Calendar of Events

Events:

June 21, 2019

NPA/OnePress Summer Board Meeting (conference call) Time TBA

October 3-5, 2019

NNA 133rd Annual Convention Pfister Hotel, Milwaukee, WI

Webinars:

May 1, 2019

10 Proposal Tips to Close Ad Deals NOW Ryan Dohrn 1:00pm CST www.newspaperacademy.com

May 8, 2019

Getting it Right! My Best Design Advice Ed Henninger 2:00pm CST www.newspaperacademy.com

May 9, 2019

Selling Response Bob McInnis 1:00pm CST www.onlinemediacampus.com

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Make the most of National Small Business Week,



May 5-11

National Small Business Week is May 5 to 11, and the Small Business Administration (SBA) will celebrate America's small business owners.

Make the most of Small Business Week by joining in on the celebration and promoting your business, and businesses in your community, at the same time. Here are some ideas on how to get in the Small Business Week spirit:

1. Show your local pride. Consumers like to know their money is helping support their local economy, so make sure you play up your local business angle during Small Business Week. Check with your community's Chamber of Commerce or business development office to see if there's already a "shop local" organization your business can join. Plan a few shop-local events and create Shop Local signage to display in your store's window and on your website.

cont. pg. 4

Newspaper Disaster Checklist

Are you prepared?

With flooding (and its aftermath) that has ravaged our state the past several weeks, each newspaper should be asking – are we prepared for a disaster? Newspapers are the immediate source for community news coverage – so what would happen if your newspaper became the victim of a disaster?

From flash floods, tornadoes and other natural disasters to power outages or a loss of an important staff member, trauma is almost impossible



to predict. But through effective preparation, new spapers can continue to function in spite of setbacks.

Attached to this week's Bulletin is a Newspaper Disaster Checklist, prepared by the Ohio Newspaper Association, that covers the ins and outs of an adequately prepared staff, to help you keep operating on all platforms in times of disaster.

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May is Beef Month



The Nebraska Beef Council has Beef Month information out on their website right now for media partners: https://www.nebeef.org/about-us/beef-month/.

If you have specific requests or would like additional content, please contact: Adam Wegner, Director of Marketing, Nebraska Beef

No. 16

Council, 1319 Central Ave, Kearney, NE 68847;

Phone: 308-236-7551; adam@nebeef.org.

Brown, Mobley inducted into Nebraska Women Journalists Hall

of Fame

Former University of Nebraska at Kearney journalism instructor Ruth Brown of Lincoln and the late Maggie



Mobley were inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame on April 27, 2019, during the Nebraska Press Women's convention in Broken Bow.

Brown, a West Point native, is a retired professor of advertising at the University of Nebraska, having taught journalism at UNK and then at UNL from 1993-2016.

During her time at the University of Nebraska, Brown educated and mentored countless future journalists, and worked hard to help her students find internships in small communities across the state.

Mobley, editor and publisher of The Platte Valley Independent, first in North Platte and then in Grand Island, from 1870 to 1884, is believed to be the first female newspaper publisher in Nebraska.

With the induction of Brown and Mobley, the Nebraska Women Journalists Hall of Fame now has 24 members. The Hall of Fame is displayed on the second floor of UNL's Andersen Hall. It can also be viewed on the NPW website, nebraska-presswomen.org.

NPW established the Marian Andersen Nebraska Women Journalists Hall of Fame in 2011, with funding support by Harold and Marian Andersen, to commemorate the 65th anniversary of NPW as an affiliate of the National Federation of Press Women.

The women journalists are recognized for their talent, initiative, intelligence and stamina, and for making a difference for the profession, for their communities and for those who follow in their footsteps.

GIVE ME THE LIBERTY ACCORDING TO TO KNOW, TO UTTER, CONSCIENCE ABOVE AND TO ARGUE FREELY ALL LIBERTIES.

John Milton

OnePress News & Notes

Dear Nebraska Press Association Members:

I look forward to the NPA convention every year, not only for the excellent speakers — and we had some great ones — but also for the opportunity to talk with you, our newspaper members. My favorite part of this job is helping journalists from across Nebraska. Getting to spend several days connecting with newspaper folks — that's how I learn how to do my job better.

And this year's convention in Kearney did not disappoint! With the Convention Ambassador program, enthusiastically led by Amy Johnson, publisher of the Springview Herald, and Gerri Peterson, publisher of the Mullen Hooker County Tribune, 2019 will go down in the books as one of the friendliest conventions. My hope is that every person who attended went home inspired and equipped with ideas they can implement immediately.

Save the date for next year's convention in Lincoln — April 16-18, 2020.

National Ad Managers + The Relevance Project

Last week, I sat in a hotel conference room in New Orleans' Warehouse District with my colleagues from press associations across the nation. We had gathered for the annual NAM (national ad managers) conference and were briefed on the results of the Relevance Project.

The campaign is an effort to position press associations and press advertising services as leaders in the marketplace, providing value to advertisers and access to the community forum.

Like community newspapers, many industries have been disrupted by the digital age. Some have adapted and flourished contributing new value to society. Community newspapers were also disrupted yet find themselves lost in competition with social media. This has compromised an essential pillar to democratic society. Communities have been robbed by the declining relevance of local newspapers ... and society is taking notice.

Community forum is defined as a place to engage with politics, governance, education and commerce. We can bring local communities together again and provide businesses with a platform for advertising local goods and services.

The new messages for our industry include:

- Local journalism is trusted media
- Community forum is essential to democracy
- Community forum as antidote to social media
- Community forum advertising reaches affluent, educated and engaged consumers
- Digital is not enough
- We are hyperlocal marketing experts
- We are your strategic local marketing partner

This is just the tip of the iceberg, of course, but with the messaging from the Relevance Project combined with the branding work for OnePress, I am excited to share your story and value as an advertising platform to new business prospects.



BY THE NUMBERS

from the News Media Alliance's News Advertising Panorama

67% vs 33%

Consumer trust in print news media is more than double their trust in social media

82%

When asked which types of advertising channels they trust most, new media consumers say they trust print ads in newspapers more than any other source.

66% AD RECALL

Print newspapers score high for recall and likability and are also more likely than other channels to drive reader action, with as many as 83 percent of news media consumers taking action because of printed advertisements.

\$60,600

The news media audience has a median household income that is \$5,900 higher than the national average.

NNA call for nominations: Amos, McKinney, Phillips Awards

Every year, the National Newspaper Association announces the Call for Nominations for the Amos, McKinney & Phillips Awards, which are the highest honors awarded to working and retired newspapermen and women who have exhibited distinguished service to the community press.

Amos Award:

The General James O. Amos Award was established in 1938 by E.C. Amos, publisher of The Sidney Daily News, to honor his father, General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association.

McKinney Award:

The Emma C. McKinney Award was created in 1966 to honor Emma C. McKinney, co-publisher and editor of the Hillsboro (OR) Argus for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women and in 1957 received the Amos Voorhies Award, the highest state honor that can be awarded to an Oregon newspaper person. Mrs. McKinney was inducted into the Oregon Journalism Hall of Fame in 1982.

Phillips Award:

The Daniel M. Phillips Leadership Award was established in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer and photographer who passed away in 2005 at the age of 47.

For more information and to nominate: https://nna.formstack.com/forms/amp

Nomination deadline for all three awards is June 14, 2019. The awards will be presented on the morning of Saturday, October 5, 2019 at the NNA Convention & Trade Show in Milwaukee, Wisconsin.

Direct questions about the awards to Lynne Lance, Executive Director, National Newspaper Association, Phone: 850-542-7087, Email: lynne@nna.org.



Small Business Week - from pg. 1

- 2. Host a small business networking event. Get to know your fellow small business owners and put your business in a leadership position by planning and hosting a networking event. Not only will your event generate some buzz around town and create brand awareness, you might also get some high-quality business leads from your peers. If the weather's nice, think about holding the event outside so the mood is less formal. Put the word out on social media to attract the largest crowd you can. Then be sure to take lots of photos at the event so more people will join the next time around. (Note: May 5 is Cinco de Mayo—why not make it a Mexican-themed event and break out the guacamole and chips?)
- **3. Launch a contest or giveaway.** Get your customers excited about Small Business Week by holding a contest in your office or store and on your social media platforms. A contest will raise brand awareness and attract more followers. Have an early bird special for the first 100 customers to walk through your doors during Small Business Week or give away a prize for the best Instagram post showing your product or service. Depending on your business, think outside of the box and really get your customers engaged.
- **4. Celebrate your employees.** Don't forget your hardworking and loyal employees during Small Business Week. You couldn't do it without them and now is a great time to show your appreciation. Close the office early one day to host a company party or take your team on an outing such as a relaxing spa day or exciting escape room adventure. If you don't want to splurge on an activity, try surprising your staff by letting them have a half day off to enjoy the Spring weather.
- **5. Celebrate your customers.** Let your customers know you appreciate them during Small Business Week by including them in some of the festivities. Give away some swag if you have it—and make sure you package it up in a nice box or bag with your company logo on it, denoting that it's Small Business Week. You could also launch a new customer loyalty program in honor of Small Business Week. Send handwritten notes to some of your best customers thanking them for all their support or send out an email with a short thank-you video featuring you and your staff.

There's a special pride and camaraderie among small business owners. Small Business Week is the perfect time to flaunt your success and show your appreciation for all who help make it happen.

Classified Advertising Exchange

April 29, 2019

SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES - Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email <u>timothylinscott1@gmail.com</u>.

NEWSPAPER FOR SALE - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@yeoicenewsnebraska.com, or 402-762-5352.

NEWSPAPER FOR SALE - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email scjslegals@gmail.com.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Newspaper Disaster Checklist.

NEBRASKA PRESS ADVERTISING SERVICE, INC.

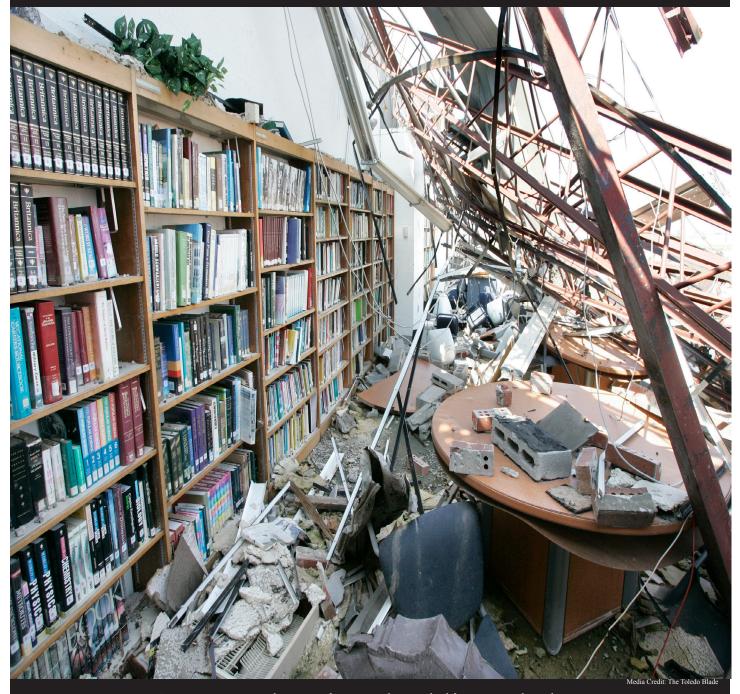
845 "S" Street LINCOLN, NEBRASKA 68508-1226

NPAS MAILING LABELS AVAILABLE FOR MEMBER NEWSPAPERS - If you'd like a pad of these 2 1/2" x 5" mailing labels (to use when sending your papers to the NPA office each week, please contact Susan Watson, NPA office, at nebpress@nebpress.com, or 800-369-2850.

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 which 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. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

THE DISASTER CHECKLIST for Newspapers

Courtesy of The Ohio Newspaper Association and The Oklahoma Press Association



A comprehensive checklist to help newsooms prepare for the worst

THE DISASTER CHECKLIST FOR NEWSPAPERS

The newspaper has a very unique and important responsibility to the community in times of disaster and must plan to operate in a crisis. Developing a checklist of items leads to the development of a disaster plan, which will provide the publisher and staff confidence that they are prepared to fulfill their obligation to their community, neighbors, family and friends. In times of crisis you are needed more than ever!

PREPLANNING

Preplanning is the most important step in avoiding or knowing what to do in case of a disaster. Setting a calendar date each year to update the plan, review the list, make a new inventory tape, talk to employees, have a disaster training exercise, and other related matters is the easiest way to ensure this important item doesn't slip through the cracks in the hectic schedule of a newspaper.

CHECKLIST 1 Pick a disaster – any disaster

YES NO

[?] I have made a list of all possible disasters that might affect my paper. (Include tornado, flood, bomb, fire, sabotage, lawsuit, computer system failure, key employee

death or disability, other types.)

- ? I have ranked the list of disasters from most likely to least likely.
- ? I have evaluated what areas of my operation would need to be restored first if a disaster strikes my whole paper, or just a portion of my business.

CHECKLIST 2 We're OK here – How about YOU?

- YES NO

 ? I have made decisions on what to do if the paper avoids a direct disaster, but the disaster involves my town, subscribers, advertisers, employees, a family member, independent contractors, or our key suppliers.
- ? I have made a list of steps to take (for all areas including news, advertising, legal notices, circulation, accounting, business operations, etc.) if one of these "contingent" disasters affects my newspaper.
- I have made a list of key employees we depend on for the basic newspaper function and what the key responsibilities of those employees are in order to get the newspaper published.
- Property is a spared, but disaster strikes their own homes or families.
- Programmer in Employees know whether they can take vacation or sick leave for disaster-related absences.
- I have thought about what to do if any employee or a family member is killed or disabled by a disaster.
- I have set priorities on what additional lines of business (i.e. print shop, office supplies, book store, tag agency, etc.) the newspaper might operate, and how they will be affected by the disaster.

CHECKLIST 3 I'll get by with a little help from my friends

- YES NO
- ? I have made a list of which newspapers or businesses I will call on to help with critical newspaper functions.
- ? I have a list of their names, numbers, and critical functions they are to perform.
- ? I have documented my newspaper's technical configurations.
- ? I have a list of the software that is critical to publishing the paper.
- ? I have a list of other "non-publishing" software, such as accounting and circulation, that would be necessary to complete other functions of the newspaper.
- ? I have a list of the exact number and type of machines I need.
- ? I have a list of alternate phone numbers to use in case of a disaster.
- ? I know where to get Internet access and email for me and my staff.
- ? The staff knows where to assemble if the newspaper equipment or offices are unusable.
- ? If I print other newspapers, I know where I would send my customers.
- ? If I print other papers, I have a list of other printers and know what to tell them so they help my customers immediately.

- [?] If I am printed elsewhere and my printer has the disaster, we have discussed where to go and what to do.
- We know what to tell carriers, post office workers, convenience store distributors and others in case there are changes in the method of delivery of the newspaper.
- ? The local police, fire and medical personnel know us, will vouch for us, and won't panic and shut us out when the TV stations and helicopters arrive on the scene.

CHECKLIST 4 My insurance policy doesn't cover WHAT?!!

- YES NO

 My insurance agent has been out to my paper in the last year to see my operation.
- My policy is tailored to specific needs of my newspaper; not a general policy.
- I know where my insurance policies are located, and keep them in a safe place.
- I have reviewed my policies in the past year with my agent.
- ? I have reviewed the list of my equipment and clearly understand what is covered by insurance and what is not.
- ? I have replacement cost insurance, including incidental costs.
- [?] I have business interruption coverage, and know the length and limits of that coverage.
- [?] I am certain my insurance policy covers all the risks that I listed above.

CHECKLIST 5 But it's worth more than that to ME!

- YES NO
 [?] I know the true value of each piece of property.
- I know the true business interruption costs if I could not publish as usual.
- ? I can explain and justify these values to a claims adjuster.
- ? I have determined some items are minor and not worth covering.
- I have determined that some risks are unavoidable and not covered them with insurance.
- P I have decided it is not economically feasible to cover some property/risks.
- ? I have determined there are other factors influencing my decision to cover or not cover some property/risks.



The aftermath of a devastating tordando that struck the Toledo area on June 5, 2010. Photo courtesy of The Toledo Blade

CHECKLIST 6 Let me show you around

- YES NO

 [?] Local fire personnel have toured my paper in the past year to familiarize their personnel with our building, hazards, exits, etc.
- [?] Local medical personnel have toured my paper in the past year to make sure they know how to get in and out of the building in case of a medical emergency.
- ? Local police personnel have toured my paper in the past year to make sure they know about my property and can protect my paper in case of a
- ? I have made changes to my building, hazards, etc. since the last visit of my local fire, medical and police personnel.
- ? I have a copy of the layout of my paper, and a listing of addresses and phone numbers of key personnel.
- ? I have a listing of alternate addresses and phone numbers for key personnel.
- ? I have the paper layout and personnel lists in a secure, accessible place in case of a disaster.

CHECKLIST 7 If I had to do it over again...

- YES NO

 [?] I have thought about what parts of my business I
- would change if I had to restart, from the ground up, the newspaper or any other businesses I operate.
- ? I have thought about what new offices and/or equipment would be required if my paper becomes damaged beyond repair.
- I have made a calculation about how much income I would need to keep the paper alive while waiting on insurance settlements.
- I know the state law on how many issues I can miss before I lose my status as a legal newspaper.
- I have thought about exactly how long it would take to restore my paper to normal operation after each type of disaster.

CHECKLIST 8 Didn't we have something over there?

YES	NO	
?	?	I have made a detailed, room-by-room inven-
_	_	tory list of everything at the newspaper.

- My inventory also has descriptions and model numbers of all pieces of equipment and software.
- ? In the past year, I have made a videotape of my entire operation.
- ? I have set a date each year to videotape everything in the operation.
- ? I know if I there is any "third party property" at my newspaper office.
- ? I have included "third party property" in my inventory list.
- ? I know if "third party property" is included in my insurance coverage.
- ? All employees understand whether their personal property would be covered by insurance.
- ? I have stored my paper's detailed inventory list and videotape in a safe and secure place.
- ? We know the location of all racks and how we would distribute papers if they were destroyed.

CHECKLIST 9 I thought you knew how important that stuff was!!!

YES NO ? I have a written list of all vital records pertaining to my newspaper.

- ? I have backed up all my computer information.
- ? I have a regularly scheduled plan to back up all computer information.
- ? I store the back up information and copy of all vital records in a safe and secure place.

CHECKLIST 10 What would we do without you?

- YES NO
- If the publisher does not serve as the disaster manager, the staff knows who will be in charge.
- ? I am emotionally and physically ready, willing and able to be the disaster manager for my newspaper.

- ? Our paper is prepared to be the hub of information for townspeople, before, during and after the broadcast media have left the area.
- ? I have made a list of immediate actions to take and which staff people are responsible for what items in the event of a disaster.
- ? I have the list stored in an easily accessible and secure place, and staff knows where it is.

CHECKLIST 11 Quiet on the set! And ... ACTION!

- Our newspaper staff knows the basics of our action plan in case of a disaster.
- Our basic action plan includes important names and phone numbers.
- ? In the past year, we have had a fire drill or other disaster training exercise.
- ? We set a specific date each year to have a disaster training exercise.
- ? Our staff knows what to do if the disaster happens during working hours.
- ? Our staff knows what to do if the disaster happens when the office is closed.
- ? A copy of basic staff actions are posted in the building as a quick employee guide.
- Property Employees have a copy of the basic action plan and their responsibilities at their home.
- ? The employees know what records to safeguard.
- ? The employees know to minimize physical damage, such as location of fire extinguishers.
- ? I know which employees are trained for First Aid and CPR.
- I know which employees will be called away if the National Guard is called upon, or if they are volunteer fire, ambulance, police personnel.
- ? I have made contingency plans for the absence of those employees.



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