

Calendar of Events

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Nebraska newspaperwoman, Audrey French, dies at 85

Audrey French, longtime co-owner and copublisher of several Nebraska newspapers, died May 21, 2020, at the Highland Park Care Center in Alliance, NE.



Audrey was raised on a ranch near Tryon, NE, graduated from McPherson County High School, and received training to teach school from the Nebraska State Normal School. She first taught school at District 36 in McPherson County in Nebraska.

In 1952, Audrey married Art French, and they went on to own and publish several Nebraska newspapers. In 1957, they purchased the Tryon Graphic. They moved to Stapleton with their four children in 1960 after purchasing the Stapleton Enterprise. The couple purchased the Thomas County Herald in 1981, the Arnold Sentinel in 1987, and later purchased Creative Printers, Inc., in Stapleton, one of the first offset job printing shops in Nebraska.

Audrey had said she was destined to work at a newspaper. Her parents, Hugh and Louelva Priest had owned and published the Tryon Graphic, and Audrey grew up with fond memories of carrying a pencil and paper around town making notes of local community news. The Frenches received the Nebraska Press Association's Golden Pica Pole Award in 2007 for 50 years of faithful service to the newspaper profession in Nebraska.

Audrey continued as publisher of all four newspapers after Art's death in 2008. She continued to oversee daily operations, and was the number one proofreader. She moved to the Highland Park Care Center in Alliance in 2015.

She was preceded in death by her husband, Art. Survived by her children, Judy Kramer of North Platte; Brian French of Brady; Karla (Mike) Janecek of North Platte; Darwin (Diana) French of Alliance; and their families. Private graveside services were held May 28 at Miller Cemetery near Tryon. A memorial has been established in Audrey's name, and online condolences can be left at <https://www.adamsswanson.com/>. Adams & Swanson Funeral Home, North Platte, NE, was in charge of arrangements.

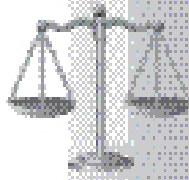
Have a Legal Question??

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



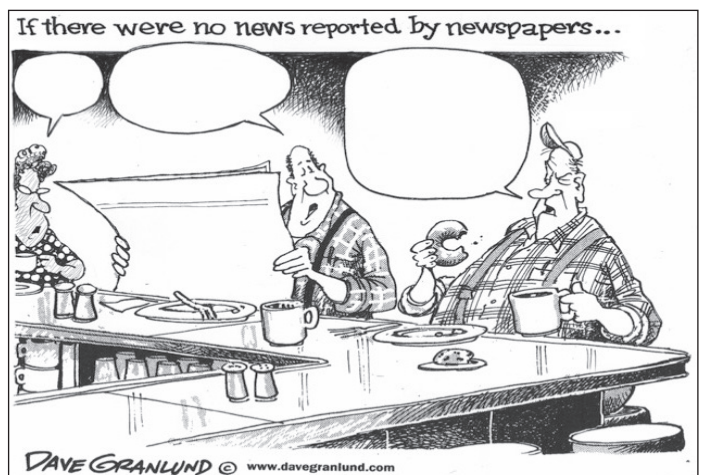
Nelson joins Crete News full-time

Crete News, June 17, 2020

Caitlyn Nelson joined the Crete News staff in early May as a full-time reporter.

In Summer, 2019, Nelson began working at The News as an intern. During the school year she attended Doane University to finish her senior year, and managed the school's student newspaper, The Doane Owl.

After graduating from Doane University this Spring, Nelson returned to The News full-time, and remains focused on keeping the student community at Doane University connected and included in the community of Crete.



Guide to aggressive reporting?

Begin with the basics

By Jim Pumarlo, June 15, 2020

A publisher once asked how I defined aggressive reporting. During my tenure at the Red Wing Republican Eagle, we considered it our badge of honor. If someone threw up roadblocks to information we considered pertinent to our readers, we doubled and tripled our efforts – and usually were successful.



So what type of scenarios prompted stepped-up investigation and reporting? A handful of circumstances immediately come to mind.

A local business makes significant layoffs with no public explanation.

Starting players don't dress for high school sporting events for no apparent reason.

A government body awards a vendor contract worth thousands of dollars and takes the unusual measure of voting in secret.

A company sends letters to landowners to gauge their interest in being a host site for storage of radioactive nuclear waste with all correspondence purposely kept under the public radar.

A law enforcement chief is suspended for taking a joy ride with his nephew in the new water patrol boat during working hours; the city makes a deal to not voluntarily disclose the suspension.

We pursued all of the stories and published the facts. Many of our arguments were grounded in the letter of the law on open meetings and government data. We pushed equally hard for the information in the spirit of the law.

But aggressive reporting extends beyond tackling the sensitive and contentious subjects in recording a community's living history. Being assertive also means delivering meaningful content. It means putting yourselves in the mindset of readers – paying attention to the 5 Ws and H of a solid story to make sure you have filled all gaps.

Consider these examples:

- A headline announces a local chamber of commerce banquet. The two-sentence news brief reads, in part: "The Chamber of Commerce held its annual meeting and awards dinner Monday night... Results were not available at press time."
- A city council has its annual reorganizational meeting with contested balloting for the president and vice president positions. The two individuals are elected on split ballots, each by a different voting block. The story references some of the motions and debate, but nowhere

does it report who voted for whom on the two ballots.

- An individual announces his candidacy for an elective office he unsuccessfully sought two years earlier. The report is accompanied by a two-year-old photo with his long hair; he now sports a conventional haircut. The photo was updated on the website, but was it caught in time for the print edition?

- A young woman decides to open a clothing store because she has difficulty finding wardrobes for her tall, slender build. The feature story omits the most important fact: her height.

- A local high school sports team plays an away game on a Tuesday night. The result, not reported until the non daily's Saturday edition, includes individual point totals for the host team but says hometown player statistics were not available.

- Three residents speak up at a meeting, challenging a local government body's action on an issue that has gained community wide attention. The reporter – remotely watching the cable broadcast of the meeting months before any social distancing precautions due to the coronavirus – quotes two of the speakers minus their names.

The examples should make all editors cringe. The lackadaisical reporting and disregard to elementary information erode a newspaper's foundational credibility.

The examples are an embarrassment to a newspaper's self-promotion as the go-to source for local news. At a very basic level, the misfires in reporting prompt readers and advertisers alike to ask: What's the value of the product?

Make no mistake today's media landscape is fractured and changing every day. The challenges to survive and thrive are even greater due to the economic impact of the coronavirus.

Newspapers still have an inside track as the premier clearinghouse of information in your communities, and you have many platforms on which to deliver that news. Community newspapers, at their best, are stewards of your communities. The news columns are a blend of stories that people like to read and stories they should read.

But success depends on practicing the tenets of solid reporting. Ignore the basic elements of journalism, and the path to maintaining relevancy in your communities becomes much steeper.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

'All Together Now' campaign delivers message: the power of newspapers

June 10, 2020

Newspapers are gearing up for the reopening of businesses shut down by the pandemic since March. It's a great time to show the POWER OF NEWSPAPERS that are, we would all agree, the best investment an advertiser can make.

Newspaper Association Managers (NAM) has partnered with Metro Creative Graphics to deliver a series of three promotional messages that can be sent to loyal and prospective advertisers.

NNA member papers can access the three ads here:
<https://relevanceprojectnet.wordpress.com/resources/>

Campaign details:

Theme: ALL TOGETHER NOW (...time to open)

The message: Let us help you reopen and welcome back customers. And cheers to our newsrooms for keeping us informed during challenging times.

The closer: NEWSPAPERS ARE YOUR BEST INVESTMENT. WE CARE ABOUT LOCAL.

This starts a series: NEWSPAPER POWER.

The messages can be localized. The messages also can be localized by member newspapers with their own brand. They can revise, customize and run with them as they see fit. The suggested best use for these is to go directly to potential advertisers. Also, they could make great rack cards and billboards, as well go on your web sites.

A bit of background: This series started as an initial experiment of The Relevance Project. Stronger promotions of our industry and common branding are desired actions of the overall initiative. Metro Creative, Rob Zimmerman and Darrell Davis, embraced our urgency to deliver results and quickly moved from "test" to ready-to-go messages. Special thanks to them. They want us to succeed big time.



ALL TOGETHER NOW.

Let's face it. No one has had it easy during this pandemic.

Your newspaper is reporting from the front lines the local stories of COVID-19 and its painful shutdown. We thank our talented journalists.

But we've lost business, too. Like us, you're probably saying enough is enough.

Let's work together as businesses reopen. We've got the engaged audience to share your advertising messages. Our ad staff stands ready to help.

Newspapers are your best investment
because we care most about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for your advertisers.

Design by Metro Creative Graphics, Inc.



ALL TOGETHER NOW.

We've been hard at work reporting the latest news and informing you about a pandemic that's disrupted everyone's lives. We're proud of our brand of trusted journalism.

Now, as our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than us.

No one has an engaged audience like ours. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for your advertisers.

Design by Metro Creative Graphics, Inc.

Classified Advertising Exchange

June 22, 2020

SPORTS EDITOR: Platte Valley Media, LLC is seeking a sports editor that has an interest in writing and photography. Experience is a plus but absolutely not necessary. Interested parties can send resumes to news@gothenburgtimes.com.

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, 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 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.

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.

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.

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.