



# Bulletin



## Save the Dates!

**NE Press Assn  
Foundation  
Annual Business  
Meeting (via Zoom)  
Thurs., June 6 2024  
@ 10:00 a.m. CT**  
*(Zoom link will be sent to  
members prior to meeting.)*

**Natl. Newspaper Assn.  
Foundation  
Convention & Trade  
Show**  
**September 26-28, 2024**  
*Embassy Suites, Omaha, NE  
(downtown Old Market)*

**NPA 2025 Convention  
Kearney, NE  
April 25-26, 2025**  
*Younes Conference Center  
North & Crown Plaza Hotel*

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## NNA wants comments from newspapers on postal rates!

The National Newspaper Association is asking newspapers to help as it prepares to fight the Postal Service's never-ending rate increases.

This summer, the Postal Regulatory Commission will review the regulations that permit USPS to require postage increases twice a year, and NNA is preparing to comment on that PRC review.

Postage for Periodicals has increased by more than 35% since 2021. For some newspapers, the increase was even higher.

**Please submit your comments by June 1st to NNA on how and why the postal rate hikes of the past few years have hurt your newspaper. Newspapers do not need to be an NNA member to comment.**

Newspapers can fill out the few fields in this Formstack form and it will be uploaded into letter form (please upload your logo as well, to personalize it). NNA will do all the work on their end.

**OR**

Papers can download the letter (link in Formstack form) and edit themselves and email to Lynne Lance: [lynne@nna.org](mailto:lynne@nna.org).

**OR**

Write your own letter and email it to Lynne.

All will be included with a letter from NNA on letterhead and sent to the Postal Regulatory Commission.

**If you have a group of newspapers, you only need to fill out one form & upload a file with a list of their newspapers to include.**

**[https://nna.formstack.com/forms/usps\\_nna\\_letters](https://nna.formstack.com/forms/usps_nna_letters)**

## Ensure your newspaper has up-to-date ISSN numbers

*Make sure your newspaper is included!*  
America's Newspapers, May 21, 2024

**Do you have the most up-to-date ISSN numbers for your newspaper and website? If not, now is the time to apply for them!**



It's important that all newspapers ensure they have the proper ISSN numbers for their products. It's possible that proposed legislation, such as the JCPA (Journalism Competition & Preservation Act) and other efforts, will define eligible participants as those with valid ISSN numbers.

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## **NPA/OnePress Staff**



### **Dennis DeRossett**

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*ISSN number - from pg. 1*

**To claim your ISSN number, visit**

**[https://nna.formstack.com/forms/nna\\_issn\\_project](https://nna.formstack.com/forms/nna_issn_project).**

**You'll need to provide PDFs of your print products and URLs of your digital sites. Each product will require a different ISSN number. The cost is \$50 per newspaper.**

### **About ISSN numbers:**

The ISSN is an international standard and is issued by 93 national ISSN centers worldwide. ISSNs are issued to "continuing resources" such as newspapers, but also magazines, scholarly journals, blogs, some database and websites, and other kinds of publications.

ISSN numbers are required for each product you operate. And, if you have changed a title of a publication — even some changes that do not seem significant — it most likely will require a new ISSN.

You can use your new ISSN right away. It should be displayed in a place where information about the publication such as frequency, publisher, etc. is displayed. The Postal Service has specific information about ISSN in the publishing statement. NNA and the Library of Congress staff will communicate the new ISSN to the USPS along with the USPS number so USPS can update its records.

The ISSN should be displayed on the paper and on the website. If you have a periodicals rate permit, the ISSN should be added to the USPS identification statement. If you do not have a periodicals permit, the ISSN should be displayed in your publication statement.

### **ISSNs that end in "X":**

These are perfectly valid. The last digit of the ISSN is a check digit that is based on an algorithm that helps guard against mis-transcriptions.

**For those publishers who would like assistance with the process, America's Newspapers is partnering with the National Newspaper Association to help members obtain their ISSN numbers for print and digital products. NNA has experience in working with the Library of Congress to obtain these numbers. The cost is \$50 per newspaper.**

## **Info from photographer Jeremy Buss: sports photo balls**

*Jeremy shared examples of sports photo balls he's made at the April 27 Convention Great Idea Exchange*

**During the Great Idea Exchange, Jeremy shared examples of sports photo balls, and promised to provide additional information for our members.**

**The site for the balls is: <https://www.makeaball.com/> When you register on the site, make sure to register as a PARTNER to get the wholesale pricing. Until you are approved all you will see is the retail pricing. Once registered you can get templates etc. Jeremy said he's always designed his own and not paid them to do the design.**

**Site for clipping photos is: <https://purephotos.app> You can get your first 100 for free and after that it is \$.15 cents an image. After you drag and drop your photos, depending on volume and complexity the files are ready to download 5-10 minutes later. **Jeremy has personally met reps of the company and recommends them.****

NPA members, feel free to reach out to Jeremy if you have questions or issues with either of these sites. He's happy to help, and could work with you on design and getting the projects set up as well.

**Reach Jeremy at: [jeremy@bussphotography.com](mailto:jeremy@bussphotography.com).**



# Artificial Intelligence

It's crucial to make a plan before you jump in too deep

Almost daily, I hear from longtime readers of my column who write to tell me they've recently benefited from something I wrote months or years ago. I suppose it's why I keep writing these columns after all these years.

Just this morning, I heard from a publisher who wrote that he had begun using an application I wrote about three years ago and was finding it very helpful. Another wrote yesterday to tell me she had followed my advice about holding a focus group made up of community members, some newspaper readers, and some non-readers. She wanted me to know that it was incredibly beneficial to her paper, and they had made several changes based on the results of the focus group.

Recently, I've heard from a lot of folks asking for advice related to artificial intelligence. Press association directors have written to ask if I would lead a convention session or webinar on the topic (yes, I plan to offer a webinar on AI soon). I even responded to a request from an industry journal in Australia and Southeast Asia to get my thoughts concerning a photo that had run in a major publication there using AI. Every time I read a story from that part of the world, I'm convinced they have a knack for writing great headlines. The headline for that story was "Tummy tat a croptop giveaway, and Slimp says, 'Never in news.'"

I realize the use of AI is a fact of life in today's world. However, the use of artificial intelligence requires much the same scrutiny as was given to photo editing when applications like Photoshop and Photostyle became available almost 40 years ago.

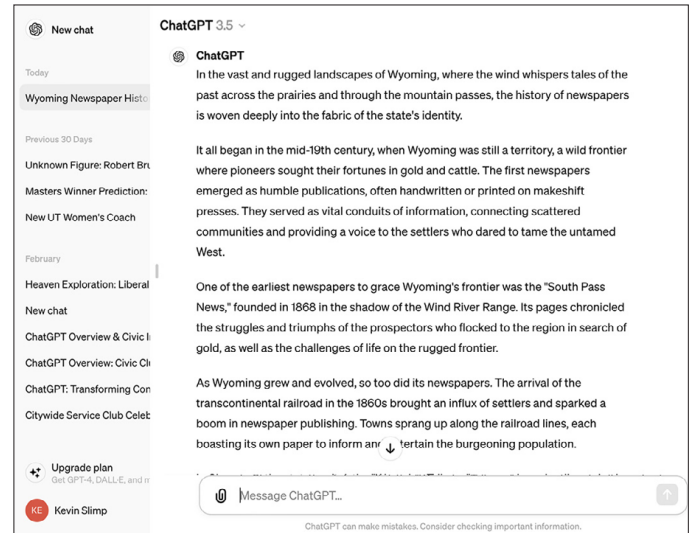
In the early days of

Photoshop, it was almost scary for me to face a crowd of veteran photographers. Even the use of tools we take for granted today, like adjusting levels or sharpening an image, was met with much deliberation among audiences. Longtime photographers, especially from major dailies, often protested that nothing could be adjusted in a photo. If that became the industry standard, my Photoshop classes wouldn't have lasted very long.

In the same way, we need to be very careful about the way we use AI. It would be simplistic to say that we not use it all. Much of the software we are already using had built-in AI features. However, I am suggesting that we give the use of AI even more scrutiny than we did Photoshop a few decades ago. I agree with writer Kelly McBride that every newspaper needs an ethics policy related to the use of artificial intelligence (poynter.org, March 25, 2024). Kelly's column includes a starter kit to give newspapers a starting point for addressing the use of AI.

Looking back at the early days of Photoshop, I would emphasize that the use of Photoshop shouldn't be to improve or alter an image. Instead, the goal was to make the image printed on the page appear as close to the original photo as possible. Knowing that dot gain, ink limits, quality of paper stock, and other variables affected the printed image, photo editing applications offered tools to offset distortions that would otherwise appear on the printed page.

Much has been written about the use of artificial intelligence in the workplace. In our industry, it's even



more crucial that we give the use of AI serious thought before diving in too deep. It would be easy to ignore the issue altogether. That would be naive. On the other hand, it's easy – especially for those of us who have a bit of "tech nerd" built into our DNA – to get overly excited about the use of AI. Let me caution against both extremes.

We will be using AI in our work. You probably already are. However, be very careful when and how AI is used.

I was invited to speak at a local civic club in Knoxville a couple of weeks ago. They asked me to speak on the topic of artificial intelligence. I learned the audience was larger than usual and noticed that some of the folks brought pads and pens to write notes. Many were business owners, and they obviously had a lot of interest in the topic.

Before I spoke my first word, a hand went up. "Is AI going to put us all out of business?" a man in the third row asked.

I spoke to the group for about 30 minutes and spoke of the limitations and dan-

gers of AI. I'm relatively sure everyone felt, by the time I finished, that their worlds wouldn't be crashing in anytime soon from the use of artificial intelligence.

This week, I'm part of an international conference made up of more than 1,000 participants in Charlotte, North Carolina. As attendees come by to meet me, they often tell me they're from "a little town you've never heard of." In most cases, I'm pleased to tell them, "I've visited your town while working with the newspaper." So far, every person has gone on to tell me how much they loved the community newspaper in their town.

Sometimes we forget how much people love and appreciate us. And sometimes we forget how important – and serious – our work is. Thank you for making a difference.



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"  
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## **Minutes– Joint Board Meeting | Nebraska Press Assn and NPAS/OnePress**

Thursday, April 25, 2024 | 1 p.m. | Cornhusker Marriott Hotel, Lincoln, Nebraska

NPA President Rob Dump and NPAS President Marcia Hora called the meeting to order.

Also attending were:

NPA Board members: Donnis Hueffle-Bullock, Michael Happ, Kevin Peterson, Randy Sadd.

OnePress Board: Vice president Dee Klein, Lynell Morgan, Immediate past president Vickie Hrabanek, Paul Swanson and Carrie Pitzer.

Attending via Zoom: OnePress board member Tim Linscott

Not attending: NPA vice president John Erickson, NPA board member Cody Gerlach.

NPA staff attending: executive director Dennis DeRossett, and Violet Spader, director of sales & marketing.

**Jerry Raehal** was introduced as the new Chief Growth Officer for NPAS/OnePress. He currently is the executive director of the Louisiana Press Association and former ED of the Colorado Press Association. Jerry will begin PT on a remote basis on May 1<sup>st</sup> and join the staff fulltime on May 28<sup>th</sup>. Dennis shared the origination and timeline of discussions involved with bringing Jerry to NPA. He also announced that Susan Watson would be retiring at the end of July and that Violet Spader would become Director of Member Services at that time.

**The minutes** of the February 2<sup>nd</sup> joint board meeting held in Kearney were approved.

The **Annual Meetings for NPA and NPAS** were scheduled to be held consecutively on Friday, April 26<sup>th</sup>, beginning at 3 p.m. The major items to be presented and voted upon are:

NPA: Bylaws change to add digital membership will be presented to full membership. Other agenda items will include the nominating committee's report for officers and new board member.

NPAS: Nominating committee's report for officers and directors; vote on proposal to gift property (land only) from NPAS to NPA.

**Convention Update** – Details on speakers, sessions, awards and programs were presented by Staff and discussed. Attendance is expected to be down slightly from prior year.

### **Q1 Financials**

Q1 financials for NPA and OnePress were presented, variances to prior year were discussed, the cash reserves report reviewed, and all were approved by the boards of directors.

**North Platte postal update** -- Marcia Hora reported on the potential closing of the North Platte postal distribution center. Since the meeting, the US Senate had a committee hearing with Postmaster Louis DeJoy. Bills have been introduced to freeze consolidating of mail processing facilities. Marcia urged NPA members to contact their congressional delegation about this issue.

**Legislative Update** -- Matt Schaefer from Mueller Robak LLC, the lobbying firm retained by NPA, gave an update on the most recent legislative session. One or more webinars will be held in the summer to inform members of any changes to public notice statutes.

**Digital Archive project** – put on hold until further options are explored.

*cont. pg. 6*

# NNAF's 138th Annual Convention and Trade Show: *Champions of Democracy*

**September 26-27, 2024**

**Embassy Suites Omaha Downtown/Old Market  
555 So. 10th St. 68102**

NNAF's Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities, and the opportunity to connect with newspaper vendor partners.

Watch for details on NNAF Convention sessions, special events & participating vendors.



**For more information, and to register for the NNAF Convention, go to:**

**<https://nna.formstack.com/forms/nnafconvention>**

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## Prairie Doc Perspectives offer free, weekly columns with focus on rural health topics

Prairie Doc® Perspectives' health care columns provide the public with free, accurate information written by trusted, local health professionals. Their weekly columns are published in newspapers across SD, ND, NE, KS, WY, MT and IL.



Several Nebraska newspapers already publish these free columns as a service to their readers - and they've given the columns high marks. Papers can publish the columns on a weekly basis, or as you have space available.

All columns are located on their blog at <https://www.prairiedoc.org/blog>, if you have a place to link articles to your page digitally.

For more information about Prairie Doc, go to: [www.prairiedoc.org](http://www.prairiedoc.org), or follow them on Facebook, Instagram, or Tik Tok.

**2024-25 Committees** – We need to re-fill and re-build some of the NPA/NPAS committees. Board members were asked to review their current committee assignments for possible changes to be made. Rob D suggested new committees:

- Kid Scoop News Committee
- Events Committee: Master Editor-Publisher, Hall of Fame, summer meetings
- Building Committee (permanent instead of ad-hoc)

**NPA Foundation** -- the Annual meeting will be on Thursday, June 6<sup>th</sup> at 10 am via Zoom. Notice will go out to all members in mid-May. There will be two trustee positions on the board to fill: Dennis Morgan is term-limiting off and Terri Baker is resigning.

**2025 Convention** – April 25-26 at the Crown Plaza Hotel in Kearney. Dates & locations for 2026 and beyond are being determined.

**Summer Joint Board Meeting** – July 26th in Broken Bow, to include a social event on the 25<sup>th</sup>.

### **Other Business**

The board recognized Vickie Hrabanek, outgoing NPAS Immediate Past President, for her service to the NPAS board.

The meeting adjourned at 4 p.m.

## **Longtime Albion News sports editor, Joe Flanagan, retires**

*Jim Dickerson, Albion News, May 22, 2024*

Joe Flanagan, sports editor of the Albion News for 21 years, officially retired with the May 22 edition of the paper. Joe served two stints at the Albion News. One was from 1978 to 1985, and the other from 2003 to 2024 - each quite different time periods for newspapers and photography.

In the article announcing Joe's retirement, he compared the changes. "In the late 1970s and early 80s, I actually pecked my copy on a manual typewriter, then turned that copy in to our typesetter," he said. Photography was done on film, with our own dark room in the office. When I returned in 2003, it was all computers and digital. No separate typesetting. The dark room was closed down, and eventually was gone."

Joe was born and lived all but one year in Albion. He and his wife, Kathryn have four children and five grandchildren.

In addition to two stints as sports editor, Joe was clubhouse manager at the Albion Country Club for about 12 years; he was a longtime director of the Albion men's slow-pitch softball and men's basketball leagues; and coached youth baseball and basketball for a number of years.

Joe has some 20 to 25 Nebraska Press Association awards in recognition of his work at the Albion News. In 2012, he was inducted as a member of the Albion Downtown Athletic Club Hall of Fame.

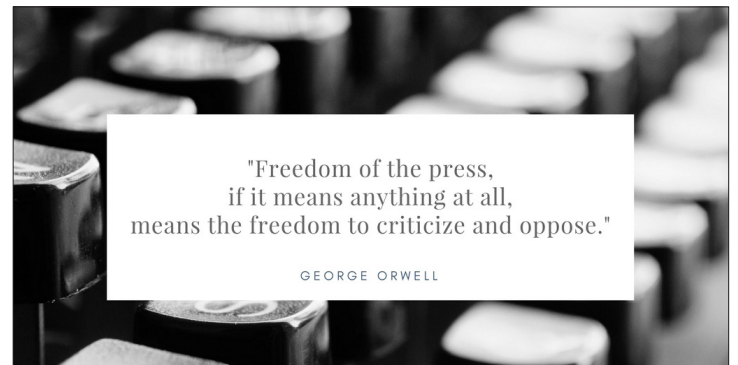
## **Henderson News and Service Press change ownership**

The Henderson News and commercial printing company, Service Press, have been sold by longtime owner/publisher, Jan Edgecombe

Effective May 13, the new owners are mother and son, Sheila and Ian Huebert.

Ian Huebert is a printmaker and illustrator, with a background in commercial illustration and fine arts. His company, Picture Press, focuses on letterpress printing and is based in Iowa City, IA. Sheila Huebert is a business owner in York, NE.

The Henderson News staff, Charlene Overturf and Judith Ross, will continue to work at the newspaper.



# Classified Advertising Exchange

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May 27, 2024

**NEWSPAPERS FOR SALE:** Group of three weekly newspapers covering north central Nebraska and south central South Dakota. Includes strong commercial printing, newspaper web press and association with two shoppers. Will consider selling newspapers separately. Motivated seller. Call 402-760-2764.

**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](mailto:nebpress@nebpress.com).