

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service

Bulletin

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Save the Dates!

Constitution Week
September 17 - 23, 2023

National Newspaper Week
October 1 - 8, 2023

In Print. Online. For You.



National Newspaper Week

#newspapersyourway

NPA Annual Convention
April 26-27, 2024
Cornhusker Marriott Hotel, Lincoln, NE

NNA National Convention & Trade Show
September 26-28, 2024
Embassy Suites (Downtown/Old Market), Omaha, NE

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Constitution Week celebrates America's most important document

Constitution Week is the commemoration of America's most important document, celebrated annually during the week of September 17-23. The United States Constitution stands as a testament to the tenacity of Americans throughout history to maintain their liberties, freedoms and inalienable rights.



This celebration of the Constitution was started by the Daughters of the American Revolution. In 1955, DAR petitioned Congress to set aside September 17-23 annually to be dedicated for the observance of Constitution Week. The resolution was later adopted by the U.S. Congress and signed into public law on August 2, 1956, by President Dwight D. Eisenhower.

The aim of Constitution Week is to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787.

The Constitution Week USA website offers a variety of resources, games & activities (K - 12 grades), & more go to:
<https://constitutionweekusa.com/>

And for more additional Constitution Week events, resources, podcasts & more, go to:
<https://www.constitutionday.com/>
and:
<https://constitutioncenter.org/>

REMINDER: Public Notice rates increase again October 1st

The second of a two-step increase in public notice line rates will go into effect on October 1st, 2023 pursuant to **NRS 33-141(4)**. This increase is part of LB840 which was passed unanimously by the state legislature in 2022.

The total increase is 11.1% when fully implemented; this was the first public notice rate increase in 26 years. **The link to LB840 is:**
<https://www.nebraskalegislature.gov/FloorDocs/107/PDF/Slip/LB840.pdf>

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NPA/OnePress Staff



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Violet Spader

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Lindsey Tederman joins NPA, OnePress staff in sales development and project management

"I feel so lucky to have returned to my first roots in journalism," Lindsey says. "I'm so excited to be part of the Nebraska Press Association!"



Lindsey is a graduate of Doane University, earning a degree in Mass Communications. Her first journalism job was at the *Doane Owl* as Entertainment Editor. In 2002, she was Director of Student Media at Methodist College in Fayetteville, North Carolina. After moving back to Nebraska, Lindsey was a reporter at the *Cozad Tri-City Tribune* and later served as editor of the *Lexington Clipper-Herald* with her longtime newspaper mentor, Terri Baker.

After her tenure at the newspaper, she started Charm Boutique in Gothenburg and currently owns a shop in Lincoln at SouthPointe Pavilions. Lindsey has two children, son Boone (16) and daughter Bodey (13), who she names as her best accomplishments. "They make me want to be my best," Lindsey says.

Lindsey will be selling print and digital ads for OnePress and collaborating on other press association projects.

"All of my experiences have led me to the NPA and to my first love – newspapers," Lindsey says. "I look forward to serving Nebraska newspapers and building lasting relationships with clients, sales reps and all of the communities from the western border to the Missouri River. I'm ready to bring my energy and passion to the association. And you will find I'm known to put a lot of exclamation points in my emails and in life!"

Lindsey can be reached at NPA by phone: 402-476-2851 or email: lindsey@nebpress.com.

PN rates - from pg. 1

The public notice rate chart - showing the new line rates, by type size and column widths - is attached to the Bulletin.

The new basis line rate for public notice after the two-step increase is 50-cents per line, up from 45 cents, for the first insertion, and 43.340 cents for subsequent insertions.

The basis line rate is for 8 point type and 11 pica column width. When calculating the cost for a public notice, the line rates for the various point sizes and column widths are equivalent to the cost with the basis rate.

If any member has any questions regarding the new rates, how to find the rate for your newspaper, or about public notices in general, please contact NPA Executive Director, Dennis DeRossett (dderossett@nebpress.com) and he'll be happy to discuss it.

Please note: The attached rate chart is for line notices only. Notices in display ad format are to be charged according to **NRS 33-142**: <https://nebraskalegislature.gov/laws/statutes.php?statute=33-142>

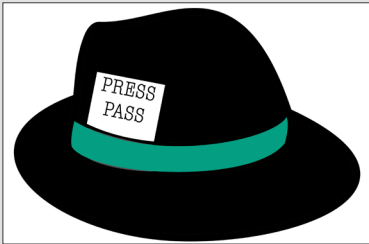
The rates for publishing proceedings and claims remains "...at an expense not exceeding three-fourths of the legal rate for advertising notices." **Refer to NRS 23-122**: <https://nebraskalegislature.gov/laws/statutes.php?statute=23-122> **cont.**

Also, and very importantly, please continue to insert the code ZNEZ at the bottom of each public notice – both line notices and display public notices. This code enables notices to be identified and extracted electronically, then uploaded to the statewide public notice website: www.nepublicnotices.com. **Your cooperation and compliance with this statutory requirement is very much appreciated – thank you!**

And, again, don't hesitate to call and talk with Dennis DeRossett with questions on inclusion of the ZNEZ code, or the Oct. 1 public notice line rates increase.

Have you earned your press pass?

The web-based course, *Earn Your Press Pass*, teaches the fundamentals of journalism.



Thanks to funding from the NPA Foundation, the course is available to all Nebraska Press members/staff at no cost.

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

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

Training topics include newspaper basics, interviewing & reporting skills, sourcing considerations, news judgement, headline & cutline writing, AP Style, copy editing & basic photography.

The Earn Your Press Pass course designed to go at your own pace & fit your schedule. Members who complete the entire course will receive a Certificate of Completion.

Course details are attached to the Bulletin.

Since NPA began promoting the course in May, 32 staff from 19 different member newspapers have signed up for Earn Your Press Pass!

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

“The problem is whether the American people have loyalty enough, honor enough, patriotism enough, to live up to their own Constitution.”

—Frederick Douglass

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

The Nebraska Press Association's **LEGAL HOTLINE** is provided **FREE** as part of your annual NPA membership dues. **Solid, prompt legal advice on questions about closed meetings or courts, public records, Letters to the Editor, employment law issues, etc. Contact Max Kautsch, NPA's LEGAL HOTLINE attorney.**

Statement of Ownership filings due Oct. 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should **publish no later than Oct. 10**. This applies to dailies, semi-weeklies and three-times-per-week publications.
- Publications issued weekly, or less frequently, but not less than monthly, **publish by Oct. 31**. This applies to weeklies.

Download Postal Forms

- **All publications except requestors:**
<https://about.usps.com/forms/ps3526.pdf>
- **Requester publications:**
<https://about.usps.com/forms/ps3526r.pdf>
- **Additional forms can be found at:**
<https://about.usps.com/forms/periodicals-forms.htm>
- **For more information, go to the Domestic Mail Manual on usps.com:**
http://pe.usps.com/text/dm300/dm300_landing.htm

Questions about the Statement of Ownership? Contact Violet Spader, vs@nebpress.com.

New law clinic at UNL will defend First Amendment rights

By Amber Ediger, UNL, director of marketing & digital strategy; 402-472-7065; amberediger@unl.edu; August 29, 2023

The University of Nebraska College of Law is establishing a First Amendment Clinic, thanks to a generous gift from the Stanton Foundation.

The clinic will support First Amendment rights by focusing on local and regional cases concerning freedoms of speech, the press, assembly and petition. It will also enhance law students' understanding of the First Amendment and serve as a resource for organizations, students, journalists and citizens defending First Amendment rights.

"Our clinical programs help students develop skills as they work on real cases and are a highlight in many students' law school careers," said Richard Moberly, dean of the College of Law. "I'm grateful to the Stanton Foundation for allowing us to create another meaningful way for our students to advance justice and solve problems."

The First Amendment Clinic will add another clinic to Nebraska Law's growing number of clinical offerings, which includes the Children's Justice Clinic, Civil Clinic, Criminal Clinic, Debtor's Defense Clinic, Estate Planning Clinic, Housing Justice Clinic, Immigration Clinic and Weibling Entrepreneurship Clinic.

The First Amendment Clinic will be led by Director Daniel Gutman and Assistant Director Sydney Hayes.

Gutman spent several years in private practice, litigating constitutional claims, election law matters and commercial claims before joining the College of Law faculty. Hayes also has experience in litigation involving complex constitutional issues and business disputes. Both are graduates of Nebraska Law.

"We will defend the First Amendment rights of our clients while at the same time educating students on the intricacies of First Amendment law," Gutman said. "To do that, we intend for our cases to span the ideological spectrum."

Nebraska's First Amendment Clinic will be offered to third-year law students in spring 2024 but is already seeking clients.

"We're looking for a wide range of cases and clients," Gutman said.

For more information about the clinic and how to request an initial consultation, go to: <https://law.unl.edu/FA-Clinic>

The Stanton Foundation was created by Frank Stanton, a longtime president of CBS News, to advance First Amendment and democratic values through an informed citizenry. Stanton, a founding figure in modern broadcast news, led CBS News for a quarter century, from 1946 to 1971. During his tenure, he organized the first televised debate in 1960 between Richard Nixon and John F.

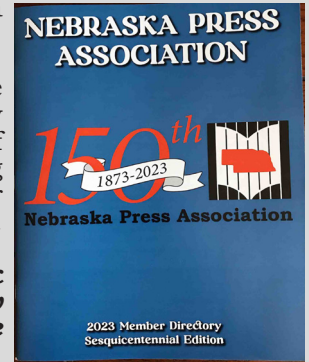
Kennedy, presided over CBS' defense of the famous libel action brought by Gen. William Westmoreland and remained a zealous defender of the First Amendment until his death in 2006 at age 98.

What do you think of the NPA 150th Commemorative Directory?

Last month, a copy of the 150th Directory was mailed to each Nebraska newspaper publisher.

This special commemorative issue includes a brief history and important milestones of NPA, a timeline of founding dates of NPA's member newspapers, and much more.

Please send NPA a quick email and let us know what you think of the Directory!



FAA rule on drone Remote ID requirements effective September 16

By Holly Lubart, News Media Alliance, August 25, 2023

The Federal Aviation Administration's (FAA) new rule providing for Remote ID requirements takes effect on September 16. Key points for your company to consider include:

- Confirm whether your organizations' drones have remote ID capabilities. The FAA has a database where you can search for declarations of compliance that will tell you whether your units are certified to comply with remote ID.
- Update your organizations' drone registrations with the FAA. You will be required to upload the serial number for either a remote-ID capable drone or a remote ID broadcast module to your existing drones' FAA registrations. If you are purchasing new drones, you will need to complete a new registration.
- The FAA has not finalized its policies for "session IDs". The News Media Drone Coalition, including the Alliance, supported this provision that will allow operations to broadcast unique session IDs rather than the news drone's serial number. The FAA intends to seek comment before finalizing the plan. We will continue to monitor that proceeding. In the meantime, after September 16, news drones will need to broadcast their serial number. The database that correlates the serial number with the drone-registration database will only be accessible to the FAA, but the information will be made available to law enforcement and national security on request.

For more information: <https://www.newsmediaalliance.org/faa-rule-on-drone-remote-id-requirements-effective-september-16/>

Celebrate your community to generate sales

By Richard E. Brown for Editor & Publisher, July 23, 2023

If you're seeking ways to boost year-end earnings and struggling to find sponsorship opportunities that promote community celebration, I have three concepts that immediately come to mind."

Recently, a close friend reminded me of the importance of appreciating life's simple joys. This time of year holds special significance for me, providing countless reasons to celebrate and feel grateful. It's an opportunity to unwind, enjoy the company of others, and embrace the pleasant weather. Moreover, it allows us to actively engage with our community and witness its resilience, vibrancy and strength — locally and nationwide. However, it raises the question of why there isn't a dedicated platform solely focused on highlighting and celebrating the positive happenings in our communities.

These unique celebrations, whether recurring or one-time events, are relatable and inspiring, allowing us to revel in our community's greatness and presenting opportunities for news media organizations to generate substantial revenue. So, if you're seeking ways to boost year-end earnings and struggling to find sponsorship opportunities that promote community celebration, I have three concepts that immediately come to mind.

Celebrate public service

Teachers, nurses and other public service professionals are crucial to enriching and protecting lives. Their unwavering dedication fosters a more vibrant and positive community. Celebrating and appreciating these individuals' significant contributions is essential to ensuring our community's sustainability and longevity.

Many organizations nationally already recognize and honor these community members, making sponsoring a special section focused on them a meaningful gesture. It's worth noting that numerous public service professions deserve recognition. By dedicating a section to these individuals, we support the community and attract new advertisers, creating an additional stream of revenue in the coming months.

Celebrate youth and seniors

Celebrating youth and senior communities is crucial, as their stories inspire people of all ages. Whether showcasing high school achievements, talented athletes, valedictorians or the accomplishments of seniors, a dedicated section highlighting these groups will captivate the interest of families in the community. To further support and honor these valuable demographics, consider partnering with local colleges, senior facilities, healthcare providers and other relevant organizations, acknowledging the positive contributions of youth and seniors. Such collaborations will create a recurring income stream, ensuring this special section's sustainability year after year.

Celebrate the volunteer community

Volunteers and advocates are vital in fostering a connected, stronger, more vibrant community within our neighborhood. Unfortunately, their invaluable contributions often go unnoticed. This is where a local news organization can step in and shine a spotlight on their missions and accomplishments, which are frequently overlooked or not widely recognized. These local heroes selflessly dedicate their time, skills, knowledge and effort to the greater good of humanity.

While identifying and interviewing these remarkable individuals may require additional effort, the outcome is truly worthwhile. Moreover, it presents unique sponsorship opportunities across various industries. By celebrating

these unsung heroes, we not only enrich our community but also generate a reliable source of income to support the section and increase profits throughout the year.

I have shared these ideas as a foundation, but the possibilities are endless. Consider monthly or quarterly features on rising star professionals, exciting car shows and captivating local business showcases. These special sections enhance our community and provide excellent sponsorship opportunities of significant value. News media outlets excel at effectively conveying the worth of these special sections, which can highlight the positive aspects of our community and greatly benefit local and regional businesses through sponsorships.

Richard E. Brown is a News Media Alliance Rising Star recipient, the former director of renewals and digital sales strategy at LPi, and the former director of digital operations and sales of the Milwaukee Journal Sentinel. He recently served as the head of digital subscriber churn for Gannett/USA Today Network and is now the senior director of retention for The Daily Beast. He is a member of the board of directors for the Wisconsin Newspaper Association Foundation and is the owner of RE Media Holdings, LLC. Richard is available for consulting and can be reached at www.richardebrown.co.



Classified Advertising Exchange

September 11, 2023

REPORTER/PAGE DESIGNER: The Norfolk Daily News has an immediate, full-time newsroom opening that involves mostly writing and reporting with a couple of days on the copy desk as a page designer. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets. Page design experience is preferred.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email editor@norfolkdailynews.com or call 1-877-371-1020.

NEWSROOM: An east-central Nebraska media company has an immediate opening in our newsroom. Journalism is more than just meeting coverage and being a stenographer. Help our readers get to the rest of the story.

We are a family-owned company with two weekly newspapers in Polk and Nance counties. We offer competitive pay and paid vacations. Recent graduates are welcome to apply. Email your resume to sparrowpubs@gmail.com.

Attached to this issue of the Bulletin:

- **Public Notices new rate increase (line rate chart effective 10/01/23.**
- **'Earn Your Press Pass' course details.**

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.

Nebraska Public Notice Statutory Line Rates -- effective October 1, 2023

Beginning October 1, 2023, the legal line rate for the publication of public notices shall be fifty (50) cents per line based upon a single column, standard measurement of eight-point type and pica width of eleven (11) for the first insertion, and 43.340 cents per line for each subsequent insertion of the same notice. Publishers determine the type face, size and column width of notices appearing in their newspapers. For the purpose of uniformity, the calculation of fees for such publication shall be based on the following official conversion tables:

5 1/2 Point Type			6 Point Type			7 Point Type		
Column Pica Width	1st Insertion	Subsequent Insertions	Column Pica Width	1st Insertion	Subsequent Insertions	Column Pica Width	1st Insertion	Subsequent Insertions
9	59.481	51.576	9	54.541	47.278	9	46.754	40.526
9 1/2	62.808	54.441	9 1/2	57.572	49.905	9 1/2	49.352	42.778
10	66.114	57.307	10	60.603	52.532	10	51.949	45.030
10 1/2	69.419	60.172	10 1/2	63.634	55.158	10 1/2	54.547	47.281
11	72.725	63.038	11	66.665	57.785	11	57.145	49.533
11 1/2	76.030	65.903	11 1/2	69.696	60.412	11 1/2	59.743	51.785
12	79.336	68.769	12	72.727	63.039	12	62.340	54.036
12 1/2	82.641	71.634	12 1/2	75.758	65.667	12 1/2	64.938	56.288
13	85.947	74.500	13	78.789	68.292	13	67.536	58.540
13 1/2	89.552	77.365	13 1/2	81.820	70.919	13 1/2	70.134	60.792
14	92.558	80.231	14	84.851	97.746	14	72.728	63.043
14 1/2	95.863	83.096	14 1/2	87.882	76.173	14 1/2	75.329	65.295
15	99.169	85.962	15	90.914	78.800	15	77.927	67.547
15 1/2	102.475	88.827	15 1/2	93.945	81.426	15 1/2	80.525	69.798
16	105.780	91.693	16	96.976	84.053	16	83.123	72.050
8 Point Type			9 Point Type			10 Point Type		
Column Pica Width	1st Insertion	Subsequent Insertions	Column Pica Width	1st Insertion	Subsequent Insertions	Column Pica Width	1st Insertion	Subsequent Insertions
9	40.906	35.460	9	36.360	31.521	9	32.721	28.367
9 1/2	43.180	37.430	9 1/2	38.381	33.272	9 1/2	34.540	29.943
10	45.453	39.400	10	40.402	35.023	10	36.359	31.519
10 1/2	47.726	41.370	10 1/2	42.423	36.774	10 1/2	38.177	33.096
11	50.000	43.340	11	44.444	38.525	11	39.996	34.672
11 1/2	52.273	45.310	11 1/2	46.465	40.277	11 1/2	41.815	36.248
12	54.546	47.280	12	48.486	42.028	12	43.633	37.825
12 1/2	56.819	49.250	12 1/2	50.507	43.779	12 1/2	45.452	39.401
13	59.093	51.220	13	52.528	45.530	13	47.271	40.977
13 1/2	61.366	53.191	13 1/2	54.549	47.281	13 1/2	49.090	42.554
14	63.639	55.161	14	56.571	49.033	14	50.908	44.130
14 1/2	65.913	57.131	14 1/2	58.592	50.784	14 1/2	52.727	45.706
15	68.186	59.101	15	60.613	52.535	15	54.546	47.282
15 1/2	70.459	61.071	15 1/2	62.634	54.286	15 1/2	56.364	48.859
16	72.733	63.041	16	64.655	56.037	16	58.183	50.453

‘Earn Your Press Pass’



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 being provided to all Nebraska Press members at no cost.***

Earn Your Press Pass 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, Young has experience instructing students in everything from English to public speaking to journalism.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists. The course 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. Young designed *Earn Your Press Pass* as a reference guide for anyone who wants to write for a local paper, and the course can also serve as a ‘refresher’ for current staff.

***Earn Your Press Pass* course covers:**

- Interviewing Skills
- Associated Press Style
- Types of Stories
- Writing Techniques
- Newspaper Jargon
- Journalist Rights & Ethics
- Effective Editing
- Newspaper Photography
- Additional lessons will be added in the future

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.

Learn more at <https://earnyourpresspass.com/> and find out what the course can offer you, your newspaper, and your staff.

Members interested in the course should contact Susan Watson, nebpress@nebpress.com to request access. Once you've been signed up through NPA, you'll receive an email from Earn Your Press Pass to set up your login (email address and create your own password), and you're ready to view the course!

Earn your press pass

Victoria Holmes | for Editor & Publisher

Victoria Holmes | for Editor & Publisher

Lindsey Young developed an on-demand journalism training course for news organizations to utilize when onboarding reporters. It's called "Earn Your Press Pass" and aims to address staffing issues in the news industry.

"Once you get out into western Kansas, it's really hard to convince a young kid that just graduated from a journalism school to move out to a little town of 900 people and work out there," said Young.

Lindsey and her husband, Joey, are co-owners of Kansas Publishing Ventures, which publishes four weekly newspapers. Hiring is an issue common among her peer group. Instead of convincing graduates to move to smaller markets, Young and her husband talked about training invested community members or freelance writers to write for a local paper. This course helps someone with strong research and writing skills to produce a story that can be publishable.

"I have a section on interviewing. There are 'types of stories' and 'different techniques.' I talk about AP style. I talk about ethics," said Young.

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. Young designed "Earn Your Press Pass" as a reference guide for anyone who wants to write for a local paper, although it can be handy for those a few years into their career.

"We've had newspapers that have said, "Man, I know some seasoned journalists who can really use this as a refresher too," said Young.



Young, her husband and other news executives first discussed enrolling potential hires in courses at a local university. But, with Young's background in teaching, she decided she could put together a course without involving campuses.

"I was a high school teacher for 10 years. I taught journalism, public speaking and English. Back then

I had worked with newspapers, and I'm full-time with the newspapers now," said Young.

Even with her high-school teaching background, she did not include any extraneous work.

"I made sure I didn't include quizzes. I didn't include homework because my thought process was that people will have homework and they will have quizzes. They're going to that city council meeting, then writing a story, and their editor is going to be looking at it," said Young.

Young shared insight into her background and how that might help new hires starting off in journalism. For example, one lesson in the course is interviewing, which can be tricky for anyone starting out.

"When we're in school, you think about an interview as being this overly formal situation. The best advice I give is that an interview is just a conversation with somebody."

The course launched on Sept. 1, as a member benefit of the Kansas Press Association. The goal is to sell the course to other press associations for use in their associations. If you want more information, contact Joey Young at: joey@kspublishingventures.com.



Victoria Holmes is a freelance journalist and writer based out of Dallas, Texas. Previously, Holmes worked as a TV news reporter and political podcast host at WNCT-TV in Greenville, North Carolina. Reach out to her on [Twitter](#).