

NEBRASKA PRESS ASSOCIATION

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Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



NPA Legal Hotline is a free service to member newspapers

We recently found out that a few member newspaper publishers were not aware of the Nebraska Press Association's LEGAL HOTLINE service, which is provided FREE to our newspapers as part of their annual membership dues.

For over 30 years, NPA has prepaid annually for the Cline Williams law firm in Lincoln to provide solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, please contact Shawn Renner at Cline Williams (contact info above).

Questions about this free Legal Hotline service? Contact the Nebraska Press Association office.

Check out History Nebraska's blog for Timelines articles

Back in May, NPA was notified that History Nebraska would no longer be able to provide monthly TIMELINES columns, due to their very limited staff (of one).

These free TIMELINES columns were very popular with our newspapers.

History Nebraska's Editor, David Bristow, recommends that you check out their blog at: <https://history.nebraska.gov/blog>, where TIMELINES columns are still available.

Newspapers have permission to reprint the articles (and accompanying photos) posted on their blog, provided that you credit History Nebraska.

New faces join Nelson Nuckolls Co. Locomotive Gazette staff

In addition to design changes to the layout of the Nelson Nuckolls Co. Locomotive Gazette paper, two new faces have joined the staff.

Teraesa Bruce has joined the team as a reporter and office manager, as she learns more of the 'ins and outs' of the newspaper. A Nelson High School graduate, Teraesa most recently served as the deputy clerk of Nelson.

Cheryl Bonin joins the staff as their new receptionist

and writer, as she learns to write the popular "Long Time Ago" column and eventually other news.

Allen Ostdiek, longtime newspaperman and former owner of the Locomotive-Gazette, continues to write for the newspaper, with a focus on local sports.

Rural Health News Service is now Community Health News Service

Effective September 27, 18 state press association partners in the Rural Health News Service project voted unanimously to change the name to Community Health News Service.

Several daily/metro/urban newspapers in the participating states now publish the popular 'Thinking About Health' column, so using 'rural' in the project name could narrow the focus and discourage other larger daily/metro papers from publishing the columns.

RHNS has been providing 'Thinking About Health' columns written by health columnist, Trudy Lieberman, for over eight years, as a free service to newspapers and their readers in 18 states.

NNA renews call for postal reform

National Newspaper Association, October 9, 2019

The National Newspaper Association, while meeting last week for its annual convention in Milwaukee, called for Congress to renew its commitment to postal reform in light of a new report criticizing the Postal Service for steeply rising costs despite spotty service performance.



NNA President Matthew Adelman, publisher of the Douglas (Wyo.) Budget, said NNA members are concerned about a report from the USPS Inspector General that Periodicals are not being delivered on time even though mail processing costs for overtime have risen 43 percent and delivery overtime costs have risen 26 percent in the past five years.

The report said that although Periodicals delivery had improved somewhat over the past five years, on-time delivery has still never hit its target in that time period.

“The Postal Service is clearly a stressed organization. It is being pushed from all sides - falling mail volume, an expanding delivery network, rising labor costs and a new demand to deliver packages, which are more costly to handle. The Postmaster General has said the system will run out of cash in 2024. NNA is deeply worried that Congress has allowed other legislative priorities to push postal issues off the table, despite the warning signs coming from USPS.

“For newspapers, these stresses are doubly alarming. They tell us that subscribers are at risk of not receiving their papers on time, in an era where the internet promises instant delivery. But the internet does not produce sufficient revenues to support a newsroom, and most of our readers want the hard copy. We can see that pressure to increase postage rates is bound to come our way unless Congress acts and that USPS will continue to want to eliminate days of service, which is particularly worrisome in rural areas,” Adelman said.

“NNA has stood up repeatedly over the past decade and a half to ask Congress to address the Postal Service’s many issues. We have agreed in the past to increased postage rates so long as service is fixed; and we have taken many steps to make our mail as easy as possible to handle. But if the newspaper is not in the mailbox on time, both our business and the Postal Service’s mission are at serious risk. Congress must keep the health of our nation’s delivery system at the top of its priorities,” Adelman added.

“Every time a newspaper dies, even a bad one, the country moves a little closer to authoritarianism...”

- Richard Kluger

Save the date! Lincoln NewsTrain, Saturday, April 4, 2020

Training in data, video, social, mobile and verification

A full day of affordable digital training will be available at Lincoln NewsTrain on Saturday, April 4, 2020, at the University of Nebraska-Lincoln.



Training Sessions Will Include:

- Using social media as powerful reporting tools.
- Storytelling on mobile: making smart choices.
- Becoming a verification ninja.
- Edit smarter video on your smartphone.
- Mining data for enterprise off any beat.

Early-bird registration is \$75 through March 4; the rate increases to \$85 on March 5. **For Lincoln NewsTrain, competitive diversity scholarships are available for journalists, journalism students and journalism educators from diverse backgrounds. Apply for scholarships by February 19, 2020.**

Trainers:

Geoff Roth, a self-described “#MobileJournalism evangelist,” who built the first iPhone-based TV newsroom in the U.S., is one of the trainers. **Additional trainers will be announced soon, so check the Lincoln NewsTrain website often for updates.**

You Will Learn How To:

- Use social media to locate diverse expert and “real people” sources, listen to your community and identify news stories, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news.
- Edit short news videos using an app on your smartphone.
- Verify user-generated images and other content on social media on deadline.
- Make smart choices among alternative ways to tell a story on mobile to get the maximum audience impact with the least expenditure of time, energy and effort.
- Identify five ways to find relevant databases and formulate questions to identify stories in the data. Leave with at least one story idea using data that you can do now.

For details on Lincoln NewsTrain registration, session descriptions, agenda and more, check out the website: <https://www.apme.com/page/LincolnNebraskaNewsTrain2020>.

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 9/2:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Bridgeport News-Blade – John Erickson (paper made \$150.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (paper made \$325.00)
Norfolk Daily News – Suzie Wachter (paper made \$325.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)
Tekamah Plaindealer – Pam Duden (paper made \$162.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)
Callaway Courier – Mike Wendorff (NCAN Special Free Ad)
Stromsburg News – Patrice Clifton (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

Week of 9/9:

2x2

Aurora News-Register – Dani Lemburg (paper made \$162.50)
Blair Enterprise – Lynette Hansen (2 ads) (paper made \$312.50)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Fairbury Journal News – Jennifer Lewis (paper made \$300.00)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

NCAN

Stapleton Enterprise – Marcia Hora (paper made \$150.00)

Week of 9/16:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$85.00 out of state)
Bloomfield Monitor – Judy Forbes (paper made \$162.50)

NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

Week of 9/23:

2x2

Blair Enterprise – Lynette Hansen (3 ads) (paper made \$637.50)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$775.00)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)
Oshkosh Garden Co. News – Kelly Reece (paper made \$300.00)

NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$130.00)

Week of 9/30:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (paper made \$312.50)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)
Seward Co. Independent – Lizz Alder (paper made \$150.00)
Sutherland Courier-Times – Brenda Seifer (paper made \$150.00)

Week of 10/7:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Franklin Co. Chronicle – Cathy Webber (paper made \$300.00)
Hickman Voice News – Wendy Doyle (6 ads) (paper made \$1,887.50)
Kearney Hub – Kaitlyn White (paper made \$162.50)
Sutherland Courier-Times – Brenda Seifer (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)

The power of restraint

By John Foust, Raleigh, NC

On an out-of-state trip, I saw a billboard that compelled me to pull off the road to take a closer look. What was so unusual? It had more words than I had ever seen on a billboard – 45 words. “What in the world were they thinking?” I asked myself. “I’m probably the only driver who knows what the billboard says, and that’s because I stopped to count the words.”



The person who designed that sign hadn’t considered what it would look like on the side of that two-lane highway. He or she had created it on a screen or layout pad, with no awareness of the fact that drivers would have only a few seconds to read it. For years, I’ve heard that eight is the maximum word count for a readable billboard. That one had 45. The billboard needed what a lot of ads need – restraint. Here are three areas that call for that special brand of discipline:

1. The sales call. This is where it starts. It’s understandable for advertisers to be excited about their products and services, but they shouldn’t be encouraged to put unsubstantiated claims and exaggerations in their ads. Salespeople who are close to closing a sale often have a tendency to accept anything their clients want to run. But this is the time to hold firm and gather the raw material that is needed for an effective ad campaign. First, learn about the client’s audience. Then learn about what is being advertised – with a focus on features and benefits.

2. The ad copy. The next step is to translate that information into an idea, and then to transform that idea into convincing words and pictures. Even the best ad concept in

cont. page 5

Restraint - cont. from 4
the world will fall flat if it is not put together the right way.

It's important to use restraint in writing copy. Readers don't respond favorably to words like "unbelievable" and "fantastic" and "incredible." They prefer to hear the truth, because that's what they need to make informed buying decisions. Specific language works better than generalities. "Save 40 percent on a new widget" is more effective than "save money on a new widget." "Three-year warranty" is better than "great warranty." And "one-acre lot" is more descriptive than "large lot."

3. The ad design. A store owner once told me about his philosophy of print advertising. "I think white space is wasted space," he said. "I want my ads to be filled from corner to corner." It was no surprise that his ads were bursting at the seams with illustrations and blocks of multiple colors. To make matters worse, he thought that all upper-case type made his copy more important.

Sadly, his ads looked like indecipherable blobs on the page. I don't think anyone would make the effort to read them.

Poet Robert Browning is famous for writing, "Less is more." Although architecture later adopted the phrase, it is just as appropriate for this business of advertising. Less is definitely more.

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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.

NET special explores news media, society

"An Issue of Trust: News Not Fiction" airs in October

What role should the news media play in our democracy, and what are the obligations of citizens and journalists in today's new media environment? These are two of a series of complex questions that were part of community conversations in Nebraska.

NET, Nebraska's PBS and NPR stations, curated the public discussions into the hour-long television special, "An Issue of Trust: News Not Fiction," premiering at 7 p.m., October 22, on NET.

Nebraskans and award-winning journalists discuss issues such as identifying biased or inaccurate news, and what the future holds for the circulation and consumption of news. The discussions were part of Humanities Nebraska-sponsored community forums in Kearney, Lincoln and Norfolk last fall, funded in part by Humanities Nebraska and the Nebraska Cultural Endowment.

Journalists on the panels represented a variety of perspectives on the position of the news media in society, and included local and regional voices as well as Pulitzer Prize winners and finalists. **Check local listings for October repeats of "An Issue of Trust." To stream the forum in its entirety, visit: <http://netnebraska.org/basic-page/television/issue-trust-news-not-fiction>.**

Why We Call It "Public Notice"

Public Notice Resource Center, September 3, 2019



Statutorily required notice goes by a number of different names. There's "public notice", of course. "Legal notice" is a big one. "Legal ads" is also used quite often. And then there's plain old "legals", as in "the legals".

Ask someone in the newspaper business what they're called and you may get any one of those answers. Ask someone outside the newspaper business the same question and the response is likely to be, "Huh?"

There are a number of reasons for the public confusion over public notice advertising, including the fact that we in the newspaper industry can't agree on a name for them. Branding 101 would suggest that's a problem.

Of course, it's not all our fault. Legislators have played a role in this. The general statutes of Arkansas, Colorado, Kentucky and many other states refer to them as "legal notices." The laws in California, South Dakota and Oregon call them "public notices". Some state statutes, like Massachusetts, refer to them as both.

Our policy at the Public Notice Resource Center is as follows:

1. For the sake of clarity, the newspaper business should settle on one name; and
2. For branding purposes, that name should be "public notice"

Why is "public notice" preferable to "legal notice" or "legal ads"? Because the word "public" has positive connotations. The word "legal", on the other hand, is a mixed bag. "Public notices" sound like a civic good. They're about notifying the public. Who can be against notifying the public? By contrast, "legal notices" sound kind of scary. Like someone did something wrong and needs to be told about it.

Consider the advertisement posted here. Despite what it says at the top, it is not a public notice. It's a used-car ad. But the words "public notice" are so powerful that this auto dealer decided to use them to get people to pay attention to his used-car sale. Aside perhaps from that Nigerian prince who keeps emailing all of us, it's impossible to imagine someone doing the same thing with the words "legal notice".

From an advocacy and framing perspective, the words "public notice" are a gift. Let's use them precisely as they have been gifted to us. So: When you talk about them. When you publish them in your newspaper. When you post a link to them on your website. Please call them "public notices."

Classified Advertising Exchange

October 14, 2019

REPORTER: The Wahoo Newspaper has an opening for a general assignment journalist to cover news and feature stories Saunders County. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow company policies and procedures, including attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree in journalism or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoone newspaper.com.

NEWS EDITOR: The Ashland Gazette has an opening for a news editor. The position would cover general assignment news and feature stories in Ashland, Greenwood, Memphis and the surrounding area, as well as sports photography for Ashland-Greenwood High School. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow all company policies and procedures, including but not limited to attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoone newspaper.com.

EDITORIAL ASSISTANT: The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoone newspaper.com.

DIRECTOR OF SALES: Ready to be more than a sales rep? If you have 3-5 years of media sales experience, and are looking to move into a management position, this may be the opportunity you're looking for. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, digital and on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue

that growth. Our Director of Sales will carry and build an active account list, be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, crhoades@enterprise pub.com, Enterprise Media Group, Blair, NE.

ASSISTANT EDITOR: Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is looking for someone with news writing and photography experience, as well as online and social media skills, to help spearhead our online movement and to also handle traditional newspaper duties. Candidates must have previous newspaper experience and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper and two weekly newspapers, as well as serve as our online editor for several regional publications. If you have the desire to bring new ideas to the table, and are tired of the same old newsroom, we'd love to hear from you! Please email your resume and cover letter to Associate Publisher Chris Rhoades at crhoades@enterprise pub.com.

SPORTS EDITOR: The Scottsbluff Star-Herald is looking for a sports editor interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The position requires an organized person who takes initiative, can run their own show, and has a passion for sports journalism in the digital age. There is lots of room to grow in this position. The Star-Herald is a proud member of Berkshire Hathaway Media Group (BH Media). If you think you're the right fit for a small daily newspaper that covers big stories, send a cover letter, resume and clips to brad.staman@starherald.com.

NEWSPAPERS FOR SALE: Two weekly newspapers in growing Omaha metro area for sale. Will sell individually or as a pair. Serious inquiries only. Please contact 402-762-5352.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

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.