



Bulletin



Save the Dates!

NPA Annual Convention

April 26-27, 2024

Cornhusker Marriott Hotel / Lincoln

National Newspaper Assn. Foundation Convention & Trade Show

September 26-28, 2024

*Embassy Suites, Omaha, NE
(downtown Old Market)*

Upcoming Webinar

Online Media Campus

Using Social Media to Build Your Brand & Connect With Your Audience

Thursday, March 14

1:00 p.m. CT

Cost: \$35.00

(\$45 after March 11 deadline)

Register for the webinar:

<https://onlinemediacampus.com/>

PRESENTER: *Ty Rushing, co-founder & president of the Iowa Assn of Black Journalists & senior editor of Iowa Starting Line, will share tips, tricks & examples of how he and others have used social media to grow their digital presence.*

Contact NPA to find out how you can register for FREE.

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>



Nebraska Press Association Convention

Friday & Saturday, April 26 & 27, 2024

Cornhusker Marriott Hotel, 333 So. 13th St., Lincoln, NE 68508

Join us in Lincoln!

LEARN, CONNECT & DISCUSS.

Get inspired & re-energized.

— Thursday evening, April 25

NPA Foundation Fundraiser Fun Night

7:00-9:00pm at the Cornhusker Marriott

DETAILS COMING SOON

— Convention Session Topics & Presenters Attached to the Bulletin

— Reserve Hotel Room Reservations:

<https://www.marriott.com/event-reservations/reservation-link>

[mi?id=1707837716368&key=GRP&app=resvlink](https://www.marriott.com/event-reservations/reservation-link?mi?id=1707837716368&key=GRP&app=resvlink)

NPA Block Room Rate: \$110.00 + taxes p/night, p/person

(1 complimentary hotel garage parking pass per guest room for duration of your stay)

NPA ROOM BLOCK RATE CLOSSES Thursday, APRIL 4

— Register for convention & meals:

<https://nna.formstack.com/forms/npa2024>

REGISTRATION DEADLINE: WEDNESDAY, APRIL 17

NPA/OnePress Staff



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Tell Congress how you feel about changes at USPS

Consider visiting www.keepusposted.org and share your thoughts about USPS price increases and other changes with your members of Congress.

On the website's front page, click the "Take Action" button, which will bring you to a form you can fill out.

The website is a project of a nonprofit advocacy group that includes the National Newspaper Association and the News Media Alliance, among many others.

Sunshine Week is March 10-16, 2024

Sunshine Week is March 10 to 16, to coincide with the National Freedom of Information Day, which occurs on the same day.

Sunshine Week highlights the importance of open government and the dangers of excessive and unnecessary secrecy.

All U.S. residents have the right to attend public meetings and see government documents through "sunshine laws," shedding light on issues of public importance.

Beginning in 2024, the News Leaders Association (NLA), which has led the annual Sunshine Week campaign nationally since 2005, has transferred the public awareness campaign and coordination over to the Joseph L. Brechner Freedom of Information (FOI) Project at the University of Florida College of Journalism and Communications. The Brechner FOI Project has provided education and research in acquiring civic information since its inception in 1977. On Dec. 8, 2023, the News Leaders Association board voted to dissolve the organization in June 2024.

Sunshine Week Toolkit & resources - logos, events, quizzes/games and more are available on their website:
<https://sunshineweek.org/>

Free webinar:

"25 Records to Request Right Now"
Thursday, March 14 - 1:30-2:30pm CT

This webinar is hosted by Investigative Reporters & Editors (IRE) in partnership with SUNSHINE WEEK, to shine a light on the importance of public records and open government.

Public records requests can help you find new stories, expand beat coverage, spark deep-dive investigations — and you'd be surprised at how much information is out there! In this session, IRE executive director Diana Fuentes will share 25 different public records to request right now.

RSVP for this free webinar using the IRE website's checkout cart to reserve your spot:

<https://www.ire.org/event/webinar-sunshine-week-25-records-to-request-right-now/>



Ways newspapers can respond to “everybody reads Facebook”

The biggest challenge of an advertising sales person is trying to sell newspaper advertising to those who believe all they have to do is put it on Facebook. How many of us have been confronted with “everybody reads Facebook and nobody reads newspapers.”



Marcia Hora,
President, OnePress
& Publisher,
Statpleton
Enterprise &
Theford Thomas
Co. Herald

While some may say print is a thing of the past, we know community newspapers are the cornerstone of villages, towns, and cities across our state. Not everyone has access to the Internet and newspapers remain an important source of news and advertising for many people. In many smaller communities, newspapers are the only local news media.

Here are some ways to combat the “everybody reads Facebook” comment according to Dan Gartlan, President of Stevens & Tate Marketing:

- Studies show those reading newspapers are much more likely to engage with marketing materials, especially when compared to Internet users. This is important because we’re in an “attention economy.” The average attention span is roughly eight seconds. Although you can reach a lot of people marketing on the Internet, those reading an ad in a newspaper are more engaged with the message.
- One of the challenges of marketing online is that you have to get your timing just right. If you post content to social media at the wrong time your audience will miss it. Newspaper readers will see your ad because they will be reading the newspaper at their leisure – and, often, repeatedly.

- When you advertise in a newspaper, your competition and direct competition will not be nearly as strong compared to marketing your business online. Your advertisements are more likely to capture attention, as they’re not overshadowed by clickbait.

- Newspaper advertising is affordable. It costs less to reach a thousand newspaper readers than it does to reach that many people through other platforms. Newspaper advertising is very flexible and you can customize your ads to meet your budget.

- People trust newspapers. Newspaper readers look for deals and studies show the ability to touch the ad increases the response rate. It has an impact on the reader’s purchase intent and engagement and this quality is missing from other forms of marketing including TV commercials, billboards and digital marketing.

Many businesses are focusing a lot of their resources on digital marketing, but it is vital they consider all channels. A balanced marketing strategy is the most successful strategy.

When your advertiser needs to reach thousands of Nebraskans, remember to share the OnePress advertising network with them. Customized advertising placement is available and in addition to the classified advertising network you can also offer statewide and regional display advertising. OnePress also has targeted digital solutions.

Final note: We are putting the finishing touches on the Nebraska Press Association’s annual convention to be held April 26-27, 2024 at the Cornhusker Marriott Hotel in Lincoln.

This will give all of us an opportunity to network together and share ideas that work to sell advertising.

As soon as the convention and hotel registration becomes available make plans to attend. I look forward to meeting all of you and hearing the successes and challenges in your newspaper offices across the state.

Sweet Tea Media acquires Blade-Empire Publishing

Sweet Tea Media, LLC owned and operated by Kevin and Angie Zadina of Seward, NE, recently finalized a deal with the Blade-Empire Publishing Co. shareholders to purchase the assets that include The Concordia Blade-Empire, the Beloit Call, The Miltonvale Record and commercial printing company, Print 5, all located in Kansas.

The Zadinis purchased a group of five newspapers from Enterprise Publishing in 2022 that include the Seward Co. Independent, The Milford Times, The Crete News, The Friend Sentinel and the Wilber Republican.

Kevin Zadina has worked in the newspaper industry for 40 years, and managed the group of five weekly Nebraska

papers for several years before purchasing them from Enterprise Publishing. Angie Zadina manages the accounting and bookkeeping duties for Sweet Tea Media.

Along with the newspapers, Sweet Tea Media also has a print shop and a marketing company.

“Life is a lot like jazz...it’s best when you improvise.”

-- George Gershwin
American composer, pianist



You've prepared your entries for the NPA contest ... now enter the NNAF contest for a chance to win a free registration to their national convention in Omaha! See "EARLY BIRD" INCENTIVE in the rules linked at bottom

NATIONAL NEWSPAPER ASSOCIATION FOUNDATION'S **2024 BNEC & BNAC**



Above right: Isabel Larson was named outstanding actress at state. She's shown with Bradyn Dickey. At left is Audra Melcher and Gus Bernhardt.

FIRST PLACE, Best Breaking News Photo 2023, Non-daily Division, circ. less than 2,000
Carrie Pitzer, Stanton (Nebraska) Register

[From the article:] She was supposed to be acting, but Audra Melcher's tears were real. The one-act script simply hit too close to home after her classmate's death the day before.

Kneeling over her "nephew" during the last scene of Thursday's one-act performance in the Class C2 state championship, Melcher wept in the arms of her classmate Gus Bernhardt.

In the "Diviners," the pair was crying after Buddy drowned. But the reality was that the Stanton senior was crying over her classmate, Tyler Hasebroock, who was found dead at his home 24 hours earlier.

EARLY  Bird
March 31, 2024

Nonmembers welcome at convention & in the contest.

Pick up your awards in person!

Rules & entry at: <https://www.newspapercontest.com/Contests/NationalNewspaperAssociationFoundation.aspx>

SAVE THE DATE
Sept. 26–27, 2024

NNAFOUNDATION.ORG/CONVENTION

Nonmembers welcome; pay the member price



**Champions
of Democracy**

NNAF's 138th Convention & Trade Show

Omaha, Nebraska

September 26-28, 2024

2024 Newspapers in Education Series Now Available

The Missouri Press Foundation and National Newspaper Association Foundation are offering a new original free series to newspapers across the country for publication.

This year, readers will enjoy an 8-chapter series that features science, art, language arts and history about solar eclipses. The solar eclipse will occur on April 8 with the path of totality crossing the country from Texas to Maine, including across the southeastern part of Missouri.

A wide swath of totality across the country and that viewers outside the path of totality will still be able to view a partial solar eclipse will ensure newspapers and readers will be drawn to this content. Dr. Linda Maxine Godwin wrote the features with science slants. She is an American scientist and retired NASA astronaut.

Godwin joined NASA in 1980 and became an astronaut in July 1986. She retired in 2010. During her career, Godwin completed four space flights and logged more than 38 days in space. Dr. Godwin is a Professor Emeritus at the Department of Physics and Astronomy of the University of Missouri. The series is illustrated by Philip Goudeau.

This series will be offered free of charge to newspapers for publication until June 30, 2024. Visit mo-nie.com and use the code: **eclipse24** to download the entire series.



MINUTES -- Joint Board Meeting of NE Press Assn. and NPAS/OnePress, February 02, 2024, 9:00 a.m. Younes Conference Center North, Kearney, NE

The meeting was called to order at 9:00 a.m. by OnePress President Marcia Hora and NPA President Rob Dump. They welcomed everyone to Kearney for the board meeting, and thanked those who were also able to attend the strategic planning meeting the previous day (February 1). Rob introduced Randy Sadd of the Doniphan Herald, who will serve through April 26th to fill the vacancy of Amy Johnson, who term-limited off the board.

Roll call – In attendance: NPA – Rob Dump, Michael Happ and Cody Gerlach and Randy Sadd; NPAS/OnePress – Marcia Hora, Dee Klein, Lynell Morgan, Tim Linscott (via Zoom), Carrie Pitzer, Paul Swanson, and Immediate Past President Vickie Hrabanek; NPA/OnePress staff – Dennis DeRossett, Violet Spader and Susan Watson. Not attending: NPA – John Erickson, Donniss Hueftle-Bullock and Immediate Past President Kevin Peterson.

Minutes of the November 3, 2023, Joint Board Meeting were approved.

NPAS Building & Property Report – Exhibit - Dennis DeRossett – After receiving and rejecting an offer of purchase of the NPAS building and property, there was

concern over the capital gains tax liability NPAS – a C corp -- would incur on any future sale. The building committee and Cline Williams law firm were asked to review; they recommended NPAS, a donate the land to NPA, a 501c3, as a charitable donation, and that NPAS retain ownership of the building. This would provide the best tax position for NPAS and the proceeds thru NPA would best serve the members. Lynelle Morgan made the motion to approve NPAS donating the land to NPA, seconded by Vickie Hrabanek; motion approved. Randy Sadd made the motion for NPA to accept the land donation from NPAS; seconded by Cody Gerlach; motion approved. A notice of this recommendation will be sent to members by March 22, and members will be asked to approve it at the annual meeting in April. This will be an in-person vote, not by ballot. Dennis DeRossett also presented a report to the board on estimated repairs/maintenance costs over the next few years roof, HVAC systems, exterior brick sealing/refresh, parking lot repairs). Carrie Pitzer recommends the board create a five-year plan to raise money for repairs before we need them.

NPA Proposed By-Law Change – New Digital/Online-Only News Media Membership Category – Exhibit – Rob Dump – The membership committee’s recommendation for a new digital membership category was presented to the NPA board. After review and discussion of the proposed guidelines, the board wants the clause ‘non-profit’
cont. pg. 7

Board minutes from pg. 6

added back into the by-law change recommendation, and also include the 'non-profit' clause regarding the Form 990 mission statement. Cody Gerlach made the motion to table a vote on the by-laws change as presented and returned to the membership committee to rewrite the category guidelines and Form 990 mission statement requirements, seconded by Rob Dump; motion approved. Final draft will be sent by March 15 to NPA board members for an online vote, with notice then sent to members by March 22nd, to be voted on at the NPA annual business meeting in April.

Annual Business Meetings – April 26th at the Cornhusker Marriott Hotel in Lincoln – NPA and NPAS annual business meetings will be held consecutively on Friday afternoon, April 26th. Agendas and documentation for bylaw changes will be sent to member on March 22nd.

Nominating committees appointed: NPA – one nomination to fill one 3-yr vacancy and to re-elect Michael Happ to a 3-yr term on the board; committee is comprised of 3 immediate past presidents & 3 appointed board members appointed by NPA president; NPAS to fill one 3-year vacancy to replace Vickie Hrabanek; committee is comprised of 2 immediate past presidents and 2 appointed board members appointed by NPAS president. Nominating committees must report back with their nominees by March 1; the reports will then be announced to the membership on March 22nd. Nominations from the members will be accepted up until 20 days prior to the annual meeting.

NPA Financials YTD (12/31/23) & 2024 Budget Projections – Cash Fund Reserves were reviewed, followed by the preliminary financial statement for 2023. Increased expenses for 150th-related convention and activities, and for legal/legislative expenses, resulted in a net operating loss. The board reviewed and discussed the budget projections for 2024. Michael Happ made the motion to approve the financial report & 2024 budget projections as presented, seconded by Cody Gerlach; motion approved.

NPAS/OnePress Financials YTD (12/31/23) & 2024 Budget Projections – Violet Spader & Dennis DeRossett – Cash Fund Reserves were reviewed, followed by preliminary financial statement and balance sheet for 2023. Advertising revenue continues to trend downward, expenses were flat, resulting in a net operating loss for 2023. The budget projections with special project revenues were discussed and approved; motion by Vickie Hrabanek, seconded by Lynell Morgan. The NPAS board approved the proposed ¼-page network ad promotion to ask our members to donate space for four (4) ¼-page ads per year, with NPAS keeping 100% of the revenue. Newspapers would have a 1- to 3-week window to run the ad (dailies would have a 2-week window to run the ad); no political or advocacy content would be accepted; the promotion would focus on advertisers that aren't regular

clients. Member participation in the promotion would be voluntary, but would need to notify Violet to opt out. Lynelle Morgan made the motion to approve the quarter-page program, seconded by Vickie Hrabanek; motion approved by both NPA and NPAS boards.

Digital Archives Project – Dennis DeRossett – NPA is in the process of migrating our digital archives from Universal Information Services (now Truescope) to NineStars. The cost to migrate is \$6,000 to \$7,500. The new partnership with NineStars will be a potential revenue source for our members, and we need all papers to participate in the project. Cline Williams will review the contract with NineStars before it is signed; a minimum of 60 participating newspapers is required and the NPA goal will be to have 100 participants by end of summer. Cody Gerlach made the motion to approve a one-year contract with NineStars, seconded by Rob Dump; motion carried. This project will be presented at the annual business meeting in April.

USPS review to close North Platte mail distribution/processing center - Marcia Hora and Dee Klein reported details of the USPS considering closing the mail center in North Platte and moving it to Denver, which would mean additional delays to mail and newspaper delivery in western Nebraska. Stapleton and North Platte newspapers ran editorials in their papers alerting readers to the impact this relocation would cause. NPA will ask NNA for details on what steps can be taken to prevent USPS from making this move.

Contest Committee Report on 2024 Contest – The final count on Better Newspaper Contest entries submitted by our members is 2,576, up slightly from 2023 (2,539 entries). The South Carolina Press Association will judge our contest in February.

2024 NPA Convention Update – Confirmed speakers so far for convention are: Joey & Lindsey Young (Earn Your Press Pass & other topics); Matt Waite, UNL (AI); Hot Topics Session to discuss issues and solution ideas for challenges facing our members; Teri Fineman will present a new business model for community newspapers; the National Trust for Local News, will discuss potential interest in expanding its non-profit business model operation into Nebraska to help preserve existing community newspapers. Tara Siebel will present sessions print and digital advertising sales; also, the opening keynote session on Friday morning will be given by Nick Monico, COO of the Adams Publishing Group. More convention details to come.

Adjourn – Cody Gerlach made a motion to adjourn, seconded by Paul Swanson; meeting adjourned at 1:09 p.m.

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Classified Advertising Exchange

February 26, 2024

NEWSPAPER FOR SALE: The Dakota County Star in South Sioux City, Nebraska is available for purchase. The Star is an award-winning weekly newspaper that serves a growing and diverse market area in the north-east corner of the state bordering Sioux City, Iowa along the Missouri River. It is competitively priced and would be an outstanding opportunity for a first-time buyer or to add to an established company's media portfolio. Direct inquiries to Jason Sturek of Sturek Media, Inc. at 402-922-0982.

ATTACHED TO THE BULLETIN:

- **2024 NPA Convention sessions & presenters**
- **Hotel reservation details & link**
- **Link for convention registration & meals**

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.

Two full days planned for NPA Convention, Friday & Saturday, April 26 & 27, 2024, Cornhusker Marriott Hotel, Lincoln

Make plans to join us.

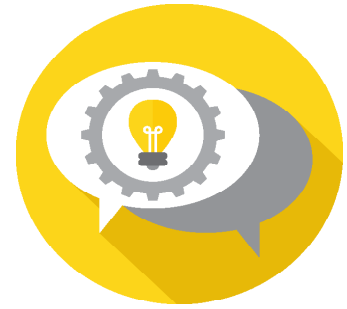
Catch up, network, and have a good time with colleagues & friends.

Learn, Connect & Discuss.

Many session topics this year designed to encourage discussion, input and ideas from our members. **Remember, we're all in this together!**

Get inspired & re-energized.

Take home actionable ideas you can implement right away.



Convention Presenters & Sessions

FRIDAY, APRIL 26:

OPENING SESSION - NICK MONICO, Chief Operating Officer, Adams Publishing Group - The opening session brings inspiration and motivation from a long-time industry leader with experience at the smallest to largest newspaper markets in the country. At APG, Nick oversees 100 non-daily newspapers, 30 daily newspapers and 200+ media-related products and websites. He is a solutions-oriented leader with a client-first focus. Nick will share the strategies and vision that have resulted in successes from their community newspaper markets across 19 states.

The session will conclude with a Q&A.

JOEY & LINDSEY YOUNG - As owner/publishers of four Kansas weeklies, and creators of the online journalism course, "Earn Your Press Pass," they have other topics to share this year with our members! They'll lead sessions on diversifying revenue at your paper; creating ways to cover your community; and an update on new topics being added to the "Earn Your Press Pass" course.

TARA SIEBEL - Digital Ad Sales & Marketing - Tara founded In the Green Marketing with three key principles: creativity, transparency and results. With over 20 years of strong media sales and marketing background, Tara will discuss digital ad sales and marketing, including video, text, email and banner ad sales for small to medium sized businesses.

NATIONAL TRUST FOR LOCAL NEWS: The Successful Non-Profit Model - Launched in 2021, the NTLN now operates 20+ newspapers in 3 states and is dedicated to saving local news by helping community newspapers stay in existence with this new business model. Could Nebraska be the next state NTLN ventures into?

HOT TOPICS SESSION - Don't miss this moderator-led discussion on issues and solution ideas for the challenges facing our members. **Join in the discussion!**

NPA/NPAS ANNUAL BUSINESS MEETINGS

SATURDAY, APRIL 27:

GREAT IDEA EXCHANGE - Always popular, bring and share ideas & examples of ways your paper generates revenue - promotions, special sections, circulation, and more.

MATT WAITE - "AI IN THE NEWSROOM" - UNL College of Journalism professor of practice in journalism, Matt will discuss AI as it relates to journalism - pros and cons, opportunities and pitfalls.

EDITORIAL & PHOTOGRAPHY PANEL - Hear and learn tips on how to improve writing and photo quality from this panel of experts among our own NPA membership.

MAX KAUTSCH, NPA Legal Hotline Attorney - Updates on the most-frequent issues that result in calls to the NPA legal hotline. Also, hear updates on recent changes to Nebraska statutes related to transparency. Q&A will again be a big part of this popular session.

TERI FINNEMAN, "REVIVING RURAL NEWS" - Teri is a journalism professor at the University of Kansas, and she's leading a project to test a new business model based on research with publishers and readers to help rural newspapers adapt, survive and thrive.

FLASH SESSION - Topics to include postal, public notices, OnePress programs, and Documenters program, buying/selling/succession planning. **Watch for updates.**

- **NPA FOUNDATION FUNDRAISER - DETAILS COMING SOON**

Thursday evening, April 25 - 7:00-9:00 p.m.

At the Cornhusker Marriott Hotel - NPA members & friends are invited.

- **FRIDAY NETWORKING LUNCHEON, April 26**

Casual, tailgate buffet (Go Big Red!); visit with colleagues, vendors & sponsors.

- **FRIDAY NIGHT RECEPTION & BANQUET, April 26**

-- Master Editor-Publisher Award

-- Harpst Leadership Nebraska Award

- **SATURDAY AWARDS LUNCHEON, April 27**

-- Omaha World-Herald Awards (Community Service & Service to Ag)

-- Outstanding Young Nebraska Journalist Awards

-- Foundation scholarship recipients announced

- **SATURDAY NIGHT RECEPTION & BANQUET, April 27**

NPA Better Newspaper Contest Awards & Video Presentation

*All NPA convention sessions, meals & events will be held in the HOTEL'S LOWER LEVEL.
(take the escalator)*

Register for convention & meals online at:

<https://nna.formstack.com/forms/npa2024>

DEADLINE TO REGISTER FOR CONVENTION & MEALS is Wed, April 17.

Make your NPA Convention hotel reservations now.

Cornhusker Marriott Hotel, 333 So. 13th St., Lincoln, NE 68508

**NPA Convention Special Group Rate
for Thursday (4/25), Friday (4/26), Saturday (4/27) nights is:**

\$110.00 p/night + tax

Hotel room reservation link:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1707837716368&key=GRP&app=resvlink>

NPA ROOM BLOCK CLOSES THURS., APRIL 4!

Questions? Call CORNHUSKER FRONT DESK: 402-474-7474

HOTEL PARKING (Cornhusker Square Garage):

(1 complimentary hotel garage parking pass per guest room for duration of your stay)

To receive your in/out parking pass, CHECK IN AT HOTEL BEFORE YOU PARK IN THE GARAGE RAMP.

Downtown Lincoln Parking Details/Map:

<https://www.lincoln.ne.gov/City/Departments/Urban-Development/Park-and-Go>