

Bulletin

Save the Dates!

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)

Upcoming Webinar

Online Media Campus

**Ryan Dohrn: Selling
Value When Price is the
Advertiser's Only Focus**

Thursday, November 30

1:00 p.m. CT

\$35.00

(NPA members: submit your paid webinar receipt to NPA & you'll be reimbursed!)

Register for the webinar:

<https://onlinemediacampus.com/>

When price becomes the deciding factor on a sales call, we have messed up. In this class, Ryan will help define your differentiating factors & show you how to shift the conversation from price to benefit. Value is what the advertiser will get, & price is what they will pay.

Ryan Dohrn is a top motivational speaker & sales/marketing/leadership trainer.

CONTACT INFO:

Telephone: 800-369-2850 or

402-476-2851

FAX: 402-476-2942

E-mail: nebpress@nebpress.com

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



*Thank you NPA members for all that you do
for your communities, and
for your support of NPA/OnePress.*

The NPA/OnePress office will be CLOSED
Thurs. & Fri., Nov. 23 & 24 for the Thanksgiving holiday.

Please complete 2024 NPA Rate Request Form by Friday, December 1, 2023

We request rates annually for Nebraska Press Association's advertising division, OnePress. OnePress acts as an extension of your newspaper's sales force. When OnePress sends an insertion order to your newspaper, that is an ad sold on your behalf and delivered to you camera-ready - generating revenue for your newspaper and freeing up your staff for other sales efforts.

Here's the link to complete the 2024 Rate Request form:
https://nna.formstack.com/forms/2024_npa_rate_request

If you have multiple publications, please fill out a form for each publication. You can click the link multiple times.

Questions? Please email or call Violet Spader, OnePress Sales & Marketing Director, vs@nebpress.com.

Submit 2024 Rate Request Forms by Fri., Dec. 1, 2023. Thank you!

NPA/OnePress Staff



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NPA Legal Hotline

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Attorney at Law

Phone: 785-840-0077

Email: maxk@kautschlaw.com

Have a Legal Question?

Call the Nebraska Press
Association Legal Hotline

Max Kautsch, Attorney at Law

Phone 785-840-0077

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Max Kautsch

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.

NPA Executive Director, Dennis DeRossett (below, right) presents Kevin Peterson, publisher of the Wayne Herald, with a thank you gift for serving as NPA President for 1 1/2 terms. Kevin passed the gavel to incoming NPA President, Rob Dump, at the Nov. 3 joint (NPA, NPAS) board meeting at the NPA office in Lincoln. Kevin now serves a term as NPA Immediate Past President.



New NPA President, Rob Dump



Rob Dump and Peggy Year raised their family at the Cedar County News in Hartington. All three children — Kyle, Kellyn and Kaylee — worked at the newspaper while in school and during the summers. All three are still involved in the newspaper operation to some extent today. Kellyn, is the advertising manager at the News, while Kyle writes an occasional column and helps on the digital side. Kaylee helped create the newspaper's multiple websites and helps out as a digital designer and copy editor. This photo was taken in May 2022, when the family celebrated 30 years of ownership at the Hartington newspaper.

Peterson passes the gavel

After serving 18 months as Nebraska Press Association President, Kevin Peterson closed out his term by passing me the gavel at the close of the NPA's Nov. 3 Board meeting.

Kevin and I are used to working together, and this is not the first time the gavel has passed between us.

Since his Wayne Herald office and our Cedar County News office are only 36 miles down the road from each other, we've worked together on several projects over the years. We've often traded places as president or vice president of the Northeast Nebraska Rocket, a joint advertising publication which is inserted into 12 Northeast Nebraska newspapers.

Kevin has done an admirable job helping to guide the Association through some challenging times.

Under his tenure, the Association has been able to get a long overdue rate increase for public notices, and help modernize the distribution of those public notices with our new website — www.nepublicnotices.com

He's also been an active participant in helping to get the Press Association bylaws updated.

These are two areas in which I hope to continue his work.

My other focus during my term in office will be to help our community newspapers better modernize themselves.

I'm afraid the handwriting is on the wall, if we don't do our best to keep up with the changing world around us, we will be left in the dust as our readers find other ways to stay informed.

We all see it, just about everyone who wants to stay abreast of what is happening in the world around them, is constantly checking their phones and computers for news updates.

We all need to make sure we have a solid presence in the digital world so our readers will be able to check our news websites — trusted, unbiased, local news websites.

While no one person has all the answers as to how to survive and thrive in this new digital world, I'm hoping we can all put our heads together to help each other figure this out.

With that in mind, the Association is looking at several things to help keep up with the times and bring in new revenue streams.

We are considering

- a program to help bring websites to every newspaper in the Association.

- changing the bylaws to allow digital-only news publications to become active Association members
- digitizing our content and repackaging it to further enhance our revenue streams

- working more closely with state and federal agencies to better help them get their messages out

- better promotion of the Association and our news outlets to ingrain the idea into Nebraskans that we are a strong and vibrant source of information and the best means of recording and communicating the history and events of the communities we serve.

Yes, the Association is facing some big challenges, and we're going to have to make some big, bold decisions in the next couple of years if we want to keep up with the changing landscape in community journalism.

Kevin did a great job of opening the doors to this changing world. I get the privilege of helping us walk through those doors and into the future.

I'm up to the challenge. Are you?

ROB DUMP
NPA
PRESIDENT



“Kids who are on track to read by 3rd grade have a significant advantage for future learning.”

-- Nebraska Department of Education, 10/30/23

Kid Scoop News is so important in creating this advantage in Nebraska!

Launched in September, 2021 by the Nebraska Press Association Foundation, delivered to 10,000 students in 580 classrooms in Northeast and North Central Nebraska.

Our goal: to be STATEWIDE!

Kid Scoop News is totally funded by grants, sponsorships and donations.

On Giving Tuesday we ask for your donation as we strive for our goal to give each child a chance at improved literacy through the Kid Scoop Campaign.

If you'd like to give to Kid Scoop, please complete the online NPA Foundation 501(c)(3) donation form to help us further this goal, at:

https://nebpress.com/nebraska-press-association-foundation-donation-form/?fbclid=IwAR06AsW-uvE4YizthOVDktuOjzJtjQZcUFR0_PdXmONEuLBZ82MpdHQInpw



Kid Scoop Campaign

DONATE ON GIVING TUESDAY TO GROW
KID SCOOP ACROSS THE STATE AND
HELP IMPROVE CHILDHOOD LITERACY

Give on Nov. 28, 2023 to the NPA Foundation



Good work!

The following newspapers sold network ads during the month of October. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads. *Names marked with an asterisk indicate sales that are eligible for the Fall Cash Sales Special.*

Week of October 2, 2023:

Blair Enterprise – Jahde Osborn (paper made \$487.50)
Blair Enterprise – Lynette Hansen (paper made \$150.00)
Cedar County News – Kellyn Dump (paper made \$162.50)
Hickman Voice News – Darren Ivy (2 ads) (paper made \$312.50)
Clay County News – Karla Fehr* (paper made \$75.00)
Alma Harlan Co. Journal – Angela Bellware* (paper made \$135.00)

Week of October 9, 2023:

Hickman Voice News – Darren Ivy (3 ads) (paper made \$612.50)
Cedar County News – Kellyn Dump (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$162.50)
Lyons Mirror Sun – Paige Anderson (paper made \$150.00)

Week of October 16, 2023:

Cedar County News – Kellyn Dump (2 ads) (paper made \$562.50)
Blair Enterprise – Jahde Osborn (paper made \$150.00)
Hickman Voice News – Darren Ivy (3 ads) (paper made \$612.50)
Tekamah Burt Co. Plaindealer – Paula Denton (paper made \$162.50)
Hebron Journal Register – Diane Wanek* (paper made \$150.00)

Week of October 23, 2023:

Blair Enterprise – Jahde Osborn (paper made \$162.50)
Cedar County News – Kellyn Dump* (3 ads) (paper made \$887.50)
Crete News – Kaitlyn Dallmann (paper made \$150.00)
Hickman Voice News – Darren Ivy (paper made \$150.00)
Chappell Register – Mike Talbott* (paper made \$75.00)

Week of October 30, 2023:

Blair Enterprise – Jahde Osborn (paper made \$150.00)
Hickman Voice News – Darren Ivy (2 ads) (paper made \$450.00)
Geneva Nebraska Signal – Diane Wanek (paper made \$300.00)
Tekamah Burt Co. Plaindealer – Paula Denton (paper made \$162.50)
Cedar County News – Kellyn Dump (paper made \$200.00)
Chappell Register – Mike Talbott (2 ads) (paper made \$150.00)



EARLY DEADLINES FOR
THANKSGIVING
NETWORK ADS

DEADLINE IS **TUESDAY, 11/21 AT 2 PM**
FOR ADS RUNNING WEEK OF 11/27

PLEASE PASS THIS INFORMATION TO ALL EMPLOYEES.

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FOR MORE INFO CONTACT VIOLET:
402-476-2851, EXT. 4 | VS@NEBPRESS.COM

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 Nebraska News Service stories sent directly to your paper:
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; 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.**



COURTESY OF VISIT OMAHA



NNA Foundation's 138th Annual Convention & Trade Show

September 26-27, 2024

Embassy Suites by Hilton Omaha Downtown/Old Market



NNAFOUNDATION.ORG/CONVENTION

Nebraska Publisher, OnePress board member, featured in November issue of NNA's Pub Aux newspaper

Carrie Pitzer, president of Pitzer Digital, LLC, publisher of four northeast Nebraska newspapers, and OnePress board member, is featured in the November issue of Pub Aux, NNA's monthly newspaper.

She was featured in Robert Williams' *Great Ideas* column for her award-winning newspaper and digital sales and marketing. Pitzer Digital is a media and marketing firm based in Neligh. The company's four newspapers are (Orchard/Neligh) Antelope Co. News, (Bloomfield/Creighton) Knox Co. News, Stanton Register and (Greeley/Spalding/Cedar Rapids) Cedar Valley News. Check out the November issue of Pub Aux's *Great Ideas* column!

"Gratitude is the inward feeling of kindness received. Thankfulness is the natural impulse to express that feeling. Thanksgiving is the following of that impulse."

-- Henry van Dyke

American author, educator, clergyman

New President announced to lead Omaha World-Herald, Lee Enterprises' Western division

Lincoln Journal Star, Oct. 31, 2023

Chase Rankin has been named president of the Omaha World-Herald and Lee Enterprises' Western division. Rankin will replace Ava Thomas, who is now president of Lee's Midwest region.

Rankin most recently served as senior vice president of advertising for the Las Vegas Review Journal. Before working in Las Vegas, he was vice president of advertising for Gannett's Republic Media. Throughout his 20-year media career, he also served as president and publisher of the Arizona Daily Star, director of advertising for Lee Enterprises and the St. Louis Dispatch and sales manager for the Star Tribune in Minneapolis.

Lee Enterprises serves 74 markets in 26 states with daily newspapers, digital products and nearly 350 weekly and specialty publications.

UNL journalism students assist with Nebraska Rotary image campaign

Lincoln Journal Star, Nov. 4, 2023

Students from UNL's College of Journalism and Mass Communications Jacht Agency attended a meeting of the Lincoln South Rotary on Oct. 27 to get an up-close look and personal feel for Rotary.

Their participation in one of the organization's meetings was part of a project to help the nearly 40 Rotary clubs in eastern Nebraska and western Iowa share what modern-day Rotary is all about.

"People still think that Rotary is only about meeting for lunch once a week and maybe ringing bells for the Salvation Army around Christmas," shared Randy Bretz, chairman of Rotary District 5650's Public Image efforts. "They have no idea that we're part of an international organization that is promoting peace, fighting disease and helping women and children in impoverished situations," Bretz said.

The Rotary District 5650 Board agreed to work with the UNL students on an image campaign through the UNL Jacht Agency, a full-service advertising agency consisting of students at UNL who are supervised by faculty in the College of Journalism and Mass Communications. Their services include research, strategic branding and public relations. The Jacht Agency spent the spring semester conducting surveys of nearly 3,000 Rotary members in the District. During the fall semester, they're surveying the general public.

MINUTES – Joint Board Meeting, NPA and OnePress; 9:30 a.m., Friday, Nov. 3rd, 2023, at NPA Office, Lincoln, NE

The meeting was called to order at 9:30 a.m. by NPA president Kevin Peterson (Wayne Herald) and OnePress president Marcia Hora (Stapleton Enterprise). In attendance were NPA board members: Rob Dump, vice president, Cedar Co. News Hartington; John Erickson, treasurer, Bridgeport News-Blade; Michael Happ, The Phonograph-Herald, St. Paul; and Amy Johnson, immediate past president, Springview Herald. Not attending was Cody Gerlach, the Valley Voice, Cambridge. OnePress board members in attendance were: Dee Klein, vice president, North Platte Telegraph; Lynell Morgan, The Elgin Review; Tim Linscott, Fairbury Journal-News; Carrie Pitzer, Antelope County News, Neligh; Paul Swanson, The Enterprise, Blair; and, by Zoom -- Vickie Hrabanek, immediate past president, Norfolk Daily News.

Amy Johnson was recognized for her service to NPA as this was her last board meeting due to term limits. She was presented with a gift and then thanked the board and NPA staff for their support of her during her terms as a board member, as well as a two-year term as president due to the Covid situation.

The minutes of the July 21st joint board meeting held in Wayne were approved as submitted.

New employee Lindsey Tederman was introduced to the board. Lindsey is from Gothenburg and formerly worked at one of our member newspapers. Her concentration will be on sales and special projects. Lindsey replaces Wendy Jurgens.

Executive director Dennis DeRossett gave brief updates on the NNA convention in Washington D.C. at the end of September, during which NPA members met with members of Nebraska's congressional delegation in their offices on Capitol Hill. Also, nominations for the Don Harpst Sr. Leadership Award are being accepted until the Nov. 15th

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deadline. A selection committee comprised of five former past presidents will be named by Peterson to select the honoree; the award will be given during convention next April 2024. The honoree will receive \$500, as well as \$1,000 for the recipient to donate in their community. The Master Editor-Publisher award will be given at the 2024 convention; nominations will be accepted in December and January.

By a unanimous vote, the board approved the appointment of Donnis Hueftle-Bullock, publisher of the Custer Co. Chief in Broken Bow, to fill the vacant board seat of Patrick Ethridge who moved out of state. Donnis attended the meeting via Zoom. She will serve the remaining 18 months of Patrick's term.

Dennis gave details of a short-term lease agreement between NPAS/OnePress and the developer of the new hotel being built on adjacent property to the south. The developer will lease the gravel strip of land from February 2024 thru completion of the project in April 2025. The agreement includes reimbursement of our legal fees incurred from lease discussions; also, the gravel strip will be paved with concrete at the end of the project at no cost to NPAS/OnePress.

The board approved the retainer agreement with Max Kautsch for legal hotline services for 2024.

The Membership Committee report given by Rob Dump recommends NPA adopt a new category for Online-only news organizations. From input from legal counsel, and after reviewing practiced of other states, two stipulations for the category were discussed – that the entity be a non-profit news organization and that the mission statement on their Form 990 tax return clearly align with that of NPA. Only two legitimate online news organizations currently meet the criteria: the Nebraska Examiner and Flatwater Free Press. The board will consider more information and seek member input over the next few months. Adding this category would require a change in NPA bylaws and voted upon at the annual meeting in April 2024.

The Contest Committee gave a recommendation that the digital contest be consolidated into one division with members of all size competing against each. There were only 53 entries in the digital contest in 2023. After discussion, the board voted to have two divisions in the digital contest – one for weeklies that publish 1x – 2x per week, and the second division for newspapers that publish 3x – 7x per week. This change will be effective immediately.

Each board approved the YTD financials thru September: operating statements, the corresponding balance sheet, and the cash reserve report. Violet Spader

presented analysis of YTD vs. prior year, the network advertising sales, as well as projections for 2024 involving digital sales and political – including constitutional amendments. Violet also gave an update on Kid Scoop News and the fundraising efforts to allow for expansion of the current number of copies and distribution area.

For 2024 membership dues, it was explained that NPA will lose approximately \$8,000 due to closures and mergers. The board will not try to cover that loss from dues increase to other members. The board did approve in July a change in the dues formula that removes the circulation component from dues calculations. The formula will now be solely based a set number of advertising inches x the newspaper's open or national rate.

As of year-end, Universal Services will no longer provide the archiving services for Nebraska News Link. There are very few options for other providers; a zoom demonstration has been set for mid-November on one of the platforms under consideration.

The Legislative Committee report included details of a meeting with Dennis had with State Sen. Ron Holdcroft from Sarpy County regarding public notice concerns. NPA's statewide public notice website resolved many of the concerns. However, it is certain that public notices in newspapers will come under increased scrutiny, as both Kansas and Ohio have bad legislation that removes notices from print. Dennis will send a full legislative update to all members in early December, prior to the start of the next legislative session the first week of January.

At this point in the meeting, Rob Dump of the Cedar Co. News Hartington, became NPA president with the passing of the gavel from Kevin Peterson, who moved in the seat of immediate past president. After comments from both Kevin and Rob, the board:

Approved sending a letter to UNL President Ted Carter regarding the proposed closure of the journalism department at UNK.

Heard a report on plans for the National Newspaper Association's 2024 annual convention to be held in Omaha on Sept. 26-28. Rob said it will be a great opportunity for Nebraska newspapers to attend an NNA convention and hopes many will plan now to attend.

The next meeting of the NPA and NPAS/OnePress board will be in early February. A strategic planning session will be included as part of the two-day session, to be held in Kearney.

After a board luncheon, the meeting was adjourned at 1:25 p.m.

Classified Advertising Exchange

November 20, 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.

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.