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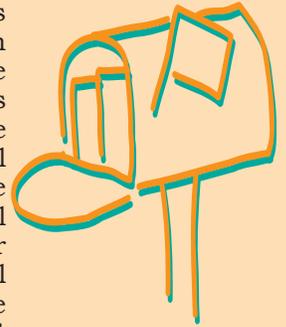
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USPS Files January Rate Increases

Holly Lubart, News Media Alliance, October 11, 2022

The Postal Service filed notice with the Postal Regulatory Commission of price changes on October 7.

The Alliance has prepared charts of the USPS' planned increase in rates for next January for three subclasses of mail – Periodicals in-county, Periodicals outside county, and Marketing Mail carrier route letters and flats. The additional chart includes several sample postage calculations for in-county and marketing mail flats. The Periodicals rate increase is 4.2 percent overall, 4.014 percent for Outside County, and 7.614 percent for Within County. Within Marketing Mail, the average rate increase for High Density / Saturation Flats and Parcels is 4.699 percent. Also, the Postal Service is introducing a new discount for flat-shaped Marketing Mail pieces that are entered on SCF pallets.



To see the charts of planned USPS rate increases, go to:

<https://www.newsmediaalliance.org/usps-files-january-rate-increases/>

Nance County Journal in Fullerton under new ownership

Bill and Jan Thompson have sold the *Nance Co. Journal* in Fullerton, as of October 28, 2022. New owners are Alan and Beth Sparrow (Sparrow Publications) of Stromsburg. The Sparrows also own the Stromsburg *Polk Co. News* as of June 1, 2022.

Barb Micek and Carla Wetovick will still be the main contacts at the Journal, handling most of the day-to-day functions.

The Journal has published for 144 years, beginning in 1878. For the last 32 years, the Thompsons have been owners of The Journal, having purchased it from Mary Ann and Clarence Hebda on February 1, 1990.

Thompson's newspaper career has spanned 68 years - with time out for military service, linotype school and some college. He purchased the *Pawnee Republican* in 1974, the *Stromsburg Headlight*, *Osceola Record*, and *Shelby Sun* in 1983, and then the Fullerton *Nance Co. Journal* in 1990.

Now at age 82, Thompson's next job will be picking up the newspapers and delivering them from the press in Aurora to Fullerton. "In other words, a glorified paper boy," Thompson said, in the announcement of The Journal's sale.

The *Nance Co. Journal* has a new website, which went live last week - www.nancecountyjournal.com, as well as a Facebook page, "Nance County Journal."

Pitzer Digital acquires newspapers in Boone and Greeley counties

David Bopp has sold his newspapers, the *Spalding Enterprise* and *Cedar Rapids Press* to Pitzer Digital, LLC, a publishing company based in Neligh. November 25 will be Bopp's final newspaper editions.

Carrie Pitzer will serve as publisher. She also owns the *Antelope Co. News*, *Knox Co. News* and *Stanton Register*.

While there's still work to be done with the transition in the next few weeks, Pitzer hopes the part-time staff and freelance photographers remain with the publication. No real estate comes with the acquisition, so Pitzer is unsure at this time where office space will be, but plans to have an office in at least one of the communities.

A Facebook page has already been created for a social media presence, called Cedar Rapids Spalding News, and a website is planned soon.

Pitzer said she appreciates all of the help received from David Bopp and Paula Bopp-Bader to make the transition as seamless as possible, and hopes it's an easy transition for readers and advertisers. "The newspapers have been in the family for several generations, so we know the importance of turning this over to trusted individuals. To be given the opportunity of trust means a lot to me, and I will do everything I can to make sure the Spalding and Cedar Rapids communities are as proud of us as we are of representing them," Pitzer said.

National Newspaper Week was October 2-8

It's National Newspaper Week!

WHAT IS AN OFFICIAL NEWSPAPER? It is more than just a place to read about current events. It serves as a public record for both public and private entities. Because government agencies use newspapers as a method of direct communication with the public they serve, we must all be able to count on the reliability and accuracy of newspapers. That is why the government sets certain requirements a publication must meet before it can be considered an official newspaper. First and foremost, it is written by trained, paid professionals. It is printed on newsprint and distributed for all those who need it to have access. The minutes of government meetings and help wanted ads for employers seeking staff are every bit as important as accurate, unbiased reporting of the latest news stories. That is why people get their news from an official newspaper, written by professionals trained to cover meetings/events and disclose what has happened in stories and features.

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NEWSPAPERS ARE SUPER, MAN!

SUMMERLAND A-M

#newspaperpower

ZAP!

OMG!

YEAH!

Who READS newspapers?
More than 184 million U.S. adults - or more than 6 out of 10 - read newspapers on a weekly basis. According to the American Press Institute, 54% of news subscribers prefer a print edition. The "Advocate-Messenger" offers up-to-date news coverage in print and digital formats. We thank you for choosing to read locally.

Who SUPPORTS newspapers?
A Poynter survey reports that 73% of American consumers have faith in their local newspapers. The "Advocate-Messenger" staff is part of Trusting News, a research project that empowers journalists to demonstrate credibility and establish high standards in journalistic practices. We thank you for supporting our work.

AM
SUMMERLAND
ADVOCATE-MESSENGER

As we celebrate National Newspaper Week, the **INVITES YOU** to play an active role in our newspaper, our version of the community forum. Stories that matter to you are important to us. We welcome ideas, encourage discussion, advocate listening to opposing and similar viewpoints and promote critical thinking.

Newspapers: the original community forum
National Newspaper Week, October 2 - 8, 2022



**NATIONAL
NEWSPAPER
WEEK** OCT. 2-8, 2022
#newspaperpower

High Plains News is an integral part of the community. With your dedicated support, we'll continue to be there for you and your family for years to come.

The **Imperial Republican** **Tribune Sentinel**
The Holyoke Enterprise



Your Town • Your Paper • Your Community

Here's how these newspapers promoted National Newspaper Week!

- Fairbury Journal-News
- Clearwater Summerland Advocate-Messenger
- Imperial Republican, Grant Tribune-Sentinel, Holyoke Enterprise
- Thanks for sharing these with our members!

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



785-840-0077

NPA Legal Hotline: free service for member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues - providing 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, contact Max Kautsch, NPA's LEGAL HOTLINE attorney.

The power of being specific

By John Foust, Greensboro, NC, October, 2022

Motivational speaker and author Zig Ziglar used to ask, "Are you a meaningful specific or a wandering generality?" He related his comment to a number of areas: long and short-term goal setting, day-to-day activities, and dealings with family members, coworkers and customers.



On closer examination, it's easy to see that his words could apply to just about any area of life or profession. Even advertising.

Why should we aim for "good" results for advertisers, when it's much better to strive for x-percent increase in sales for their businesses? Why should salespeople accept vague answers to key questions, when it's more useful to structure questions to get specifics? And why should we tell someone they did "nice work," when it would mean a lot more to them to hear specific reasons why they did well? (Besides making them feel good, that kind of sincere praise encourages them to repeat the same successful behavior.)

It's easy to be vague. It's challenging to think – and communicate – in specifics. Yes, specifics are meaningful and generalities wander all over the place, without much significance at all. Generalities have no sticking power.

Let's take a look at two areas that have a particular need for specificity:

1. Sales presentations. It's natural to open a sales conversation with a general question like, "How's business?" The answer is usually a mundane "fine" or "could always be better." The person asking the questions is in position to steer the dialogue, so it's up to the salesperson to transition away from vague back-and-forth generalities. Get specifics by asking for specifics.

For example, "It's great to hear that business is fine. What's creating those results?" Or, "I understand wanting business to be better. What kinds of things do you think would help?"

See what's happening? This type of response can move the discussion into areas that give the salesperson something to work with.

2. Ad copy. Every salesperson should have antennae for good and bad copywriting. When an advertiser wants to say "save big" or "large residential lots," alarms should go off. Neither "save big" nor "large residential lots" says anything of value to readers. Exactly how much can people save when they save big? And just how large is a large lot? We'll never know unless the ads tell us.

Think of sports. Wouldn't football fans rather know that their team won 33-32 than by "a narrow margin?" Isn't a headline like "Jones hits three home runs to set conference record" more descriptive than "Jones has great game?"

Look for the specifics in these product statements: Save up to \$300 on your new refrigerator. Reduce your heating and cooling costs by as much as 20 percent. Each home in Lakeside Village will be built on a one-acre lot. Place your order by this weekend and get free delivery and installation.

Vague generality or meaningful specific? When it comes to advertising, this can make the difference between a marketing campaign that works and one that falls flat.

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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

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

NNAF editorial contest winners - from pg. 1

- **Neligh Antelope Co. News - Third Place** - Class: Best Use of Social Media for Breaking News - Division: Daily & Non-daily
- **Neligh Antelope Co. News - Third Place** - Class: Best Front Page Design - Division: Non-daily, circ. 2,000-3,999
- **Neligh Antelope Co. News - First Place** - Class: Best Use of a Double-Truck - Division: Daily & Non-daily
- **Neligh Antelope Co. News - Second Place** - Class: Story-Series - Best Sports Story - Division: Non-daily, circ. 2,000-3,999
- **Neligh Antelope Co. News - First Place** - Class: Best Sports Photo - Division: Non-daily, circ. 2,000-3,999
- **Hartington Cedar Co. News - First Place** - Class: Editions - Best Headline Writing - Division: Daily & Non-daily
- **Hartington Cedar Co. News - Honorable Mention** - Class: Editorial - Best Original Editorial Cartoon - Division: Daily & Non-daily
- **Hartington Cedar Co. News - Honorable Mention** - Class: Photo - Best Sports Photo - Division: Non-daily, circ. less than 2,000
- **Hartington Cedar Co. News - Third Place** - Class: Editorial - Best Editorial - Division: Non-daily, circ. less than 2,000
- **Stanton Register - Third Place** - Class: Civic - Community Service Award - Division: Daily & Non-daily
- **Stanton Register - First Place** - Class: Column - Best Serious Column - Division: Daily & Non-daily, circ. less than 3,000
- **Stanton Register - Second Place** - Class: Section - Best Sports Section/Page - Division: Daily & Non-daily, circ. less than 3,000
- **Stanton Register - Honorable Mention** - Class: Story-Series - Best Business Story - Division: Non-daily, circ. less than 2,000
- **Stanton Register - First Place** - Class: Story-Series - Best Localized National Story - Division: Non-daily, circ. less than 2,000
- **Stanton Register - Second Place** - Class: Story-Series - Best Sports Story - Division: Non-daily, circ. less than 2,000
- **The Chadron Eagle - Third Place** - Class: Column - Best Serious Column - Division: Daily & Non-daily, circ. less than 3,000
- **The Chadron Eagle - First Place** - Class: Column - Best Sports Column - Division: Daily & Non-daily, circ. less than 3,000
- **The Chadron Eagle - Second Place** - Class: General Excellence, College Division, sponsored by Modulist - Division: Daily & Non-daily
- **The Chadron Eagle - Honorable Mention** - Class: Story-Series - Best Profile Feature Story - Division: Non-daily, circ. less than 2,000
- **The Chadron Eagle - Honorable Mention** - Class: Photo - Best Pandemic Photo or Series - Division: Daily & Non-daily
- **The Chadron Eagle - Honorable Mention** - Class: Best Use of a Double-Truck - Division: Daily & Non-daily
- **Imperial Republican - Third Place** - Class: General Excellence, sponsored by Modulist - Division: Non-daily, circ. less than 3,000
- **Imperial Republican - Third Place** - Class: Photo - Best Photo Essay - Division: Daily & Non-daily, circ. less than 3,000

2022 NNAF ADVERTISING BNC - NEBRASKA Winners:

- **Neligh Antelope Co. News - Third Place** - Class: Best Sales Promotion Section or Edition - Division: Daily & Non-daily
- **Neligh Antelope Co. News - Second Place** - Class: Best Single Ad Idea, Black & White - Division: Non-daily, circ. less than 5,000
- **Neligh Antelope Co. News - First Place** - Class: Best Single Ad Idea, Color - Division: Non-daily, circ. less than 5,000
- **Neligh Antelope Co. News - First Place** - Class: Best Small-Page Ad - Division: Non-daily, circ. less than 5,000
- **Neligh Antelope Co. News - Third Place** - Class: Best Restaurant Ad - Division: Daily/Non-daily, circ. less than 5,000
- **Stanton Register - Third Place** - Class: Best Newspaper Promotion - Division: Daily/Non-daily, circ. less than 5,000
- **Stanton Register - First Place** - Class: Best Series Ad Idea, Color - Division: Daily & Non-daily
- **Stanton Register - Honorable Mention** - Class: Best Use of Local Photography in Ads - Division: Daily & Non-daily

Nebr Press Women Honor Barb Batie - 2022 Communicator of Achievement

Dr. Ruth Brown, NPW Communicator of Achievement Chair, Oct. 21, 2022
Lexington journalist Barb Batie has been named the 2022 Communicator of Achievement (COA) by Nebraska Press Women (NPW). This award, which was presented at the organization's fall conference in Kearney, is one of the highest honors for NPW members. Selection is based on the nominee's professional achievements, community service and service to the organization.



Batie is well-known for her reporting, particularly on agricultural issues. A farmer as well as a journalist, Batie has won awards for her columns, photos and reporting for the Midwest Messenger, Tri-City Tribune, Lexington Clipper-Herald and, in her early days, for the North Platte Telegraph and Norfolk Daily News.

Batie is a board member and secretary of the International Farm Youth Exchange (IFYE) Association of the USA, and has hosted several IFYE students at her home. In 2019, she traveled with Gov. Pete Ricketts on the Nebraska Trade Mission to Germany. Batie was also appointed by him to the 17-member Nebraska Sesquicentennial Commission that planned and organized the celebration.

Barb and her husband Don were selected this spring for membership in the Nebraska Hall of Agricultural Achievement. Together they participate in On-farm Research studies with Nebraska Extension and often host groups that want to visit a Nebraska farm, such as the NASA Earth Scientists.

A 40-year member of both NPW and the National Federation of Press Women (NFPW), Barb has held every state office, organized numerous conferences, hosted the NFPW pre-conference tour and represented NPW at the national conference numerous times.

Nebraska Press Women organization is open to women and men in all facets of the communications industry. It offers professional development, supports the First Amendment and nurtures the next generation of communicators.

Classified Advertising Exchange

Nov. 7, 2022

REPORTER: The Nance County Journal has an immediate, full or part time opening that involves reporting, writing and editing, with opportunities for page design.

The current opening is for a reporter whose job it would be to investigate stories, attend events and happenings within the town of Fullerton and Nance County. Other duties could be assigned.

A degree in journalism or experience with newspapers or other publishing is preferred, but not required. Experience with Microsoft and Adobe products preferred. Willing to train the right candidate. Salary will commensurate with experience. Please email resume to sparrowpubs@gmail.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 or call 1-877-371-1020.

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.

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.

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.



Nebraska Press Association

ONEpress

*Please provide the most accurate information as clients use this to determine if they will advertise with you or not.

*This information is effective January 1, 2023. Rates listed are for the full calendar year.

*All rates are gross(commissionable) except where notated otherwise.

*Attach a rate/media kit and a copy of Statement of Ownership as filed with your Post Office.

2023 Demographics

Name of Newspaper

City and County

Are you a county seat newspaper

YES

NO

Physical Address

Mailing Address

Fax Number

Phone Number

Website

Primary Newspaper Email Address

Email address where display ad insertion orders and ad copy are sent

Email address classified ad insertion orders and ad copy are sent

Email Public Notice insertion orders and copy are sent

Day(s) of week Newspaper is Dated

Days there is no issue (i.e. Christmas)

Publication Printing Location

Are you a central printing plant

YES

NO

If yes, list publications printed in your plant

Circulation

Paid Circulation

Paid E-Subscription

List towns publication covers

Display/Classified/Public Notice 2023 Rates and Logistics

Display Rate per inch

Classified Display Rate per inch

Local Net Display rate per inch

Local Net Classified Display Rate per inch

Combination Display Rate per inch

Combination Classified Rate per inch

Sold in Combination with what other newspapers?

Color rate per inch

Display Public Notice Rate

Do you have a Shopper/TMC

YES

NO

If yes, please provide the name of shopper/tmc, column inch rate for display, classified and combination with paper, what day is shopper distributed, advertising deadline, width and depth of columns and circulation for your shopper/tmc.

Frequency Discount

Volume Discount

Advertising deadline display ad

Advertising deadline classified ad

Advertising deadline Public Notice

Has your column width/depth changed since 2022?

YES

NO

If your column width/depth has changed please give new dimensions below

Insert 2023 Rates and logistics

Insert Price per sheet

Single Sheet Insert Price

4 page tab/4 page standard price

8 page tab/4 page standard price

12 page tab/6 page standard price

16 page tab/8 page standard price

Shipping Quantity Shopper/TMC Only

Shipping Quantity Newspaper Only

Space/In-Plant Deadline

What is the largest size acceptable without folding

Folding Charge

Insert Shipping Address

Digital Advertising

Do you offer digital advertising?

YES

NO

If yes, please describe what you offer. Please attach a digital rate card.