



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

Boost Your Brand Trust & SEO with Author Profiles

Thursday, April 18

1:00 p.m. CT

Cost: \$35.00

(\$45 after April 15 deadline)

Establishing your website & content as reliable, trustworthy sources of information is paramount. We'll dive into the SEO advantages & how these pages establish your business as an industry leader.

PRESENTER: MATT LARSON is president & CEO of *Our-Hometown.com* & served the newspaper industry for 12 years. His company provides a WordPress-based platform that's customized for newspapers to help them monetize their content online & develop digital business models for more efficient local news production. Matt is also publisher of "Today in News Tech," a weekly blog & video/audio podcast series, discussing tech tips, marketing strategy & industry news.

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>

Join us for the First-Ever Nebraska Press Association Foundation's CORNHOLE TOURNAMENT

Thursday evening, April 25 – 7:00-9:00 p.m.
Marriott Cornhusker Hotel

Proceeds go to the NPA Foundation scholarship program:
\$40.00 per person; \$80.00 per team

Nebraska Press Association Foundation



CornHole Tournament

Thursday, April 25 • 7-9 pm
Cornhusker Marriott

TEAM COSTUMES optional but recommended!
FUNdraising is a must!
EVERYONE is invited!

SIGN UP for fundraiser here, **OR** on your convention registration form:
<https://nebpress.com/nebraska-press-association-foundation-donation-form/>
(on the form, mark "donation" and write "cornhole tournament")

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Bumgarner joins Enterprise Media Group

Kevin Bumgarner is the new executive editor and general manager of Enterprise Media Group in Blair, as of February 8.

In that role, he is serving as lead editor of the Washington County Pilot-Tribune and Washington County Enterprise, and is responsible for setting the direction for the news-gathering efforts in the company's seven other weekly newspapers serving communities in Nebraska and Iowa.

Prior to joining EMG, Kevin served for 3 1/2 years as publisher and editor of the Kodiak Daily Mirror, which publishes five times a week in Kodiak, Alaska. He spent more than 20 years with American City Business Journals, where he led newsrooms in Wichita, Dallas and Honolulu, and served as the founding editor of the Triad Business Journal in Greensboro, N.C. Kevin also spent six years as a communicator with two faith-based organizations in Florida. Kevin and his wife, Melanie, are the proud parents of three adult children and a 10-year-old beagle.

Golbitz named managing editor of Columbus Telegram, Fremont Tribune

David Golbitz has been promoted to managing editor of the Columbus Telegram and Fremont Tribune, two dailies that are also overseen by Nonpareil Executive Editor, Rachel George.

Golbitz has been with the Nonpareil for two years, covering government news of the City of Council Bluffs and Pottawattamie County.

Convention time: meet with colleagues, get new ideas, make memories



I love this time of year.

To me, there is nothing more fun than gathering in Lincoln or Kearney to take in some seminars and visit with a bunch of newspaper friends and talk over our shared interests.

Rob Dump
Nebr. Press Assn.
President

I can still fondly remember the first Press Convention Peggy and I drug our kids to 30-some years ago. Executive Director Sandra George, who grew up just down the road from our newspaper, made sure we were introduced to just about everyone in attendance. Greg and Kathy Viergutz, who grew up a few miles down the road in the other direction, took us under their wing and introduced us to a few of their friends. Every time Don Russell saw Peggy and me standing by ourselves, he made sure to come and talk with us, and made sure that our family felt like we were part of our new NPA family. Dwaine Gehan did the same, but in the energetic, over-the-top Dewaine Gehan style he always exuded.

These are all great memories, but they didn't happen by accident. Several people went out of their way to make us feel welcome. That's what I love about the Press Association — it feels like a big family.

We all need to go out of our way a bit to talk to people, and meet new ones during Convention.

After all, we all have similar stories to share, similar issues to dissect.

Let's face it, it's just not easy to swap stories about ethical decisions and advertising contracts with non-newspaper folks. Nobody else understands the frustration we feel when we hear someone talking in the grocery store line in front of us about the latest big news story, but have no idea of the facts, or where that story even originated.

No one else quite understands the pressure of that weekly deadline, or the angst when your best advertiser calls with a concern. No one else understands the adrenaline rush we get when a breaking news story comes your way, or a great sporting event unfolds in front of your eyes.

Yes, the annual Nebraska Press Association convention is a great chance to get together with old friends, but it's also a great opportunity to get some new ideas to help reinvigorate your staff and yourself.

I usually come home with a notebook or two filled with scribbles about the latest postal and technology tips.

I always come home with a bunch of new ideas to try.

And of course, I come home with a lot of great memories.

So, newspaper friends, I urge you to take in the seminars, learn about the issues, but also take the time to visit with some of the newspaper folks you might not know very well. We are, after all, an interesting brotherhood, a family, if you will.

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 - CORNHOLE TOURNAMENT*

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

*Two-person teams compete against fellow NPA members & friends!

Convention Presenters & Sessions

FRIDAY, APRIL 26:

(agenda revised 4/05/24; 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. - Programmatic Advertising: Maximizing Digital Ad Revenues in the Era of AI
With over 20 years of strong media sales & marketing background, Tara founded *In the Green Marketing*. Dive into how programmatic advertising works & ways to optimize ad placements & revenue through automation & targeted advertising. We'll also explore how best to integrate programmatic into your print sales programs.

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. - Programmatic Advertising: Maximizing Digital Ad Revenues in the Era of AI

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

SATURDAY, APRIL 27:

(agenda revised 4/05/24; 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.

NEW SESSION ADDED! DIVERSIFYING REVENUE: Special Sections, Niche Products & Events - 9:45-10:45 a.m.

Learn from our NPA members ways to engage & attract more readers; attract new & loyal advertisers & diversify revenue.

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 members, 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)

Struggling to Find Good Graphics Help?

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Is it getting harder and harder to recruit, train, supervise and retain affordable high-quality graphic designers? Get off the frustration train. Simplify your life. Leave the design work to us and use your time for revenue enhancement and editorial improvement.

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Local legend's career captured in new book

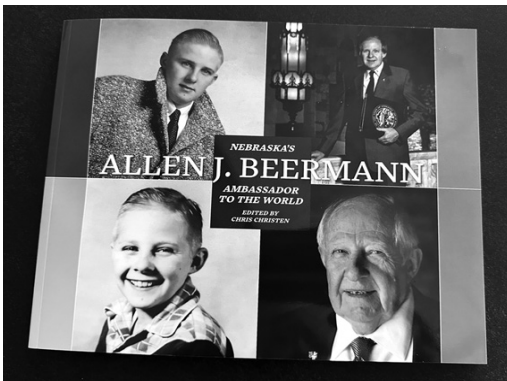
By Michael Carnes, Managing Editor
Dakota Co. Star, South Sioux City, March 7, 2024

If Nebraska had an official “face” — that face would no doubt belong to Dakota County native Allen Beermann.

Now 84 and enjoying retirement in Lincoln after more than half a century of service to the state, the son of Albert and Amanda Beermann has put his lifetime as a Dakota County farm boy, Nebraska Secretary of State and longtime executive director of the Nebraska Press Association together in a book, “Nebraska’s Allen J. Beermann: Ambassador To The World.”

Beermann and the book’s editor, Chris Christen, answered questions from about 30 people who attended the Saturday morning event at the Francie & Finch Book Shop in Lincoln and listened to a handful of an endless collection of stories about Beermann and his career in state politics and as the quarterback for the state’s newspaper industry.

Beermann served as Secretary of State for 24 years, serving for six Nebraska governors, from James Tiemann to Kay Orr. All six had different ways of doing their work, but had very similar characteristics.



The book “Allen J. Beermann: Ambassador To The World” is an interesting read with highlights of the Dakota County resident’s life and essays by many of the people who have known him throughout his lifetime. (Photo by Michael Carnes)

“All of them were interesting people who were hard-working and had an active interest in the state of Nebraska for the betterment of the people,” he said.

“When you become governor, the office changes you and makes you a different, but better, person because

you realize you are working for the state and all of the people. All of them had pluses and very few minuses, and we’ve been very lucky in this state.”

Beermann said Bob Kerrey was one of the most interesting of the six governors he worked under.

“His problem was staying focused, but he was that way in everything,” he said. “He was always everywhere, but we got along really well and if there was a problem he needed help with, he’d call me up.”

Running for public office for a good chunk of his adult life, Beermann understands the political process

better than probably anybody in Nebraska, and he

had some very direct words for the adversarial style of campaigning that dominates today’s political arena, both statewide and nationally.

“My first opponent (for Secretary of State) was Stan Matzke, and he and I would never even CONSIDER denigrating each other,” Beermann stated. “Several times, we would drive together to campaign spots. We offered ourselves to the public and told the public what we could both offer, and then we drove home together.

“We never thought of denigrating each other because that demeans the office,” he added. “We would go together to campaign appearances together and then we drove home together. Now it seems like the opponents can’t even be in the same room.”

As Secretary of State, one of Beermann’s duties was serving as part of the three-member Pardons Board with the governor and the state’s attorney general.

“You cannot prepare or train for this part of the job,” he said. We’re not counselors or ministers or psychologists, yet we’re required by the state constitution to judge who is ready to be pardoned, how soon, who deserves a commutation . . . you have

cont. pg. 7



Photo by Michael Carnes
Dakota County native Allen Beermann (right) recalls some of his duties during his days as Secretary of State during a gathering in a Lincoln bookstore. He and book editor Chris Christen entertained a group of about 25 people as they discussed his book, called “Allen Beermann: Ambassador To The World.”

Beermann - from pg. 6

to go on instinct and what you think is right and you hope you made the right decision.”

Beermann was also instrumental in the commissioning and construction of the USS Nebraska nuclear submarine, and in the formation of the Big Red Sub Club. “Two or three times a year, the Sub Club brings crew members from the USS Nebraska back here for events like Statehood Day, the College World Series, or a Husker home football game,” he said.

After serving six terms as the Secretary of State, Beermann said there wasn’t much of a layoff before he picked up the duties as executive director of the Nebraska Press Association, a position he held for 25 years before retiring in 2021.

“It was a very quick transition,” he explained with a smile. “I’d finished being Secretary of State on a Saturday, and by Sunday night, (then-NPA president) Ted Huettman came to see me and said that they wanted me to start as executive director of the NPA on Monday. I had no interviews, no idea what it was about . . . I didn’t even know what my salary would be. But at 8 a.m. on Monday, I was their executive director and stayed there for 25 years.”

Beermann was an unabashed supporter of the state’s newspaper and the First Amendment in general. His work in making sure legal notice stayed in print and didn’t go only are vital for the state’s history and future. “Weekly papers are still very much a part of community life and are very important to the community, especially because of legal notices,” he said. “Some ask why don’t they put them online, but it’s easy for them to disappear and be erased. When they’re in print, every newspaper is saved locally and at the Nebraska State Historical Society, so you have a history of all that information.

Christen, a former book editor at the Omaha World-Herald, has worked for more than three years with Beermann on this project and said it was only fitting to use the “ambassador” designation as part of the book’s title.

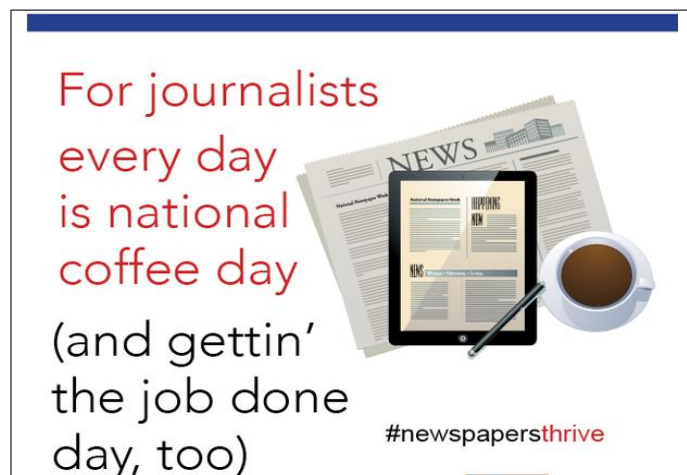
“It’s not anything verbose, because he’s been such a great face for Nebraska and has opened so many doors for the state,” she said. “I was struck with how many friends of Allen contributed essays to the book, and we’ve woven those into it.”

Article re-printed with permission.

BEERMANN BOOK SIGNING AT NPA CONVENTION

Allen Beermann will be signing copies of his book at the Marriott Cornhusker Hotel (lower level) on Saturday morning, April 27, in the convention registration area prior to Saturday’s Foundation Awards Luncheon.

His book is also for sale online at:
<https://goosecreekpress.com/products/nebraskas-allen-j-beermann-ambassador-to-the-world>



Congress approved NNA language directing HHS advertising to community media

NNA (Nat. Newspaper Assn.), March 25, 2024

Three years of planning and effort by the National Newspaper Association and its partners resulted late last month in recognition by Congress of the vital role community newspapers play in sharing health information to small and rural markets.

As part of the final batch of appropriations bills approved by the Senate in the early hours of Saturday, March 23, funding to the Dept. of Health and Human Services included report language directing the Secretary of HHS to use part of its public health paid advertising budget to reach small or rural markets through local media outlets, including small daily and weekly newspapers. President Joe Biden signed the bill.



“This effort gained traction during the COVID pandemic,” said John Galer, NNA’s Chair and publisher of The Journal-News in Hillsboro, IL. “While we watched the U.S. government spend tens of millions of dollars in health outreach, almost nothing was spent in reaching many of our small and rural populations through their most-trusted source, the local newspaper.

“We quickly realized that we needed an all-out effort to education federal officials on the vital role we play in our communities and that we needed to elicit the help of Congress to do so,” Galer said. “This was a very tall hill to climb, and we’re very excited to be able to announce this achievement for our members and our industry.”

Claudia James, Managing Director of Cogent Strategies, a public affairs firm which teamed with NNA on this project, will work to ensure that HHS fulfills its responsibilities under this bill, according to Lynne Lance, Executive Director of NNA.

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

April 8, 2024

NEWSPAPER FOR SALE: The historic Garden County News in Oshkosh has been part of the fabric of western Nebraska since 1910. This award-winning publication is near Lake McConaughy, and the hunting paradise of the North Platte River Valley.

The publication serves the panhandle of Nebraska and beyond, including the communities of Lewellen, Lemoyne, Oshkosh and Lisco. It is a booming economy of cattle producers, irrigation, dryland farming, and commerce. It is an outstanding opportunity to run a thriving business and live in an outdoor paradise of hiking, hunting and fishing. Call Buddy Paulsen at 308-778-6229.

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.