



## **NPA/OnePress Staff**



### **Dennis DeRossett**

Executive Director

Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper

Email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader**

Sales Manager

Email: [vs@nebpress.com](mailto:vs@nebpress.com)

### **Carolyn Bowman**

Advertising Manager

Email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin./Press Release Coordinator

Editor, NPA Bulletin

Email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Allen Beermann**

Emeritus Executive Director

Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

After serving as editor, then publisher of the Chadron Record, he and his wife, Deb, and their family moved to Wayne, NE, in 1992, to take a position as publisher and part-owner of the Wayne Herald. Les also taught journalism classes at Wayne State College and eventually took a position as vice-president and general manager of the Norfolk Daily News, where he worked until 2015. He retired from journalism in 2017 after serving as publisher of the Custer County Chief in Broken Bow.

Les was inducted into the Nebraska Journalism Hall of Fame in October, 2019. He served as president of the Nebraska Press Advertising Service, and was a Nebraska Press Association board member. He won numerous awards for reporting, photography, personal column writing, advertising and community service.

## **Have a Legal Question??**

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

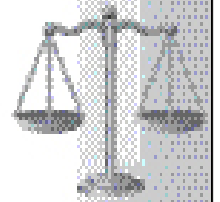
**Call the Nebraska Press Association Legal Hotline.**

Contact Shawn Renner at:

Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.

Bank Building, Lincoln, NE 68508, 402-474-6900,

[srenner@clinewilliams.com](mailto:srenner@clinewilliams.com)



## **Tree, bench dedicated to former publisher, Journalism Hall of Fame recipient, Les Mann**

Former members of the Chadron Record staff gathered on June 27 at the Dawes County Courthouse to dedicate a tree and bench in memory of Les Mann, who served as editor, then publisher of The Record in the early 1980s. Les died December 27, 2019.



Bow ties were worn at the dedication in honor of Les, who was known to always wear a bow tie. The tree planted in his honor was also fitting, since he was also known for his planting and reforestation efforts.

Former Record staffers Deb Cottier, Tena Cook and Cindy Peters spearheaded the effort to establish the memorial, and the Dawes County Commissioners oversaw planting of the tree and concrete work. Those attending the informal memorial shared favorite memories of Les, then headed to a favorite hangout for a toast in his memory.

Les received his bachelor of science degree from the University of Oregon School of Journalism in 1976. He served as managing editor of the Daily News Democrat in Festus, MO, and while in Missouri, he was an adjunct journalism instructor and student newspaper adviser at Jefferson Junior College in Hillsboro.

## **Legal Hotline Webinar Thursday, July 16 2:00pm Central**

**Free webinar for NPA members,  
sponsored by Nebraska Press Association.**

This webinar will be led by Shawn Renner, partner at Cline Williams and NPA Legal Hotline Attorney.

Join this 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.

**To register for the webinar, go to:**

[https://zoom.us/webinar/register/WN\\_mOUiIvt3T3eKdx7uz\\_u2iA](https://zoom.us/webinar/register/WN_mOUiIvt3T3eKdx7uz_u2iA)

**After registering, you'll receive a confirmation email with instructions on how to join the webinar.**





## Advertising is a problem-solving business

By John Foust, Raleigh, NC

When I heard the doorbell ring that Saturday afternoon, I did something I had never done before. I bought something from a door-to-door salesperson.



It was a pest control representative who was canvassing the neighborhood for new business. The logo on his bright green golf shirt matched his truck in the driveway. He introduced himself and said, "I see you have a vole problem. Have you tried anything?"

"How do you know there's a vole problem?" I asked.

"When I got out of the truck, I noticed the spongy ground next to the driveway. That's an obvious sign."

In just a few seconds, he had identified a problem. Obviously, he knew what he was doing. "You're right," I said. "We've had voles in our yard for several years. A company has been working on the problem, but that doesn't seem to be helping."

Voles are small mole-like rodents that burrow underground and feast on the bulbs and roots of plants. The ground in an infested area is spongy, because their tunnels are close to the surface. A mating pair can produce up to 100 voles in a year. In other words, if voles settle in your yard, you'll have a lot of them in a short period of time.

That salesperson caught me at the right time to make a sale, because he was observant. He knew without a doubt that there was a problem that needed to be solved. He said his company had a special treatment which was proven to have impressive results. I agreed to let them give it a try. Within a few weeks after their first treatment, we could tell a difference. Although the treatments haven't eliminated the problem completely (can anything do that?), it has dramatically reduced the infestation.

His approach illustrated the importance of being observant. His company's customer database probably revealed information about neighborhoods with vole problems. And he looked for symptoms when he pulled into the driveway.

Although selling advertising is not quite like selling pest control services, there are a number of things to observe before approaching an advertising prospect. Here are a few examples:

- 1. History.** What promotions has your prospect run in past years? What were the results? What lessons can be learned?
- 2. Time of year.** Is there a prime buying season for the widgets your prospect sells? People usually don't buy lawn mowers in the winter or snowblowers in the summer.
- 3. News stories.** Have they announced the addition of a new product line? Is there going to be a grand opening of a new location? Has there been an ownership change?
- 4. Ads in other media.** Are they running ads in other advertising outlets? That's a clear sign that they have a marketing budget and may be open to other ideas.
- 5. Competitors.** What products and services are currently being promoted by their competitors? They're running those ads now for a reason. Maybe you could follow their example.

Who knows? One of these ideas might ring a bell.

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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).

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

# Classified Advertising Exchange

JuLY 13, 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](mailto: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](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.

## 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).