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## **NPA Immediate Past President, Terrie Baker, named regional publisher for Grand Island, Kearney and Lexington**

*Press Release, May 29, 2020*

Terrie Baker has been named regional publisher for Lee Enterprises with responsibility for the Grand Island Independent, Kearney Hub and Lexington Clipper-Herald.



Baker has more than 40 years experience in the newspaper business and has served as the publisher of the Grand Island Independent since August 2019. Before being named publisher, she was the Independent's general manager for two years and in charge of the advertising and financial departments.

Previously, Baker was publisher of the Lexington Clipper-Herald for 13 years before becoming publisher of the North Platte Telegraph in 2015.

Baker began her journalism career in 1979 at the Clinton (IL) Daily Journal, where she worked for more than 22 years before taking the job in Lexington. She started at the Daily Journal as a retail advertising representative, was general manager for eight years and publisher for 12 years.

Baker served as president of the Nebraska Press Association for the 2019/20 term.

## **Barenklau expands role in Central, Western Nebraska newsrooms**

*Kearney Hub, May 30, 2020*

Shon Barenklau has been named Central and Western Nebraska editor for a number of daily and weekly newspapers owned by Lee Enterprises.

Barenklau will continue to directly supervise the Kearney Hub newsroom. In addition, local editors in York, Grand Island, North Platte, Lexington and Scottsbluff will report to him.

His new role took effect June 1. He will help implement news strategies aimed at serving communities and increasing reader engagement.

Barenklau will report to Rick Thornton, director of regional news for Lee Enterprises and a regional editor for publications in Nebraska, Iowa, Oklahoma and Texas.

A graduate of the University of Kansas, Barenklau got his start as a copy editor at the Kearney Hub. He has over 35 years of experience at newspapers in Carlsbad, NM, and Papillion and Bellevue, in Nebraska, and returned to the Kearney Hub in March 2018.

For journalists  
every day  
is national  
coffee day  
(and gettin'  
the job done  
day, too)



#newspapersthrive

## New managing editor joins Seward Co. Independent

Nelson, NE, native Brady Oltmans was named managing editor of the Seward Co. Independent in mid-May.

Oltmans, who grew up on a farm near Nelson and graduated from Lawrence-Nelson High School, attended the University of Nebraska-Lincoln.

Oltmans learned to appreciate community journalism working at the Lincoln Journal-Star for five years covering collegiate and high school sports, including Concordia, Doane and all of the high schools throughout Saline and Seward counties.

Prior to joining the Seward Co. Independent, Oltmans spent nearly four years as a newspaper reporter in Casper, WY.

### OnePress Network Ad Sales Incentives available through June!

*See PDF brochure attached  
to Bulletin.*

*Please share this information with  
your advertising staff/co-workers.*

*Questions can be sent to  
Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com)  
or 402-992-2394.*

## Prepare a go-bag for presentations

By John Foust, Raleigh, NC

Richard is an advertiser who has seen years of sales presentations. His pet peeve is any salesperson who shows



up unprepared. "It's a waste of valuable time to be in a meeting where someone is not ready for the topic at hand," he said.

"I remember a meeting with an ad manager – a manager – and he showed up with no briefcase or folder, no rate information, and nothing to use for note-taking. All he had was a business card. I guess he thought his presence in the room would be enough for me to decide to run ads with his company.

When I mentioned that it would be helpful to see a copy of his paper, he said he would have someone bring a copy later. His whole approach was arrogant and lackadaisical. It didn't take long for me to decide that I could get along just fine without doing business with him."

Although Richard's example is extreme, it illustrates the importance of preparation. There's a lot of truth in the old saying, "Perception is reality." If a prospect perceives that a salesperson is unprepared, that becomes their reality – and the result is a large obstacle for the salesperson to overcome.

Consider the briefcase. In this instance, let's call it a go-bag, a term which concept likely originated in the military, where service men and women have to be ready at a moment's notice. People also prepare go-bags of essential items that are needed in case of emergencies. Just pick it up and go.

Here are some basics for your advertising go-bag:

**1. Note-taking device.** It's crucial to capture the things you learn about your prospect. Whether it's a paper notebook or an electronic device, it's important to be ready to take good notes.

**2. Legal pad or sketch pad.** You should always be ready to sketch ideas. Just a few shapes on the page can help an advertiser visualize an ad. "The headline can go here" (horizontal lines). "A photo of your featured product can go here" (large box). "Call-out copy blocks can go here, here and here" (small boxes).

**3. Calculator.** Yes, it's okay to use the calculator on your phone. Just make sure the phone is muted and not distracting.

**4. Ruler.** This will eliminate the need to guess the size of ads on tear sheets and other samples.

**5. Rate information, ad specs, coverage map, etc.** Have enough copies for anyone who may attend the meeting.

**6. Current issue of your paper, along with copies of any special sections you're selling.** You can also consider adding screen shots of key online pages.

**7. Business cards.** Make sure they have sharp corners and no creases.

**8. Folder of samples.** It's smart to have a folder of examples of the use of white space, the difference between serif and sans serif type, and clean layouts.

**9. Folder of ads your prospect has run, along with relevant proposals and hard copies of emails.** Obviously, you'll add these to your go-bag before each appointment.

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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).



## Former Hartington Cedar Co. News intern places in national Hearst contest

Jenny Welsh, Hartington Cedar Co. News, June 10, 2020

Former Cedar Co. News intern Kenneth Ferriera is turning his experience in Northeast Nebraska into award-winning work.

Ferriera earned third-place honors earlier this month in the Hearst National Photojournalism Championship finals. It's only the second time in at least the last 15 years that a Nebraska photographer has even advanced to the Hearst finals. Ferriera competed against five other college photojournalists for first place and a \$10,000 scholarship.



When Ferriera entered his work into the national Hearst Journalism Awards Program competition earlier this year, he entered his portfolio, along with a photo story featuring photos he took last summer while working at the Cedar Co. News.

Some of the shots included Hartington veterinarians Ben and Erin Schroeder. Ferriera spent several days photographing the "Heartland Docs," and curated a photo story about a day in the life of the Hartington veterinarians. His story can be found on his website, <https://kennethferrieraphotography.com/>.

Ferriera is not the only Cedar Co. News intern to have made it into the Hearst photojournalism finals. Calla Kessler, a 2016 Cedar Co. News intern also made it into the Hearst competition, and recently finished a photo fellowship with the New York Times.

Ferriera's Summer, 2019 internship with the Cedar Co. News was sponsored by the Nebraska Press Association Foundation's Summer Internship Scholarship Program, which awards a \$1,000 scholarship to Nebraska university or college journalism students who apply for, and successfully complete a summer internship at a Nebraska newspaper.

## Omaha Daily Record editor appears on latest "Bar Talk" video

Omaha Daily Record, June 8, 2020

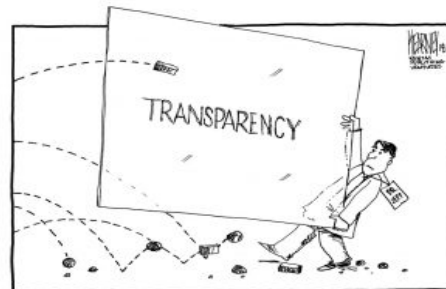
The latest installment of the "Bar Talk" series from the Omaha Bar Association featured a discussion of the news industry and how the role of the press intersects with the bench and bar with Daily Record Managing Editor, Scott Stewart.

The Omaha Bar Association converted its podcast into a video series in March at the onset of the COVID pandemic. Guests appear via Zoom to discuss a variety of topics.

**Find a recording of the interview at <https://omahadailyrecord.com/category/legal-news>. Search "Bar Talk."**

## Check this out! Free self-directed course: How to use Freedom of Information Act, Public Records Laws and Open Meetings Laws

Freedom of information is instrumental to journalism and essential for democracy. This course teaches you how to use the Freedom of Information Act, Public Records Laws and Open Meetings Laws to uphold your right to know the government's actions.



Learn not only the details of FOIA laws in your state, but how to use FOIA to write better stories today. This course will teach you how to determine if something is a public document and how to access it if it is.

### What you'll learn:

- Use the federal Freedom of Information Act to request information.
- Obtain public records and attend meetings under state-level Sunshine Laws.
- Use documents to drive your newsroom.
- See how others have used FOIA to write better stories.
- Use the Web to find more information about FOIA laws in your state.

### Who should take this course:

This course is for anyone who is interested in the First Amendment or Freedom of Information, or who has ever needed — or anticipates needing — access to a public document.

### This is a Self-Directed Course:

In a self-directed course, you can start and stop whenever you like, progressing entirely at your own pace and going back as many times as you want to review the material.

**Course overview and to purchase the course (price: \$0.00), go to: <https://www.poynter.org/checkout/> (NOTE: Once on site, click on 'continue shopping,' in search products field, type 'self-directed course freedom of information'.)**

**Questions? Email [info@newsu.org](mailto:info@newsu.org)**

**Training Partner:** The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

**Credits:** This course was created by Charles Davis and Joel Campbell, co-chairs of the Society of Professional Journalists' Freedom of Information Committee for use in the SPJ/Bloomberg Journalism Training Program, generously funded by Bloomberg News.

# Classified Advertising Exchange

June 15, 2020

**GRAPHIC DESIGNER:** To design ads and pages for West Point News and Elkhorn Valley Shopper, and design commercial print jobs. Advanced knowledge and skills in Adobe Creative Suites, especially InDesign and Photoshop, are required. Must be versatile and a team player since we are a small business and employees help in various aspects of the business. Some writing and reporting will be required. Contact: Tom Kelly, West Point News, [publisher@wpnews.com](mailto:publisher@wpnews.com), 402-380-0784 (cell).

**NEWSPAPER FOR SALE:** Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at [jensenpub@hamilton.net](mailto:jensenpub@hamilton.net) or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

**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).

**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.

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

Classified Advertising Exchange, OnePress Ad Sales Incentives Packages.

## **Updated 2020 Nebraska Open Meetings Act booklets 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.

**An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is available for \$1.00 each (plus postage).**

**To purchase booklets, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

**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. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



# NEWSPAPERS HAVE YOUR BACK.

As we figure out what life looks like now, your local newspaper continues to be an excellent resource for reaching your customers. Together with OnePress, newspapers offer valuable advertising packages that reach nearly 60% of the entire adult population of Nebraska.

The specials listed below are currently available for the OnePress ad network to assist our customers during the pandemic.

## FREQUENCY SPECIALS

*Be Top of Mind with these frequency specials!*

- Buy 3 weeks, get the 4th week free.
- Buy 2 weeks, get the 3rd week 50% off.
- Effective April-June, 2020.
- Stipulations: Must be the same ad, no copy changes, all ads run in consecutive weeks.

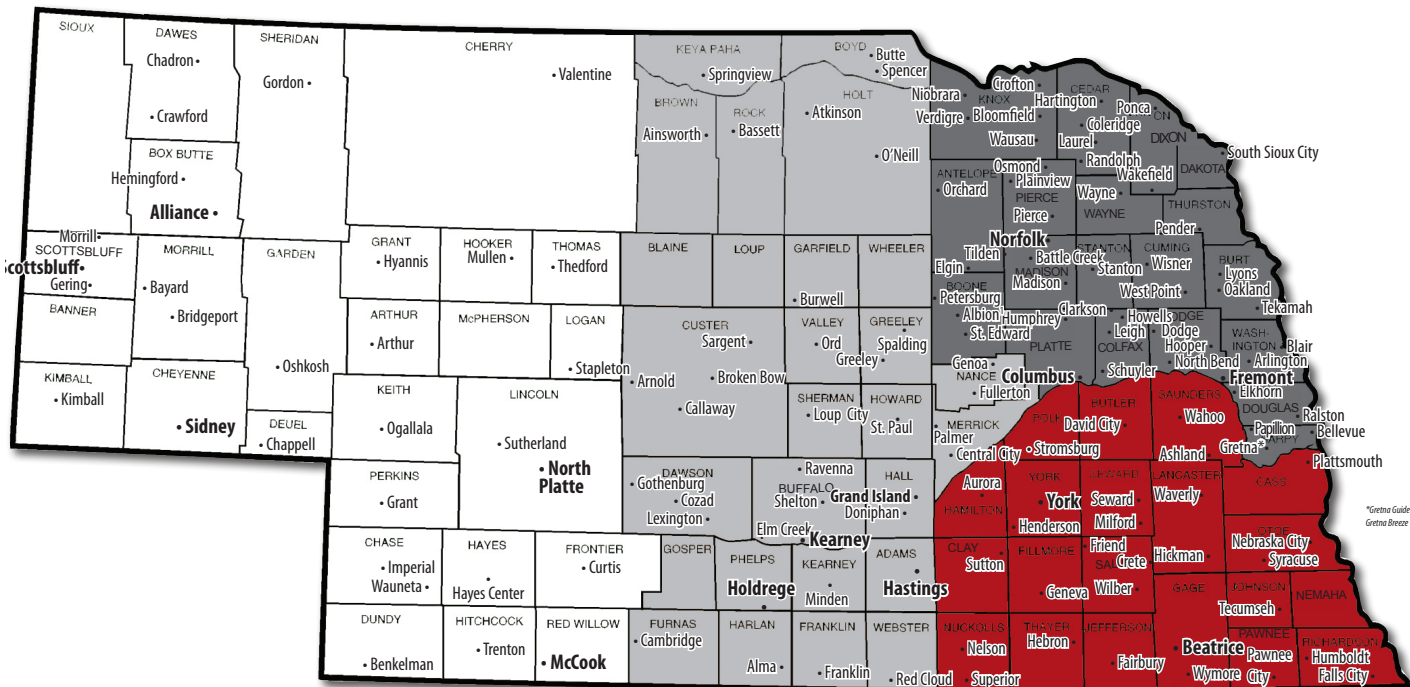
## SMALL BUSINESS, BIG AD SPECIAL

*Get more advertising space with your statewide placements!*

- 2x6 ad for the price of a 2x4 - \$1,950.
- Statewide only (not regional).
- Effective April-June 2020.
- Ad sizes shown on page 4.

# CONNECTING YOU TO NEBRASKA

## ONEPRESS AD NETWORKS



### STATEWIDE

233,128 circulation

152 newspapers

\$975/week (2x2 size)

\$1,950/week (2x4 size)

Western 2x2 network

Central 2x2 network

Northeast 2x2 network

Southeast 2x2 network

### WESTERN NEBRASKA

- > 48,362 circulation
- > 33 newspapers
- > \$300/week (2x2 ad size)
- > \$600/week (2x4 ad size)

### CENTRAL NEBRASKA

- > 62,834 circulation
- > 38 newspapers
- > \$325/week (2x2 ad size)
- > \$650/week (2x4 ad size)

### SOUTHEAST NEBRASKA

- > 46,063 circulation
- > 28 newspapers
- > \$300/week (2x2 ad size)
- > \$600/week (2x4 ad size)

### NORTHEAST NEBRASKA

- > 75,869 circulation
- > 53 newspapers
- > \$325/week (2x2 ad size)
- > \$650/week (2x4 ad size)

**DEADLINE:** TUESDAY BY 4 P.M. FOR AD TO RUN THE FOLLOWING WEEK.

**ONE**press



## PARTICIPATING NEWSPAPERS

### CENTRAL REGION

Ainsworth Star-Journal  
Alma Harlan Co. Journal  
Arnold Sentinel  
Atkinson Graphic  
Bassett Rock Co. Leader  
Blue Hill Leader  
Broken Bow Custer Co. Chief  
Burwell Tribune  
Butte Gazette  
Callaway Courier  
Cambridge Clarion  
Central City Republican-Nonpareil  
Cozad Tri-City Trib  
Doniphan Herald  
Elm Creek Beacon-Observer  
Franklin Co. Chronicle  
Fullerton Nance Co. Journal  
Genoa Leader-Times  
Gothenburg Times  
Grand Island Independent\*  
Greeley Citizen  
Hastings Tribune\*  
Holdrege Citizen\*  
Kearney Hub\*  
Lexington Clipper-Herald  
Loup City Sherman Co. Times  
Minden Courier  
O'Neill Holt Co. Independent  
Ord Quiz  
Palmer Journal  
Ravenna News  
Red Cloud Chief  
St. Paul Phonograph-Herald  
Sargent Leader  
Shelton Clipper  
Spalding Enterprise  
Spencer Advocate  
Springview Herald

**38 NEWSPAPERS**  
**62,834 CIRCULATION**

### NORTHEAST REGION

Albion News  
Arlington Citizen  
Battle Creek Enterprise  
Bellevue Leader  
Blair Enterprise  
Blair Pilot-Tribune  
Bloomfield Knox Co. News/Monitor  
Clarkson Colfax Co. Press  
Coleridge Blade  
Columbus Telegram\*  
Crofton Journal  
Dodge Criterion  
Elgin Review  
Elkhorn Douglas Co. Post-Gazette  
Fremont Tribune\*  
Gretna Breeze  
Gretna Guide & News  
Hartington Cedar Co. News  
Hooper-Scribner Rustler-Sentinel  
Howells Journal  
Humphrey Democrat  
Laurel Advocate  
Leigh World  
Lyons Mirror-Sun  
Madison Star-Mail  
Niobrara Tribune  
Norfolk Daily News\*  
North Bend Eagle  
Oakland Independent  
Omaha Daily Record\*  
Omaha Jewish Press  
Orchard Antelope Co. News  
Osmond Republican  
Papillion Times  
Pender Times  
Petersburg Press  
Pierce County Leader  
Plainview News  
Ponca Nebr. Journal-Leader  
Ralston Recorder  
Randolph Times  
Schuyler Sun  
South Sioux City Dakota Co Star  
St. Edward Advance  
Stanton Register  
Tekamah Burt Co. Plain-dealer

Tilden Citizen/Meadow Grove News  
Verdigre Eagle  
Wakefield Republican  
Wausa Gazette  
Wayne Herald  
West Point News  
Wisner News-Chronicle

**53 NEWSPAPERS**  
**75,869 CIRCULATION**

### SOUTHEAST REGION

Ashland Gazette  
Aurora News-Register  
Beatrice Sun\*  
Crete Doane College Owl  
Crete News  
David City Banner-Press  
Fairbury Journal-News  
Falls City Journal  
Friend Sentinel  
Geneva Nebraska Signal  
Hebron Journal-Register  
Henderson News  
Hickman Voice-News  
Humboldt Standard  
Milford Times  
Nebraska City News-Press  
Nelson Nuckolls Co. Locomotive-Gazette  
Plattsmouth Journal  
Seward County Independent  
Stromsburg Polk Co. News  
Superior Express  
Sutton Clay Co. News  
Syracuse Journal-Democrat  
Wahoo Newspaper  
Waverly News  
Wilber Republican  
Wymore Arbor State  
York News-Times\*

**28 NEWSPAPERS**  
**46,063 CIRCULATION**

### WESTERN REGION

Alliance Times-Herald  
Arthur Enterprise  
Bayard Transcript  
Benkelman Post & News-Chronicle  
Bridgeport News-Blade  
Chadron Record  
Chappell Register  
Crawford Clipper  
Curtis Hi-Line Enterprise  
Gering Courier  
Gordon Sheridan County Journal-Star  
Grant Tribune-Sentinel  
Hayes Center Times-Republican  
Hemingford Ledger  
Hyannis Grant Co. News  
Imperial Republican  
Kimball Western Nebr. Observer  
McCook Gazette\*  
Morrill Voice News of Western Nebraska  
Mullen Hooker County Tribune  
North Platte Bulletin  
North Platte Telegraph\*  
Ogallala Keith Co. News  
Oshkosh Garden Co. News  
Scottsbluff Business Farmer  
Scottsbluff Star-Herald\*  
Sidney Sun-Telegraph  
Stapleton Enterprise  
Sutherland Courier-Times  
Thedford Thomas Co. Herald  
Trenton Hitchcock Co. News  
Valentine Midland News  
Wauneta Breeze

**33 NEWSPAPERS**  
**48,362 CIRCULATION**



## AD SIZES

**2x2 ad actual size**  
**3.79" wide x 2" tall**

**2x4 ad actual size**  
**3.79" wide x 4" tall**

**2x6 ad actual size**  
**3.79" wide x 6" tall**