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NNAF contest from pg. 1

Over 70 judges participated in judging this year's entries. Judges are comprised of active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Established in 1885, the National Newspaper Association (NNA) is the voice of America's community newspapers and is the one of the largest newspaper associations in the country. The NNA Foundation (NNAF) is the educational arm of the NNA. Its mission is to promote news literacy, protect the First Amendment, and enhance the quality, role and capabilities of community newspapers and community journalists.

***Congratulations,
Neligh, Hartington and Stanton newspapers!***

Holdrege Daily Citizen will now publish three times per week

Effective July 17, the Holdrege Daily Citizen will publish three times per week - on Mondays, Tuesdays and Thursdays - down from five issues per week (Monday- Friday).

In the announcement to their readers, Bob King, owner of The Citizen, cited a decrease in advertising support and rising postal costs as the reason for the change. The Citizen has been a daily newspaper since 1936, when then-publisher Jim Hammond changed it from a tri-weekly.

Long-time Nebraska writer/reporter, Barb Batie earns national press honor

Ellen Mortensen, Cozad Local, July 6, 2023

Barb Bierman Batie of Lexington, a staff writer for the Cozad Local, has been named runner-up for the 2023 Communicator of Achievement Award from the National Federation of Press Women (NFPW).

Batie was recognized during a celebration at the organization's annual conference held June 22-24, in Cincinnati, OH. Now in its 86th year, NFPW is a nationwide organization of professional women and men pursuing careers in journalism and communications.

A native of Battle Creek and a graduate of the University of Nebraska-Lincoln, she's been a member of NPW and NFPW for 41 years and serves as the state organization's vice president. Batie is a freelance reporter, photographer, and columnist specializing in agriculture, and prior to joining the Cozad Local, worked for newspapers including the Cozad Tri-City Tribune, Norfolk Daily News, North Platte Telegraph, Lexington Clipper-Herald, and Midwest Messenger, in addition to contributing to several magazines.

In the Cozad Local article announcing her award, Batie said, "For the past 41 years my passion has been and will continue to be community journalism. Sharing the stories and happenings in our local communities keeps people informed and engaged in the pursuit of making their area better."



THANK YOU...to the many NPA member newspapers who participated in Community Newspaper Week in Nebraska with open houses, prize giveaways, promotions, ads and editorials!

WATCH FOR EXAMPLES of what some papers did during Community Newspaper Week in Nebraska - COMING SOON!

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.



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 cutline 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/>

If you have an employee or intern that could benefit from this training, contact Susan Watson, nebpress@nebpress.com or Violet Spader, vs@nebpress.com to sign up.

Since NPA began promoting 'Earn Your Press Pass' to our members in May, 24 newspaper staff from 17 different Nebraska newspapers have signed up for the course!

Here's what one NPA publisher had to say about the 'Earn Your Press Pass' course:

"I have one employee who has been through the course once and now going back a second time for review.

I can see improvement in her work. Highly recommend it."

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.



Sharing the Good News

Everywhere I turn I see healthy, growing newspapers

By Kevin Slimp

As I listen to the holiday fireworks outside my window, my thoughts revolve around the newspaper colleagues I've met over the past few weeks and the lessons I've learned. Having finished several major redesign projects in June, I've recently traveled to speak at several newspaper conventions and visit some newspapers on-site.

In Alabama, I spoke about my vision for newspapers. I told stories of things I've seen in the past that had both negative and positive effects on our industry. I shared about newspapers that are growing, as well as newspaper colleagues who are starting new papers across the U.S. Following my presentation, I visited with several publishers individually to discuss their papers. My enthusiasm about the state of our industry was once again renewed while visiting with Tommy and Dee Ann Campbell.

Just three years ago, Tommy left his publisher's position in Tennessee after he and Dee Ann purchased the Linden, Alabama, newspaper. The circulation had fallen

to 133. While Dee Ann continued to serve as publisher of the newspaper in Gilbertown, Alabama, Tommy took over as publisher of the Linden newspaper, newly named "The Leader." Today, The Leader has more than 1,500 subscribers.



Joey Young answers questions during the Kansas Press Association Covention about new ventures his newspapers have begun over the past year.

In Kansas, I was able to visit with my friend Joey Young. I've written about Joey and the success he, Lindsey Young, and their team have enjoyed several times in previous columns. While in Wichita, I sat in while Teri Finneman interviewed Joey and Lindsey about new things they've initiated over the past year at their newspapers.

Once, several years ago, Joey asked me why I was working so hard to make him famous. I explained

that I wasn't doing anything to make him famous. I just liked telling my newspaper friends about this young man in his late 20s and the success he and his wife had found beginning new newspapers in Kansas. A few years have passed, and I still beam with pride when I see Joey and Lindsey speaking in front of audiences at newspaper conventions. Joey didn't need me to make him famous. The work he and Lindsey were doing spoke for itself.

If you are a regular reader of my column, you've heard me mention Dale Gentry and his staff at the Jefferson City (Tennessee) Standard Banner several times. Dale and his team continue to make improvements at their ever-growing newspaper, discovering new ways to meet the demands of their readers. I love the newspapers Dale's staff publishes for each school in the area. Stories written by the students are featured in these papers, printed on broadsheets, distributed to the schools, and inserted into The Standard Banner. Is it any wonder that after 96 years, The Standard Banner continues to grow?



Jill Friesz' latest renewal project is the Billings County (North Dakota) Pioneer.

Having just finished several months of work with Dale's staff, we'll soon be focusing on creating a new publication. Like other growing newspapers, The Standard Banner has learned that cutting to grow doesn't work. Investing in future growth does.

While preparing to speak in Alabama, I contacted North Dakota publisher Jill Friesz to ask how things were going with her ever-growing group of community papers in North Dakota. It seems that Jill has been quite successful at creating new papers – or reviving former papers – in communities where newspapers have been closed. I was thrilled to hear things were going great at her papers, not just because that allowed me to include her example in my Alabama keynote. I was also excited to hear that Jill has recently revived another community

paper in the state.

I plan to take some time to relax, maybe two or three days, before jumping into several redesigns in July and August. I'll also visit on-site with a few newspapers from Knoxville to Chicago. I may sound like a broken record, but I don't make this stuff up. I run into healthy, growing community papers everywhere I look and wherever I go. That's one reason I love working with newspapers so much.



Kevin Slimp
kevin@kevinslimp.com

Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at NewspaperAcademy.com.

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 your annual NPA membership dues - providing solid, prompt legal advice aimed at preventing trouble and helping you 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.

Obituaries

Former Nebraska newspaper reporter, editor, Doug Barber, dies at 67

Doug Barber, 67, of Blair, NE, died July 8, 2023 in Blair. A memorial service was held July 15 at Christ Lutheran Church, on the former Dana College Campus in Blair.

Doug was born in Ord, and grew up and graduated from high school in Grand Island. He earned an English degree from Sioux Falls College in South Dakota and a master's degree from the University of Nebraska-Omaha.

Doug was a newspaper reporter and editor most of his career, working at the Grand Island Daily Independent, the Ord Quiz, and the Blair Pilot-Tribune and Enterprise. He also worked for the Associated Press in Omaha for one year. He recently worked at Mid-America Computer Corp. in Blair and taught English composition for Iowa Western Community College.

Doug is survived by his wife Patricia, their children: Betsy (Andrew) O'Malley, Conrad (Stephanie) Barber, and Daniel Barber.

Memorials are suggested to the Crane Trust in Wood River, the Washington Co. Food Pantry in Blair, or Christ Lutheran Church. Campbell Aman Funeral Home, Blair, was in charge of arrangements.

Maurice "Morrie" Sullivan, long-time pressman, typographer at Grand Island Independent

Morrie Sullivan, of Kearney, NE, formerly of Grand Island, NE, died June 20, 2023, at Central Nebraska Veterans Home in Kearney at the age of 86.

Services were held July 7 at Resurrection Catholic Church in Grand Island. Burial at Grand Island City Cemetery with military honors rendered by the U.S. Navy Honor Team and United Veterans Honor Guard. Memorials are suggested to the family for designation later. Curran Funeral Chapel handled arrangements.

Morrie was born in Carroll, IA, grew up on a farm near Wolbach, NE, and graduated from Wolbach High School in 1954. He began working at the Grand Island Independent that same year, and enlisted in the U.S. Navy in May, 1955 and served on the USS Aludra Af-55 for 18 months. He was proud of the fact that he crossed the Pacific Ocean six times before he was 19. He was separated from the Navy in May, 1958 with an Honorable Discharge. He returned to the Independent and began an apprentice program of six year to become a newspaper pressman and typographer, where he worked until 1996.

Morrie was very involved with the Boy Scouts for 30 years, was active in the Knights of Columbus, and an avid member of the Nebraska Muzzle Loading Rifle Assn.

Survivors include his son, John; daughter, Cathie (Mike) Crossley; daughter, Sandy Meyer; daughter-in-law, Courtney Sullivan; 14 grandchildren and seven great-grandchildren. Preceded in death by his wives, Beverly and Marilee, and his son, David.

Superior Express proofreader, friendly face for 50+ years, dies at 93

Irene Barfknecht, died June 1, 2023, at Brodstone Healthcare in Superior, NE, at the age of 93. She was a lifelong resident of Nuckolls County, born on a farm near Nelson, NE.

According to Publisher Bill Blauvelt's column ('Editor's Notebook', June 8, 2023), Irene was the newspaper's proofreader, friendly face at the front counter, and a key employee in the circulation department. She had a phenomenal knowledge of people - how they spelled their names, where they lived, who was related. She was slow to accept change - and would have nothing to do with computers. Irene wasn't a writer, but she was a good sleuth - making regular suggestions on stories that should be written.

Irene was one of three Express employees to receive NPA's Golden Pica Pole Award for working 50 or more years at a Nebraska newspaper. (She worked at the paper for 52 yrs.)

Funeral service was held June 3 at Salem Lutheran Church in Superior. Megrue-Price Funeral Home in Superior was in charge of arrangements. Memorials suggested to Salem Lutheran Church. Survived by her sons Craig and Lee (Sara); and one granddaughter. Preceded in death by her husband Kenneth in 1966.

Classified Advertising Exchange

July 17, 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

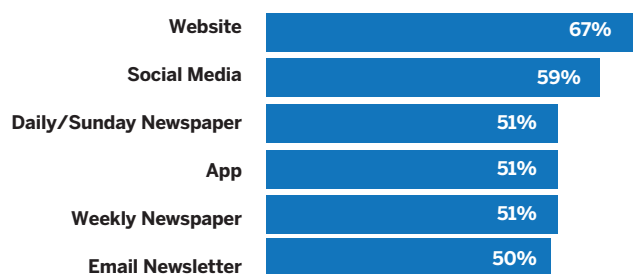


218 MILLION AMERICANS

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.

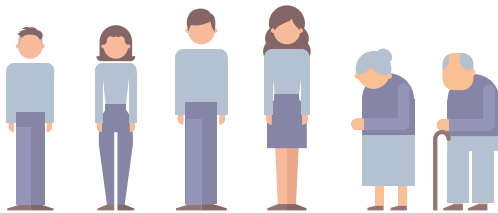
- Desktop/laptop **43%**
- iPad/tablet **25%**
- Other internet device **10%**

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

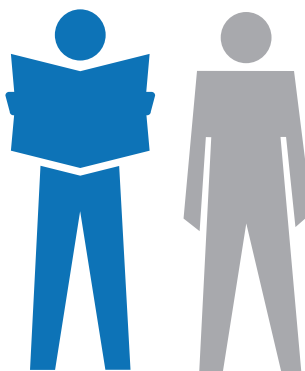
 **33%** Local TV/
TV websites

 **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