

Bulletin

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Upcoming Webinar

Chat GPT Content Creation & Custom Bots for Newspapers

This webinar is designed to empower publishers with the knowledge & skills needed to harness the power of Chat GPT, a state-of-the-art language model developed by Open AI. Learn how to overcome writer's block, boost productivity & explore real-world applications, from generating compelling articles to crafting engaging social media captions & product descriptions. Presenter will share best practices, real-world use cases & provide live demos to showcase Chat GPT's capabilities in a live Q&A session.

Thursday, August 3, 2023
 1:00-2:00 p.m. CST
 Cost: \$35.00
www.onlinemediacampus.com
 Register by Mon., July 31!
 (\$45.00 after July 31 deadline)

Presenter: Matt Larson
 President/CEO of Our-Hometown.com & publisher of "Today in News Tech," a weekly blog & video/audio podcast series.

FREE Online Media Campus WEBINARS FOR NPA MEMBERS!
 NPA Foundation will reimburse members their registration fee. Register & pay for (live or archived) webinar you want to see; send receipt to Susan Watson at NPA nebpress@nebpress.com & you'll be reimbursed!

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Local News is Good for Business

By Dean Ridings, CEO, America's Newspapers, July 21, 2023



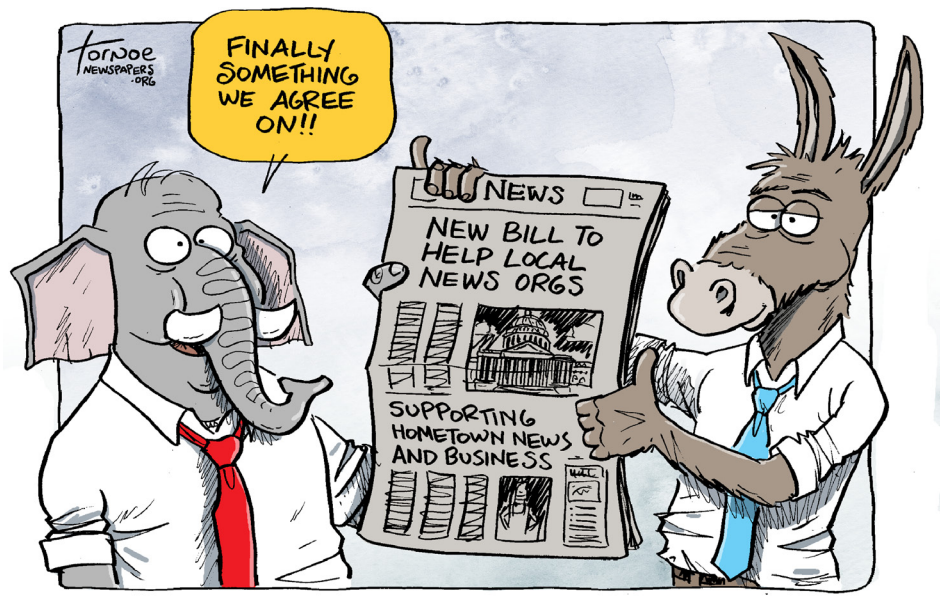
It's no secret that recent years have been tough on small businesses and on newspapers. A bipartisan bill, the Community News & Small Business Support Act, that has been introduced in Congress would offer relief to both newspapers and local businesses. For too many newspapers, help can't come soon enough. Economic challenges have resulted in too many communities seeing their local newspapers being forced to lay off staff, cut back on publication days or — worse yet — close. On average, two newspapers are closing each week. That hurts local businesses and residents in the long (and short) run. However, despite the challenges, what remains true is that local newspapers make a difference in their communities.

But, don't just take my word for it. Let's look at the numbers and why America's Newspapers has been pushing for the Community News & Small Business Support Act to be introduced.

A recent national study of 5,000 Americans over the age of 18 was conducted by the independent research firm Coda Ventures for America's Newspapers, and provides compelling evidence of the importance, relevance and vitality of today's newspapers in the American media landscape.

Readers told us that their local newspaper makes a difference. The study shows that 79 percent of Americans read/use local news "to stay informed" about their cities, counties and communities. They also said they rely on their local paper to feel connected to their community, to decide where they stand on local issues, to find places and things to do, to talk with people about things happening in the community, because they find it enjoyable/entertaining and to be a better citizen.

cont. pg. 3



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Youngest Nebraska newspaper correspondent part of Ord Quiz staff

Kate Wolf, Ord Quiz

Earlier this year, the Ord Quiz added a new correspondent to their staff to cover community news in Elyria, NE.



At 11 years old, Reagan Schaaf is the youngest newspaper correspondent in Nebraska.

Reagan is a straight A student at Burwell Elementary School, the daughter of Corey and Terri Schaaf of Elyria.

She urges her small town neighbors and local residents to contact her with news items through her agent/father (since she's still too young to have her own phone).

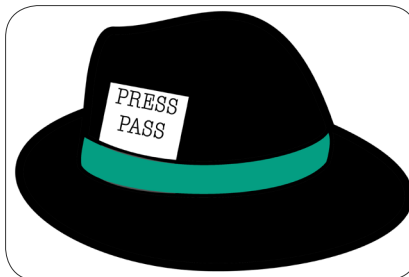
Reagan christened her column "*Extraordinary Events in Elyria*," and she's become a very visible member of the Elyria community, having put her small town (population of 50) in the news.

Reagan gets paid by the column inch and she's already saving for college.

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' from the NPA Foundation, this is now available to all NPA members

This training will be especially helpful for early-career journalists, 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.



Press Pass.' Thanks to funding from the NPA Foundation, this self-paced online training course is at no charge.

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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, 25 newspaper staff from 18 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."

local news - from pg. 1

And, contrary to popular belief, readers across all age groups turn to local newspapers and their digital products to stay informed about their communities.

Readers also told us they need more local news from their community paper. As one survey respondent in California said, “Our paper keeps getting smaller. I would like to see more news items, what’s happening in town, what’s new in politics, etc. And they need to be quicker to respond to breaking news.”

All of that takes a committed, local staff — something the legislation introduced by Congresswoman Claudia Tenney (NY-24) and Congresswoman Suzan DelBene (WA-1) will help to make happen.

So, what would this legislation mean to your local community?

Local businesses with fewer than 50 employees would receive a five-year non-refundable tax credit of up to \$5,000 in the first year and up to \$2,500 in the subsequent four years based on their spending level with local newspapers and local media. Our study showed that six out of 10 American adults use newspaper advertising to help them decide what brands, products and local services to buy. Newspaper readers also are almost twice as likely to purchase products from a number of important advertising categories than non-newspaper readers, including: automobiles, trucks and SUVs; home furnishings; home improvement products and services; and home services like pest control, plumbing, heating, etc.

With this legislation, we expect to see more businesses being able to afford to advertise to consumers, which — in turn — helps communities thrive.

For local newspapers, a five-year refundable tax credit would help them hire more journalists to bring you more news! It’s a win-win for local communities. Newspapers would receive a tax credit to be used for the compensation of journalists. The credit would cover 50% of journalists’ compensation in the first year and 30% of compensation (up to \$50,000) in the subsequent four years. This tax credit would only be available to local community papers with fewer than 750 employees and, if they don’t invest in their newsroom, they don’t get the credit.

And these tax credits are only available to local newspapers. National newspaper outlets are not eligible.

The importance of local newspapers and local business is the reason Reps. Tenney and DelBene introduced the legislation. We are most grateful for their support.

We need your support, as well, to encourage legislators to enact this legislation. Please contact the offices of your

senators and representatives in the U.S. Congress and encourage them to add their support to this legislation. These tax credits aren’t permanent; they will sunset in five years. But, these critical five years will allow the newspaper industry the time needed to address the challenges that it is facing from Big Tech, which often uses newspapers’ content without compensation, as well as other technological and market challenges.

Visit www.usa.gov/elected-officials for the contact information for your legislators.

More local reporting means more access for hometown news that citizens like you rely on. And stronger newspapers mean stronger advertising vehicles for local businesses.

All newspapers are encouraged to reprint Dean Ridings’ editorial. Or, write your own editorial and send to dridings@newspapers.org.

To download Dean’s column and the editorial cartoon, go to:

<https://newspapers.org/stories/local-news-is-good-for-business,4163219>

Thank you for your support of the Community News & Small Business Support Act.

Community News and Small Business Support Act (H.R. 4756)

Bipartisan legislation supports institutions fundamental to hometown communities

America’s Newspapers, July 20, 2023

New legislation to support local newsrooms and local advertisers has been introduced in the 118th Congress. The Community News & Small Business Support Act was introduced by Congresswoman Claudia Tenney (NY-24) and Congresswoman Suzan DelBene (WA-1), both members of the Ways and Means Committee.

The bipartisan legislation supports two institutions critical to sustaining hometown communities: local news organizations and small businesses. Much like the Local Journalism Sustainability Act, which was introduced in the 117th Congress, the Tenney-DelBene Act makes refundable tax credits available to local newspapers of up to \$25,000 per journalist in the first year and up to \$15,000 per journalist in the next four years.

The Act also makes non-refundable tax credits available to local businesses that advertise with local newspapers of up to \$5,000 in the first year and \$2,500 in the next four years. Hometown news, unlike national media, is non-partisan and fundamental to the fabric of our local communities.

Stay connected for continuing coverage of the specifics of the Tenney-DelBene Act at <https://www.newspapers.org/> or at <https://supportcommunitynews.com>.



Prairie Doc Perspectives offer free, weekly columns with focus on rural health topics

Prairie Doc® Perspectives' health care columns provide the public with free, accurate information written by trusted, local health professionals. These weekly columns are published in over 170 newspapers across six states, including 26 Nebraska newspapers.



Papers that do publish these columns as a service to their readers have given the columns high marks. Papers can publish the columns weekly basis, or as you have space available.

To sign up to receive the free, weekly Prairie Doc columns - sent directly to your newspaper each week, email: contact@prairiedoc.org.

Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006. **For more information about Prairie Doc: <https://www.prairiedoc.org>.**

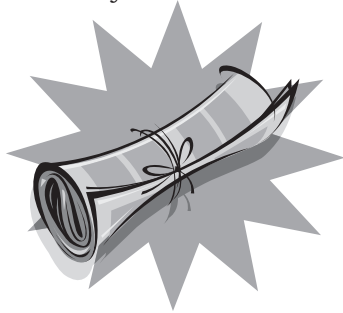
THANK YOU...to the many NPA member newspapers who participated in Community Newspaper Week in Nebraska with open houses, prize give-aways, promotions, ads and editorials!

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

A practical guide to artificial intelligence

Online News Association, July 24, 2023

Artificial Intelligence (AI) is rapidly emerging as a disruptive technology worldwide. With the advent of a variety of AI tools like ChatGPT, newsrooms have a unique opportunity to experiment and find ways these tools might be useful in their work.



In July 2023, ONA hosted a virtual meet-up to share practical examples of AI use in journalism, guidelines for implementation and

approachable ways to get started, with a focus on local newsrooms.

Meet-up moderator Aimee Rinehart, Sr. Product Mgr AI Strategy at The Associated Press (AP), led a panel of experts through a discussion framing the state of AI in newsrooms.

For a text-based recap of this session, with links to several AI tools and resources, go to: <https://journalists.org/resources/practical-newsroom-guide-artificial-intelligence/>

Subscribe to Capitol View column, Paul Fell cartoon

Join over 65 daily/weekly newspapers in Nebraska that carry the weekly Capitol View column, and/or the weekly Paul Fell editorial cartoon, as a service to their readers.

The Capitol View column is written by J.L. Schmidt (state-house correspondent). The editorial cartoon is created by Nebraska native, Paul Fell.

CAPITOL VIEW pricing:

- \$1.25 per week for one newspaper
- \$1.55 per week for two newspapers in a chain
- \$2.15 per week for three or more newspaper

PAUL FELL pricing:

- The Paul Fell cartoon is \$3.00 per week per newspaper
- No discounts for multiple uses by newspapers in a chain
- Each newspaper is charged for the use of the cartoon

- Subscribing newspapers are invoiced quarterly for the column/cartoon.
- Each Friday A.M., column & cartoon are emailed to subscribing newspapers
- Column & cartoon are also uploaded each Friday A.M. to the NPA website where subscribing papers can access them.
- NPA periodically audits papers to ensure only subscribing papers publish the column/cartoon.

Contact Susan Watson, nebpress@nebpress.com to subscribe.

How communities benefit when consumers shop local

Metro Creative Graphics

Ideas about shopping are never set in stone, and the pandemic illustrated just how quickly consumer trends



and opinions can change. Many individuals are now reevaluating how they spend their hard-earned money, particularly since inflation has affected just how far a dollar can be stretched. When consumers think about which stores to

patronize, locally owned businesses may be the smartest option for a number of reasons - not the least of which is the way such enterprises benefit the communities they call home.

More money kept in the community

Shopping locally means that more money will stay in the community. According to recent research from Civic Economics, local eateries return nearly 79 percent of revenue to the community, compared to just over 30 percent for chain restaurants. Overall, for every \$100 spent at a local business, around \$73 remains in the community, versus roughly \$43 when shopping at a non-locally owned business.

Get a personal touch

Local business owners typically are inclined to go the extra mile for their customers and are personally invested in the services and products they are selling. As a result, shopping locally tends to be a personalized experience. Furthermore, a local business owner may be more amenable to ordering products for specific clientele. Such personalized service is typically not accessible when shopping big box stores or other shops where owners are off-site.

Lines are short

Waiting in long lines for checkout or to pick up merchandise ordered online can drain consumers' energy and contribute to stress. Local businesses tend to have short lines and small crowds, which can lead to a more pleasant shopping experience.

Generates tax revenue

Local businesses generate more tax revenue per sales dollar, according to Rubicon, a digital marketplace for waste and recycling businesses. Taxes paid by local small businesses go to support schools, parks, roads, and other programs that benefit the community as well.

Support nonprofits

Local businesses often support good work in the community, such as nonprofit groups. These can include schools and sports teams, among other groups. According to Dr. Sue Lynn Sasser, professor of economics at the University of Central Oklahoma, studies indicate nonprofits "receive 250 percent more support from small businesses than larger ones."

Support other local businesses

Local business support other local businesses by buying and selling among each other. A local, independently owned restaurant may source its ingredients from local farms, which means visitors to such eateries are supporting multiple local businesses each time they dine out.

Small businesses are a boon to the economy, particularly local economies. These enterprises help their communities in a multitude of ways.

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 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.

"The bad news is that time flies. The good news is that you're the pilot."

-- Michael Altshuler, Entrepreneur & Motivational Speaker

Classified Advertising Exchange

July 24, 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.

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.