

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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NPA annual convention postponed until July 10- 11, 2020

As a precaution against the ever-increasing and unknown impact of the COVID-19 virus, the NPA and NPAS/Onepress Executive Committee voted on March 13 to postpone the annual convention scheduled in April.

The rescheduled 2020 convention dates are: Friday, July 10th and Saturday, July 11th. The event will still be held at the Cornhusker Marriott Hotel in Lincoln.

- **All contest winners, award honorees and scholarships will be presented at the convention in July.**
- **Convention registration information and agenda/program details** will now be sent out starting in May.
- **Hotel room reservations for July:** Room rates (for July 9-11) will remain the same - \$109.00 per night + tax.
- **A new online link to make July 9-11 Cornhusker Marriott room reservations will be provided soon.** Room reservations can only be made online, using the new link, not by phone.

If you have questions, please call the NPA office.

Free coronavirus special section available

Mar 16, 2020, NNA

Green Shoot Media, a provider of newspaper special section content, is making a news package about the COVID-19 outbreak available at no charge to newspapers.



"Coronavirus: Just the Facts"

takes a straightforward approach to reporting on the pandemic. It looks to the experts for tips to help communities face the public health threat of COVID-19.

Topics include who is at the highest risk, what to do if you get sick, how to talk to children about the threat, who should be tested, traveling during the outbreak and handling illness-related anxiety and stress.

More information on the section, including a sample PDF, is available at:

<http://greenshootmedia.com/product/coronavirus-just-the-facts>

Papers can download the section at no charge by filling out this form:

<https://form.jotform.com/200756158959064>

Green Shoot Media Owner Derek Price explains the project in a video here:

<https://www.youtube.com/watch?v=Y0PNR0YRk4g>

Lewis is new ad manager for Cozad Tri-City Tribune and Gothenburg Times

Mark Lewis has joined Platte Valley Media LLC as new advertising manager, with over 20 years of experience in advertising sales and media marketing for businesses.

Lewis also has experience in graphic design, promotion of special events, and layout and design of print products. He has worked at the North Platte Telegraph, North Platte Bulletin and the Huskeradio Broadcasting Group.

Platte Valley Media LLC owns the Cozad Tri-City Tribune and the Gothenburg Times.

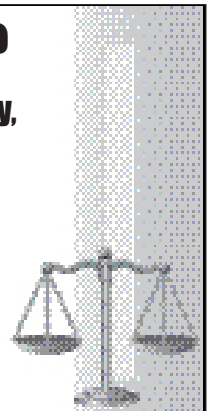
Have a Legal Question??

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

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:

Cline, Williams, Wright, Johnson & Oldfather 1900 U.S. Bank Building, Lincoln, NE 68508, 402-474-6900, srenner@clinetwilliams.com



Media Virus Watch - from pg. 1

service issues and resources for news publishers. It will serve as a hub for webinars on COVID-19 topics critical to the news media and as a portal for news publishers to submit the work and ideas of their organizations.

"This public health crisis is an urgent matter for our member news organizations who serve communities that depend on them to provide trusted, truthful and timely information about the COVID-19 impact on their communities. Helping news publishers provide these essential services is at the core of America's Newspapers mission," said Dean Ridings, America's Newspapers CEO. "This partnership with the industry's most important publication strengthens the support we can provide for news organizations."

Editor & Publisher is tripling the number of podcast interviews it conducts, and has contracted with the app developer Puggig to distribute Media Virus Watch on mobile devices. "Our goal is to make sure that all essential content from over 25 association websites, newsletters and blogs that serve our industry, can be easily accessed in one place," E&P Publisher, Mike Blinder said.

America's Newspapers was created on Oct. 1, 2019 from the merger of the Inland Press Association and the Southern Newspaper Publishers Association. Its approximately 1,500 members include newspapers of all sizes and frequency as well as businesses that serve the industry. America's Newspapers provides research, education and practical information all focused on optimizing newspapers' business operations, deepening their community engagement and enhancing the quality of their journalism.

Editor & Publisher is the authoritative voice of news publishing covering all aspects of the industry from the newsroom to advertising and from audience and digital technology to production operations. Since September 2019, it has been owned by the Curated Experiences Group with Mike Blinder as its publisher.

10 ways to support local businesses without breaking social distance

Nebraska Chamber of Commerce & Industry, 3/24/20

1. Buy a gift card
2. Get delivery
3. Shop local online
4. Tip generously
5. Keep paying your service providers
6. Skip a refund on unused tickets
7. Schedule a service for later
8. Share a business's social media posts
9. Contact government leaders for help
10. Send a thank you note



Read article at:

<https://livability.com/topics/love-where-you-live/10-ways-you-can-help-local-businesses-right-now>

Kevin Slimp, Ryan Dohrn webinars to be repeated - don't miss out!

Two webinars from last week will be repeated this Wednesday (3/25) and Thursday (3/26) to help newspaper prepare for production and sales disruptions. The webinars are being offered for \$19.00 each (1/3 the usual rate for their webinars).

Recordings of last week's webinars are also available at: <https://msb.press/newscovid>

Kevin Slimp Webinar:

Preparing Your Staff for the Possibility of Working at Home Amidst COVID-19

Wednesday, March 25 @ 2pm CDT (1 hour)

Registration (\$19): <https://msb.press/kevin>

Whether your paper serves an area already dealing with school closings, quarantines, and other disruptions associated with COVID-19 or not, it's imperative to have a plan in place to get the paper out in case you or your staff can't get to the office. Kevin Slimp will discuss how to get your staff prepared to get your paper out from home. **Discussion topics:**

- Making sure everyone has the hardware necessary to get the paper out
- Making sure everyone has the software necessary to get the paper out
- Making sure everyone can access files, whether on-line, through storage devices, or other methods
- Making sure settings are correct in all applications so print quality doesn't suffer
- Developing a plan so everyone knows what to do if a quarantine is announced
- Keeping your community informed, even if your printer shuts down

Ryan Dohrn Webinar:

Helping Newspaper Advertisers Understand Marking Amidst COVID-19

Thursday, March 26 @ 1pm CDT (70 min.)

Registration (\$19): <https://msb.press/ryan>

Veteran ad sales coach Ryan Dohrn will share 10 ways to empathize, educate and guide your advertisers during the COVID-19 crisis. **Key takeaways will be:**

1. How to show empathy without getting into a COVID-19 debate.
2. How to explain the NASCAR effect of getting 3 laps down when advertisers pull ads.
3. How to show examples like Kellogs and Dominoes that doubled down on marketing in a crisis and came out as market leaders after a crisis.
4. How to help advertisers re-define their core audience for survival.

Postal Regulatory Commission (PRC) outlines future 'skyrocketing' postal costs

Tonda Rush, Natl. Newspaper Assn., March 1, 2020

Imagine that you are spending \$250 a week at your local post office, mailing some 2,000 newspapers to your readers. Service is pretty good, so long as you do most of the work: sort the papers by the carrier's path down the street, bring bundles directly to the post office all ready to go out, fill out your own "bill" in the form of a postage statement and make sure there is cash on hand in your account plus a little extra in case the acceptance clerk comes up with a different weight than you got.



Now hear what the Postal Regulatory Commission (PRC) has in mind.

In 2021, your bill goes up to about \$270. Instead of \$13,000 a year, you're going to pay \$14,040. In 2022, it goes up again to about \$292, and the annual is \$15,184. In 2023, it is \$315 or \$16,000 a year. And the cost keeps escalating, maybe even a percentage point or two more than this scenario. It could get up to \$20,000 a year or more by the end of five years.

While all of that increase is bearing down on your company, the first-class stamp used to send out invoices goes to 60 cents, then 70 cents, maybe even as high as \$1.25. And that does not count the Standard Mail (now Marketing Mail) you may use to send renewal statements to subscribers or Total Market Coverage publications to nonsubscribers. All of that could be rising 30-50% over the next five years, as well.

That is the scenario that National Newspaper Association and other organizations representing users of business mail are combatting at the PRC this winter.

The Commission has rolled out a proposal for future postage payments that removes the annual inflation-based cap on postage increases. Instead, it wants to give USPS the ability to increase postage to cover the looming costs it foresees. That includes fewer mail pieces going to each household, while the number of households needing mail delivery continues to expand.

The costs also include losses of more than \$70 billion on the USPS balance sheet because it has not been able to cover a \$5 billion annual obligation to pre fund the cost of future retirees' health care. The proposal also covers a gap that the U.S. Postal Service says presently exists between newspaper postage and the actual cost of delivery newspapers, which USPS says amounts to about 35% more than publishers pay.

On top of this proposal, USPS has arrived at the Commission with its own ideas. It wants the PRC to grant it \$6 billion in new postage revenue from rate increases before the schedule of annual percentage increases takes hold. If the PRC granted that request and assigned that responsibility for covering the cost to the first-class stamp, a repeat of last year's 5-cent increase and more could be in store. The stamp could rise to well more than a dollar.

All of these possibilities arise as part of the PRC's review of the 10-year-long cap on postage increases earned by NNA and others as part of Postal Accountability and Enhancement Act of 2006 (PAEA). The PRC is mandated to determine whether the price cap is sufficient to sustain USPS over the long haul. PRC already determined in 2017 that the cap has not produced enough revenue to keep universal service intact. Now, it is deliberating over what comes next.

"NNA has been greatly alarmed by the prospect that the PRC intends to let postage expenses skyrocket," NNA President Matthew Adelman, publisher of the Douglas (Wyoming) Budget, said. "We have agreed in the past to reasonable increases in a balanced piece of legislation that helps USPS do a better job of controlling its costs. But Congress has not produced that legislation, and now the PRC seems determined to leap ahead with increases of its own. What is has in mind is wildly out of today's realities in the printing and publishing industries."

The formal proposal asked for comments from industry and consumers on whether substantial increases made sense. For newspapers, thought to be failing to cover costs, the proposal would allow USPS to pass along increases as follows:

- The annual inflation rate, presently around 2%.
- Two percent additional "supplemental authority" to help USPS cope with a decline in the density of mail delivered to each household and to cover a Congressional mandate to prepay its Retiree Health Benefits (RHB);
- An additional 1% if USPS met certain efficiency targets and also did not lower service standards (not actual service performance);
- Two percent more for mail like Periodicals that do not cover mail processing and delivery costs;
- Changes in workshare discounts, such as presorting of mail, or specific types of charges, such as the costs of bundles and containers, where the Commission has questioned whether the charges sufficiently compensate USPS.

When all the possibilities are added together and compounded over a proposed five-year schedule, the increases for a newspaper Periodical mailer could approach 50%. Similar increases would be applied to all other mail classes, such as the first-class stamp or postage-metered mail.

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Postal - cont. from pg. 4

"NNA's community newspapers cannot shoulder the burden that this Commission proposes. To the extent that they may have to bear more, they require better costing measurement on In County mail. But the bottom line is this: Congress must act, and until it does, any revenue enhancements that this Commission attempts to create will simply dig the USPS hole deeper," Adelman said.

Adelman said the NNA Board of Directors had taken a firm stand against the increases and would take the case to Congress during the March Congressional Action Team Summit, March 25-27.

"We are pretty frustrated that Congress has not stepped up to the plate to complete postal reform. Now the PRC has decided that in light of Congress's inaction, the Commission is going to impose the most intimidating set of new costs upon the industry that we have seen in decades. If Congress does not realize that the printing and publishing worlds can in no way absorb 50% increases in distribution costs in this environment, we are going to make sure that by the time NNA leaves town, the message has been delivered."

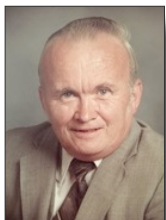
The PRC does not have a declared schedule for issuing its decision. It will receive another set of comments in early March and then take a period of time to absorb the comments it has received. In order for the proposed new rates to take effect for 2021, its decision would need to be issued within the next 90 days, most industry observers have said. After the new rule is issued, USPS would still need time to analyze its needs, figure out which of the discretionary increases it wants to go for and do complex calculations on a new rate schedule. Typically, USPS tries to avoid major postage increases in the fall season, when mailing is at its heaviest.

A similar proposal was made by the PRC in 2017. After objections from the mailing industry, that proposal was stalled. The current iteration is intended to be based upon insights gained from the previous round of objections.

A new postal reform law from Congress could force the Commission to withdraw the proposal and retreat to a more modest schedule of increases.

Tonda Rush is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at tonda@nna.org.

Art Bossard, Lincoln Journal-Star composing room steward, dies at 90



Art Bossard, of Lincoln, died February 27, 2020 at Tabitha Journey House at the age of 90.

Born in Norfolk, after high school and Norfolk Community College, he worked at the Norfolk Daily News for two years, beginning an apprenticeship as a linotype operator. Art and his wife, Ruth, moved to Lincoln where he worked at the Lincoln Journal-Star and became composing room shop steward serving as a union leader.

Art is survived by three sons, Michael and his family of Lincoln; Patrick and his family of Beverly Hills, FL; and Brian and his family of Lincoln, NE.

Funeral services were held March 3 at Butherus, Maser & Love Funeral Home in Lincoln. Memorials are designated for two needy Venezuelan families. Make checks payable to Mike Bossard. Condolences may be left at www.bmlfh.com.

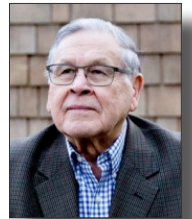
Longtime photographer, George Jones, dies at 73

George Jones died March 2, 2020, in Omaha. He was a longtime photographer for the U.S. Air Force, the Omaha Sun Newspaper and WOWT.

Survived by his wife Sandy, daughter Tamara and three grandchildren. Graveside services were held March 6 at Calvary Cemetery. Heafey-Hoffmann-Dworak-Cutter was in charge of arrangements, www.heafeyheafey.com.

Native American journalist, activist Charles "Chuck" Trimble dies

Charles "Chuck" Trimble, a former leader of the National Congress of American Indians and founder of the American Indian Press Association, died March 2, 2020 in Omaha at the age of 84.



Trimble, a Oglala Lakota journalist and activist was born on the Pine Ridge Reservation in South Dakota and attended boarding school on the reservation. He used a tribal loan to attend the University of South Dakota, where he graduated with a degree in journalism/advertising. After serving in the U.S. Army, he used the G.I. Bill to get a master's in journalism from the University of Colorado, editing a newspaper called Indian Times while in graduate school.

Trimble founded the American Indian Press Association in the 1970s, which operated a news service for tribal newspapers across the U.S., and served as executive director of the National Congress of American Indians, an organization established to protect tribes' sovereign rights. Trimble was a mentor for dozens of Native Americans and Native organizations.

In 1998, he received the Pioneer Award from the Nebraska Land Foundation, and in 2013 was inducted into the South Dakota Hall of Fame. He was a friend of John Neihardt, author of "Black Elk Speaks," a book about an Oglala holy man, and for a time served as director of the Neihardt State Historic Site in Bancroft, NE. Trimble received many honorary degrees, including ones from Creighton University and Wayne State College.

He is survived by his wife, Anne, of Omaha, and his daughter, Kaiti Fenz-Trimble of Denver. Funeral services were held March 6 at St. John Catholic Church on the Creighton University campus.

"When you turn an election into a three-ring circus, there's always a chance that the dancing bear will win."

- Nancy Isenberg

Classified Advertising Exchange

March 23, 2020

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 through "Join Our Team" link at the bottom of the page, or at 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 through "Join Our Team" link at the bottom of the page, or at www.bhmginc.com, click on "Careers."

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.

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, or 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 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.