

NPA/OnePress Staff



Dennis DeRossett

Executive Director
Email: dderossett@nebpress.com

Violet Spader

Sales Manager
Email: vs@nebpress.com

Wendy Jurgens

Account Representative
Email: wendy@nebpress.com

Susan Watson

Member Services/Press Releases
Editor, NPA Bulletin
Email: nebpress@nebpress.com

Allen Beermann

Emeritus Executive Director
Email: abeermann@nebpress.com

NPA Legal Hotline

Max Kautsch

Attorney at Law
Phone: 785-840-0077
Email: maxk@kautschlaw.com

Statement of Ownership filings due October 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once.

A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should **publish no later than Oct. 10**. This applies to dailies, semi-weeklies and three-times-per-week publications.
- Publications issued weekly, or less frequently, but not less than monthly, **publish by Oct. 31**. This applies to weeklies.

New Public Notice rates go into effect October 1

The NEW PUBLIC NOTICE RATES that go into effect October 1st have been sent to members, both by email and regular mail.

Here is a link to the new rate tables and the letter that was sent out:

<https://nebpress.com/member-downloads/newsroom-toolbox/new-public-notice-rates/>

IMPORTANT: Please note that along with the rate increase, state statutes also require mandatory upload of all public notices to the statewide public notice website, www.nepublicnotices.com

Please include the four-letter code – ZNEZ – at the bottom of all public notices so that each one is identified in the scanning process and uploaded to the statewide website. The code is to be included in all public notices – both line notices and display notices.

If you have any questions about rates, the code or upload process, please contact NPA executive director Dennis DeRossett at 402-476-2851 or at dderossett@nebpress.com.

We continually look through copies of newspapers that members send to the NPA office. If we see any compliance issue, we will call individual members to answer questions and to help get them into full compliance.

Depending upon the issue, members could also receive an email or call from Todd Murphy at Universal Information Systems (tmurphy@universal-info.com) or from NPA tech consultant Chad Reece.

Through our combined efforts and resources, the public notice website will be the resource and tool it is intended

Download Postal Forms

- **All publications except requestors:**
<https://about.usps.com/forms/ps3526.pdf>
- **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.

A key question: What's next?

By John Foust, Greensboro, NC

Gregory talked to me about a lesson he learned in his early days of selling advertising. “In one of my first presentations, the prospect rejected my ideas for a new campaign. Back at the office, my ad manager must have noticed the stunned look on my face. When I told her what happened she didn’t want to know the gruesome details. She just asked, ‘Okay, what’s next?’”



“That turned out to be great advice. I sat there and gave myself a good talking-to. Nothing could change the fact that my sales presentation had fallen flat. But what I could change was my approach to that reality. Instead of giving up on that new business prospect, I dove back into my notes, reflected on our conversation during my presentation, and developed another campaign proposal. The new ideas were accepted, and I’m happy to say that company became a consistent advertiser.

“What I learned is that it’s important to look ahead,” Gregory said. “Think beyond what is happening right now and be ready to change directions.”

Gregory’s story reminds me of an old Bob Hope line in a movie I saw on TV: “All I’ve gotta do now is figure out what I’m gonna do now.” If we look beyond the double-talk of that gag, we’ll see some real truth. Our biggest challenge is often figuring out what to do next.

In fact, I believe one of the most important business questions we can ask is, “What’s next?” These two little words represent a deliberate focus on the future. This is especially true in a profession like marketing,

which demands constant evaluation and adjustment. Considering the current situation as a new starting point, what’s the next step? If we expect to make any progress at all, there should always be another step.

Let’s say you make a big sale. I heartily recommend that you celebrate your success and share the glory with your teammates. But after the high fives at the goal line, it’s not a good idea to camp out for a long time in the end zone. Things will not stay like that forever. The game goes on. There’s a next step.

What if consumers don’t respond to the current offer being made in an advertiser’s ads? Do you keep running the offer again and again, hoping that something will change on its own? Or do you analyze the plan and make some adjustments?

If you’re a manager who notices that morale in your department is sagging, what can you do to make things better? (Please don’t say, “team building activity.”) Do you hope the situation will go away “when the economy improves?” Or do you take the initiative with a little inter-department research to get to know your team as individuals? Let them help you determine the next step.

It’s not complicated. It’s simply a matter of evaluating the current situation and asking yourself, “What’s next?” Keep answering that question and you’re on your way.

(c) Copyright 2022 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



Classified Advertising Exchange

Sept. 5, 2022

EDITOR - IMMEDIATE OPENING: High Plains News, is seeking a managing editor to oversee editorial departments of three rural newspapers in Imperial and Grant, Nebraska, and Holyoke, Colorado. Located just three hours from Denver, the successful candidate will take on the role of editing one of the newspapers, while overseeing editors at the other two. Responsible for planning, directing, and editing stories for the three weekly newspapers, and specialty publications.

Whether online or in print, our commitment is to engage readership with 100% local content that is relevant, informative, and entertaining. Great opportunity for an experienced editor or section editor/reporter with management experience seeking to grow their skill set. This is a full-time position with a 4-day, 36-hr work week, healthcare insurance, a Simple IRA retirement plan, generous paid time off, scheduling flexibility, company discounts, and more.

Veteran and new journalists are encouraged to apply. Experience with pagination and design, and knowledge of all AP styles are desired but we will train the right candidate. Mullen Newspaper Company believes in the future of print and a successful candidate will too. Please send brief cover letter and resume to High Plains News Publisher: frank@mullennewspapers.com

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.



September 2022

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, Lincoln, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME.

Those being inducted on Saturday, October 22, 2022, are: Tim Anderson, associate professor emeritus, UNL College of Journalism and Mass Communications; John Bender, associate dean and journalism professor, UNL College of Journalism and Mass Communications; Lee Ostdiek, former editor of the Blue Hill Leader; Russ and Lori Pankonin, former co-publishers of the Imperial Republican, Grant Tribune-Sentinel and Wauneta Breeze – and the first husband and wife team to be inducted into the Nebraska Journalism Hall of Fame; and Tom Southard (posthumously), longtime sports writer for the Kimball Western Nebraska Observer.

The event this year will be held at The Graduate Hotel, 141 N. 9th St., Lincoln, NE. There will be a cash bar at 6:00 p.m. and dinner at 7:00 p.m. Dinner is \$65.00 per person, featuring your choice of Beef Medallions with Red Wine Mushroom Sauce or Sweet and Spicy Salmon with Honey Mustard. *If you can attend this event, please mail the enclosed reservation form and your check (payable to NPAS) to the Nebraska Press Association office (845 S Street, Lincoln, NE 68508), or pay online with a credit card at www.nebpress.com homepage and click on 'pay' button. **Dinner reservation deadline is Tuesday, October 11, 2022.***

Parking: The Graduate Hotel is steps away from the historic Haymarket District, and offers attached covered garage parking (south end of the hotel, 9th St. entrance). Hotel parking is complimentary for overnight guests, and hourly rate applies for event-only parking. (Garage does not accommodate over-sized vehicles.) Graduate Hotel general information: 402-475-4011.

We look forward to having you join us on this very special evening as we honor these remarkable journalists.

Respectfully requested,

A handwritten signature in blue ink that reads 'Kevin Peterson'.

Kevin Peterson
President
Nebraska Press Association

A handwritten signature in red ink that reads 'Shari Veil'.

Shari R. Veil, MBA, Ph.D.
Dean and Professor
UNL College of Journalism and Mass Communications

Nebraska Journalism Hall of Fame Banquet

Dinner Reservation Form

The Graduate Hotel

October 22, 2022

Cash Bar 6 p.m., Dinner 7 p.m.

Meal choices:

Beef Medallions with Red Wine
Mushroom Sauce, Starch and
Vegetable

or

Sweet and Spicy Salmon with Honey
Mustard, Starch and Vegetable

(Meal includes garden salad, rolls/butter,
dessert, coffee/tea)

Name: _____

Beef Salmon

Name: _____

Beef Salmon

Name: _____

Beef Salmon

Name: _____

Beef Salmon

Total number of meals ____@ \$65.00 per meal

Check enclosed for \$_____

Or pay online at www.nebpress.com homepage,
click on 'pay'

Please return this form, along with your check
made payable to NPAS to:

Susan Watson, Nebraska Press Association
845 "S" St. Lincoln, NE 68508

Reservation deadline is October 11, 2022