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SAVE THE DATE

2022 Nebraska Journalism Hall of Fame Banquet

**Saturday, Oct. 22 - Graduate Hotel 141
N. 9th St., Lincoln, NE**

**Sponsored by
Nebraska Press Association and
UNL College of Journalism & Mass Communications**

2022 Hall of Fame Inductees:

-- **TIM ANDERSON**, associate professor emeritus, UNL CoJMC

-- **JOHN BENDER**, assoc. dean & journalism professor, UNL CoJMC

-- **LEE OSTDIEK**, former editor, Blue Hill Leader

-- **RUSS & LORI PANKONIN**, former co-publishers of Imperial Republican, Grant Tribune Sentinel & Wauneta Breeze. Russ & Lori are the first husband & wife team to be inducted into the Journalism Hall of Fame.

-- **TOM SOUTHARD (posthumously)**, longtime sports writer, Kimball Western Nebraska Observer

BANQUET DETAILS COMING SOON!

Postal - from pg. 1

- **Requester publications:**

<https://about.usps.com/forms/ps3526r.pdf>

- **Additional forms can be found at:**

<https://about.usps.com/forms/periodicals-forms.htm>

- **For more information, go to the Domestic Mail Manual on usps.com:**

http://pe.usps.com/text/dmm300/dmm300_landing.htm

If you have questions about the Statement of Ownership contact Violet Spader, vs@nebpress.com.

Nebraska Press Women Fall Conference in Kearney, October 8

By Lori Potter, NPW President, August 22, 2022

The Nebraska Press Women Fall Conference Oct. 8 at Kearney Public Library will feature workshops of interest to freelance writers and those who contract with them, and authors or others who depend on local media archives as research materials.



The first workshop, "Rights and Responsibilities of Freelancers," will be from 10:30-11:45 a.m. via Zoom.

Speaker Jennifer Nelson is a senior staff attorney with the Reporters Committee for Freedom of the Press, where she leads its pre-publication and pre-broadcast review practice, oversees the publication of and updates to the Reporters Committee's legal guides, and supervises its hotline for journalists.

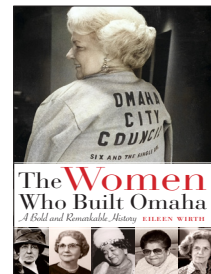


Jennifer Nelson

Jen also regularly represents news organizations and journalists in public records, court access, and legal defense matters before federal and state courts.

The workshop is free, but registration is required by sending your contact information to nebraska.press.women@gmail.com by Oct. 6. The Zoom link will be provided to those who register and should not be shared with anyone else.

The afternoon workshop starting at 1:30 p.m., will be an in-person presentation by NPW member Eileen Wirth, a professor emeritus of journalism at Creighton University and author focusing on Omaha history.



Wirth will talk about her new book, "The Women Who Built Omaha," and have books for sale. Her other books include "From Society Page to Front Page Nebraska Women in Journalism."

cont. pg. 3

Conference - from pg. 2

She also will discuss the challenges now and in the future of finding historical research resources as editorial staffs and local news coverage by newspapers shrink.

That workshop also is free, but registrations should be made to NPW Treasurer Barb Batie at 43590 Road 61, Lexington, NE 68132 or bbatie@gmail.com.

The only cost is \$16 for people who want to attend both conference workshops and join NPW members for lunch. Those registrations and meal payments are due by Sept. 23 to Batie or at www.nebraskapresswomen.org.



MobileMe&You Conference at UNL Oct. 20-22

Pamela Dempsey, Midwest Center for Investigative Reporting, August 22, 2022

This year's annual MobileMe&You Conference will be at the University of Nebraska-Lincoln Student Union Thursday-Saturday, Oct. 20-22, **or you can attend online.**

One theme of this year's conference is the coming of 5G capabilities, and what that will mean for journalism.

This annual conference is the only one that focuses solely on mobile journalism, and brings together experts from

around the country to talk about mobile newsgathering, platforms like TikTok and Snapchat, using voice assistants for news, texting the news, targeting ultra-local information using phones' geo-locations, and other topics.

Past speakers have come from CNN, The New York Times, The Washington Post, Univision, NPR, Quartz, The Chicago Tribune, The Indianapolis Star and various universities.

We will provide FREE Google Tools Training by UNL College of Journalism and Mass Communications alumnus Mike Reilley, who conducts these trainings for the Society of Professional Journalists and for Google. This year's Google Tools Training will be 9 a.m. to noon, Thursday, Oct. 20, and will cover the topics, "What's New With Google Tools," "Data Journalism," and "Business Tools and Investigating Companies."

Thursday afternoon we will offer a FREE workshop on design thinking by Damon Kiesow, Knight Chair in Digital Editing and Producing, from the University of Missouri School of Journalism.

The conference is sponsored by the College of Journalism and Mass Communications at the University of Nebraska-Lincoln, the Knight Chair in Investigative Reporting at the College of Media, University of Illinois; the Knight Chair in Digital Media Strategy at Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications and Investigate Midwest, with funding from the John F. and James L. Knight Foundation.

Tickets to Friday and Saturday's conference cost \$95 and includes continental breakfast and lunch both days. One-day tickets cost \$50.

To attend virtually by Zoom, please register for the conference, and you will be sent the Zoom link.

Register here:

<https://www.eventbrite.com/e/mobilemeyou-2022-registration-396199963757>

JCPA bill to support journalism released

A look at what the latest legislation, which is likely to change further, might mean for U.S. news outlets

By Rick Edmonds, Poynter, August 23, 2022

Legislation to bring the big tech platform companies to the table and negotiate compensation for news stories they use has been redrafted and will be considered by Congress over the next six weeks.

The latest version of the Journalism Competition and Preservation Act (JCPA) was released Monday

evening. The 35-page bill is headed for committee markup revisions in early September and then likely will be voted on by both the House and Senate.

If successful, the legislation could infuse billions of dollars from Google and Facebook to pay journalists over its eight-year duration. A similar law in Australia – population 27 million – has so far brought news organizations there \$140 million in new revenue.

Read the article:

<https://www.poynter.org/business-work/2022/bill-to-force-google-and-facebook-to-pay-for-news-content-wends-its-way-toward-center-stage/>

Want to improve your editorial page? Here are expert ideas

Al Cross, The Rural Blog/University of Arkansas, August 16, 2022

The International Society of Weekly Newspaper Editors was founded mainly to advance the cause of editorial leadership in rural newspapers. It remains journalistically focused, and the hallmark of its annual conference is still the small-group sessions in which attendees critique each other's editorial pages and editorials.



After the 2022 conference in Lexington, Ky., editorial-critique coordinator Tim Waltner gathered up a list of "best practices" from the session leaders for the August ISWNE newsletter. Here are most of them, with a few adds from the Institute for Rural Journalism and Community Issues, which hosted the conference, in parentheses:

- If you're serious about improving your editorial page, make it a priority.
- Build slowly. A strong editorial page requires patience and a methodical and consistent approach that will appeal to readers and gain their confidence.
- Package content appropriately. Clearly label editorial pages.
- Avoid having news and editorial copy on the same page, but if it can't be avoided, clearly label news and opinion. (If you're short of opinion material, local-history articles can work.)
- Content should drive editorial page layout/design. Editorial pages are serious content and shouldn't have fonts/design that make it look like a feature page.
- Use a different font or point size for editorials. (Or a wider measure, set ragged right.)
- "Sell" your page through effective headlines/pull quotes/photos/graphics.
- Local, local, local draws readers to the editorial page(s).
- Lead the community discussion; others will follow.
- Look at moving away from submitted columns by politicians unless they're addressing a specific and relevant issue. These should be rare and possibly not in the editorial pages. Or just take the politicians off the page and get local commentary.
- Be sure that all readers, including those who just moved to town, can understand the basics of what you're talking about, even if it means rewriting the same boilerplate you've used a thousand times.

- Don't write too long. It's better to write two short pieces that are tight, insightful and/or entertaining than one longer piece that is stretched to fill the space.
- There is no need to add a disclaimer at the end of the editor's column, such as this one: "The views expressed in this column are the writer's personal views and are not to be taken as being the view of the newspaper staff."
- Encourage letters to the editor. They matter. Letters show how a community interacts and feels it can interact with the newspaper and other readers.
- Give a word limit and put an address at the end of all letters. (One paper requires and runs the full address of all letter writers, but there wasn't consensus as to requiring a street address.)
- Make sure you indicate where readers can submit letters, the requirements and the process.
- Suggest promoting letter writing at the end of the year by recognizing all letter writers and the number of letters written that year.
- All editorial page items written by staff and others should be tagged at the end of the item with contact information: name, title/position, email and phone.
- Editor and staff contact information should be in an easy-to-find location on a consistent basis on the editorial page.
- Consider including contact information for elected officials (local, state, federal).
- Easy-to-add items that readers might enjoy: Quote of the week from a news story. Poll questions on current issues (but in publishing results, note that the sample is self-selected and thus not scientific).
- If you include your membership in a state or provincial press association (or a national one) in your masthead, add ISWNE and use our quill logo.
- Look for ways to add artwork onto the editorial page, such as mugshots of column writers. Syndicated cartoons are OK, but if you can find a local cartoonist, such as a high school art teacher, that's even better.



Classified Advertising Exchange

August 22, 2022

REPORTER/PAGE DESIGNER - The Norfolk Daily News has immediate, full-time newsroom openings that involve reporting, writing and editing, with opportunities for page design if desired.

The current openings include city government reporter whose job it would be to investigate stories, attend events and research happenings within the field of city government. 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 call 1-877-371-1020, or email editor@norfolkdailynews.com

GENERAL ASSIGNMENT REPORTER - CherryRoad Media is seeking a general assignment reporter for its three papers in southeast Nebraska with those papers being the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg Reporter. Kirt Manion, Editor, Nebraska City News-Press, kmanion@cherryroad.com.

SPORTS REPORTER - Syndicate is looking for a talented writer with an affinity for sports to fulfill the open position of sports reporter. Duties include:

- Covering sports events as needed for Gothenburg, Cozad, Brady and Callaway areas.
- Corresponding with coaches and athletic directors for comments, schedules, and photos.
- Sports event photography
- Writing to include recaps of games, statistics, feature stories, and columns as required.

The ideal candidate will be skilled in communication & organization, have a positive attitude, and be comfortable working to a deadline. Flexible schedule with some evenings and weekends required. Experience with writing or photography preferred, but willing to train the right person! Send resume to: Publisher, Terrie Baker, cell: 308-325-4521, terrie@syndicatepub.com.

WEEKLY EDITOR - County Publications, located in Southeast Nebraska, is seeking an editor for the Nemaha Co. Herald publication. This position would be responsible for local news content in the Nemaha Co. Nebraska region. Individual will be working in an Adobe environment on Apple computers. Experience with InDesign and PhotoShop a must. Salary will be commensurate with experience. Small town community journalism is the flavor of this publication. Email: kendall@anewspaper.net for more information or to apply.

FULL-TIME CAREER Position: Join our established sales team and build your career by helping people. Build relationships with Northeast Nebraska businesses helping them succeed with print, digital and social media!

Join our great team at Northeast Nebraska's progressive, established, family-owned news organization. Flexible, family-oriented, hours Monday through Friday. \$20-\$25 per hour (salary + commissions); insurance available; 401K, holidays.

Please send cover letter and resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977, Norfolk, NE 68702, or email vhrabanek@norfolkdailynews.com.

LOOKING FOR AN INTERESTED APPRENTICE OR BUYER

- Nebraska's 4th oldest weekly newspaper, established in 1871, is looking for an apprentice - someone with an interest to eventually acquire the newspaper - or anyone, for that matter, who might wish to buy the paper. The Nebraska Journal-Leader is a county seat newspaper near Sioux City, IA, in Ponca, NE. It is an ongoing successful enterprise and will continue to be so. Qualified prospects inquire to this private telephone number, 402-755-2643, or email deditor@gpcom.net.

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.