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History wouldn't be the same without newspapers

By Carrie Pitzer, publisher, Orchard Antelope Co. News, June 24, 2020

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I had an absolute ball recently in Verdigre celebrating Lottie Randa's 108th birthday.



Carrie Pitzer

With the COVID situation, I wasn't able to talk to Lottie, but I really wanted to include details of her life in my Knox County article. I spoke to her son, Don, but I wanted specific dates — when she was married and graduated from high school — as well as include the correct spelling for her parents.

It was actually easy to find because it was all printed in the newspaper. If not for archives, I'm not sure I would have found her parents, Otto and Kamila Wavrunek.

After all, you can't find that on Facebook.

Birth announcements, obituaries and engagements are still archived today through the newspaper, as are the rest of the newspaper — news, sports, court, public notices, classifieds and much more. I wrote a story a couple weeks ago about an alum who died and found a classified ad where he was selling a guitar. Through that tidbit, I asked a classmate of his about it and discovered his passion for music, which triggered lots of memories for him.

I wouldn't have found that classified ad from 45 years ago on Facebook either.

I'm a high-tech person. I love my smartphone, watch, tablet and laptop, but we still need newspapers. Our company ran several online-only media sites before purchasing our first newspaper in 2016. Digital is wonderful, but it moves on quickly to the next news story.

That's why it's important for us to be a new source — both digitally and in print because of the in-depth stories and historical aspects with quick reporting and video for instant coverage.

Facebook memories are nice reminders, but they are not a historical archive for the public.

Otto and Kamilla Wavrunck didn't have Facebook, but I did find them in an archived newspaper online.

I remember being told 10 years ago that newspapers would be gone in five years. That math still doesn't add up. The newspaper industry is challenging due to rising expenses, but preserving the newspaper industry has never been more important than it is right now. You need accurate information from a source you can trust.

Saying "I don't need newspapers. I get my news from the Internet" is the same as saying, "I don't need farmers because I get my food at the supermarket."

Changes your perspective, doesn't it?

So Many

Reasons

to

Shop Local!

- **Contest Tabs and Certificates will be mailed out soon. Watch your mail.**
- **Press releases were emailed to all papers on Sat., June 27.**

(Contest/Sweepstakes; Young Journalist; and Omaha World-Herald Community Service; Service to Agriculture.)

**Congratulations to all the winners.
And thank you to the newspapers who
submitted entries!**

We hope you enjoyed the Nebraska Press Association's first "digital convention awards presentation!"



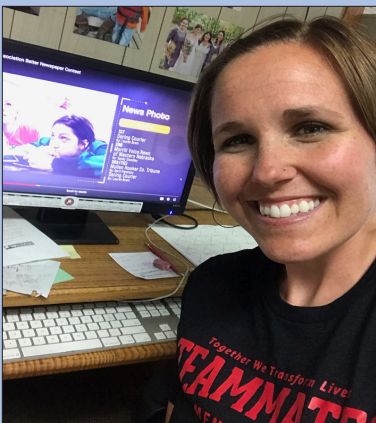
The staff at the Aurora News-Register gathered for an NPA awards party/barbecue Saturday, June 27. The event offered an opportunity to thank staff for working through a challenging COVID era and also recognize the crew for NPA and Omaha World-Herald honors.



Springview Herald Editor, Kelsi McGee (left), and Publisher (and new 2020-21 NPA President), Amy Johnson shared a 'virtual convention' toast.



The excitement built as the North Bend Eagle crew gathered to watch the contest/awards video.



Here's what a one-woman shop 'watch party' looks like! Gerri Peterson, publisher of the Mullen Hooker Co. Tribune.



(Left) Staff at the Orchard/Neligh Antelope County News enjoyed a Nacho Table during their contest/awards video 'watch party.'

Thank you for sharing your 'watch party' photos!

The contest/awards video will be available to view for at least 30 days after the (June 25) launch date. View the video on YouTube at: <https://youtu.be/Fdqi3Lz2BFY>

A world without the postal service, NOT good

By Tory Duncan, managing editor, Sutton Clay Co. News, June 17, 2020
Reprinted with permission

Things in life we have very little control of can be so frustrating to me, take for instance, the United States Postal Service in many ways is being threatened by some of our United States governmental leaders with threats of cutting or not delivering funding to the USPS.



Tory Duncan

This to me is so very frustrating, because of the impact USPS has on our business, just as it does with every business, but we rely on USPS to deliver the Clay County News, as do community newspapers all across the country.

What happens if that service wouldn't be available? The financial impact that USPS is facing, and historically has faced throughout the years, would cause a major adjustment to our lives, not just in the form of our business life as a newspaper, but to all of us.

We spend on the average, close to \$300 per week on postage to mail out our paper. The USPS is the only option we have to get papers to readers, not just in Clay County, but throughout the state and many other states as well.

Sure, we've all had issues with delivery, and at times that is very frustrating, but rules and regulations that are constantly changing is not the fault of our local postal employees, they're doing what they have to do to "follow the rules."

I get that, but without the post office, how would your business or personal life be affected?

Think about it...I mean really think about how our daily life would change without the postal service.

The National Newspaper Association (NNA), of which the Clay Co. News is a member, has been keeping us posted on information related to USPS, and quite frankly, some of the information I receive is spooky.

The coronavirus has wreaked havoc on all businesses, but in the case of USPS, in April, mail volumes were off 27 percent according to a report by NNA, the first full month that government-imposed shutdowns were felt in postal operations.

It has prompted two Congressional oversight bodies to drop a \$25 billion appropriations bill to help the USPS fend off a financial disaster according to NNA.

Called the Postal Preservation Act, the appropriations bill, known as HR 7015, will designate funding for the Office of the Inspector General to oversee expenditures.

The reality of this is, how can one even imagine if the postal service doors were locked?

How would you adapt? How would it change your daily life?

I'm confident that the federal government will indeed step in to keep our postal services' pulse alive and well, but what if this didn't happen?

I for one, because of the large impact it would have on my business, and not to mention the fact that I like our local postal employees, as we're lucky to have a pleasant and very helpful crew in our local post offices, but what would it look like in our ever changing world to not have the postal service?

It would NOT be good!

In the words of our NNA President, Matt Adelman, the publisher of the Douglas (Wyoming) Budget, "NNA has long supported additional federal revenues for USPS because universal service is too important to small towns and rural areas to allow interrupted service."

Adelman added, "We understand that great pressure is being applied to the federal treasury right now and we appreciate our leaders' attention to the need for wise spending. But USPS was in trouble before the coronavirus disaster and is in worse shape now. Our concern is if Congress waits until the last dollar is in the postal coffers, a rescue will come too late. Particularly right now as the nation struggles to get back to its feet, reliable and affordable mail delivery is the backbone of commerce in towns served by our newspapers'.

NNA represents approximately 1,800 community newspapers, primarily locally-owned publications in small towns across America, and has members in all 50 states.

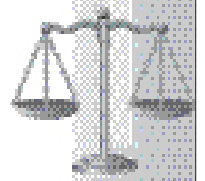
A world without the postal service would NOT be good for business, enough said!

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@clinewilliams.com



"After one look at this planet any visitor from outer space would say, 'I want to see the manager.'"

- William S. Burroughs

Legal Hotline Q&A

Cline Williams' Attorney, Shawn Renner, advises media on free speech, open meetings and other issues. Join this informal Q&A session as Shawn reviews some of the more frequent questions and topics that the Legal Hotline received from our newspapers over the past year.

This always-popular session covers topics from the Nebraska Press Association's Legal Hotline, a free service to our member newspapers that provides solid, practical advice with the goal of preventing legal problems.

Thursday, July 16 • 2 p.m. CST
Nebraska Press Association webinar
To register, email vs@nebpress.com



Led by Shawn Renner

Shawn Renner is a partner with Lincoln's oldest law firm, Cline, Williams, Wright, Johnson and Oldfather. A life-long Nebraska resident Shawn graduated with distinction from the University of Nebraska College of Law in 1984. Following a year-long clerkship with the Nebraska Supreme Court, Shawn began practicing civil litigation and media law with Cline, Williams.

Through Cline Williams, Shawn represents the Nebraska Press Association, Media of Nebraska, and many Nebraska newspapers and broadcasters.

He has authored articles and outlines on media law issues for both national and local publications, and litigated news media-related issues in both the state and federal courts.

Classified Advertising Exchange

June 29, 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.