

Bulletin

Upcoming Webinar:

**New Business
Development Secrets**
Thursday, June 15, 2023
1:00-2:00 p.m. CST
Cost: \$35

\$45 after deadline (June 12)

**Presenter: Ryan Dohrn
of Brain Swell Media**

Create and Execute Your Top 20 HOT LIST! This workshop is all about new business development. Learn proven & tested sales strategies to secure more meetings with the right people to grow your bottom line NOW! Pump up your sales calls/meeting numbers by 25-35% in the next 30 days!

Ryan will show you how to prospect & he will dig deep & explain why most clients will not agree to meet you. Then he will share the exact prospecting templates he uses in his emails & voice mails to grab the clients' attention & convert them into a meeting. Plus, learn how to take 10 of your top 20 & create a simple marketing plan to entice them into paying attention to you!

Register by June 12!

www.onlinemediacampus.com

**FREE Online Media
Campus WEBINARS
FOR NPA MEMBERS!**

NPA Foundation will reimburse members their registration fee (for in-person or archived webinars).

Register & pay for the webinar you want to see; send your receipt to Susan Watson at NPA nebpress@nebpress.com & you'll be reimbursed for the registration fee!

CONTACT INFO:

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402-476-2851
FAX: 402-476-2942

E-mail: nebpress@nebpress.com

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First-ever Community Newspaper Week in Nebraska is June 26-30!



Make plans now to commemorate YOUR newspaper during this special celebration.

At NPA's annual convention in April, Governor Pilleen issued an in-person special proclamation designating the week of June 26th-30th, 2023 as COMMUNITY NEWSPAPER WEEK IN NEBRASKA.

In addition, the Nebraska Legislature adopted Legislative Resolution 87 to congratulate NPA on its Sesquicentennial year. It was introduced by Speaker John Arch.

To help members plan for that week at the end of June, NPA staff and board members came up with a list of ideas on ways to help celebrate.

These promotional materials for Community Newspaper Week in Nebraska are attached to the Bulletin:

- **List of ideas to help you promote/celebrate your newspaper**
- **Copy of proclamation (PDF)**
- **Copy of LR87**
- **Horizontal logo (color & b/w) - for print & digital promotions**
- **Square house ad (color & b/w) - for print & digital promotions**

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The “Stars and Stripes” was designated the official National symbol of the United States of America by the Continental Congress on June 14, 1777.

Decades later, in 1916, President Woodrow Wilson declared June 14th as National Flag Day. President Wilson proclaimed, “The Flag has vindicated its right to be honored by all nations of the world and feared by none who do righteousness.”

On August 3, 1949, President Truman signed an Act of Congress recognizing the holiday of Flag Day and encouraging Americans to celebrate it.

New NPA member benefit announced: web-based training course, ‘Earn Your Press Pass’ teaches basics of journalism



Nebraska Press Association member newspapers now have access to a new training tool in the form of *Earn Your Press Pass*, a web-based course that

teaches the fundamentals of journalism. **The course is available to all NPA member newspapers/staff at no cost.**

The course began as a cooperative project with the Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Previously a high school teacher, Lindsey has experience instructing students in everything from English to public speaking to journalism.

The course is intended to fill the gaps for newspapers having difficulty recruiting trained journalists. It provides new hires the information and structure they need to sit down and complete lessons that teach the basics of good journalism. Everything from common newspaper terminology to story writing to media laws are covered in the lessons.

The entire course consists of eight lessons and includes over 30 topics. People can go at their own pace and complete the course at their convenience.

Not intended as a college-level course, the goal of *Earn Your Press Pass* is to impart practical, usable knowledge to participants in a straight-forward and comprehensive approach. Lessons are designed to prepare community journalists to best serve their local newspapers, without a formal degree. The course can also serve as a ‘refresher’ for current staff.

To learn more about the course and how it can help your staff: <https://earnyourpresspass.com/>

Members interested in signing up for the course should contact Susan Watson, nebpress@nebpress.com or Violet Spader, vs@nebpress.com.

Once you’ve signed up through NPA, you’ll receive an email (from *Earn Your Press Pass*) to set up your own login (email address & password), and you’re ready to begin the course!

There's no stopping "AI", but let's hope we never see "AJ"

By Mark Rhoades, Washington Co. Pilot-Tribune, Blair, NE, May 30, 2023

You can't turn on your TV or Radio these days without hearing something about the oncoming world of "AI", or Artificial Intelligence. I've been hearing of the AI phenomenon for several years now, but it always seemed like it was something in the distant future. But, now it's upon us.



ON THE MARK

I certainly can't explain, or even understand how it works, but when I heard the concern from scientists that they think the time will come when AI could actually be able to outthink humans, it sent a chill down my spine. AI can be used in countless ways, including media production.

I recently attended a session at the Nebraska Press convention presented by the University of Nebraska on Artificial Intelligence, and how it could possibly be used in media.

The first presenter demonstrated AI photography and its ability to create lifelike photographs. He showed several pictures on the big screen, which I initially thought he was demonstrating how it could be used to touch up, and enhance an actual photograph. The reality was that the pictures were created from scratch, and the people in the photos were not real, but they absolutely looked like humans in an excellent portrait.

The newspaper person in me immediately saw the danger of being able to fake any kind of photo, putting someone in any kind of situation or location without them even being there.

There are lots of IA writing programs out there, so I decided to test one myself to see how good they actually are. I entered my name, home town, and the key words newspaper publisher, just to see what AI would come up with.

The result was a mix of fact and fiction. It got the part about me starting out as a reporter, and later buying my hometown newspaper correct, but said I owned the Blair Times. It also said I was a founding member of the Nebraska Press Association, which would make me well over 150 years old. It did have some nice things to say about me, which obviously are all true.

But overall, I'd say it had more things wrong about me, than correct. The one thing it said, which I wish was true is that our paper won a Pulitzer Prize for Public Service in 1993.

The AI ended the story on me saying I was a vocal supporter of the rights of the LGBT community. Not sure where in the world it came up with that.

I also asked the system to write an article on the dangers of AI in Journalism. Here's a few quotes from what it created: *Artificial intelligence (AI) is becoming increasingly popular in journalism, and while AI can be used to great effect, it can also be a source of danger. AI also has the potential to be biased and inaccurate, and even to spread misinformation. AI-generated stories can be filled with errors. AI-generated stories also tend to lack the human touch and creativity that makes journalism interesting and engaging.*

Personally, I hope we never see the wide spread use of 'AJ' or "Artificial Journalism." It would be easy in these challenging times to just buy a software program, type in a few words about what story you want, and push the 'create' button. Sixty seconds later, you'd have your story. But that would not be true journalism, and would be unfair to our readers and definitely lack a human touch.

The final paragraph in the article written by AI, says it well: *AI can be a great asset for journalism, but it is important to recognize the dangers it poses. Journalists should be aware of the potential biases and errors in AI-generated stories and take steps to avoid them. They should also be aware of the potential for AI to spread misinformation and take measures to prevent it.*

Artificial or not, that's something I couldn't have said better myself.

Mark Rhoades is publisher of Enterprise Publishing Co. He can be reached at 402-426-2121, or mrhoades@enterprisepub.com. This column is reprinted with permission.

EFFECTIVE IMMEDIATELY:
All affidavits and tearsheets being mailed or emailed to the NPA office should go to:

ATTN: WENDY JURGENS
OnePress
845 'S' Street
Lincoln, NE 68508
Phone: 402-476-2851
Wendy's email: wendy@nebpress.com

Thank you!

COMMUNITY
NEWSPAPER WEEK

JUNE 26-30, 2023

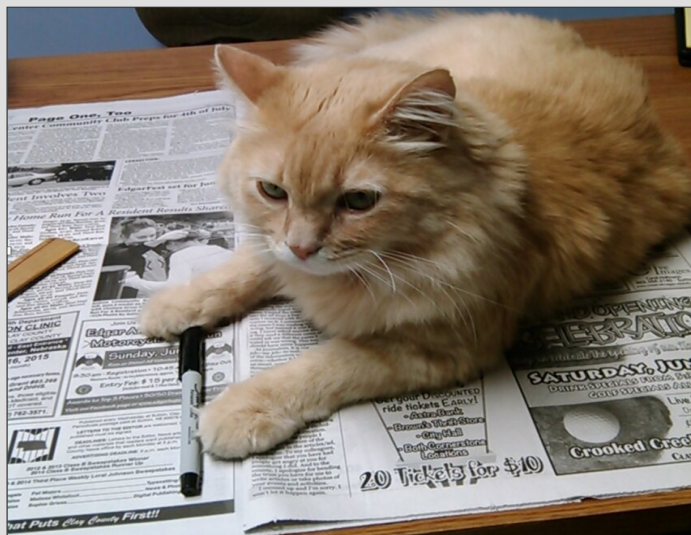
IN
NEBRASKA

Look who's the latest Editor & Publisher's "News Pet" Hall of Fame Star!

"Scoop" has worked at the Clay County News in Sutton, NE for 15+ years

Scoop is always willing to "lend a hand," whether that means sitting in front of your computer to "help you focus," finding lost pens on the floor that he probably pushed off your desk in the first place, and serving as a welcome to all who come through our front door. He is loyal, loving, and furry beyond what words could describe.

Congratulations, Scoop on being named an Editor & Publisher "News Pet"!



NOMINATE YOUR E&P "NEWS PET"

Editor & Publisher Magazine has a fun "News Pets" promotion, geared to newspapers and publications that have hired furry friends to help bring some calm to their workplaces.

Nominate your "News Pet" by completing their (short) form, and include photos of your furry pet. E&P will share your submission with their news publishing community, and all selected "News Pets" will receive a complimentary full-year subscription to the print version of E&P Magazine.

Click on this link for details & complete their short nomination form & attach a photo of your furry friend: <https://www.editorandpublisher.com/eandpnewspets/index.html>

Rural journalism summit is July 7

How do rural communities sustain local journalism that supports democracy?

That is the central question of the third National Summit on Journalism in Rural America, to be held July 7 in Lexington, Kentucky, **AND ONLINE. Registration is required but is free, here: <https://bit.ly/3ovofvn>.**

The program will include a wide range of news-industry professionals, academic researchers, journalism funders and community developers (including some rural journalism start-ups) who realize that communities need local journalism. The Summit is sponsored by the Institute for Rural Journalism and Community Issues at the University of Kentucky.

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: get your legal questions answered

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of annual NPA membership dues - providing solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

Questions about closed meetings or courts, public records, Letters to the Editor, employment law issues, etc? Contact Max Kautsch, NPA's LEGAL HOTLINE attorney.

"Thinking is the hardest work there is, which is the probable reason why so few engage in it."

-- Henry Ford

Classified Advertising Exchange

June 05, 2023

EDUCATION REPORTER: Do you want to share the stories of students and the schools they attend?

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 and students.

Applicants should have a degree in journalism or demonstrated experience with a 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.

WANTED: Editor and graphic designer for busy weekly newspaper operation.

Pay commensurate with experience and know-how. We will train and help the right candidates to be successful in a valued business.

Contact Jim or Julie Dickerson, Albion News/Boone County Tribune, 328 W. Church Street, Albion, NE 68620. Phone 402-395-2115.

WANTED: The Nance County Journal has an immediate, full or part time opening that involves writing, ad design and sales, page layout and all aspects of a local newspaper.

The current opening is for at least 24 hours a week working in the office in Fullerton and covering events in 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

ATTACHED TO THIS WEEK'S BULLETIN:

COMMUNITY NEWSPAPER WEEK IN NEBRASKA - PROMOTIONAL MATERIALS:

List of ideas to help you promote/celebrate your newspaper; copy of proclamation (PDF); copy of LR87; horizontal logo (color & b/w); square house ad (color & b/w).

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.

First-ever Community Newspaper Week in Nebraska is June 26-30

Make plans now to commemorate YOUR newspaper during this special celebration

This 150th anniversary year of the Nebraska Press Association has prompted special recognition to our member newspapers from both the Governor and the Nebraska Legislature.

At NPA's annual convention in April, Gov. Pillen issued an in-person special proclamation designating the week of June 26th -- 30th, 2023 as COMMUNITY NEWSPAPER WEEK in Nebraska. In addition, the Nebraska Legislature adopted Legislative Resolution 87 to congratulate NPA on its Sesquicentennial year. It was introduced by Speaker John Arch.

These recognitions are a rarity and they certainly are appreciated. Rarely do newspapers or their staff receive recognition for the important role they fulfill in their local community. Each week our members' pages are filled with photos and articles featuring and promoting the work, achievements and celebrations of local people, businesses, community groups and organizations. Now there is a special week proclaimed to recognize community newspapers and staff for all the good, hard work they do as part of their community – and it is an opportunity each newspaper should take advantage of! We hope you will. You and your staff certainly deserve the recognition cited in the proclamation and LR87.

To help members plan for that week at the end of June, NPA staff and board members came up with a list of ideas of ways to help celebrate. That list is attached. Also attached is a copy of the proclamation as a PDF and as a Word document, and a copy of LR87. We encourage you to publish them that week and allow your readers to see the attributes given by Gov. Pillen and the state legislature to Nebraska's community newspaper industry. We know you are not in this business for the self-recognition – and many are uncomfortable doing so; but, we think your readers will enjoy reading these documents. And, hopefully, it will cause many readers to appreciate the fact they have a local newspaper in their community.

If you have questions on any of the ideas, please don't hesitate to reach out to NPA staff. If you have ideas that would be good additions to the list, please send those and we'll share them with the other members.

Thanks for all you do.....and thanks for 150 years of support of this great Association!

Dennis DeRossett



NPA President Kevin Peterson, right, accepts the Community Newspaper Week in Nebraska proclamation from Governor Jim Pillen at the NPA Convention in April.

How to celebrate Community Newspaper Week

Nebraska newspapers will have the opportunity and reason to “self-celebrate” during the week of June 26 – 30, which Gov. Pillen has proclaimed as “Community Newspaper Week In Nebraska.” NPA staff did some brainstorming over lunch today and came up with the following list of ideas to help commemorate that week:

Executive Director, Nebraska Press Association

In-paper

Publish a copy of the governor’s proclamation, along with a personal column by the publisher

Hold an Open House

Connect with your community members by inviting them to your office one afternoon that week for cookies & coffees...good chance to meet & greet long-time readers and, hopefully, some new ones.

Guest Speaker

Ask now to be the speaker that week at one or more civic clubs in your community.

Sampling

Great opportunity to use sampling privileges with periodicals postage permit to deliver a copy of your newspaper to every home in your community & surrounding rural routes - or even countywide. There will be costs involved so calculate those carefully; let your advertisers know about the expanded distribution and charge an appropriate increased rate for that week; plan content, including guest local columnists. Have a discussion in advance with your printer and your postmaster so all steps are done correctly.

Pages of the Past

Special tab of “big news or historic” front pages from your archives; sell sponsor strip at bottom of each page. This will be a popular section and will show people how the newspaper has chronicled the history of the community/region over the years.

Blank Page

In the week before, during or after this special week, run a blank full page – with only a statement at the bottom something like: “If there was no local newspaper to report the news...”

“Thank You Readers” Page

Picture-page collage of local residents reading your newspaper.....use long-time subscribers as well as local officials, advertisers, students, etc. Caption could be something like: During this week that celebrates Nebraska’s community newspapers, we thank YOU for reading (name of your newspaper)

“Thank You Readers” Gift

Give subscribers a chance to win a company gift basket. They can call or email or stop in your office to enter. The basket will include some cool newspaper bling, gift certificates to a couple of local advertisers, etc.

Subscription Drive

Urge the community to subscribe, extend their subscription, and/or purchase a gift subscription.....do not offer discounts – you are well worth the full price of your subscription!

Use Community Newspaper Week logo

Use the Community Newspaper Week logo in your newspaper leading up to the week. There will be Community Newspaper Week network house ads sent out for the week of June 26.

COMMUNITY NEWSPAPER WEEK

JUNE 26-30, 2023

IN
NEBRASKA

*Horizontal logo, available in color and B/W; can be scaled proportionately to fit individual publications.
Can also be used as a website ad.*



*Square house ad, available in color and B/W; can be scaled proportionately to fit individual publications.
Can also be used as a website ad.*

STATE OF NEBRASKA



Proclamation

WHEREAS,

In 1873, the Nebraska Press Association was organized to promote and protect the journalistic and business interests of community newspapers; and

WHEREAS,

In its first 50-year history, from its membership would come three persons who would serve as governor of the state of Nebraska, two presidential candidates, numerous U.S. Cabinet positions and ambassadorships, and Pulitzer Prize winners; as well as numerous prominent individuals of state, national and international status of influence and importance; and

WHEREAS,

Nebraska's newspapers are the first draft of history for the communities they serve through news coverage of local people, issues, events, schools, churches, civic organizations, business community, personal achievements and milestones, births, deaths, weddings, etc.; and

WHEREAS,

Nebraska's newspapers served well their role as the Fourth Estate, being the watchdog on all persons of authority, elected officials and tax-supported entities that serve all taxpayers and citizens, promoting transparency and government responsibility; and

WHEREAS,

Nebraska's newspapers foster local debate on issues at the local, state and national levels, which serves as the foundation for our democracy; and

WHEREAS,

Nebraska newspapers are evolving by which their content reaches expanded audiences across platforms other than print, such as online, social media and mobile devices; and

WHEREAS,

Nebraska newspapers are strong contributors to the local and state economy; and

WHEREAS,

The Nebraska Press Association has achieved a significant milestone in this year 2023, that being its 150th anniversary year, making it one of the oldest associations in Nebraska.

NOW, THEREFORE,

I, Jim Pillen, Governor of the State of Nebraska, DO HEREBY PROCLAIM the week of June 26 – 30, 2023, as

COMMUNITY NEWSPAPER WEEK

in Nebraska, and I do hereby urge all citizens to read their local newspaper and recognize the important role newspapers have in our local communities.

IN WITNESS WHEREOF, I have hereunto set my hand, and cause the Great Seal of the State of Nebraska to be affixed this Fourteenth day of April, in the year of our Lord Two Thousand Twenty-three.



Attest:

Robert Rosen

Secretary of State

Jim Pillen

Governor

ONE HUNDRED EIGHTH LEGISLATURE

FIRST SESSION

LEGISLATIVE RESOLUTION 87

Introduced by Arch, 14.

WHEREAS, the Nebraska Press Association was founded in 1873 and is one of Nebraska's oldest trade associations; and

WHEREAS, the Nebraska Press Association has one hundred fifty daily and weekly newspaper members from across Nebraska; and

WHEREAS, newspapers serve an important role in communities including informing Nebraskans of local, regional, and statewide news and events; and

WHEREAS, community newspapers chronicle and archive the lives and events of communities as the first draft of history; and

WHEREAS, newspapers foster civic engagement and participation in local democracy and assist local and nonprofit organizations in fulfilling their missions.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE ONE HUNDRED EIGHTH LEGISLATURE OF NEBRASKA, FIRST SESSION:

1. That the Legislature congratulates the Nebraska Press Association on one hundred and fifty years since its founding.

2. That a copy of this resolution be sent to the Nebraska Press Association.

Jae Kelly

PRESIDENT OF THE LEGISLATURE

I, Brandon Metzler, hereby certify that the foregoing is a true and correct copy of Legislative Resolution 87, which was passed by the Legislature of Nebraska in the One Hundred Eighth Legislature, First Session, on the 17th day of April 2023.

Paul [Signature]

CLERK OF THE LEGISLATURE

COMMUNITY

NEWSPAPER WEEK

JUNE 26-30, 2023

**IN
NEBRASKA**

COMMUNITY

NEWSPAPER WEEK

JUNE 26-30, 2023

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