



# 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*

### Shaking Up That Old Story List

**Thursday, December 14**

**1:00 p.m. CT**

**\$35.00**

*(sign up by 12/11 to avoid \$10 late fee)*

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

Register for the webinar:

<https://onlinemediacampus.com/>

*Tired of doing the same old story every  
year? This webinar challenges you to  
take that most boring annual story you  
feel committed to do and turn it into  
something fresh for your readers.*

**PRESENTER is Lyle Muller, long-time  
Iowa news veteran and Iowa editor for  
PolitiFact & professional adviser for  
Grinnell College's student-run Scarlet &  
Black newspaper.**

**CONTACT INFO:**

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402-476-2851

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## Help promote NPA Foundation 2024 high school and college scholarships!

Scholarship guidelines and applications forms for the 2024 NPA Foundation's scholarships were sent out to Nebraska high school counselors and college/university faculty and advisers last week. The Foundation board approved funding for up to five total scholarships of \$2,000 each for 2024.

**Information and application forms are also posted on the NPA website home page: [www.nebpress.com](http://www.nebpress.com).** Application deadline (postmarked by) is January 19, 2024.



### \$2,000 Scholarships

#### Nebraska Press Association Foundation

Special consideration given to student's involvement in their local community newspaper or student newspaper.

Preference will be given to students pursuing community-based journalism or agricultural communications education at a Nebraska-based or out-of-state college/university.

Applications must be post-marked by January 19, 2024.

For more information and application form,  
[www.nebpress.com](http://www.nebpress.com)



**Scholarships will be given to students with a specific interest in community-based journalism or agricultural communications.**

Students eligible to apply must have graduated (or will be graduating) from a Nebraska high school, but they can attend a Nebraska-based or out-of-state college/university.

**Special consideration will be given to essay question response, and student's involvement in their local community or student newspaper.**

Scholarship recipients will be announced at the Annual NPA Convention, April 26-27, 2024, in Lincoln.

Please help promote this excellent scholarship opportunity. Contact Susan Watson with any questions - [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 402-475-2851.

## 2024 NPA Better Newspaper Contest Watch for details week of December 14!

## NPA/OnePress Staff



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## Give the Gift of a **NEWSPAPER SUBSCRIPTION**

**Shop Local This Holiday.**

And...Support Local  
Journalism.

*The gift that keeps on giving!*

## As 2023 comes to a close...thank you for all you do



*Marcia Hora  
President,  
NPA/OnePress*

Six months have passed since becoming NPAS/OnePress president. It is an honor and privilege to serve on the board and represent community newspapers that play an important role in our villages, towns, and cities across the state.

As 2023 is coming to a close, we are reminded of how great a role our newspapers have played in promoting our communities and keeping citizens informed.

I encourage you to be looking at what your newspapers have done in the way of stories, photos and advertising that have made an impact, and start preparing for the 2024 Nebraska Better Newspaper Contest. The entry period starts this week, so watch for details from NPA, coming soon.

Newspapers continue to be the best way to reach potential customers. Thank you for selling advertising for the statewide classifieds and networks, an important revenue stream for NPA & OnePress. Please continue to share advertising possibilities through the networks with your advertisers.

A question was recently asked, what are the benefits of being a member of the Nebraska Press Association.

Now more than ever we need NPA to deal with legislation that has an impact on our newspapers. NPA has

testified on our behalf and we need to stay informed on issues so we can call our state senators and be knowledgeable about legislative bills. It is to our benefit to make our own calls, write emails and build good

relationships with our state senators. At our 2023 convention, we were able to host a legislative breakfast that allowed us to personally meet our state senators who were able to attend.

Our industry faces many issues, and maintaining public notices in print is at the forefront. Both the NPA and OnePress boards are committed to keeping public notices in newspapers, which many small newspapers depend on to continue to be able to publish. NPA established a statewide public notice website and has worked to upload all notices onto the website as an extra measure to keep public notices in print. NPA was also able to get an increase in the public notice line rates that had been the same for 25 years.

The Kid Scoop News program is a good way to instill reading newspapers in students in grades 3, 4 and 5. We are working to get Kid Scoop News distribution available to each third-, fourth- and fifth-grade student in every school across the state.

Plans are being made for the annual NPA convention in April 2024, and I encourage you to make plans now to attend. You will learn new ideas and, most importantly, meet other newspaper people who have the same issues you do, and form friendships and network.

Thank you for what you do for your communities and best wishes for a Merry Holiday Season.

## Good work!

The following newspapers sold network ads during the month of November. 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 November 6, 2023

Geneva Nebraska Signal - Diane Wanek (paper made \$300.00)  
Cedar County News - Kellyn Dump (paper made \$162.50)  
Blair Enterprise - Jahde Osborn (paper made \$487.50)  
Kearney Hub - Kylee Hill\* (paper made \$162.50)  
Hickman Voice News - Darren Ivy (paper made \$150.00)  
Alma Harlan County Journal - Angela Bellware (paper made \$162.50)  
Chappell Register - Mike Talbott (paper made \$75.00)

### Week of November 13, 2023

Geneva Nebraska Signal - Diane Wanek (paper made \$300.00)  
Sidney Sun-Telegraph - Barb Perez\* (paper made \$375.00)  
Cedar County News - Kellyn Dump (paper made \$162.50)  
Blair Enterprise - Jahde Osborn (paper made \$162.50)  
Hickman Voice News - Darren Ivy (paper made \$150.00)

### Week of November 20, 2023

Cedar County News - Kellyn Dump (paper made \$162.50)  
Tekamah Burt Co Plaindealer - Paula Denton (paper made \$162.50)  
Blair Enterprise - Jahde Osborn (paper made \$150.00)  
Hickman Voice News - Darren Ivy\* (paper made \$375.00)  
Crete News - Kaitlyn Dallmann (paper made \$150.00)

### Week of November 27, 2023

Blair Enterprise - Jahde Osborn (paper made \$162.50)  
Benkelman Post & News-Chronicle (paper made \$975.00)  
Tekamah Burt Co Plaindealer - Paula Denton (paper made \$162.50)  
Sidney Sun-Telegraph - Barb Perez (paper made \$300.00)  
Hickman Voice News - Darren Ivy (paper made \$375.00)  
Crete News - Kaitlyn Dallmann (paper made \$150.00)

## Fall Cash Promotion Results:

**Congratulations to the following NPA members who earned cash during the Fall Cash Promotion!**

Randy Sadd, Doniphan Herald  
Angela Bellware, Alma Harlan County News  
Karla Fehr, Clay County News  
Mike Talbott, Chappell Register  
Diane Wanek, Hebron Journal Register  
Kellyn Dump, Cedar County News  
Kylee Hill, North Platte Telegraph  
Barb Perez, Sidney Sun-Telegraph  
Darren Ivy, Hickman Voice News

**Kellyn Dump is the grand prize winner of a 2-night stay at the Crowne Plaza in Kearney and a gift certificate to Fyre, their new restaurant on the Younes Campus. Thank you to Younes Hospitality for sponsoring the prize drawing!**

## 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 & outline 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.

### Comments on Earn Your Press Pass from Nebraska newspaper staff who have completed the course:

*"I really learned a lot from the course! I hadn't taken any sort of journalism classes beforehand, but now I'm able to conduct thorough interviews and write well thought out pieces from those interviews. Even my pictures have gotten better. I'm really grateful that you offer these courses, and I would certainly recommend them to other aspiring journalists!"* **J.G. - Tecumseh Chieftain**

*"I personally enjoyed having Lindsey as my instructor because she speaks nice and clear when giving explanations of journalism topics. The parts that I found useful the most were the Writing Techniques and the Editing section. Also, she gave really good points to get myself ready for interviews. I feel it was worth every minute of my time and I learned a lot. It's very helpful for somebody who is starting in this world of journalism. Thank you so much for all the effort put on this."*

**D.G. - Sidney Sun-Telegraph**

**Since NPA began promoting the course in May, 45 staff from 28 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](mailto:nebpress@nebpress.com), or Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com) to sign up.**



## Are you ready to file postage statement digitally? Hard copy postage statements end January 24, 2024

National Newspaper Assn., December 2023

The U.S. Postal Service is reminding commercial mailers that the end is near for hard-copy postage statements.

**Publishers who have completed hard-copy Forms 3541 for Periodicals mail, or 3602 for Marketing Mail must be able to file these statements digitally by January 28, 2024.**



Emailing hard-copy statements, scans or PDFs of statements will not be acceptable. The new process will require publishers to enter data directly into USPS' PostalOne system. **Publishers needing to convert to a digital process may contract with an approved third-party software vendor or use USPS' Postal Wizard to enter their data.** Postal Wizard is free, but it does not permit use of a single form to enter commingled mail, separate editions (such as in-state and out-of-state editions) or mailings with differentials of weight within a single issue. **The USPS Industry Alert confirming the end of hard-copy statements is here: <https://postalpro.usps.com/node/12612>.**

**National Newspaper Association members may view archived webinars, as well. A special session on the transition is available here:**

**<https://www.nnafoundation.org/understanding-periodicals-vol-2-session-1-the-overview>.**

## 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](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://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.**

## **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 & phone number to Jill Martin, College of Journalism Asst. Professor & Coordinator of the Nebraska News Service, Email: [jmartin42@unl.edu](mailto:jmartin42@unl.edu); Phone: 402-472-4125.**

**Links to Nebraska News Service stories for week of Dec. 4:**

**<https://nebraskanewsservice.net/news/ashland-horse-trainer-creates-legacy-as-one-of-the-best/>**

**<https://nebraskanewsservice.net/education/why-nebraska-school-librarians-still-love-their-jobs-despite-book-challenges/>**

**<https://nebraskanewsservice.net/state/autumn-birding-in-nebraska-an-experience-for-all/>**

**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.



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## **NNA Foundation's 138th Annual Convention & Trade Show**

September 26-27, 2024

Embassy Suites by Hilton Omaha Downtown/Old Market



**[NNAFOUNDATION.ORG/CONVENTION](https://NNAFOUNDATION.ORG/CONVENTION)**



# Kevin's Top 10 Tips for 2024

As one year ends and another begins, Kevin puts on his coaching cap

By Kevin Slimp

The end of one year and the beginning of a new year seem to make me a little reflective. In the past three weeks, I've found myself in 13 states. Traveling has allowed me to visit with many longtime newspaper friends and a few new ones. I'm often asked for advice in our conversations, especially as publishers contemplate plans for the new year.

Readers seem to like numbered lists – and it seems as if half the folks I know are “coaches” these days – so please humor me as I offer “Coach Kevin’s Top 10 Tips (please forgive the superfluous alliteration) for 2024.”

**Tip 1:** Watch for community members who could be valuable to your newspaper. A close friend recently retired and was quickly contacted by a community newspaper 20 miles away asking if he'd be interested in shooting pictures at ballgames a couple of times each week. He was surprised and thrilled. He's having a great time taking photos of high school wrestling matches and volleyball games, and the newspaper is getting a great deal. Like many new retirees, he was concerned about filling his time during retirement. It's a win/win.

**Tip 2:** Make it a habit to meet with reporters and designers to discuss ways to improve the content and design of your newspaper. Do you want to increase readership? The quickest way I know of is to improve the content and look of your newspaper.

**Tip 3:** Call the Small Business

Bureau (in some states, grants come through the Economic and Community Development office) and ask about grants for small businesses. I've worked with papers in several states that have received grants to pay the entire bill for on-site training. These grants covered training costs and other expenses. A quick look at my state's website (Tennessee) states, “For the most part, the grants that go to small business owners generally fall in three areas: value-added agriculture, technology development and commercialization, and vocational rehabilitation.” Just about everything we do at newspapers can fit into the technology development category when applying for a grant. You can also find information about grants at grants.gov.

**Tip 4:** Replace your on-site backup drives every couple of years. They break down, and it can be a miserable experience when they do. Newspapers should also have off-site (cloud) backups in place. Your information can be safely stored off-site for just a few dollars each month.

**Tip 5:** Speaking of backups, most newspapers are Mac-based. Ensure every computer is set up to use Time Machine for automatic backups. Time Machine has saved me many times over the years. Just purchase an inexpensive SSD drive (usually around \$100) for each computer to be used only for Time Machine.

**Tip 6:** If you haven't already, cre-



ate a master chart to track your sales calls. Be sure to include columns for “in-person,” “phone,” “text,” and “email” calls. Look over your calls with your ad manager or publisher at the end of each week. A master chart is a straightforward method for increasing the number of calls, guaranteeing increased ad revenue. It is also an excellent reminder to make more in-person calls rather than relying too much on email or other contact methods.

**Tip 7:** Don't let the design of your newspaper become stale. If your newspaper looks the same as it did ten years ago, it's too late. But it's never too late to update the design.

**Tip 8:** Take advantage of training opportunities. Be aware of online and in-person training available through your press association and other organizations. It comes as no surprise that most successful newspapers make training a regular part of their routine.

**Tip 9:** Host a focus group of diverse community members

annually to get opinions and share ideas about ways to improve your newspaper. People love being part of focus groups, and it's an effective way to get solid information to enhance your product.

**Tip 10:** Be a “hands-on” publisher. The most successful papers I've worked with in 2023 have publishers who are hands-on in the daily operation of the newspaper. Years ago, a young editor called me panicked when she had been offered the publisher's position at a nearby daily paper. “What does a publisher do?” she asked. “It's simple,” I replied. “Either nothing... or everything.” Successful papers have publishers who are involved in the paper and the community.



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

# Classified Advertising Exchange

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December 4, 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).

**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).