



## **NPA/OnePress Staff**



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## **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 12/23:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Blair Enterprise – Jahde Osborn/Jill McClusky (\$32.50 out of state)

Imperial Republican – Jana Pribbeno (2 ads) (paper made \$787.50)

### **Week of 12/30:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$162.50)

Blair Enterprise – Jahde Osborn/Jill McClusky (\$85.00 out of state)

Crete News – Nichole Javorsky (paper made \$150.00)

Hickman Voice News – Wendy Doyle (2 ads) (paper made \$600.00)

Imperial Republican – Jana Pribbeno (paper made \$487.50)

Norfolk Daily News – Vickie Hrabanek (paper made \$162.50)

### **Week of 1/6:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Blair Enterprise – Jahde Osborn/Jill McClusky (\$85.00 out of state)

Crete News – Nichole Javorsky (paper made \$150.00)

Imperial Republican – Jana Pribbeno (paper made \$300.00)

North Platte Telegraph – Lesli Torres (paper made \$625.00)

Tekamah Plaindealer – Pam Duden (paper made \$162.50)

### **Week of 1/13:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$32.50 out of state)

Crete News – Nichole Javorsky (paper made \$150.00)

Fairbury Journal News – Jennifer Lewis (paper made \$150.00)

Hickman Voice News – Wendy Doyle (paper made \$150.00)

Lexington Clipper-Herald – Pat Hart Tysdal (paper made \$162.50)

#### **NCAN**

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

### **Week of 1/20:**

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$487.50)

Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$32.50 out of state)

Crete News – Nichole Javorsky (paper made \$150.00)

Norfolk Daily News – Suzie Wachter (paper made \$162.50)

Orchard News – Carrie Pitzer (paper made \$162.50)

#### **NCAN**

Grand Island Independent – Cheri Scow (paper made \$112.50)

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

## **2020 NNA Better Newspaper Contest open for entries**

The National Newspaper Association's Better Newspaper Editorial Contest and Better Newspaper Advertising Contest are now open for entries. Newspapers may upload their submissions now to use the contest site as storage. Entries may be deleted until deadline.



**The deadline for entries is 11:59**

**p.m. on April 20, 2020. Early contest entries submitted by March 16, 2020, will translate into a chance to win one free registration to NNA's Annual Convention & Trade Show in Jacksonville, Florida, October 1-3, 2020, valued at over \$400.** Each newspaper will earn one chance to win, regardless of the number of entries submitted.

Contest is open to NNA members only. **Members must login with a member login name and password provided by NNA. Association Code to register is: NNA20.** The Contest Committee added several new categories and made slight changes to division breakdowns. **New in 2020, the state with the most winners will receive a special plaque.**

## Meet them where they are

By John Foust, Raleigh, NC

Tim manages an ad sales team. “When I started my career in the newspaper business, I quickly learned that advertisers can be worlds apart in their knowledge of marketing,” he said. “That’s why one of my favorite sales principles is the old slogan, ‘Meet them where they are.’”



“This means we have to recognize that our prospects have different levels of experience. Most of them don’t have our knowledge of the intricacies of newspapers. If we don’t talk to them on their level, they will tune us out. And most of them are too polite to tell us we’re doing a poor job of explaining things.”

Tim’s comments remind me of the time my wife and I helped her father select a car. He loved his 14-year-old car, but it was time for a replacement, because expensive things were beginning to go wrong with it. At the dealership, we found a nice used car with only 12 thousand miles – a much newer version of his old model. Our salesperson was sincere and down-to-earth, but unfortunately, he was hung up on technology. He spent most of the test drive talking about the screen in the middle of the dashboard. He was a walking encyclopedia of Bluetooth and wi-fi and digital programming, but my father-in-law had no interest in those things. He just wanted to see how the car drove and learn the relevant differences between his old car and the new one. His patience with the barrage of comments like “look at this other cool feature” was a clear sign that he liked the car.

In spite of the salesperson’s single-minded focus, my wife’s dad decided it was the right car for him. When the transaction was over, he mentioned that the salesperson was nice, but extremely confusing. The next day, he accepted my offer of a simple tutorial. I sat in the car with him, placed my hand over the dashboard display and said, “The first thing we’re going to do is forget about all of this.” He said, “That’s a good start.” Then we reviewed and practiced some basics until he was comfortable. When we finished, he said he was more confident and even more excited about the car.

Age and experience make a big difference. That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology.

But he was so blinded by his own interest that he couldn’t see things from another person’s perspective.

“It’s all a matter of common sense,” Tim said. “If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves. If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to talk to about advertising from all angles.”

Meet your prospects where they are. Let that be your guideline and you’ll be on the right road.

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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. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com).

*“Tell me and I forget. Teach me and I remember. Involve me and I learn.”*

- Benjamin Franklin

## Media of Nebraska steering committee elects new 2020 officers

At their annual winter meeting on January 29, 2020, members of Media of Nebraska’s steering committee elected new officers for 2020:

- President - Randy Essex, Omaha World-Herald
- Vice President/Secretary - Jim Timm, Nebraska Broadcasters Association
- Treasurer - Dennis DeRossett, new executive director of the Nebraska Press Association

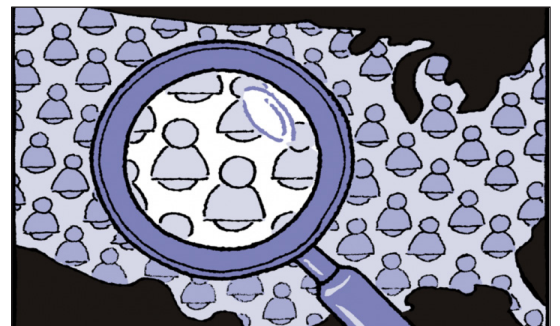
Formed in 1972, Media of Nebraska’s mission is to persuade the Legislature not to limit First Amendment rights of the news media and to pass legislation that enhances those rights.

## A graphic guide to the 2020 US census

*Journalist’s Resources’* nonfiction cartoonist Josh Neufeld created a graphic guide of several issues to watch for as the 2020 census gets underway — including the risk of undercounts, the potential ramifications of an inaccurate count, the threat of misinformation and disinformation campaigns, and important dates on the census calendar.”

**To see the entire graphic guide, go to:**

<https://journalistsresource.org/studies/government/2020-census-graphic-explainer-comics-journalism-guide/>





# Classified Advertising Exchange

February 3, 2020

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsonline.com](mailto:jim@albionnewsonline.com).

**NEWS EDITOR:** The Ashland Gazette has an opening for a news editor. The position would cover general assignment news and feature stories, news and sports photography. Skills: 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 required. A valid driver's license and working vehicle required. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Apply online at [www.wahoo-ashland-waverly.com](http://www.wahoo-ashland-waverly.com) through "Join Our Team" link at the bottom of the page, or at [www.bhmginc.com](http://www.bhmginc.com), click on "Careers."

**NEWS EDITOR:** The News/Waverly has an opening for a news editor. The position would cover general assignment news, feature and sports stories, news and sports photography. Skills: 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 required. A valid driver's license and working vehicle required. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Apply online at [www.wahoo-ashland-waverly.com](http://www.wahoo-ashland-waverly.com) through "Join Our Team" link at the bottom of the page, or at [www.bhmginc.com](http://www.bhmginc.com), click on "Careers."

**EDITORIAL ASSISTANT:** The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include gathering and processing community and social news and activities for print and digital newspapers and assembling community calendars, with some website

duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Apply online at [www.wahoo-ashland-waverly.com](http://www.wahoo-ashland-waverly.com) through "Join Our Team" link at the bottom of the page, or at [www.bhmginc.com](http://www.bhmginc.com), click on "Careers."

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

**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@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

**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](mailto:registersports@stanton.net).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; SUMMER INTERNSHIP PROGRAM-guidelines & 2019 intern testimonials; NPA AWARDS-guidelines & nomination forms; OWH AWARDS-Community Service & Service to Ag-guidelines.

**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. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# SUMMER INTERNSHIP

## WEEKLY & SMALLER DAILY NEWSPAPERS: Sign up now for 2020 NPA Foundation Summer Internship Scholarship Program

**Sign up deadline for newspapers is Friday, February 7!**

This is year four for the NPA Foundation's Summer Internship Scholarship Program. Five \$1,000 internship scholarships will be available to current Nebraska college students who successfully complete an eight-week summer internship program at a weekly or smaller daily newspaper in Nebraska.

The program is a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. The hope is that with this type of experience under their belts, former interns will become more involved in community journalism, either by working at or buying a Nebraska weekly, to continue the vital role newspapers play in our rural communities.

### **Program guidelines for participating newspapers:**

- **Sign-up deadline (by email or phone) for newspapers to participate in the internship program is Friday, February 7.** Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 402-476-2851/800-369-2850.
- Newspapers that participated in the 2019 internship program can sign up again for 2020. ***Students that participated as interns in 2019 are not eligible for the 2020 program.***
- The program is available only to students enrolled in a Nebraska college or university and majoring in journalism, communications or advertising/marketing. Interns can be involved in any aspect of journalism — reporting, photography, videography, graphic art/design, advertising/marketing or social media.
- ***Participating newspapers must agree to pay interns a living wage, a housing stipend, and provide on-site, hands-on experience at your newspaper. Each employer will define the specifics of the job.***
- The eight-week internships will take place summer of 2020; students must submit internship application form, reference letter(s), resumes and work samples to NPA by Friday, February 28. NPA will forward application forms & accompanying documents to the newspapers. **Newspapers will contact students directly to set up interviews, provide job descriptions, make job offers, etc.**
- **Students must have a valid driver's license and reliable vehicle for the duration of their internship, and must notify newspapers if they plan to have an additional job during the same time as their internship (for availability/scheduling purposes).**
- **Once the internship is successfully completed, intern and publisher/editor of the newspaper must submit a close-out evaluation to NPA.** Upon completion, the student will receive a \$1,000 scholarship from the NPA Foundation (check sent to their school for deposit into student's account) to assist with tuition.

HERE'S WHAT NPA'S

# 2019 SUMMER INTERNS HAD TO SAY



"This internship position did not feel like other internships I've had ... with this internship, I was able to actually write and have my stories published. I am extremely grateful for this opportunity. It was great for me to be able to learn in a setting where I was able to ask as many questions as I wanted. I think this internship has prepared me the most for my career in journalism."

**Madison Keith, UNL**

"Interning at the Northeast Nebraska News Company was easily one of the best experiences I have ever had. It offered me real world experience and a chance to learn by doing instead of in a classroom. Many of the things I learned in a classroom were not as applicable to the real world situations I faced. It was great having to figure out problems on my own in real world situations just like real journalist do everyday."

**Kenneth Ferriera, UNL**



"This summer working at the Seward County Independent has been one of growth and learning. Before this summer, all I really cared to write about and felt qualified to write about was sports. This summer has forced me to write about a variety of topics in a variety of settings, which I am very thankful for. I appreciated the amount of freedom that was given to me, even as an intern, to handle my stories how I saw fit."

**Nicholas Boys, Concordia University**

"I saw what makes a small-town newspaper different. Like any small town business, the Elgin Review did more than just one service. They are the town's printing service and I helped with these printing tasks. I also managed the office during the editors' absence and worked with customer service. This summer, I gained valuable experience and learned more about what it means to work at a small-town newspaper."

**Marie Meis, UNL**

