



Bulletin



Save the Dates!

Natl. Newspaper Assn. Foundation Convention & Trade Show

September 26-28, 2024

Embassy Suites, Omaha, NE
(downtown Old Market)

Upcoming Webinar Online Media Campus

Navigating the AI Landscape in Journalism: Opportunities, Applications, and Ethical Considerations

Thursday, April 11

1:00 p.m. CT

Cost: \$35.00

(\$45 after April 8 deadline)

This webinar, tailored for journalists & media professionals, explores AI's transformative potential in news gathering, reporting & enhancing audience engagement - with a discussion on responsible AI use, ethical dimensions & maintaining journalistic integrity.

PRESENTER: *Dwayne Desaulniers, is at the forefront of merging journalism with cutting-edge AI. Cofounder of NewsStand.ai, his career helped reshape newsrooms from The Associated Press to WebMD.*

Register for the webinar:

<https://onlinemediacampus.com/>

**ATTEND THIS WEBINAR FOR FREE!
CONTACT NPA FOR DETAILS.**

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 Schedule

**Fri. & Sat. Session Times, Topics & Presenters
Attached to the Bulletin**

— Reserve Hotel Room Reservations:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1707>

[837716368&key=GRP&app=resvlink](https://www.marriott.com/event-reservations/reservation-link.mi?id=1707)

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 CLOSES THURS., APRIL 4

— Register for convention & meals:

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

REGISTRATION DEADLINE: WED., APRIL 17

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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.

Community Newspapers: Take NNAF's 2024 Postal Survey

Lynne Lance, NNA, March 5, 2024

The National Newspaper Association (NNA) Foundation is asking community newspapers to help gather data on the USPS handling of newspapers by completing their survey – **for a chance to win a week's stay at a beachfront condo on Pensacola (FL) Beach.**



NNA is having a targeted legislative fly-in in May to discuss a rate cap and service measurement with legislators, as well as a discussion on their federal advertising project. The more data NNA has from newspapers the better.

Because the survey is run through the NNA Foundation, for educational purposes, you DO NOT have to be a member of NNA to enter the drawing, or complete the survey - and a donation IS NOT REQUIRED.

Take the NNA Postal Survey:

https://nna.formstack.com/forms/postal_survey

Complete the NNA postal survey for a chance to win a free condo stay on Pensacola Beach:



- Donation and survey NOT required to enter (but encouraged)
- You do not have to be a member of the National Newspaper Association
- Suggested donation: \$100
The more you donate = more entries to win
- One entry per person
- **Contest entry deadline: midnight, May 1, 2024**
- **The winner will be drawn live through ZOOM on June 3, 2024 at 4:00 p.m. CT**
- Questions? Contact Lynne Lance: lynne@nna.org

Don't foul out with March Madness words in ads

March Madness is almost here, which means it's time for a refresher on NCAA trademarked words.



Some protected words include:

- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- March Madness®
- NCAA Sweet 16®/NCAA Sweet Sixteen®

Remember, you can use these words in your news copy, but they should not be used in print and digital ads.

View the full list of trademarked words here:

<https://www.ncaa.org/sports/2013/12/2/ncaa-trademarks.aspx>

March Madness 2024 schedule:

<https://www.ncaa.com/news/basketball-men/article/2024-02-07/2024-march-madness-mens-ncaa-tournament-schedule-dates>

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.



Sponsored by:



&



“Earn Your Press Pass” expanding course with ad sales

Course expands this summer with editorial “extra credit classes” and new advertising sales training

NPA member newspapers continue to have access to a unique training tool in “Earn Your Press Pass,” a web-based course that teaches the fundamentals of journalism.

Joey and Lindsey Young, publishers of three south-central Kansas weekly newspapers, created “Earn Your Press Pass,” a course is intended to fill the gaps for newspapers having difficulty recruiting trained journalists, providing new hires the information and structure needed to teach the basics - from common newspaper terminology to story writing to media laws.



“Earn Your Press Pass” is provided at no cost to all NPA members, thanks to funding from the NPA Foundation.

More information to come as the expanded “extra credit” classes and new ad sales training classes goes live this summer.

Currently, 54 NPA members from 32 different newspapers have enrolled in “Earn Your Press Pass”!

To sign up for the course, contact Susan Watson (nebpress@nebpress.com) or Violet Spader (vs@nebpress.com) at NPA.

Joey & Lindsey Young will be at the NPA Convention, presenting Friday sessions & a Saturday flash session!



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.

Knelling 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.



March 31, 2024

Nonmembers welcome at convention & in the contest.

Pick up your awards in person!

Enter NNAF’s Better Newspaper Editorial & Advertising Contests

Enter by EARLY BIRD DEADLINE for chance to win a free registration to their national convention in Omaha!

Each year, NNA honors the best in community journalism in the Better Newspaper Editorial Contest and best in community newspaper advertising in the Better Newspaper Advertising Contest. Winners can pick up their awards in person at the 2024 NNAF Convention & Trade Show in Omaha, Sept. 26-28!

-- Participation is open to NNA members **AND** nonmembers. (Nonmembers must contact Lynne Lance, lynne@nna.org to be added to the newspaper database.)

-- Nonmembers are also welcome to attend the NNAF Convention in Sept.

-- All entries must be submitted online by deadline.

-- **EARLY BIRD DEADLINE: 3/31/24**

-- **REGULAR DEADLINE: 4/28/24**

-- **Enter by the early bird deadline for a chance to win a free registration to their national convention in Omaha!**

FOR CONTEST RULES & DETAILS:
<https://newspapercontest.com/Contests/NationalNewspaperAssociationFoundation.aspx>

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

Where did my email go?

Five ways to help make sure people get your messages

By Kevin Slimp

When checking my email a few days ago, I came upon a curious message from a publisher in Missouri:

Kevin:

Just checking in to see if you received my previous emails.

Bill

You guessed it. I hadn't. Thankfully, Bill sent this latest message to an alternate email address, which appeared in my inbox. Taking a quick look at my email host server, I located Bill's earlier messages in spam folders, meaning they never even made it to the spam folder on my computer. I'd like to say I was surprised, but nothing about email surprises me anymore. As someone who receives hundreds of emails each day, not to mention thousands of messages in my spam folder, I spend a lot of time trying to make sure I see the messages people send to me and, just as important, trying to be sure the messages I send are received.

I've gotten a lot of positive feedback about lists in my recent columns, so I will strike while the iron's hot. This month's list is *Kevin's Five Ways to Keep Your Emails From Ending Up in Someone's Spam Folder*:

1 Don't use JPG or other graphics in your email signature. I can hear some of you now. "But my newspaper logo looks so good under my name!" A few months ago, when I had hundreds of emails returned by spam filters on the same day, I contacted my email host, one of the world's biggest (and best). I wanted to know how this happened. There were two potential problems. One was my email signature, which included a JPG version of my company logo. I quickly learned that spam filters don't like those. Or maybe they do. Either way, the result can be a message in a spam folder.

2 Don't use email shorteners in your email messages. I learned this during the same phone call with my email host. That was a bigger problem than my signature,








and I didn't realize it. I had used a shortener – msb.press.com – for years with no problem. Suddenly, almost every message I sent with a URL that included msb.press.com was returned from a spam server, meaning it never made it to the intended inbox (or even the spam filter, for that matter). Even though URLs can get long, I resist the urge to use a shortener.

3 Create an alternate email address to use with essential messages. Now, when I have a crucial message to send out to someone who isn't a frequent email correspondent, I send the same message from my standard and alternate email addresses. Most often, I use Gmail for my alternate addresses. This means the receiver might receive two identical messages, one from kevin@kevinslimp.com and one from kevinslimp@gmail.com. Sure, it's an extra message in the inbox, but it's a much better option than the message getting lost on a spam server. I've yet to receive a complaint from someone who received two messages.

4 Attachments are big red flags for spam filters, especially if you add too many. Emails with too many attachments are unlikely to reach recipients' inboxes. To keep this from becoming an issue, I've turned to [Dropbox.com](https://www.dropbox.com) to store files, sending the [Dropbox](https://www.dropbox.com) link in an email.

5 Keep email subjects short, without using special characters. Use only letters and numbers in the subject area of an email. Never use percent symbols, exclamation points, or other special characters. Chances are messages with subject lines using these characters won't make it to the inbox.

It probably doesn't surprise you that spammers send billions of unwanted messages daily. It sometimes feels like half of them end up in my email folders. Spam filters are necessary to search through emails to protect recipients from malicious cyber attacks. In response to the rise in email fraud and phishing, advances in artificial intelligence

Mailboxes – kevinslimp.com		
▶  Inbox		32
 Flagged		
▶  Drafts		5
▶  Sent		423
▶  Spam		14,211
▶  Trash		34
▶  Archive		

Overstuffed spam folders are common. Users should check their spam folders daily for misplaced messages.

have made modern spam filters more sophisticated and accurate. The downside is that they are blocking more messages by becoming more aggressive.

I could have created a list of 10 or 15 ways to keep your emails from landing in someone's spam folder. If I had written a longer list, it would have included hints like:

- Don't carbon copy more than a few people on the same message
- Don't use trigger phrases like "Big Sale!" or "50% Off!" in your messages
- Be sure your "From" line includes your name (or company name)

I'm nearing my 800-word limit, so I'll leave you with this list of five. You can thank me later.



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

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

Classified Advertising Exchange

March 11, 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
Friday & Saturday
Line-up of Session Topics,
Times & Presenters**

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.



NPA Foundation Fundraiser - DETAILS COMING SOON

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

At the Cornhusker Marriott - NPA members & friends invited.

Convention Presenters & Sessions

FRIDAY, APRIL 26:

(subject to change)

OPENING SESSION - 8:45-9:35 a.m. - 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 - 9:50-10:40 a.m. - Creative Ways to Cover Your Community
Joey & Lindsey (Kansas Publishing Ventures) publishes three newspapers in south-central Kansas, and also created the online journalism course, "Earn Your Press Pass." In this session, learn how change up your weekly routine with new story ideas they've implemented, to help freshen your newspaper content.

TARA SIEBEL - 9:50-10:40 a.m. - Digital /Print Ad Sales & Marketing - Tara founded *In the Green Marketing* with three key principles: creativity, transparency & results. With over 20 years of strong media sales & marketing background, Tara will discuss digital ad sales & marketing, including video, text, email and banner ad sales for small to medium sized businesses.

NATIONAL TRUST FOR LOCAL NEWS - 11:00-11:50 a.m. - 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?

"FUN LUNCH" - 12 NOON-1:30 p.m.

Meet the vendors & sponsors - catch up with friends & colleagues
Lunch emcees Amy Johnson (Springview) & Gerri Peterson (Mullen) will keep things lively!
Join us for a (Go Big Red!) Tailgate/Grill-Out buffet, games & prizes.

JOEY & LINDSEY YOUNG - 1:45-2:30 p.m. - How We Doubled Our Subscription Price & Lived to Tell the Tale
After massive increases in printing & insurance costs at their Harvey County Now newspaper, they had to either cut expenses or increase prices significantly. They did some of both, including doubling their subscription price. Find out what their experience was, and how it's impacted their bottom line.

TARA SIEBEL - 1:45-2:30 p.m. - Digital /Print Ad Sales & Marketing - Tara will discuss digital ad sales & marketing, including video, text, email and banner ad sales for small to medium sized businesses.

HOT TOPICS SESSION - 2:45-3:45 p.m. - 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 - 3:00-4:00 p.m.

(NPA meeting, immediately followed by NPAS meeting)

FRIDAY NIGHT RECEPTION & BANQUET, April 26

Reception: 5:30-6:30 p.m.

Banquet: 6:30-9:00 p.m.

- Master Editor-Publisher Award
- Harpst Leadership Nebraska Award
- NE State College Systems Award to NPA
- Live Auction & Raffle

SATURDAY, APRIL 27:

(subject to change)

GREAT IDEA EXCHANGE - 8:30-9:30 a.m. - Always a popular session! Bring & share ideas & examples of ways your newspaper generates revenue - promotions, special sections, circulation & more.

MATT WAITE, UNL COLLEGE OF JOURNALISM - 9:45-10:45 a.m. - “AI IN THE NEWSROOM”

Matt, a professor of practice in journalism, will discuss AI as it relates to journalism - pros and cons, opportunities and pitfalls.

ADDITIONAL SESSION TO BE ANNOUNCED - 9:45-10:45 a.m.

EDITORIAL & PHOTOGRAPHY PANEL - 11:00-11:50 a.m. - Learn tips on how to improve writing & photo quality from this panel of experts among our own NPA membership, along with Q&A.

MAX KAUTSCH, NPA Legal Hotline Attorney - 11:00-11:50 a.m. - Updates on the most-frequent issues that result in calls to the NPA Legal Hotline. Get updates from Max on recent changes to Nebraska statutes related to transparency. **Q&A will again be a big part of this popular session.**

NPA FOUNDATION AWARDS LUNCHEON, April 27

- Omaha World-Herald Awards (Community Service & Service to Ag)
- Outstanding Young Nebraska Journalist Award
- NPA Foundation scholarship recipients announced

TERI FINNEMAN - 1:45-2:45 p.m. - “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 - 3:00-4:15 p.m. - Topics to include postal, OnePress programs, Documenters program, “Earn Your Press Pass” update; buying/selling/succession planning.

SATURDAY NIGHT RECEPTION & BANQUET, April 27

Reception: 5:30-6:30 p.m.

Banquet: 6:30-9:00 p.m.

- Better Newspaper Contest Awards & Video Presentation
- Installation of new NPAS officers
- Live Auction & Raffle

Hospitality Reception: 9:00-10:00 p.m.

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