

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## Upcoming Webinar

### ***Let's Discover AI's Potential Together!***

Join the live presentation on the game-changing potential of generative AI in news media advertising sales.

Discover how this cutting-edge technology can transform your sales strategies by creating compelling content with machine learning algorithms.

**Thursday, June 29, 2023**

**1:00-2:00 p.m. CST**

**Cost: \$35.00**

**[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**

**Register by Mon., June 26!**

*(\$45.00 after June 26 deadline)*

### **Presenter: Richard E. Brown**

A News/Media Alliance Rising Star recipient, the former director of renewals & digital sales strategy at LPi, & the former director of digital operations & sales of the Milwaukee Journal Sentinel. He recently served as the head of digital subscriber churn for Gannett /USA TODAY NETWORK & is now the senior director of retention for The Daily Beast. He is also a member of the board of directors for the Wisconsin Newspaper Association Foundation.

### **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 [nebpress@nebpress.com](mailto:nebpress@nebpress.com) & you'll be reimbursed for the registration fee!***

#### **CONTACT INFO:**

Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>



**Nebraska Governor Pillen issued an in-person special proclamation at the April NPA Convention designating the week of June 26th-30th, 2023 as COMMUNITY NEWSPAPER WEEK IN NEBRASKA.**

## Let us know how you promote & celebrate the event!

***EMAIL SAMPLES (PDF pages, columns & photos) that you publish June 26-30 in your newspaper, or events you host in your community. We'll share them with NPA members! Email PDFs to Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).***

### **Promo materials attached to the Bulletin:**

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

## 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)

### **Wendy Jurgens**

Account Representative  
Email: [wendy@nebpress.com](mailto:wendy@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)

## **Frank Perea, publisher of Imperial, Grant, Holyoke (CO) newspapers, to join Wick Communications**

*Press Release, Wick Communications, June 16, 2023*

Frank Perea, current publisher of the Imperial Republican, Grant Tribune-Sentinel, and the Holyoke (CO) Enterprise - all owned by Mullen Newspapers, will join Wick Communications on July 10 as publisher of the Williston (ND) Herald and the Sidney (MT) Herald.

Perea joined Mullen Newspapers in April, 2022 as the new publisher of the Imperial, Grant and Holyoke papers. Prior to that, he served as publisher for community newspaper groups in Wyoming, Montana, Oregon and South Dakota.

Russ and Lori Pankonin (Johnson Publications) sold the Imperial and Grant newspapers to Mullen Newspapers in November, 2021.

*“Sometimes the road less traveled is less traveled for a reason.”*

-- Jerry Seinfeld

## **New NPA member benefit! Free 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/>**

***Since promotion of ‘EARN YOUR PRESS PASS’ began to NPA members (in mid-May): 19 STAFF from 12 DIFFERENT NEBRASKA NEWSPAPERS have signed up for the free course!***

**Members interested in signing up for the course should contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com) or Violet Spader, [vs@nebpress.com](mailto: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!




**4TH OF JULY**

**EARLY DEADLINE**

**ADS RUNNING 7/3/23:  
DEADLINE TUESDAY,  
6/27/23 AT NOON**

FOR MORE INFO,  
VIOLET @ 402-476-2851, EXT. 4  
[VS@NEBPRESS.COM](mailto:VS@NEBPRESS.COM)



## America's Newspapers releases 2023 Local Newspaper Study

Greg Watson, America's Newspapers, April 23, 2023

America's Newspapers has released results from the 2023 Local Newspaper Study, the first national research project dedicated to how readers consume local news and advertising in nearly a decade.



"America's Newspapers is committed to meeting the needs of our members and of the industry," said Dean Ridings, CEO of America's Newspapers. "We are proud to present the 2023 Local Newspaper Study, a project dedicated specifically to measuring the difference local newspapers make."

The national study of 5,000 respondents was conducted by the independent research firm Coda Ventures, and provides compelling evidence of the importance, relevance and vitality of today's newspapers in the American media landscape.

### An overview of the study is available:

[https://cdn4.creativecirclemedia.com/newspapers/files/20230426-122547-AmericasNewspapers\\_E&P.pdf](https://cdn4.creativecirclemedia.com/newspapers/files/20230426-122547-AmericasNewspapers_E&P.pdf)

The 2023 Local Newspaper Study was made possible by America's Newspapers and the continued support of the Inland Press Foundation and the SNPA Foundation. Additional support was provided by Adams Publishing Group, Clarity Media Group, EO Media Group, Gannett Company, Inc., Press Publications, Ogden Newspapers, Paxton Media Group, Seyfarth Shaw LLP, Shaw Media, Southern Newspapers, Inc., The Seattle Times, The Times-Picayune | The New Orleans Advocate, WEHCO Media, Inc., and Wick Communications. Special thanks also to our partners at Coda Ventures and Editor & Publisher.

For more information about the 2023 Local Newspaper Study, contact Greg Watson, CMO, America's Newspapers at [gwatson@newspapers.org](mailto:gwatson@newspapers.org).

## Third National Summit on Journalism in Rural America to be held July 7

National Newspaper Assn. (NNA), June 1, 2023

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 (hybrid event)**. **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 program will include:

- A discussion of journalism innovation and alternative revenue by Jack Rooney, managing editor for audience development of The Keene Sentinel, a small daily in New Hampshire, and David Woronoff, publisher of The Pilot, a twice-weekly in Southern Pines, North Carolina.
- The latest figures on news deserts and ghost newspapers with a rural angle from Zachary Metzger, a researcher at the Medill School at Northwestern University.
- Presentation of research about community engagement and an experiment in new business models for local journalism by Nick Mathews of the University of Missouri.
- A publisher's perspective on that ongoing experiment in engagement and new business models from Joey Young of Kansas Publishing Ventures in Hillsboro, Kansas.
- A discussion of how to use citizens as news correspondents, including Lynne Campbell of the Community News Brief in Macomb, Illinois, and Lindsey Young of KPP, developer of the training program "Earn Your Press Pass."
- A discussion of philanthropy for rural journalism led by Duc Luu of the John S. and James L. Knight Foundation.
- The latest on advocacy of government policies at the state level to help sustain local journalism from Anna Brugmann of the Rebuild Local News Coalition.

*cont. pg. 5*

# COMMUNITY NEWSPAPER WEEK

JUNE 26-30, 2023

IN

NEBRASKA

**Summit - from pg. 4**

- A presentation on community building and engagement from the Community Strategies Group of The Aspen Institute.
- What it's like to stop printing a newspaper and move it to Facebook from two award-winning rural publishers who felt they had to do that: Laurie Brown of The Canadian Record in Texas and Ryan Craig of the Todd County Standard in Kentucky.
- A discussion of how university journalism programs can fill gaps in local news coverage, led by Richard Watts of the Center for Community News at the University of Vermont.
- A presentation from Melissa Cassutt of the Solutions Journalism Network and one of its partners, Casper Star-Tribune government reporter Mary Steurer.
- Reports on rural start-ups, including Jennifer P. Brown of the Hoptown Chronicle in Hopkinsville, Kentucky, and Nicole DeCriscio Bowe, who has local foundation support for her start-up in Spencer, Indiana.
- A discussion of broader rural news coverage from The Daily Yonder and Alana Rocha of the Institute for Nonprofit News' Rural News Network.
- Other presenters to be announced and a concluding roundtable.

The Summit is sponsored by Institute for Rural Journalism & Community Issues at the University of Kentucky. **To register for free and attend the summit online, visit: <https://bit.ly/3ovofvn>.**

**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](mailto:wendy@nebpress.com)

*Thank you!*

## 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**

### 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.



# COMMUNITY NEWSPAPER WEEK

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IN  
NEBRASKA

# Classified Advertising Exchange

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June 19, 2023

**REPORTER:** Full-time position opening at weekly newspaper in ag-based Nebraska community. Job involves feature/news/sports writing, photography, social media reporting.

Contact Kurt Johnson, co-publisher, Aurora News-Register, P.O. Box 70, Aurora, NE 68818, or call 402-694-2131. Email: [kjohnson@hamilton.net](mailto:kjohnson@hamilton.net).

**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](mailto:editor@norfolkdailynews.com).

**WANTED:** Editor and graphic designer, separate positions, 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](mailto: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](mailto: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 ...**17<sup>th</sup>** day of ...**April**... 2023.

*Paul [Signature]*

CLERK OF THE LEGISLATURE

**COMMUNITY**

**NEWSPAPER WEEK**

**JUNE 26-30, 2023**

**IN  
NEBRASKA**

**COMMUNITY**

**NEWSPAPER WEEK**

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**JUNE 26-30, 2023**

**IN  
NEBRASKA**

**NEWS**

**COMMUNITY  
NEWSPAPER  
WEEK  
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**JUNE 26-30, 2023**

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