

# Bulletin

## Save the Dates!

**NPA /NPAS Joint Board Mtg**  
**November 3, 2023**  
**NPA Office, Lincoln, NE**

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

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

**CONTACT INFO:**

Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942

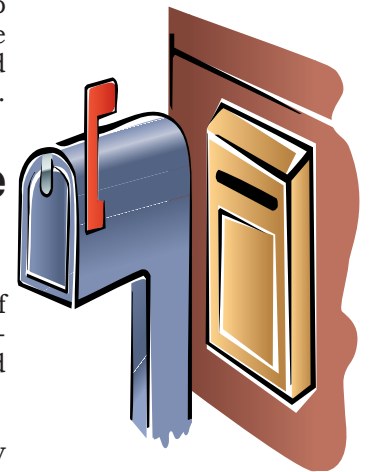
E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

## USPS News: Hard copy postage statements coming to an end

*National Newspaper Assn. (NNA), Oct. 17, 2023*

**The U.S. Postal Service confirms that January 24, 2024, will be the end date for PAPER copies of postage statements.** Mailers presently filing Forms 3541, 3602, and other PAPER statements - even if these are presently emailed to USPS - will no longer be permitted to use these statements. Electronic filing of these same forms through the use of Postal Wizard or appropriate postal software will be required.



## USPS Files January Rate Increases

*Holly Lubart, News/Media Alliance*

The United States Postal Service filed notice of price changes to the Postal Regulatory Commission (PRC) on October 6, which are scheduled to take effect **January 21, 2024.**

The average increase is 7.3% for within county mail and 1.5% for outside county mail. In its filing, USPS said that its strategy for Periodicals price changes is “to maximize use of cap space on Outside County Piece prices, after resolving workshare discount compliance” and to increase Within County prices “to meet workshare pass through requirements”.

The Postal Accountability and Enhance Act (PAEA), passed in 2006, introduced a price cap on market dominant products. Price increases for each class of market dominant mail is limited by the change in the Consumer Price Index (CPI). Year-to-date, the Postal Service has a \$7 billion loss despite continued rate increases and remains behind in progress on the Delivering for America plan.

The PRC will review the changes before they are scheduled to take effect; however, it is unlikely to change what has been proposed since the PRC review is limited to verifying that the increase does not exceed the CPI cap.

## National Newspaper Association calls proposed new postal rates ‘punitive’

*Lynne Lance, National Newspaper Association (NNA), Oct. 13, 2023*

The proposed Jan. 21, 2024, postage increase for community newspapers is nearly four times the rate increase proposed for other users of the mail. In an announcement last Friday, the United States Postal Service announced it expected a 7.3 percent increase for the local Within County mailing rate for newspapers.

**cont. pg. 4**

## **NPA/OnePress Staff**



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## **Alana Kellen, Madison Star-Mail owner, publisher featured on KOLN-TV website**

This month, KOLN-TV has a story and video on their website, by reporter Grace McDonald, featuring Alana Kellen, publisher, owner, and one-woman show of the Madison Star-Mail newspaper.

The 25-year-old Kellen bought her hometown newspaper in March, 2022, and hasn't looked back.

A graduate of University of Nebraska-Kearney, Kellen minored in photography (her first love), and majored in journalism. She attributes the UNK student radio station for helping her gain confidence during interviews, and she developed a sense for news while working at The Antelope student newspaper.

### **Find the story and video at:**

<https://www.1011now.com/2023/10/06/college-grad-turns-hometown-newspaper-into-one-woman-show/>

## **NPA publishers and editors: sign up for UNL's Nebraska News Service - free content, written by journalism students, featuring Nebraska stories**

The Nebraska News Service is a free news service covering Nebraska stories, and is provided by UNL College of Journalism and Mass Communications students. The service is provided free by the college as an opportunity to create real-world experiences for students and serve Nebraska media as an extension of the university's land-grant mission.



### **To sign up for the Nebraska News Service:**

**Email your name, news organization, email address and phone number to Jill Martin, College of Journalism Assistant Professor and Coordinator**

**of the Nebraska News Service, Email: [jmartin42@unl.edu](mailto:jmartin42@unl.edu); Phone: 402-472-4125.**

### **If you publish Nebraska News Service stories in your newspaper(s):**

- **Be sure to include the students' bylines**
- **Email a PDF of the published story to Jill Martin, so students can include them in their portfolios.**

### **Recent Nebraska News Services stories for publication:**

-- The secret behind Memorial Stadium's recent drone shows lives in Norfolk

<https://nebraskanewsservice.net/news/the-secret-behind-memorial-stadiums-recent-drone-shows-lives-in-norfolk/>

-- Meet Del and Ed, the new faces of Nebraska corn

<https://nebraskanewsservice.net/state/meet-del-and-ed-the-new-faces-of-nebraska-corn/>

-- Meet the paw paw: Nebraska's delicious hidden gem

<https://nebraskanewsservice.net/?s=paw+paw>



# 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](mailto: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.

### **NNA postal - from pg. 1**

The average proposed increase for First-Class mail is 1.9 percent, even though the First-Class stamp rate would rise by two cents to \$.68. The proposed increase for advertising mail is also 1.9 percent, though the increase within that mail class used by local newspapers to distribute shoppers and other advertising mail increases ranging from 2.1 to 3.9 percent, depending upon mail density. The rate for Periodicals mail destined for outside the publisher's county would settle at a more modest 1.59 percent. That rate is also used by national magazines and other national publications.



USPS is permitted to increase rates without direct approval by the Postal Regulatory Commission, although the PRC is required to review the proposed rates for illegalities and calculation errors.

The increase is intended as the first half of a semi-annual increase and to go into effect January 21, 2024.

National Newspaper Association Chair John Galer, publisher of The Journal-News in Hillsboro, Illinois, said the dramatic rate increase for local newspapers was a shock. "It certainly seems as if the Postal Service wants to discourage newspapers from using the mail. At a time when local journalism is already in peril and more newspapers are using the mail to reach subscribers, this increase is simply punitive," Galer said. "We expect both our subscribers and other stakeholders in our community to push back at the subscription increases that will be made necessary by the Postal Service's action."

Ironically, the Postal Service's principal justification for the steep increase is that the PRC now requires USPS to share more of the savings created when publishers do some of the work that postal workers would otherwise have to do, such as presorting the mail and transporting it to destination post offices. Traditionally, USPS has shared far less than 100 percent of the savings when it passes along mail discounts. But because PRC is pushing the postal system to be more generous in sharing the savings, USPS is simply raising the basic rate so it can show a more acceptable discount.

"Raising our prices so it can claim it is creating a fair discount is the sort of math we associate with shady deals," Galer said. "Our industry has been doing a lot of mail preparation work for years to help keep postal costs down. For us to now be punished for that work simply adds outrage to our disappointment."

The Postal Service is now guided by the Delivering For America plan introduced by Postmaster General Louis DeJoy to help the Postal Service compete for the package and parcel business. Twice-a-year postage increases have been part of the DFA plan, which allows USPS to raise rates to the fullest extent allowed above inflation.

**The details of the postal rate announcement are available on PortalPrc: <https://prc.arkcase.com/portal/docket-search/daily-listings/filing-details/126548>.**

## **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.**



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.

*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.

**Since NPA began promoting the course in May, 43 staff from 27 different member newspapers have signed up for Earn Your Press Pass!**

**If you or your staff could benefit from this training, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com) to sign up.**

**Course details are attached to the Bulletin.**

## **Still bringing communities together!**



DAVE GRANLUND © [www.davegranlund.com](http://www.davegranlund.com)

# Critiquing Common Issues

Kevin shares what he learned while critiquing papers in Colorado

By Kevin Slimp

A funny thing happened to me in Denver a few days ago while I was in town to speak at the Colorado Press Association Convention.

I had just finished my fourth presentation of the weekend. The topic was “Designing a Better Newspaper.” Most of the folks in the room had been around for all four of my sessions, and the time to end the workshop had come and gone.

As people were getting up to leave, a voice spoke up. “Do you have a minute to look at my newspaper and give me some advice?”

I told her I’d gladly sit with her and look over her paper. That’s when the “funny” thing happened. Another person asked, “Could I get you to look over mine, too?”

It was as if someone blew a whistle and told everyone to stop in their tracks. Most of the group began walking back toward their seats.

I asked if anyone else would like me to look over their papers. To make a long story short, all but a few people returned to the room and took out copies of their newspapers.

I invited the group to circle me as I sat at a long table. I spread the newspapers across the table and began critiquing them individually. As I finished one paper, I immediately started critiquing the next paper. Another funny thing: no one left. Everyone stayed to see what I would say about the other papers.

We stayed in that room

for nearly 90 minutes until I mentioned they were scheduled to attend a banquet in a few minutes.

As I think back to the phenomenon of a group electing to stay late at a workshop, I’m reminded of the similarities between their papers. I repeated much of my advice repeatedly as we looked through the newspapers on the table.

Here are a few of the most common critiques that came up in Denver:

**Headlines:** Use fewer words and bigger fonts. By using fewer words, it leaves room to use bigger text.

Instead of “Rumors of new Amazon distributorship coming to town in November,” I’d suggest something like “Amazon Rumors” in big letters. A subhead underneath the headline could provide more details, “Rumors of distributorship coming to town in November seem to have merit.”

**Photos:** Fewer small photos should be included with stories. It seemed common for the Denver papers to place three or four smaller images with a front-page story. Because there were so many photos, they drew less attention. In many cases, I suggested a single three or four-column photo to replace the multiple photos with a story.

**Page Headings:** Cute is out. Consistent is in. Page headings like “Local,” “Agriculture,” and “Features” should have similar looks. As tempting as it is to use a big piece of clipart at the top of the Classified page, don’t do it. Keep the page consistent with the others.

SERVING ANTELOPE, BOONE, and WHEELER COUNTIES, NEBRASKA SINCE 1883

## The Elgin Review

Wednesday  
October 4, 2023

Volume 140, Number 52 1 Section, 12 Pages USPS Number 172-8220 \$1.00

### In Brief

**Elgin garage sales**  
to be held June 16-17  
Elgin's community-wide garage sale will be held Friday and Saturday, June 16 and 17. A map designating where garage sales are located will be published in the June 14 issue of The Elgin Review. To be included on the map, residents need to contact the newspaper (402) 843-5500 no later than 8 p.m. this coming Monday, June 12 to provide an address, times as well as a short description of items to be sold. Maps will also be available at locations around town on June 16-17.

**School board meeting**  
District #18 board meets Tuesday

As a cis et quo heram invenire ci-definita nemo nisi conchae dicitibus essequidite diaditi opus sedii parion tempore perit conchae et sedibus, sit, velique nihilcuiusam fugitas quo hinc sed dicitis hincconchae miamenditio. Ita cum, conchae maxime

### ANTELOPE VETERANS

#### Last Union soldier honored

By Lynell Morgan  
co-author

ELGIN — In a solemn, brief ceremony Friday morning, the last native Antelope County soldier who fought for the Union during the Civil War was relieved of his post. I have your command. Rest in peace.

During the Civil War, Bell served in Company F of the 11th Indiana Infantry. He served from August of 1862 to October 1863.

John W. Weber, wearing a Union wool vest and fringed cap for the ceremony, Bell's unit had 587 men. They spent most of their time in Missouri, doing guard duty, picket duty and chasing Confederate guerrillas. Part of the unit was captured by Confederate soldiers and later returned to the Union as

"We are here today to honor and forever mark the resting place of the last Union Civil War soldier of Antelope County."

"As all veterans are aware, a soldier cannot leave his post without being properly relieved. So William J. Bell, you are now relieved of your post. I have your command. Rest in peace."

part of a prisoner exchange in his unit, three died of disease, two men died of their wounds and two deserted.

After his time in the Union Army, Bell returned to Elgin and spent much of the remainder of his life here. He spent his last few years on the Grand Island Soldiers and Sailors home, Weber said.

Born November 14 1842, Bell died October 1, 1942 at the age of 99 years.

He is now buried by a son that lives in Canada and a daughter that is now in Elgin.

"Mr. Bell, we take this opportunity to thank you for all of your duty to your country," Weber said, wrapping up the ceremony.

Weber, a retired science teacher from Waver, said the goal of the Sons of Union Veterans of the Civil War (SUWVC) is to honor the Confederate soldiers and later returned to the Union as

part of a prisoner exchange in his unit, three died of disease, two men died of their wounds and two deserted.

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Photo by Dennis Morgan

NORMAN WEBER of the Sons of Union Veterans of the Civil War salutes the grave of William J. Bell, the last Antelope County Union Civil War veteran to die, during Weber at Friday morning's ceremony was Max Browman, president of the West Cedar Valley Cemetery Association.

See VETERAN, Page 2 »

I broke my own rule when the client wanted an American flag in the “flag” on the front page. Otherwise, the only color elements are photos, ads, and kickers.

**Borders:** Yes, have borders around your photos. And get rid of the drop shadows. They (drop shadows) were in five years ago, but not so much now. A thin border, .4 or .5 in width, should do the trick nicely around images. Don’t forget to keep the border inside the frame so it doesn’t stick outside the column.

**Color:** In my designs and redesigns, you’ll find color in only three places: color photos, ads, and kickers (those short bits of text like “County Commission” above a headline). I rarely include color in the flag (top of the front page) unless it’s in a teaser photo above it. Leave the cute clipart for the high school newspapers and church newsletters.

**Above the Fold:** Check out the top half of the front page (above the fold). Does it make the reader want to pick up the paper or put it down? The area above the fold should always entice the viewer to pick up the paper.

Everyone laughed as I feigned heart issues while looking over pages. I jokingly uttered, “I’ve seen worse, but I can’t remember when,” a few times. The truth is most of the papers looked pretty good, but there’s almost always a lot we can do to improve the look of our papers. And when our newspapers look better, it encourages people to pick them up and read them. Let’s face it, that’s what it’s all about.

I’ll be leading a publisher’s event in Washington state in a few days. I think I’ll encourage everyone to bring copies of their paper. It just makes my job easier.

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.

Kevin Slimp, “The News Guru”  
kevin@kevinslimp.com

## Recent changes made to NPA's Don Harpst, Sr. Leadership Nebraska Award

Earlier this month NPA announced the restructuring of an important award that is based on a newspaper's leadership role in its community.

The Don Harpst, Sr. Leadership Award was established in 1998 in honor of Don Harpst, Sr., a Southwest Nebraska newspaper owner/publisher. He believed so much in the importance and value of a newspaper's role in community leadership, and his family established this award to continue that pursuit of leadership. Don, Sr. died in 1984.

**This special Leadership Award recognizes a publisher or newspaper employee for the leadership they provide within their community.** The award was given annually from 1998 until 2020, when COVID interrupted several NPA awards and conventions.

With the re-introduction of this award, his son Don Harpst, Jr., wished to make it more special, so the stipend that comes with the award has been increased to \$1,500.

### Highlights of the re-introduction of this award:

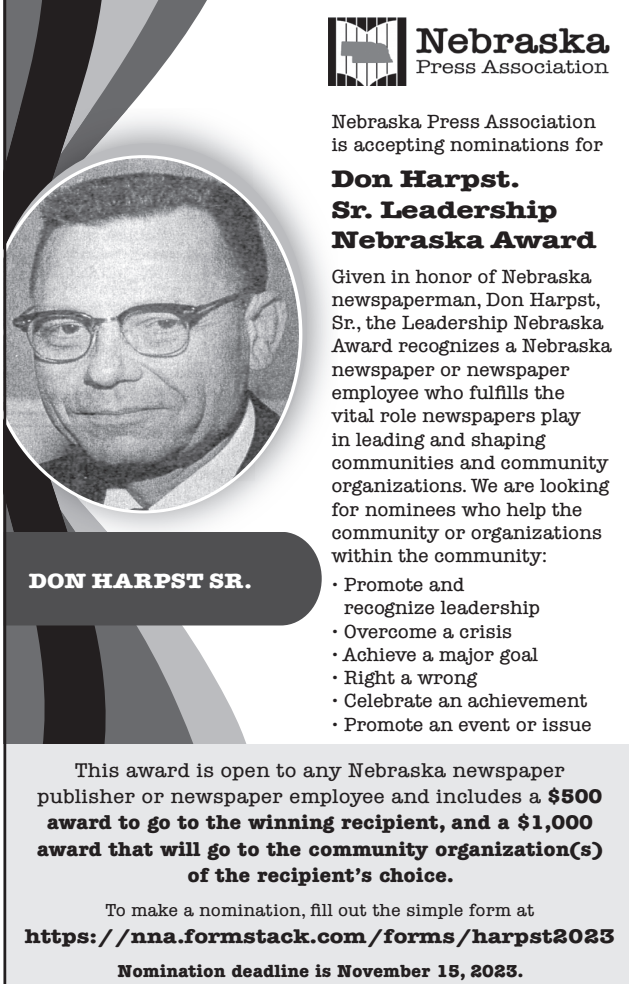
- **Award stipend has been increased to \$1,500** – with \$500 going to the honoree, and \$1,000 going to an organization(s) of the honoree's choice within his/her community.
- **Leadership Award nomination period is now through November 15**, so as not to compete with nomination periods for other NPA awards.
- **Award will be publicized outside of the NPA membership - to local organizations who work with publishers within their communities** and know the leadership role their newspaper provides.

A Network ad was created (right) to re-introduce the Leadership Award - and members were asked to run the ad in their newspaper(s) through the nomination period.

Nominations will be judged by a committee named by the NPA president. Leadership Award/Honoree will be announced during the NPA Convention, April 26-27 in Lincoln.

**The Don Harpst, Sr. Leadership Nebraska Award nomination form has been posted on the NPA website home page, and will be sent to local organizations in Nebraska.**

**Access the Harpst Award nomination form here:**  
<https://nna.formstack.com/forms/harpst2023>



**Nebraska Press Association**

Nebraska Press Association is accepting nominations for **Don Harpst, Sr. Leadership Nebraska Award**

Given in honor of Nebraska newspaperman, Don Harpst, Sr., the Leadership Nebraska Award recognizes a Nebraska newspaper or newspaper employee who fulfills the vital role newspapers play in leading and shaping communities and community organizations. We are looking for nominees who help the community or organizations within the community:

- Promote and recognize leadership
- Overcome a crisis
- Achieve a major goal
- Right a wrong
- Celebrate an achievement
- Promote an event or issue

This award is open to any Nebraska newspaper publisher or newspaper employee and includes a **\$500 award to go to the winning recipient, and a \$1,000 award that will go to the community organization(s) of the recipient's choice.**

To make a nomination, fill out the simple form at <https://nna.formstack.com/forms/harpst2023>

**Nomination deadline is November 15, 2023.**

## Online Media Campus Live Webinar in November!

### Keeping Sports Coverage Fresh with Social Media & Betting Thursday, November 16 @ 1p.m. CT

The sports landscape is constantly changing, yet utilizing social media is more important now than ever to keep sports coverage both up-to-date & fun. This session will focus on how to find & build stories through social media, how to enhance sports content w/social media & sports betting, & how to help content stand out online.

**PRESENTER:** Ryan Young is a writer & editor at Yahoo Sports in L.A. An Iowa City native & grad of Iowa State, he's worked at the PGA Tour, Sporting News, Cedar Rapids Gazette, Des Moines Register & Iowa State Daily.

**COST: \$35.00 (register by Nov. 13 to avoid \$10.00 late fee)**

**REGISTER AT: <https://onlinemediacampus.com/>**

*(Submit your webinar paid receipt to NPA and we'll reimburse you \$35 for webinar registration!)*

A Great Big  
**THANK YOU** FOR 46 YEARS  
**JAN SCHULTZ**

Best Wishes & Good luck in your new adventures!

After 46 years at the Imperial Republican, managing editor Jan Schultz has retired

“A fond farewell to the news desk.” That was the title of Jan Schultz’s last column as managing editor, published in the July 27, 2023 issue of the Imperial Republican.

After working 46 years at the paper, Jan looked back fondly on many memorable events and life in a small town. She had grown up in Omaha, but lived in Imperial more than twice as long.

Daily interactions with people is what Jan said she would miss most about her job. People she got to know from Imperial and surrounding communities. “That’s why I got into journalism, I think,” she said in her column.

Over the years, Jan said she’d had the privilege to report on and photograph news about many good things - high school graduations, fun community events, holiday celebrations, sports, the Chase County Fair and more. Not all the news was “happy” stuff, but Chase County always seems to come back, and move forward. Since Jan began working at The Republican in 1977, the newspaper business has seen a lot of changes, but in her column she encouraged readers to continue to support community journalism. As Jan had said in her previous columns, “Who else is going to cover Imperial and Chase County?”

Jan has left her newspaper career, but she won’t be sitting at home. She’ll continue with volunteer work, she’s acquired her substitute teaching certificate, and of course, at the top of her list - spending time with family, friends and her five little grandkids.

(LEFT): For Jan’s retirement, staff ran this full-page ad in the July 27th issue of The Republican, recognizing her 46-year career - which included some NPA awards. Republican staff also hosted an Open House for Jan at the newspaper office on July 28.



Recording in Public: Is It Illegal to Record Without Permission?

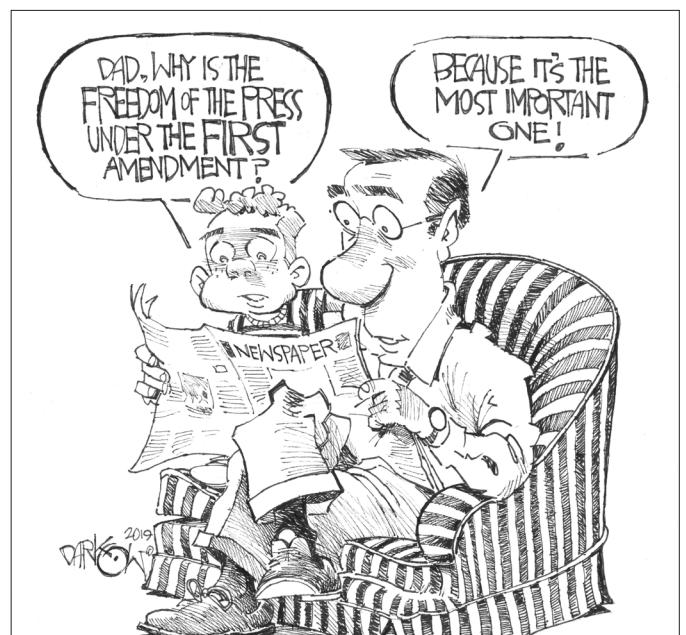
By Gene Policinski, The Freedom Forum, Oct. 27, 2023  
 Is recording in public protected by the First Amendment? Can you make a video or audio recording anytime and anywhere you want of someone or something that you can see?

Well, in theory: Yes, you can.

But the reality is that the specifics of recording in public – and what you can do with a recording – can get complicated, very quickly.

The general rule of thumb is that your ability to record in any situation is dependent on the subject’s “reasonable expectation of privacy.” That expectation might change depending on where, who and why you are recording.

Read the full article here:  
<https://www.freedomforum.org/recording-in-public/>



# Classified Advertising Exchange

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October 30, 2023

**MANAGING EDITOR SOUGHT:** Due to pending retirement, the Antelope County News is seeking applicants for its managing editor position. Arguably the top weekly newspaper in Nebraska, this is a rare opening.

The current managing editor has been with the company for 10 years. This opening will either be filled soon by an individual as managing editor with the current editor working in an assistant capacity for the next year, or a less-experienced reporter may be hired as the assistant and learning from the current managing editor (with a promotion likely within a year). Resumes may be sent directly to the publisher at [carrie@pitzerdigital.com](mailto:carrie@pitzerdigital.com).

**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](mailto:sparrowpubs@gmail.com).

## ***Attached to this issue of the Bulletin:***

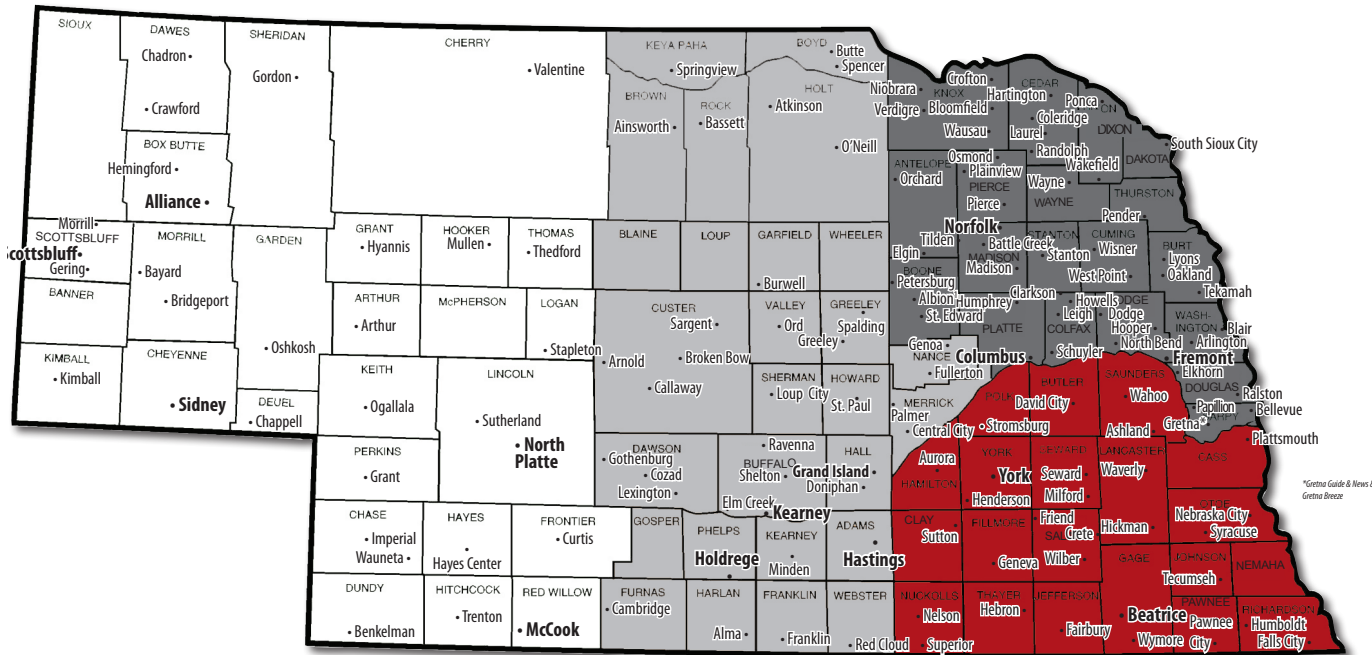
- **Updated OnePress sales materials for selling network ads**
- **'Earn Your Press Pass' course details**







**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](mailto:nebpress@nebpress.com).



## 2x2/2x4/2x6 Ad Networks



 <p><b>STATEWIDE</b> 233,128 circulation 144 newspapers \$975/week (2x2 size) \$1,950/week (2x4 size) \$2,250/week (2x6 size)</p>	 <p><b>WESTERN NEBRASKA</b> 48,362 circulation 31 newspapers \$300/week (2x2 size) \$600/week (2x4 size) \$750/week (2x6 size)</p>	
 <p><b>CENTRAL NEBRASKA</b> 62,834 circulation 38 newspapers \$325/week (2x2 size) \$650/week (2x4 size) \$800/week (2x6 size)</p>	 <p><b>NORTHEAST NEBRASKA</b> 75,869 circulation 49 newspapers \$325/week (2x2 size) \$650/week (2x4 size) \$800/week (2x6 size)</p>	
 <p><b>SOUTHEAST NEBRASKA</b> 46,063 circulation 26 newspapers \$300/week (2x2 size) \$600/week (2x4 size) \$750/week (2x6 size)</p>	 <p><b>DEADLINE</b> Thursday by 10 am for ads to run the following week.</p>	

**EXTEND YOUR REACH**  
Add digital impressions to any size | 25,000 impressions - \$500

- ### FREQUENCY SPECIALS
- Buy 2 weeks, 3<sup>rd</sup> week 50% off
  - Buy 3 weeks, 4<sup>th</sup> week free

# PARTICIPATING NEWSPAPERS

## CENTRAL REGION

Ainsworth Star-Journal  
 Alma Harlan Co. Journal  
 Arnold Sentinel  
 Atkinson Graphic  
 Bassett Rock Co. Leader  
 Blue Hill Leader  
 Broken Bow Custer Co. Chief  
 Burwell Tribune  
 Butte Gazette  
 Callaway Courier  
 Cambridge Valley Voice  
 Central City  
     Republican-Nonpareil  
 Cozad Local  
 Doniphan Herald  
 Elm Creek Beacon-Observer  
 Franklin Co. Chronicle  
 Fullerton Nance Co. Journal  
 Genoa Leader-Times  
 Gothenburg Leader  
 Grand Island Independent\*  
 Greeley Citizen  
 Hastings Tribune\*  
 Holdrege Citizen\*  
 Kearney Hub\*  
 Lexington Clipper-Herald  
 Loup City Sherman Co.  
 Times  
 Minden Courier  
 O'Neill Holt Co. Independent  
 Ord Quiz  
 Palmer Journal  
 Ravenna News  
 Red Cloud Chief  
 St. Paul Phonograph-Herald  
 Sargent Leader  
 Shelton Clipper  
 Spalding Enterprise  
 Spencer Advocate  
 Springview Herald

**38 NEWSPAPERS**  
**62,834 CIRCULATION**

## SOUTHEAST REGION

Ashland Gazette  
 Aurora News-Register  
 Beatrice Sun\*  
 Crete Doane College Owl  
 Crete News  
 David City Banner-Press  
 Fairbury Journal-News  
 Falls City Journal  
 Friend Sentinel  
 Geneva Nebraska Signal  
 Hebron Journal-Register  
 Henderson News  
 Hickman Voice-News  
 Humboldt Standard  
 Milford Times  
 Nebraska City News-Press  
 Nelson Nuckolls Co.  
     Locomotive-Gazette  
 Seward County Independent  
 Stromsburg Polk Co. News  
 Superior Express  
 Sutton Clay Co. News  
 Syracuse Journal-Democrat  
 Wahoo Newspaper  
 Waverly News  
 Wilber Republican  
 York News-Times\*

**26 NEWSPAPERS**  
**46,063 CIRCULATION**

## NORTHEAST REGION

Albion News  
 Arlington Citizen  
 Battle Creek Enterprise  
 Blair Enterprise  
 Blair Pilot-Tribune  
 Bloomfield Knox Co. News/  
 Monitor  
 Clarkson Colfax Co. Press  
 Clearwater Summerland  
 Advocate Messenger  
 Columbus Telegram\*  
 Crofton Journal  
 Dodge Criterion  
 Elgin Review

Fremont Tribune\*  
 Hartington Cedar Co. News  
 Hooper-Scribner Rustler-Sentinel  
 Howells Journal  
 Humphrey Democrat  
 Laurel Advocate  
 Leigh World  
 Lyons Mirror-Sun  
 Madison Star-Mail  
 Niobrara Tribune  
 Norfolk Daily News\*  
 North Bend Eagle  
 Oakland Independent  
 Omaha Daily Record\*  
 Omaha Jewish Press  
 Orchard Antelope Co. News  
 Osmond Republican  
 Pender Times  
 Petersburg Press  
 Pierce County Leader  
 Plainview News  
 Ponca Nebr. Journal-Leader  
 Ralston Recorder  
 Randolph Times  
 Sarpy County Times  
 Schuyler Sun  
 South Sioux City Dakota Co  
 Star  
 St. Edward Advance  
 Stanton Register  
 Tekamah Burt Co. Leader  
 Tilden Citizen  
 Verdigre Eagle  
 Wakefield Republican  
 Wausa Gazette  
 Wayne Herald  
 West Point News  
 Wisner News-Chronicle

**49 NEWSPAPERS**  
**75,869 CIRCULATION**

## WESTERN REGION

Alliance Times-Herald  
 Arthur Enterprise  
 Bayard Transcript  
 Benkelman Post & News-  
     Chronicle  
 Bridgeport News-Blade  
 Chadron Record  
 Chappell Register  
 Crawford Clipper  
 Curtis Hi-Line Enterprise  
 Gering Courier  
 Gordon Sheridan County  
     Journal-Star  
 Grant Tribune-Sentinel  
 Hayes Center Times-Repub-  
     lican  
 Hemingford Ledger  
 Hyannis Grant Co. News  
 Imperial Republican  
 Kimball Western Nebr. Ob-  
     server  
 McCook Gazette\*  
 Mullen Hooker County  
 Tribune  
 North Platte Bulletin  
 North Platte Telegraph\*  
 Ogallala Keith Co. News  
 Oshkosh Garden Co. News  
 Scottsbluff Business Farmer  
 Scottsbluff Star-Herald\*  
 Sidney Sun-Telegraph  
 Stapleton Enterprise  
 Sutherland Courier-Times  
 Thedford Thomas Co. Herald  
 Trenton Hitchcock Co. News  
 Valentine Midland News

**31 NEWSPAPERS**  
**48,362 CIRCULATION**

# 2X2

3.79" wide x 2" tall  
 3.22" wide x 2" tall  
 3.222" wide x 2.35" tall

# 2X4

3.79" wide x 4" tall  
 3.22" wide x 4" tall  
 3.222" wide x 4.9" tall

# 2X6

3.79" wide x 6" tall  
 3.22" wide x 6" tall  
 3.222" wide x 7.45" tall

PDF format preferred; black and white ads only.

# AD SAMPLES + FINE PRINT



Position for a  
Reefer or Hopper.  
Home Weekly.  
Pay based on  
experience. Call  
402-643-1223.

**CLASS A CDL DRIVER  
NEEDED**



**BARNDOMINIUMS- AGRICULTURAL – STORAGE  
BUSINESS- HOBBY/WORKSHOP - GARAGE**



**Awarded Top Builder in Nebraska**



**Let's Start Your Project Next**

***Critelbuildings.com* | 402-984-9613**

**Talk with our Experienced Team Today.**

## LAND AUCTION

**McCord Farm & Ranch**

**MARCH 29, 2023 at 1:00 PM**

**On the Bricks Lofts & Venue  
508 E Street, Fairbury, Nebraska**

1,343.39 acres offered in two parcels! Join us for an absolute land auction of tillable farm ground and native pasture located in Jefferson County, Nebraska!

*Aerial video and full brochure:* [www.agriaffiliates.com](http://www.agriaffiliates.com)

**Adam D. Pavelka | Listing Agent  
(402)519-2777**

**Hastings ■ Kearney ■ North Platte**



**AGRI AFFILIATES, INC.**  
*Providing Farm - Ranch Real Estate Services*

**SPECS:** Submit ads in the following three (3) sizes to accommodate the majority of newspapers in the network:

2x2: 3.22" x 2" • 3.22" x 2.35" • 3.79" x 2" | 2x4: 3.22" x 4" • 3.22" x 4.9" • 3.79" x 4" | 2x6: 3.22" x 6" • 3.22" x 7.45" • 3.79" x 6"

**DEADLINE:** The black/white pdf (with all fonts embedded) must be received by OnePress, 845 "S" Street, Lincoln, NE 68508-1226, by Thursday at 10am, preceding the week of insertion. Late copy will automatically be used the next week.

**PAYMENT:** Each ad submitted to OnePress must have check from the newspaper. If a statewide 2x2 or 1x4 display ad is sold, mail OnePress \$487.50 (newspaper retains balance of \$487.50). If a regional 2x2 or 1x4 display ad is sold, mail OnePress \$150.00 per SE or WE region; CE or NE Region-\$162.50. (newspaper retains balance of \$150.00 per SE or WE region, \$162.50-CE or NE Region). If a statewide 2x4 or 1x8 is sold, mail OnePress \$975 (newspaper retains balance of \$975). If a regional 2x4 or 1x8 is sold, mail NPAS \$300.00 per SE or WE region; \$325.00-CE or NE Region. (newspaper retains balance of \$300.00 per SE or WE region; \$325.00-CE or NE Region). If a statewide 2x6 is sold, mail OnePress \$1,125 (newspaper retains balance of \$1,125). If a regional 2x6 is sold, mail NPAS \$375.00 per SE or WE region; \$400.00-CE or NE Region. (newspaper retains balance of \$375.00 per SE or WE region; \$400.00-CE or NE Region). You can also pay online at: <https://nebpress.com/onepress-nebraska-press-advertising-service-payment-form/>

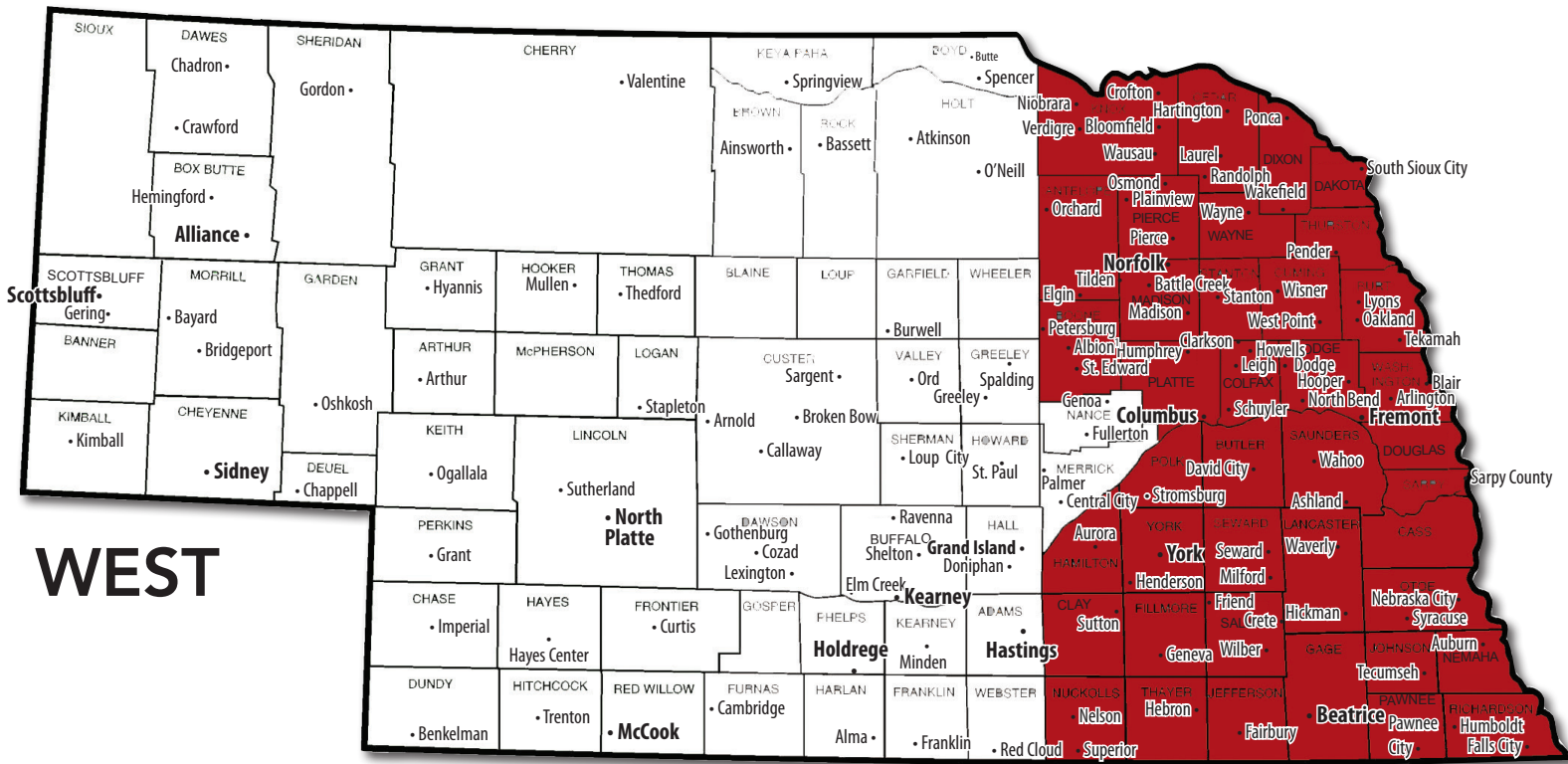
**PROOF OF PUBLICATION:** OnePress does not guarantee 100% of participating newspapers will run an accepted ad. OnePress will monitor participants in the statewide 2x2 program periodically. At the advertiser's request, an affidavit or one tearsheet certifying an advertisement's appearance will be issued if requested at time of order.

**RESTRICTIONS:** The originating newspaper, OnePress, or any participating newspaper reserves the right to reject any ad. See 2x2 brochure for additional guidelines and restrictions.

**ERRORS:** Typographical errors (wrong address, telephone number, name, price, etc.) will require a make-good in the next edition of the participating newspaper in error.

Classified Ad Networks

**EAST**



**STATEWIDE**

237,502 circulation  
 145 newspapers  
 \$225/week (25 words)  
 \$5/additional word

**WESTERN NEBRASKA**

108,457 circulation  
 69 newspapers  
 \$150/week (25 words)  
 \$5/additional word

**EASTERN NEBRASKA**

129,045 circulation  
 76 newspapers  
 \$150/week (25 words)  
 \$5/additional word

**BUY TWO WEEKS, GET THE THIRD WEEK FREE**

**DEADLINE: THURSDAY BY 10 A.M. FOR AD TO RUN THE FOLLOWING WEEK.**

# PARTICIPATING NEWSPAPERS

## WEST REGION

Ainsworth Star-Journal  
Alliance Times-Herald  
Alma Harlan Co. Journal  
Arnold Sentinel  
Arthur Enterprise  
Atkinson Graphic  
Bassett Rock Co. Leader  
Bayard Transcript  
Benkelman Post &  
News-Chronicle  
Blue Hill Leader  
Bridgeport News-Blade  
Broken Bow Custer Co. Chief  
Burwell Tribune  
Butte Gazette  
Callaway Courier  
Cambridge Valley Voice  
Central City  
Republican-Nonpareil  
Chadron Record  
Chappell Register  
Crawford Clipper  
Cozad Local  
Curtis Hi-Line Enterprise  
Doniphan Herald  
Elm Creek Beacon-Observer  
Franklin Co. Chronicle  
Fullerton Nance Co. Journal  
Genoa Leader-Times  
Gering Courier  
Gordon Sheridan County  
Journal Star  
Gothenburg Leader  
Grand Island Independent  
Grant Tribune-Sentinel  
Greeley Citizen  
Hastings Tribune  
Hayes Center  
Times-Republican  
Hemingford Ledger  
Holdrege Citizen  
Hyannis Grant Co. News  
Imperial Republican  
Kearney Hub  
Kimball Western  
Nebr. Observer  
Lexington Clipper-Herald

Loup City Sherman Co.  
Times  
McCook Gazette  
Minden Courier  
Mullen Hooker County  
Tribune  
North Platte Bulletin  
North Platte Telegraph  
O'Neill Holt Co. Independent  
Ogallala Keith Co. News  
Ord Quiz  
Oshkosh Garden Co. News  
Palmer Journal  
Ravenna News  
Red Cloud Chief  
Sargent Leader  
Scottsbluff Business Farmer  
Scottsbluff Star-Herald  
Shelton Clipper  
Sidney Sun-Telegraph  
Spalding Enterprise  
Spencer Advocate  
Springview Herald  
St. Paul Phonograph-Herald  
Stapleton Enterprise  
Sutherland Courier-Times  
Thedford Thomas Co. Herald  
Trenton Hitchcock Co. News  
Valentine Midland News

**69 NEWSPAPERS**  
**108,457 CIRCULATION**

## EAST REGION

Albion News  
Arlington Citizen  
Ashland Gazette  
Auburn Nemaha Co. Herald  
Aurora News-Register  
Battle Creek Enterprise  
Beatrice Sun  
Blair Enterprise  
Blair Pilot-Tribune  
Bloomfield Knox Co. News/  
Monitor  
Clarkson Colfax Co. Press  
Clearwater Summerland  
Advocate-Messenger  
Columbus Telegram  
Crete Doane College Owl  
Crete News  
Crofton Journal  
David City Banner-Press  
Dodge Criterion  
Elgin Review  
Fairbury Journal-News  
Falls City Journal  
Fremont Tribune  
Friend Sentinel  
Geneva Nebraska Signal  
Hartington Cedar Co. News  
Hebron Journal-Register  
Henderson News  
Hickman Voice-News  
Hooper-Scribner  
Rustler-Sentinel  
Howells Journal  
Humboldt Standard  
Humphrey Democrat  
Laurel Advocate  
Leigh World  
Lyons Mirror-Sun  
Madison Star-Mail  
Milford Times  
Nebraska City News-Press  
Nelson Nuckolls Co.  
Locomotive-Gazette  
Niobrara Tribune  
Norfolk Daily News  
North Bend Eagle  
Oakland Independent

Omaha Daily Record  
Omaha Jewish Press  
Orchard Antelope Co. News  
Osmond Republican  
Pawnee Republican  
Pender Times  
Petersburg Press  
Pierce County Leader  
Plainview News  
Ponca Nebr. Journal-Leader  
Randolph Times  
Sarpy County Times  
Schuyler Sun  
Seward County Independent  
South Sioux City  
Dakota Co Star  
Stanton Register  
Stromsburg Polk Co. News  
Superior Express  
Sutton Clay Co. News  
Syracuse Journal-Democrat  
Tecumseh Chieftain  
Tekamah Burt Co. Leader  
Tilden Citizen/Meadow  
Grove News  
Verdigre Eagle  
Wahoo Newspaper  
Wakefield Republican  
Wausa Gazette  
Waverly News  
Wayne Herald  
West Point News  
Wilber Republican  
Wisner News-Chronicle  
York News-Times

**76 NEWSPAPERS**  
**129,045 CIRCULATION**



**Violet Spader**

**Sales & Marketing Director**

**(402) 476-2851**

**vs@nebpress.com**

**ONE**press

OnePress is the sales division of the  
Nebraska Press Association,  
the nonprofit supporting  
all of Nebraska's newspapers.

**Marketing in Nebraska is unique.**  
**OnePress makes it easy.**

# SAMPLE ADS + FINE PRINT

## Statewide Classifieds

CLASSIFIED ADVERTISING in over 150 newspapers. Reach thousands of readers for \$225/25 word ad. Contact your local newspaper or call 1-800-369-2850.

HELLO NEBRASKA! Introducing [www.nepublicnotices.com](http://www.nepublicnotices.com), a new public notice website presented as a public service by all Nebraska newspapers. Free access, fully searchable – because democracy depends upon open government and your right to know.

AFFORDABLE PRESS Release service. Send your message to 155 newspapers across Nebraska for one low price! Call 1-800-369-2850 or [www.nepress.com](http://www.nepress.com) for more details.

USE HAPPY JACK® Kennel Dip™ as an area spray to control deer ticks, fleas, stable flies & mosquitoes where they breed. Biodegradable. At Tractor Supply® ([www.fleabeacon.com](http://www.fleabeacon.com)).

NEED LOW-COST, liability-only car insurance? Call Wurdeman Insurance, 402-763-9616. Omaha-based and proudly serving all Nebraskans for 20 years! Call for proof of insurance in minutes!

FREE HIGH speed internet for those that qualify. Government program for recipients of select programs incl. Medicaid, SNAP, Housing Assistance, WIC, Veterans Pension, Survivor Benefits, Lifeline, Tribal. 15 GB internet service. Bonus offer: Android tablet FREE with one-time \$20 copay. Free shipping & handling. Call

want to get up to 100% back on Vet Bills? Physicians Mutual Insurance Company has pet coverage that can help! Call 1-844-531-0870 to get a free quote or visit [insurebarkmeow.com/nepress](http://insurebarkmeow.com/nepress).

DIRECTV Stream - Carries the Most Local MLB Games! CHOICE Package, \$89.99/mo for 12 months. Stream on 20 devices in your home at once. HBO Max included for 3 mos (w/CHOICE Package or higher.) No annual contract, no hidden fees! Some restrictions apply. Call IVS 1-855-763-0124.

PORTABLE OXYGEN Concentrator? May be covered by Medicare! Reclaim independence and mobility with the compact design and long-lasting battery of Inogen One. Free information kit! Call 855-385-3580.

DOES YOUR basement or crawl space need some attention? Call Thrasher Foundation Repair! A permanent solution for waterproofing, failing foundations, sinking concrete and nasty crawl spaces. FREE Inspection & Same Day Estimate. \$250 off ANY project with code GET250. Call 1-844-958-3431.

THE BATHROOM of your dreams for as little as \$149/month! BCI Bath & Shower. Many options available. Quality materials & professional installation. Senior & Military Discounts Available. Limited Time Offer - FREE virtual in-home consultation now and SAVE 15%! Call Today! 1-855-451-2244.

VIVINT. SMART security. Professionally installed. One connected system for total peace of mind. FREE professional installation! Four FREE months of monitoring! Call now to customize your system. 1-833-776-0423.

**DEADLINE:** Copy must be received by OnePress, 845 "S" Street, Lincoln, NE 68508-1226, by Thursday at 10 a.m. preceding the week of insertion. NO TELEPHONE ORDERS WILL BE ACCEPTED.

**PAYMENT:** Payment can be mailed to: OnePress, 845 "S" Street, Lincoln, NE 68508. You can also pay online at: <https://nepress.com/onepress-nebraska-press-advertising-service-payment-form/>

**CIRCULATION:** This statewide program delivers an estimated 450,000+ classified advertising readers each week based on scientific research of Nebraska newspaper readership.

**PROOF OF PUBLICATION:** OnePress does not guarantee 100% of participating newspapers will run an accepted ad. OnePress will monitor participants in the statewide classified program periodically. At the advertiser's request, an affidavit or one tearsheet will be issued.

**WORD COUNT METHOD:** Telephone number, including area code, is one word. City addresses include either: 1) the house number, street and direction; or 2) the post office box number as two words. Rural addresses include the box number and route number as two words. The name of the city, state, and ZIP code are each one word. E-mail addresses are counted as one word.

**RESTRICTIONS:** The originating newspaper, OnePress, or any participating newspaper reserves the right to reject any ad. "Work at home" ads subject to preapproval. See NCAN brochure for additional guidelines and restrictions.

**ERRORS:** Typographical errors (wrong address, telephone number, name, price, etc.) will require a make-good in the next edition of the participating newspaper in error.

# 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](mailto: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](#).*



## ‘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](mailto: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!*