

Bulletin

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Upcoming Webinar

Negotiating Skills of Media Sales Superstars!

So, you get to the conversation on price and the client wants a discount? What do you do to keep them happy yet not kill the deal? Savvy ad sales reps know the 10 steps to negotiate a deal! Learn skills like “getting something when you give something” and “expanding the conversation beyond money” and tactics like “letting the prospect speak first.”

Thursday, July 13, 2023
1:00-2:00 p.m. CST
Cost: \$35.00

www.onlinemediacampus.com
Register by Mon., July 10!
 (\$45.00 after July 10 deadline)

Presenter: Ryan Dohrn

Ryan Dohrn is an ad sales expert & top motivational speaker, and was recognized by Forbes.com with the “Best of the Web” award for his business strategies. Dohrn’s focus is leadership training and team performance development.

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 & you’ll be reimbursed for the registration fee!

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 402-476-2851
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How did you promote & celebrate this week-long event to your readers/community?

EMAIL SAMPLES that we'll share with our NPA members:
 (PDF pages, columns & photos, ads) that you published in your paper, or events you hosted in your community.
 Email PDFs to Susan Watson, [**nebpress@nebpress.com.**](mailto:nebpress@nebpress.com)

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Omaha Star newspaper under new ownership

WOWT, June 21, 2023

Nebraska's oldest African-American owned newspaper has a new owner.

The publisher of The Omaha Star, Terri Sanders, is now the new owner. Sanders follows the paper's founder, Mildred Brown; Marguerita Washington, and two other African-American women as leaders of the paper.

Since 1938, The Omaha Star has focused on the good news that happens in the north Omaha community. July 9 of this year marks 85 years of publishing, and is the only African-American newspaper in the state.

In her interview with WOWT, Sanders said she plans to turn part of the Omaha Star's historic building, located at 2216 N. 24th St. in Omaha, into a museum dedicated to Mildred Brown, the Black newspaper, and Black journalism.

The Omaha Star publishes a weekly Friday print edition and hosts a website, www.theomahastar.com.

"Learn as if you will live forever, live like you will die tomorrow."

-- Mahatma Gandhi

The NPA/OnePress office will be **CLOSED** Monday & Tuesday, July 3 & 4.

Enjoy this holiday of freedom, and have a **Happy July 4th!**



New NPA member benefit: *Earn Your Press Pass*, free web-based course teaches basics of journalism

NPA is excited to offer 'Earn Your Press Pass.' Thanks to funding from the NPA Foundation, this self-paced online training course is now available to all NPA members at no charge.



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.

This training will be especially helpful for early-career journalists, collegiate journalists, freelancers and employees with limited journalism training or experience.

The entire course consists of eight lessons and over 30 topics. It's designed to go at your own pace, to fit your schedule.

Training topics include newspaper basics, interviewing and reporting skills, headline and outline writing, news judgement, AP Style, copy editing and basic photography.

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

Do you have an employee or intern that could benefit from this training? 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!

One-Day Law School for Journalists™ - Tuesday, July 18

Free virtual/zoom program - hosted by Pennsylvanians for Modern Courts

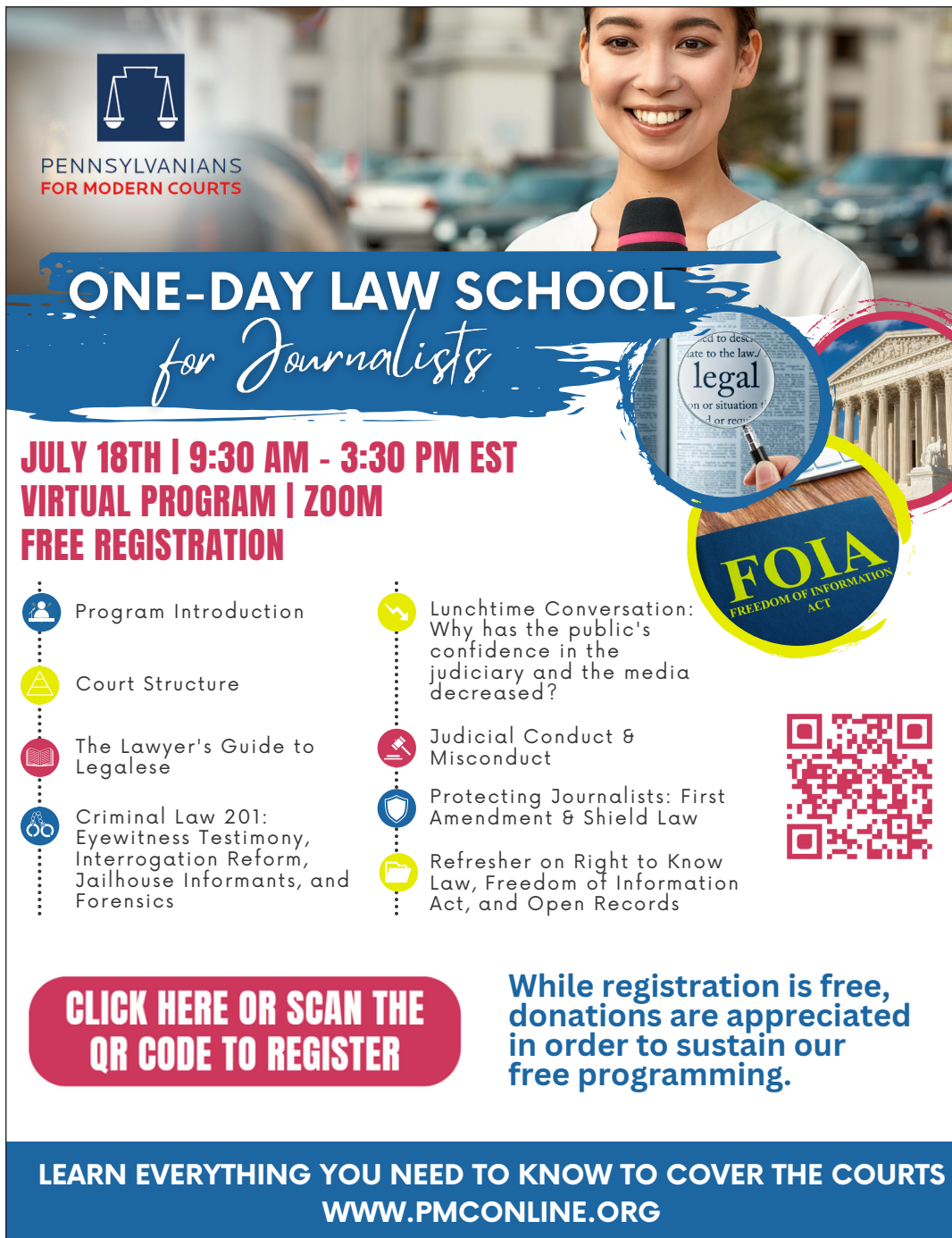
NPA members are invited to attend


Pennsylvanians for Modern Courts, a nonpartisan, nonprofit that focuses on educating citizens about the judicial system and rule of law will host their annual **One-Day Law School for Journalists™ program on Tuesday, July 18. This virtual (Zoom) program, from 8:30 AM – 2:30 PM CDT, is offered at no charge.**

This educational program is designed to support journalists and others in the media who face the challenge of reporting on the court system without a law degree.

Register at: <https://www.eventbrite.com/e/one-day-law-school-for-journalists-2023-tickets-654345965397>

For more information, contact Grace Schaub (legal intern), at: gschaub@pmconline.org.













PENNSYLVANIANS
FOR MODERN COURTS

ONE-DAY LAW SCHOOL

for Journalists

JULY 18TH | 9:30 AM - 3:30 PM EST
VIRTUAL PROGRAM | ZOOM
FREE REGISTRATION

-  Program Introduction
-  Court Structure
-  The Lawyer's Guide to Legalese
-  Criminal Law 201: Eyewitness Testimony, Interrogation Reform, Jailhouse Informants, and Forensics
-  Lunchtime Conversation: Why has the public's confidence in the judiciary and the media decreased?
-  Judicial Conduct & Misconduct
-  Protecting Journalists: First Amendment & Shield Law
-  Refresher on Right to Know Law, Freedom of Information Act, and Open Records



FOIA
FREEDOM OF INFORMATION ACT

CLICK HERE OR SCAN THE QR CODE TO REGISTER

While registration is free, donations are appreciated in order to sustain our free programming.

LEARN EVERYTHING YOU NEED TO KNOW TO COVER THE COURTS
WWW.PMCONLINE.ORG

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 in nearly a decade, dedicated to how readers consume local news and advertising, and 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 (PDF) is attached to the Bulletin.

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.

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 Friday, July 7 in Lexington, Kentucky,

The summit will be a hybrid/zoom event, but most presenters will appear in person. Register here for this free summit: <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.

- 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

Thank you!

Do you know where your fire extinguishers are?

By John Foust, Greensboro, NC, June, 2023

We all want to take care of our advertisers and coworkers.



Well, there's no better way to do that than to help them stay safe in the workplace. There are some simple things we can do to accomplish this.

Some years ago, I attended a series of meetings at a large company which had a number of offices in the area. In each of the meetings – whether attended by 10 people or 50 people – someone opened the meeting with a brief safety announcement. Typically, he or she pointed out the fire alarm locations, how to exit the building if the alarm sounded, where to assemble in the parking lot for instructions, etc. Everyone took the information seriously, and it was easy to see that employees were accustomed to starting their meetings that way.

I remember thinking that it was an impressive way to begin any kind of get-together. After all, in a sizable meeting room, most employees may not be as familiar with those details as they would be in their individual work areas. And visitors like me may have never been to that building before. As a result of those brief presentations, everyone felt safer and more confident. I know I did.

This list can be a good place to start:

1. Designate a safety officer. This person will open meetings or prepare someone else to open meetings. The officer should check all safety equipment, alarms and door locks, then prepare a standard script to be read before each gathering. Better yet, designate a safety team, perhaps with representatives from several departments. Give them the authority to interrupt any meeting or conversation for any safety reason they see fit.

2. Keep all alarms and sprinklers up-to-date.

3. Post exit diagrams around the building. Clearly mark “you are here.”

4. Place fire extinguishers in appropriate places. Let everyone know their locations. Keep them updated and learn how to use them.

5. Call in the experts. This is too important to handle in casual discussions. Invite police officers and fire department officials to do walk-throughs and make recommendations. In a sad commentary on today's world, ask them to map a plan for what to do if an armed person is in the building.

6. Safety meetings. Safety and inspection requirements inevitably vary from area to area. In addition to the standard meeting announcements mentioned here, it's important to keep these issues top-of-mind with employees. In view of our specialization in advertising, we all know the importance of repetition in the business of marketing communication. Safety messages should be repeated enough for everyone in the building to have them memorized.

7. Make a copy of this list – or find a better one. Offer it to your advertisers, vendors, friends and family members.

The slogan “Safety is Job Number One” applies to every industry, not just those that involve dangerous equipment, technology and materials. And it applies to everyone along the way, from front-line team members to road warriors to the corporate offices.

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. (c) Copyright 2023 by John Foust. All rights reserved.

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



Max Kautsch

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.

Classified Advertising Exchange

June 26, 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.

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, 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.

ATTACHED TO THIS WEEK'S BULLETIN:

**(PDF) Overview of America's Newspapers
2023 Local Newspaper Study**

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.

America's Newspapers

Newspapers
make a *difference.*

PRINT • DIGITAL • LOCAL

2023

LOCAL

NEWSPAPER

STUDY

Local newspapers are a direct reflection of the communities they serve. Accessed every day by millions, consumers rely on a diversity of print and digital newspaper platforms to deliver the local news, information and advertising that impacts their lives.

America's Newspapers is committed to meeting the needs of our members and of the industry. We are proud to present the 2023 Local Newspaper Study, a research project dedicated specifically to measuring the difference local newspapers make. The study, conducted by the independent research firm Coda Ventures, provides compelling evidence of the importance, relevance and vitality of today's newspapers in the American media landscape.

The following pages provide a snapshot of the study and the story it tells about the critical role local newspapers play in society. From print to digital to social, **Americans are consuming local news more than ever before**, and they are looking to local newspapers as the **most accurate and reliable source of original news reporting**.

For more information about the 2023 Local Newspaper Study, stay connected to www.newspapers.org, including how your market can receive custom sales collateral that applies the results specifically to your market.

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.

AMERICA'S NEWSPAPERS AND THIS RESEARCH STUDY
ARE GENEROUSLY SUPPORTED BY:

INLAND
PRESS FOUNDATION

SNPA SOUTHERN
NEWSPAPER
PUBLISHERS
ASSOCIATION
FOUNDATION

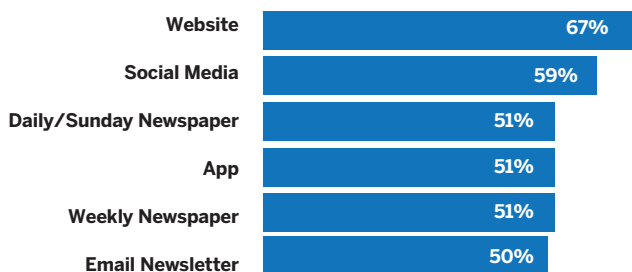
Newspaper Readers

218 MILLION AMERICANS

access news and information from their **local newspapers** every month

Newspaper Readers are actively involved in their communities. When Americans say that they “read the local newspaper,” that means that they access any number of print or digital platforms where newspaper content is easily and conveniently available.

Platforms Americans use to access newspaper content



8 out of **10** Americans read print or digitally accessed newspaper content every month.



63% of readers access local news through both **print and digital** newspaper platforms.

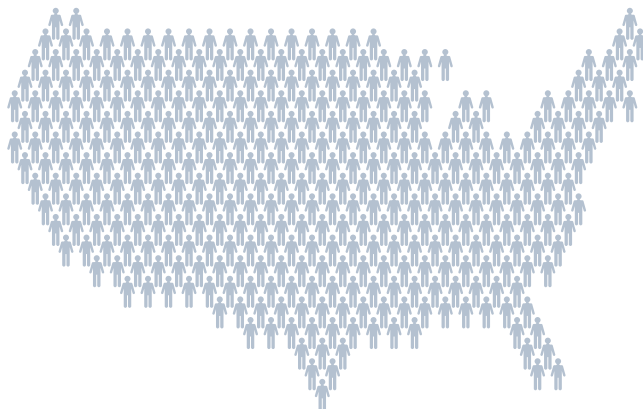


66% of Americans access newspaper content from a smartphone.

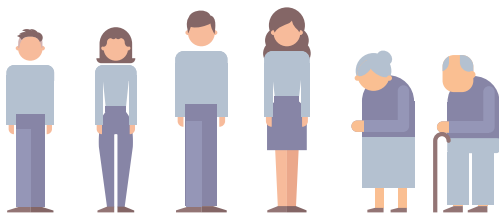
- Desktop/laptop **43%**
- iPad/tablet **25%**
- Other internet device **10%**

Today's “typical” newspaper reader is **anything but typical.**

- ▶ **49%** are male, **51%** are female
- ▶ **78%** are under the age of 65
- ▶ **67%** of households earn \$50k+ annually
- ▶ **61%** are homeowners
- ▶ **57%** are employed
- ▶ **38%** are college grads or higher
- ▶ **35%** have children in the home
- ▶ **71%** lived in the community 5+ years



The ways that different **generational groups** would like to have newspaper content **delivered.**



Gen Z (18-24)

- Social media54%
- Daily news website.....45%
- Breaking news emails33%

Millennials (25-39)

- Social media48%
- Daily news website.....45%
- Breaking news emails37%

Gen X (40-59)

- Daily news website.....47%
- Breaking news emails41%
- Home delivered daily paper.....37%

Boomers (60-74)

- Daily news website.....43%
- Breaking news emails38%
- Home delivered daily paper.....31%

Silent Gen (75+)

- Home delivered daily paper.....40%
- Daily news website.....38%
- Breaking news email.....36%

Public Notices



Public Notices have been featured in newspapers since the birth of the nation. Today, local newspapers have dramatically expanded the print and digital channels that Americans use to access these important announcements.

66% of Americans believe that publishing **public notices** in newspapers **should be required.**

57% of Americans report that newspapers and newspaper websites are **“more reliable”** than city, county or state websites for accessing public notices.

63% of Americans believe that newspapers and newspaper websites are **“more concerned about the community”** than city/county websites (26%) or state websites (11%).

87% of newspaper readers feel they have a **“responsibility to help shape the future of their communities.”**

Local newspapers and their websites are **relied on more** than any other source for information about **public notices** and **government.**

Local newspapers/ newspaper websites

55%

Local TV 36%

Social media 32%

Government websites 24%

Word-of-mouth/friends/relatives 21%

Local radio 19%

City newsletters 18%

Public bulletin boards 14%

Non-government website 8%

Local News




Local News is critical to the well-being of a community. Every day, Americans rely on local news to stay informed about important events affecting their lives. But local newspapers provide more than just the news. They are a catalyst that helps define the culture of a community.

TOP 5 REASONS

Americans seek out, access, read or use local news for information about their communities.

- 1 To stay informed
- 2 To feel connected to the community
- 3 Decide where they stand on local issues
- 4 Find places and things to do
- 5 Talk to other people about community news

Newspapers are the **MOST ACCURATE SOURCE** of original news reporting


43%
Local newspapers/
newspaper websites

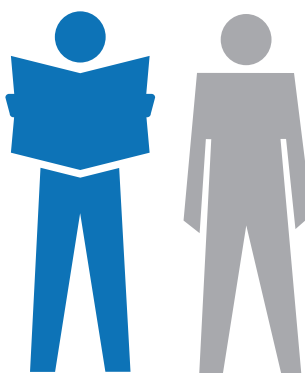
 **33%** Local TV/
TV websites

 **17%** Social
Media

 **7%** Local Radio/
Radio websites

Americans prefer local newspapers — more than TV, radio or social media — for news and information about a variety of important local topics.

- ✓ Local announcements
- ✓ Local things to do
- ✓ Community news
- ✓ Restaurants and bars
- ✓ Local events
- ✓ High school & college sports
- ✓ Local businesses
- ✓ Religion and churches
- ✓ Local job postings
- ✓ Local schools



1 OUT OF 2

Americans read or access information from their local weekly newspaper every month.

74%

of Americans believe that it is **important** to have a local newspaper provide community news & information.



Newspaper Advertising

Newspaper Advertising reaches advertisers' best customers and prospects. Millions of Americans rely on print and digital newspaper advertising to make regular buying decisions. For advertisers, newspaper readers represent an active and engaged audience of consumers.



Almost **6 out of 10** Americans use newspaper advertising to help them decide what brands, products and local services to buy

LOCAL TV **58%**
(commercials, websites, apps, social media)

LOCAL NEWSPAPERS **56%**
(print, circulars, websites, apps, social media)

DELIVERED ADVERTISING **44%**
(mail, driveway, door)

LOCAL RADIO **33%**
(commercials, websites, apps, social media)

OTHER SOCIAL MEDIA ADS **29%**

LOCAL/REGIONAL MAGAZINES **26%**
(print, websites, apps, social media)

OTHER WEBSITE ADS **17%**

NEWSPAPER READERS ARE ACTIVE CONSUMERS

Newspaper readers are actively in the market for a variety of goods and services. Percentage of newspaper readers that plan to shop or purchase products in the next 12 months:

Category	Newspaper Reach
Appliances	91%
Automobiles, trucks, SUVs	92%
Auto maintenance (tires, oil changes, etc.)	89%
Banking/financial services	88%
Drug stores	88%
Educational opportunities	95%
Electronic equipment	89%
Groceries	85%
Home furnishings (furniture, rugs, etc.)	90%
Home improvement products/services	90%
Home services (pest control, HVAC, etc.)	91%
Jewelry/Watches	92%
Liquor/wine/beer	90%
Mobile phones/service	89%
Restaurants & bars	87%
Sporting goods	92%

84%

of American adults – or **218 million** – can be reached through print or digital newspapers every month.

ABOUT THIS SURVEY



America's Newspapers commissioned Coda Ventures to conduct a national survey to quantify the readership of local newspapers and to document the role they play in delivering local news, public notices and advertising.

A nationally representative sample of American adults, age 18+, received an online survey in Q4 2022. At the close of the survey, 5,000 respondents had participated.

CUSTOM SALES COLLATERAL FOR YOUR MARKET

Find out how to get custom sales sheets developed specifically for your market.

Email Greg Watson, Chief Marketing Officer at America's Newspapers, for more information
gwatson@newspapers.org