



# 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](mailto: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

**— Reserve Hotel Room Reservations  
Don't delay - hotel room block closes  
Thursday, April 4!**

<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 p/guest room for duration of your stay)

**— Thursday evening, April 25  
NPA Foundation Fund-raiser Fun Night  
7:00-9:00pm at the Cornhusker Marriott**

***DETAILS COMING SOON***

**— Convention Schedule  
(see revised line-up)  
Fri. & Sat. Session Times, Topics & Presenters  
Attached to the Bulletin**

**— Register for convention & meals:  
<https://nna.formstack.com/forms/npa2024>  
REGISTRATION DEADLINE: WED., APRIL 17**

**We hope to see you in Lincoln!**

## NPA/OnePress Staff



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## **Nebraska Press Women's Spring Conference, April 20, in Lexington**

"Keeping Community in Community Journalism" is the theme for the Nebraska Press Women's Spring Conference, Saturday, April 20, in Lexington.

Daytime events will be held at Kirk's Nebraskaland Restaurant, at the Interstate 80 and U.S. Highway 283 interchange.



A Flatwater Free Press representative will describe the online non-profit's plans to find community "documenters" to enhance local news coverage in areas with limited or no local media presence.

NPW member Melanie Wilkinson, from York will talk about her startup online local news blog, and NPW High School Contest awards will be presented at lunch.

Professional contest awards and Marian Andersen Nebraska Women Journalists Hall of Fame inductions will be featured at the evening banquet in the Dawson County Museum.

For conference details, registration categories, and to register online, go to: <http://nebraskapresswomen.org>. Registrations and payments can also be sent to NPW Treasurer, Lori Potter, at 4437 Parkwood Lane, Kearney, NE 68845.

**Registration deadline for the Spring Conference is Sat., Apr. 13.**

## **On the agenda...western Nebraska road-trip, Nebraska newspaper questionnaire, 2024 NPA convention**

Did you know there are currently 49 single owned newspapers in the state and many of them currently have



*Marcia Hora, NPAS President; Publisher, Stapleton Enterprise & Thedford Thomas Co. Herald*

only one or two people on staff? For example, in Mullen, Gerri Peterson is the owner, publisher, editor, and only staff at the Hooker County Tribune. In Hyannis, Sharon Wheelock, owner and publisher of the Grant County News, publishes with one part-time staff person. These are just two examples of community newspapers that could be in jeopardy of making publication deadlines if something were to happen to them.

At our recent strategic planning meeting in Kearney, it was brought up again about the need to keep member newspaper information at the Nebraska Press Association office - on circulation, software the newspaper uses, an emergency/retirement plan, and additional helpful information in case if something should happen in the way of illness, death, or a natural disaster.

The recent death of Mary Kay Johnson, owner and publisher of the Genoa Times Leader, showed there is a support system with neighboring newspapers stepping up to come to aid if they were called upon.

Little did I know that it might be our newspaper that would need help. The evacuation on February 26 due to a wildfire that threatened Stapleton has made me even more determined to get this newspaper support questionnaire accomplished. What would we have done if our newspaper office had been destroyed by fire? It was very reassuring to have newspaper publishers immediately texting and offering help.

- NPA Executive Director, Dennis DeRossett and I are setting out the end of this week to visit newspapers in the western half of the state. This will be a two-day journey that we hope to continue over the course of this year. We want to personally visit with member newspapers to see what your needs and concerns are - and how NPA can help.
- Be watching for the 'Nebraska Newspaper Questionnaire' that will be coming your way and help us be prepared to help you.
- Now, on a separate but VERY IMPORTANT subject, please be sure to get your hotel rooms booked and your registration in for the upcoming Nebraska Press annual convention. This will be a good opportunity to learn, connect and discuss with industry experts, newspaper colleagues and friends. The dates are April 26th & 27th at the Lincoln Cornhusker Marriott. I hope to see you in Lincoln!

## “Earn Your Press Pass” expanding course with ad sales

**Course expands 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](mailto:nebpress@nebpress.com)) or Violet Spader ([vs@nebpress.com](mailto:vs@nebpress.com)) at NPA.**

**Joey & Lindsey Young will present sessions at the NPA Convention on Friday & Saturday, April 26 & 27.**



## 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](http://mo-nie.com) and use the code: **eclipse24** to download the entire series.



Sponsored by:



**SAVE THE DATE**  
**Sept. 26-27, 2024**

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

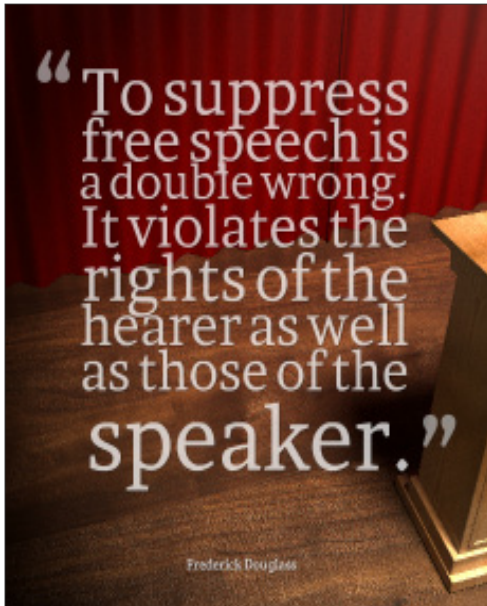
**Nonmembers welcome; pay the member price**



**Champions  
of Democracy**



**NNAF's 138th Convention & Trade Show**  
**Omaha, Nebraska**  
September 26-28, 2024



# Celebration of Life

George E. Tuck

Saturday, April 13, 2024  
1 p.m. – 4 p.m.  
1:30 p.m.- 2:15 p.m. Memorial Program

Reception to follow.

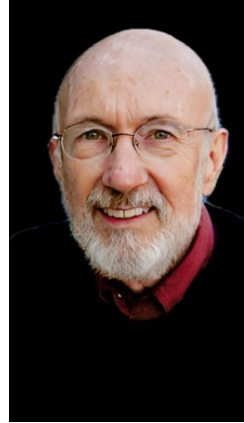
UNL Andersen Hall  
College of Journalism &  
Mass Communications  
200 Centennial Mall North  
Lincoln, NE

George's art will be available for purchase. A portion of the proceeds will go to the George Tuck Photojournalism Scholarship Fund.

The Memorial Program will be live streamed at:

<https://go.unl.edu/tuckcelebration>

Parking will **not** be available in the Andersen Hall parking lot. Parking in nearby parking garages is recommended.



February 25, 1942 –  
December 14, 2023

Condolences to the Family of George Tuck  
4027 Holdrege St  
Lincoln, NE 68503

Memorials should be sent to either:  
University of Nebraska Foundation,  
1010 Lincoln Mall, Suite 300,  
Lincoln, NE 68508 and designated to go to either the George Tuck Photojournalism Scholarship Fund, Sheldon Museum of Art or University of Nebraska State Museum

OR

Hardin-Simmons University,  
2200 Hickory Street,  
HSU Box 16100  
Abilene, TX 79698  
and designated to the Cowboy Band Foundation.

## Every salesperson needs a parachute

By John Foust, Greensboro, NC, March 2024

Anthony is a veteran ad salesperson with a common sense philosophy. "You've got to have a parachute," he told me. "When you're in the middle of a presentation, and you hit an unexpected glitch, your prospect throws you a curve or you can't think of what to say next, that's when you use your parachute."



John Foust

He explained that the purpose of his kind of parachute is to pull a salesperson out of trouble and keep the conversation moving in the right direction. "The beauty of a well-stated parachute is that the other person doesn't know it's a rescue technique. It seems like it is a continuation of the regular conversation.

There are as many parachute possibilities as there are salespeople. The one I most rely on is benefits – not the benefits of running ads in my paper, but the benefits offered by that particular advertiser."

Based on my conversation with Anthony, four points come to mind:

**1. Start with benefits.** "The way I see it, there are a couple of advantages in focusing on benefits," he said. "First, it keeps the advertiser talking, and one topic that every advertiser loves to talk about is their products and services. The second advantage is that learning more about their benefits provides me with valuable details to use in their ads.

**2. Bridge to the target audience.** According to Anthony, target audiences and benefits are so closely connected that they can be mentioned together. "If you're dealing with experienced prospects, it's a simple shift between the two areas. A big key is to help them visualize a smaller part of a larger group of people."

**3. Ask questions.** By asking questions, you can direct the discussion. In most cases, the person asking the questions is in control of the conversation – and that's a welcome confidence builder. "When the other person does most of the talking, it relieves pressure on the salesperson," he explained. "Plus, it provides you with a lot of information you can use. I might ask something like, 'What are some ways that people can benefit from the XYZ Widget?' Or – if benefits have already been discussed – 'What are some additional ways that people can benefit?'"

"From that point, it's easy to expand the discussion to target audiences with a question like, 'And what types of people are most likely to need or appreciate those benefits?' That can put everything back on track again."

**4. It's okay to ask about audiences first.** "Sometimes it's more practical to start with audiences, then talk about meaningful benefits," he said. "For example, I might ask, 'What types of people are likely to be interested in this model of Widget?' Then I can ask, 'What are the benefits that will appeal to that group?' Benefits and audiences provide such easy transitions that there's no trouble going back and forth between the two."

Anthony's technique makes a lot of sense. When you feel like your sales presentation is losing altitude, the whole idea of a parachute is to give you a soft landing.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com).*

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

## Make plans to join us.

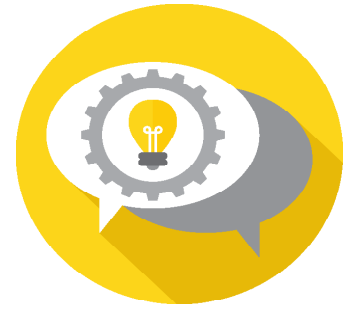
Catch up, network, and have a good time with colleagues & friends.

## 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:

(agenda revised 3/25/24; 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 SEIBLE - 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.**

**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.

**TARA SEIBLE - 1:45-2:45 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 - 3:00-4:00 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:**

**(agenda revised 3/25/24; 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 - Noon-1:30 p.m.**

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

**JOEY & LINDSEY YOUNG - 1:45-2:45 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.

**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)**