

NPA/OnePress Staff



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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 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.

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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**.

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.**

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. If you have questions about ***inclusion of the ZNEZ code, or the Oct. 1 public notice line rates increase***

Mueller and Robak recognized in 'The Best Lawyers in America 2024'

William Mueller and Kim Robak of Mueller Robak, LLC have been selected for inclusion in the 2024 edition of "The Best Lawyers in America," in the field of Government Relations Law.

Mueller and Robak have been named "Best Lawyers" in each of the past 16 years, and are admitted to practice law in the State of Nebraska. Their firm is located in Lincoln.

The "Best Lawyers" guide, which is created from over 7 million peer evaluations, is comprised of the nation's top attorneys in key practice areas.

Mueller Robak LLC is one of the premier lobbying and government relations firms in Nebraska and has been the long-time lobbying firm for the Nebraska Press Association.

Both are graduates of UNL and the University of Nebraska College of Law. Mueller is Immediate Past President of the Nebraska Bar Association. Robak previously served as Lieutenant Governor of Nebraska.



FALL INTO

CASH

**SELL ANY ONEPRESS ADVERTISING NETWORK TO A NEW CUSTOMER
BY NOVEMBER 17, 2023 AND RECEIVE SOME FALL CASH!**

| NETWORK | CLIENT PRICE | NEWSPAPER PROFIT | FALL CASH |
|---------------|--------------|------------------|-----------|
| CLASSIFIED | \$225 | \$112.50 | \$25 |
| STATEWIDE 2X2 | \$975 | \$487.50 | \$50 |
| STATEWIDE 2X4 | \$1,950 | \$975 | \$100 |
| STATEWIDE 2X6 | \$2,250 | \$1,125 | \$150 |
| NE OR CE 2X2 | \$325 | \$162.50 | \$25 |
| NE OR CE 2X4 | \$650 | \$325 | \$50 |
| NE OR CE 2X6 | \$800 | \$400 | \$75 |
| SE OR WE 2X2 | \$300 | \$150 | \$25 |
| SE OR WE 2X4 | \$600 | \$300 | \$50 |
| SE OR WE 2X6 | \$750 | \$375 | \$75 |

In addition to Fall Cash, for every ad sold, you will be entered to win a 2-night stay at the Younes Campus in Kearney, plus a restaurant gift certificate!

This offer is available to any advertiser who has not advertised in the display ad network in the last 18 months.

OnePress offers sales collateral and training to assist your advertising network sales!

Contact Violet Spader at 402-476-2851 or vs@nebpress.com

The contest is available to all NPA newspapers who are active participants in the OnePress advertising network(s). Bonuses are paid directly to the salesperson by November 30, 2023. Salesperson will also receive recognition in the NPA Bulletin. Salesperson's name will be entered for each ad placed for an additional chance to win the 2-night stay at the Younes Campus and restaurant gift certificate. Drawing to be held after December 1, 2023. Winner will be contacted by email and announced in the NPA Bulletin.

September is National Preparedness Month: does your newspaper have a plan?

You don't have to look too far to know that disasters and emergencies of all kinds can strike anywhere, at any time (storm damage, flooding, fire, etc.)

NATIONAL PREPAREDNESS MONTH

Newspapers have a unique and important responsibility in their community as the major content providers and information sources, and should have a plan to operate in a crisis.

How prepared is your newspaper for a natural disaster or emergency? Do you have a phone and/or email tree of employee and vendor contacts to quickly distribute information? How long would it take to get publishing again if your building was damaged? What is your computer backup situation for administrative records, archives and current editions?

Before disaster hits, reporters need to organize go-bags with essential supplies. No matter how rushed you are, before leaving to cover any emergency, have supplies ready to go, like: flashlight, extra batteries, bug spray, sunscreen, rain gear, waterproof bags for phone and notebooks, thick-soled shoes, full tank of gas, spare tire, charge devices and backup power banks.

These resources can help develop an emergency plan for your newspaper:

- **“Newspaper Disaster Checklist, created by South Carolina Press Association:** <https://spress.org/wp-content/uploads/2019/05/DisasterChecklist.pdf>
- **Nebraska Preparedness Partnership** <https://www.neprep.org/>
- **National Preparedness Month (government website):** <https://www.ready.gov/september>



Leeway to cost recovery is narrow: inform readers about postal rates

National Newspaper Association (NNA), Aug. 1, 2023

Since an aggressive new pricing policy was put in place by Postmaster General Louis DeJoy in 2021, Periodicals mail has seen twice-a-year postage rate increases. Cumulatively, the prices have increased more than 30% for Periodicals. For some types of individuals Periodicals and Marketing Mail, increases have soared above 40%. Newspaper distribution costs have strapped publishers.

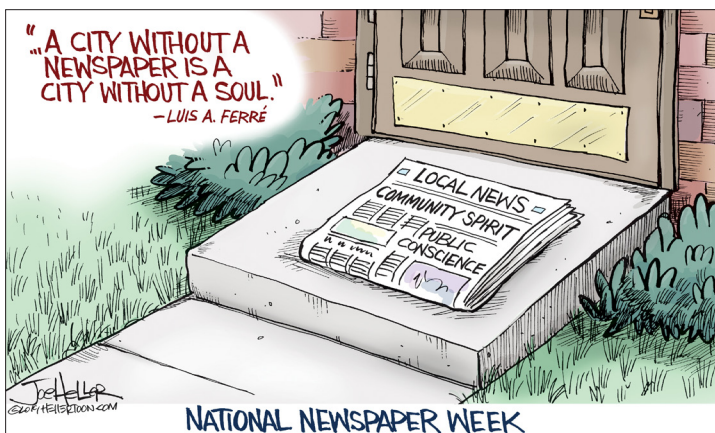


For weekly newspapers in particular, whose subscription prices tend to be locked in a year at a time, the leeway to recover the additional cost through subscriptions is narrow. Publishers operating printing plants are also losing customers in the Marketing Mail business as they cut back print runs to try to survive the postage increases.

The National Newspaper Association and others in the mailing industry have protested the increases to the USPS Board of Governors, who retain the Postmaster General, as well as to DeJoy personally. The response has been negative, with a pledge to continue the increases. USPS is in the midst of a five-year plan to build out a competitive network for package delivery. Much of the new revenue from rising postage is dedicated to these services, not to improving services for Periodicals or newspaper shoppers.

A frustrated Wisconsin newspaper publisher shares the disappointment with his readers. Patrick Wood, publisher of MMC Media in Milwaukee, which publishes around the metro Milwaukee and Green Bay areas, as well as small towns in Wisconsin and elsewhere, wants readers to know what is going on.

He offers this letter - <https://www.nna.org/pub/doc/Publisher-letter-pat-wood-july-2023.pdf> - as a model to other publishers and editors who might wish to do the same.



NATIONAL NEWSPAPER WEEK

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.

“A nation that is afraid to let its people judge the truth and falsehood in an open market is a nation that is afraid of its people.”

-- John F. Kennedy

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.

FAA extends deadline for new drone Remote ID requirements

By Holly Lubart, News Media Alliance, UPDATED Sept. 15, 2023
The Federal Aviation Administration's (FAA) new rule providing for Remote ID requirements originally scheduled to take effect on September 16 was extended to March 16, 2024.

The News Media Drone Coalition, of which the Alliance is a member, sent a letter urging a delay in the deadline and expressed concerns about the availability of modules and firmware updates. After that date, operators could face fines and suspension or revocation of pilot certificates.

Remote ID is the ability of a drone in flight to provide identification and location information that can be received through a broadcast signal and helps the FAA, law enforcement, and other federal agencies locate the control station when a drone appears to be flying in an unsafe manner. The Alliance will continue to monitor these developments.

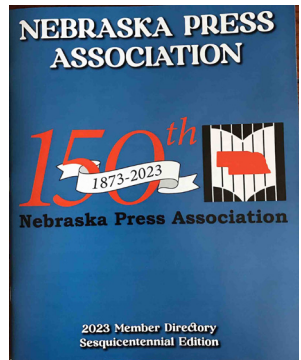
<https://www.newsmediaalliance.org/faa-extends-deadline-for-new-drone-requirements/>

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!



Classified Advertising Exchange

September 18, 2023

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!