

Bulletin

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

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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>

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>

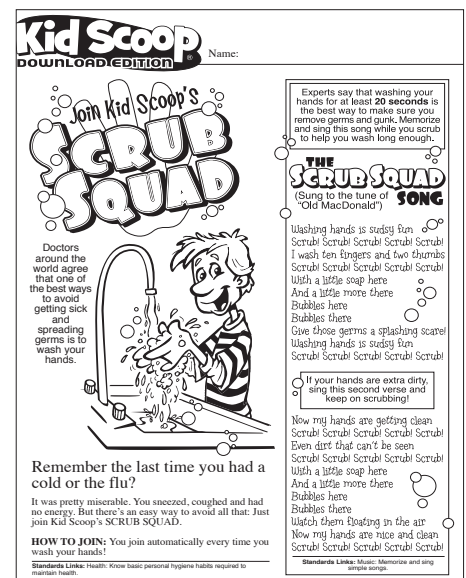
Updated 2020 Nebraska Open Meetings Act booklets now available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials. Recently, The Nebraska Press Association, Nebraska Broadcasters Association and the Nebraska State Bar Association partnered to print an updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) and make it available to Nebraska media and the public.

Copies of the booklet were mailed out the first week of March to all NPA daily and weekly newspapers. The 2020 booklet may be reproduced (by any public body for the benefit of the public), and additional copies of the booklet can be purchased for \$1.00 each (plus 1st Class postage) by contacting the NPA office.

Free newspaper content: Kids Pages

KidsScoop.Com has made available free to publishers a series of activity pages for children. They are available at no charge for your publications.



<https://www.kidscoop.com/free-fun-kid-scoop-activity-packets/>

America's Newspapers, Editor & Publisher Launch Coronavirus Information Site for News Industry

Press Release, March 23, 2020

Aiming to help newspapers and other news organizations navigate the coronavirus public health crisis, America's Newspapers and Editor & Publisher have launched Media Virus Watch as an online source for the latest COVID-19 information.



Media Virus Watch, www.mediaviruswatch.com, will gather from around the industry newsgathering and safety practices, coronavirus data, reporting and presentation innovations, customer 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.

Metro Creative Graphics Inc. releases two free special sections in support of local newspapers' COVID-19 coverage

NNA (Nat'l. Newspaper Assn.), Mar 27, 2020

As part of continuing efforts to provide local newspapers with essential COVID-19 content, Metro Creative Graphics Inc. has made **two of its ready-to-run special sections accessible to all National Newspaper Association (NNA) members at no charge.**

"COVID-19: A Local Survival Guide" is a fully templated special section that includes 15 articles related to the pandemic, as well as space for local announcements and advertising. "Fun & Games" includes Sudoku, crosswords, scrambles, word searches, kids' games and more puzzle features to keep readers of all ages engaged and entertained as they observe shelter-in-place guidelines.

Both of these fully customizable special sections are available now to all NNA members in support of their community efforts and businesses. Publications can email service@metro-email.com or call 800-223-1600 to receive an email confirmation and immediate access to these special sections.



A companion website and online directory for Metro's COVID-19 special section is also available to subscribers with a digital setup fee. All Metro clients can access a growing collection of emergency content to help support their communities during this uncertain time, including ads for essential businesses, announcements, images, headings, directory layouts and more. Metro continues to create and provide ongoing COVID-19 materials in their online creative and editorial libraries, incorporating requests and suggestions from clients as they work together to navigate the crisis.

"In support of the industry at this critical moment, we welcome the opportunity to offer these special sections to all NNA members, whether or not they are Metro subscribers. Now is the time to stand with local newspapers," Metro President and CEO Robert Zimmerman said.

"NNA has always been a dedicated partner to newspapers and Metro, and we want to do everything we can to support the organization and its members as events and content needs evolve through this challenging time," Metro Executive Vice President Debra Shapiro Weiss said.

To view the COVID-19 support content Metro has and will develop for newspaper partners, visit and bookmark this page for future updates: <http://mcg.metrocreativeconnection.com/publish/newmcc/category.php?category=183>.

Newspapers interested in subscription and special section access can contact the Metro Client Services Team at service@metro-email.com or call 800.223.1600.

Webinar: Helping newspaper advertisers understand the importance of marketing amidst COVID-19

Mar 27, 2020

Advertisers struggle daily to grasp how COVID-19 will impact their business operations. In a similar regard, media sales representatives are also struggling to empathize, educate and guide newspaper advertisers on the importance of marketing during the COVID-19 crisis.



Ryan Dohrn, a 28-year media sales and marketing veteran, has created a **90-minute workshop called, *Helping Newspaper Advertisers Understand the Importance of Marketing Amidst COVID-19***.

This on-demand webinar is online now. Dohrn is using this webinar to raise money for various charity organizations also impacted by the COVID-19 crisis. So, far, his webinars have raised \$2,600 for the Golden Harvest Food Bank.

Some of the promised takeaways from the webinar will be:

- How to show empathy without getting into a COVID-19 debate.
- How to explain the NASCAR effect of getting 3 laps down when advertisers pull ads.
- How to show examples like Kellogs and Dominos that doubled down on marketing in a crisis and came out as market leaders after a crisis.
- How to help advertisers re-define their core audience for survival.
- How to use technology to meet with advertisers when face-to-face is not an option.

COST: \$29 - All proceeds, beyond internal costs, will go to the Golden Harvest Food Bank. The webinar fee includes a full copy of all Dohrn's research links and materials to use.

Link to watch: <https://tinyurl.com/nnn-webinar>

Ryan Dohrn is the host of the #1 iTunes podcast Ad Sales Nation and has trained over 20,000 media salespeople in seven countries. He works monthly with over 50 newspapers in markets large and small. Dohrn is also the Founder of Brain Swell Media, an international keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today.

"Always behave like a duck - keep calm and unruffled on the surface, but paddle like the devil underneath."

-- Jacob Braude

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 room reservations for July 9-11 will be provided in May.** Room reservations can only be made online, using the new link, not by phone.

If you have questions, please call the NPA office.

Nebraska Chamber of Commerce Coronavirus Toolkit

Regular updates to ensure Nebraska businesses have access to information and programs to help them through this health crisis.

<https://www.nechamber.com/coronavirus-update.html>

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@cliniwilliams.com



Classified Advertising Exchange

March 30, 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.