) Allen Beermann presented Amy Johnson and NPAS President, Randy Sadd, with a gift from him and Linda Beermann to the Nebraska Press Association for their support and friendship during the 25 years that Allen served as NPA executive director. The artwork is a panoramic view of Lincoln's Haymarket District lit at night (and shows the NPA office building). Photos-Rob Dump, Hartington Cedar Co. News.

# Classified Advertising Exchange

Nov. 01, 2021 - Page 1

**WANTED:** Good used commercial paper cutter. Needs to cut up to 36" wide paper. Floor space 54" wide. Contact Emanuel Printing, 130 N. Main St., Fremont, NE 68025; [epbusiness@emanuelprinting.com](mailto:epbusiness@emanuelprinting.com); 402-721-4421.

**SPORTS REPORTER/WRITER:** The Norfolk Daily News has an immediate, full-time position in its sports department covering Norfolk's three high schools, Northeast Community College and Wayne State College athletics, as well as numerous area high schools. Covering games, writing columns and feature stories and being social media savvy are all important parts of the job. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to contact Jay Prauner, managing editor of the News, via email at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com)

**EDUCATION REPORTER:** The Norfolk Daily News has an immediate, full-time newsroom opening that involves reporting, writing and editing, with opportunities for page design if desired. The current opening is for an education reporter whose job it would be to investigate stories, attend events and research happenings within the field of education. Topics may include local matters such as school board meetings or broader issues, such as legislation changes and how they affect schools. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) or call 1-877-371-1020.

**COPY EDITOR/PAGE DESIGNER:** The Norfolk Daily News has an immediate, full-time newsroom opening that involves mostly editing and page design, with opportunities to report and write. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets. Page design experience is preferred. The Daily News is a family-owned news organization with

a six-day-a-week newspaper and comprehensive online, mobile and social media presence.

Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) or call 1-877-371-1020.

## **ASSOCIATE COPY EDITOR - YORK NEWS-TIMES:**

***Be a Part of the Action! Whether by paper or digital, WE deliver!***

### **The Action!**

The York News-Times, a Lee Enterprises, Inc. publication is hiring an associate copy editor to join our news team to assist with the layout and design of the York News-Times paper and digital editions. This position will proofread and edit copy for print and web, adjust photos to ensure proper spacing and aesthetics, and updates content to the website.

### **Are you ready?**

Do you have knowledge of Adobe InDesign and Photoshop? Do you have a keen eye for detail? Are you familiar with AP style or willing to learn? Are you excited about contributing to the York community? If so, this may be the role for you. This full time position works M-F 3-11 PM. Preference will be given to candidates with a bachelor's degree in journalism, mass communications, applied art or a related field. A minimum of one-year of experience is preferred. New graduates are welcome to apply!

### **What's in it for you?**

Besides working with great teammates in a positive work environment, Lee Enterprises offers a supportive, dynamic work environment with career growth opportunities. In addition, we offer a comprehensive and affordable benefit program, which includes medical, dental, vision, LTD, STD, and life insurance. We also offer time off, flexible working arrangements, paid parental leave for new parents and a 401K with employer contributions. Lee Enterprises is an equal opportunity employer. Candidates must pass a post offer drug screen, driving record check, and background check. We participate in E-Verify. If YOU have the talent we are looking for, apply at <https://lee.net/careers/> and search York, 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.

**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).

# Classified Advertising Exchange

Nov. 01, 2021 - Page 2

## NEWS REPORTER-SCHUYLER SUN:

**Join the Action! Whether by paper or digital, WE deliver!**

### The Action!

The Columbus Telegram, an award-winning daily newspaper in northeast Nebraska, is looking for an energetic reporter to lead its coverage of Schuyler, Nebraska for the Schuyler Sun a nearby community. The reporter will publish stories about government, schools and the people in the community. Our reporters collaborate with team members and editors in the newsroom to produce the highest quality news stories our subscribers expect! The Telegram team has each other's back and comes together for bigger events and projects. The reporter will be based at the Columbus office but will become a recognized member of the Schuyler community by becoming a resource of information. We encourage the reporter's participation in community organizations and events.

### 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! The successful candidate should enjoy getting to know people in the community.

### What is in it for you?

Schuyler is close to Columbus which has a population of 23,500 has the amenities needed to live the Good Life in Nebraska and is close to the big cities of Omaha and Lincoln. There are plenty of opportunities for outdoor fun, including hunting, hiking, kayaking, golfing and cycling. Besides working with a dedicated and supportive team, 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, and life insurance. We also offer time off and a 401K program. If YOU have the talent we are looking for, apply at <https://lee.net/careers/> and search Columbus or Schuyler, 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 Publisher Kevin Zadina with your resume and a link to your portfolio or several published clips attached as PDFs at [kevinzadina@sewardindependent.com](mailto:kevinzadina@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](mailto: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 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: [jim@albionnewsline.com](mailto:jim@albionnewsline.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.

**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).