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## Opinion, news or editorial? Readers often can't tell the difference

Poynter Institute, Eliana Miller, 7/15/20

In print, it's fairly clear what's an opinion piece and what's a news article. Online, things aren't so clear. Confusion fuels readers' complaints that opinions, political agendas and bias are creeping into reporters' work.

Research has shown that a lack of labeling can lead to reader confusion. In recent years, online news outlets have begun including the word “opinion” in bold text at the top of articles, sometimes highlighted in yellow or even directly in the headline.

"In our dream world, opinion content all begins with the word 'opinion,' a colon and then the headline, just to make it absolutely clear," said Joy Mayer, founder and director of Trusting News, a nonprofit helping newsrooms earn trust and credibility. "It's the only clear word to use."

Though journalists may not realize it, other conventions use industry jargon, said Mayer. Readers don't always know what "editorial" means, and the word itself has multiple uses. Generally speaking, an editorial is an opinionated column, but confusingly, the editorial department is the news department of a publication. (To further the confusion, Merriam-Webster defines editorial as "of or relating to an editor or editing.") Similarly, some newspapers put the last name of the columnist at the front of a headline, but that practice is also occasionally used for sourcing.

Mayer said that journalists tend to fall back on conventions that have been in place for a long time. “We often tend to really overestimate how close attention audiences are paying and audience interpretation of the page furniture that we put in place that we think signifies what kind of content they’re getting,” said Mayer.

Read more of the article here: [https://www.poynter.org/reporting-editing/2020/opinion-news-or-editorial-readers-often-cant-tell-the-difference/?utm\\_source=API+Need+to+Know+newsletter&utm\\_campaign=4502cb8e33-](https://www.poynter.org/reporting-editing/2020/opinion-news-or-editorial-readers-often-cant-tell-the-difference/?utm_source=API+Need+to+Know+newsletter&utm_campaign=4502cb8e33-)

# OPINION VS. NEWS

- Promote a single viewpoint
- May use first person — “I” or “we”
- More personal tone, including anecdotes
- Labeled as: opinion, editorial, review or analysis

## News articles

- Present a variety of viewpoints
- Don't advocate for any one viewpoint
- Contains observable & verifiable facts
- Typically written in third person — "they" or "them"
- Attribute opinions to sources, using phrases such as "he said" or "she explained"

**For more: [poy.nu/news-literacy](http://poy.nu/news-literacy)**

Poynter.

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## Postal Alert: USPS experiments with new city carrier sorting priorities

Tonda Rush, NNA (Natl. Newspaper Assn.), July 22, 2020

National Newspaper Association President Matt Adelman, publisher of the Douglas (Wyoming) Budget, today sent a letter to Postmaster General Louis DeJoy requesting clarification on possible delays in delivering newspapers under an experimental program called "Expedited to Street/Afternoon Sortation" (ESAS). The new program directs city letter carriers not to prepare presorted and walk-sequenced mail in the mornings but to move directly to their routes after they arrive. They will return in the afternoon to sort mail in their cases for the following day.



Publishers and circulation directors are being told by some postmasters in the program that newspaper bundles will be held for afternoon sortation rather than being worked for delivery in the morning. If that is the case, newspaper bundles dropped in the later afternoon or evening for next day delivery would be held over for a second day, and overnight bundles for same-day delivery would be held for delivery the following day.

The experimental program is being tested in several hundred zip codes across the country. The intent is to limit overtime and focus on what USPS calls its "key product lines," according to a USPS directive.

"NNA hopes we will learn that USPS intends to have newspapers delivered according to today's service standards," Adelman said. "Given the high level of presorting done by publishers, there is no good reason to hold this mail for afternoon sorting. Carriers should take the newspapers out if they are at the post office before they begin their rounds."

Adelman said the directive has drawn the attention of members of Congress and is being questioned by postal labor unions, who say it will lead to the loss of mail. NNA has also informed leadership of the oversight committees in Congress of the concerns of community newspapers.

**An unconfirmed list of affected post offices is available (NNA member-login required) at:**

**<https://www.nna.org/unconfirmed-list-of-affected-post-offices>**

## Have a Legal Question??

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

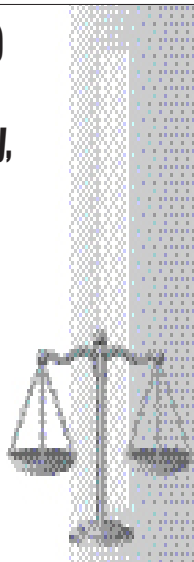
Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:

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

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

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



## Public Notices: Indispensable to survival?

Poynter Institute, article by David Westphal, July 6, 2020

Despite growing legislative challenges, newspapers have managed to retain nearly all their public notice business. And for many, it has become indispensable to survival, but publishers are cautiously optimistic.

**Read more about this conversation at the link below:**

[https://www.poynter.org/business-work/2020/defying-forecasts-newspapers-have-retained-public-notice-and-theyve-grown-ever-more-critical-to-small-papers-survival/?utm\\_source&mc\\_cid=f7402272e4&mc\\_eid=eb7a175146](https://www.poynter.org/business-work/2020/defying-forecasts-newspapers-have-retained-public-notice-and-theyve-grown-ever-more-critical-to-small-papers-survival/?utm_source&mc_cid=f7402272e4&mc_eid=eb7a175146)





# Kid Scoop offers COVID-19 education pages for kids

Two weeks ago, Kid Scoop began promoting their two coronavirus pages for kids. The pages are designed to explain coronavirus to children and help them stay safe - a hot topic as virus cases surge in many parts of the U.S.

To date more than two dozen newspapers have published the pages - many with local sponsorships.

Not only have newspapers and sponsors responded, two school districts in the San Francisco Bay area requested them for each of their 25,000 elementary school students.

"We need to help families understand what is going on and how to stay safe. We need to be ready when children can come back to school. I quickly saw that Kid Scoop's pages provided exactly what I needed. I even learned some new and interesting facts," said Nancy Deming, Custodial and Nutrition Services Manager, Oakland Unified School District.

To learn more about Kid Scoop, contact Sales Director, Dan Dalton, [patiodan@kidscoop.com](mailto:patiodan@kidscoop.com), 909-793-9890.

12 Friday, July 17, 2020 Pine Knot News EXTRA www.PineKnotNews.com

**Kid Scoop** THE AWARD-WINNING PRINT & ONLINE FAMILY FEATURE Find Kid Scoop on Facebook © 2020 by Van Vining, Editor Jeff Schmitt, Graphics SPECIAL EDITION Healthy Fun for Kids!

## Why are so many people wearing masks?

The coronavirus has created a health crisis across the nation and around the world. But there are ways to protect yourself and others from getting sick. One way is to wear a face mask.

### How Coronavirus Spreads

The coronavirus can spread when people breathe, talk, cough, or sneeze.

Some people who don't feel sick might have the virus and could spread it unknowingly.

### Wearing a Mask

Replace the missing words.

When you go out, wear a \_\_\_\_\_ of the virus.

Make sure the mask covers your mouth and \_\_\_\_\_ and fits snug against your face.

Wearing a mask helps keep the virus from reaching \_\_\_\_\_. When you wear a mask, it can also stop the \_\_\_\_\_ from reaching you.

Babies and children less than two years old are too \_\_\_\_\_ to wear a mask. But when others wear a mask, they are better protected.

### HEALTH TIP:

Washing your hands often and thoroughly works extremely well to stop the spread of coronavirus. If you can't wash your hands right away after touching something that might have germs on it, use hand sanitizer that has at least 70% alcohol.

### MASKS HELP STOP THE SPREAD

COVID-19 Carrier without mask → HIGH RISK → Healthy Person without mask

COVID-19 Carrier without mask → MODERATE RISK → Healthy Person with mask

COVID-19 Carrier with mask → LOW RISK → Healthy Person without mask

COVID-19 Carrier with mask → LOWER RISK → Healthy Person with mask

COVID-19 Carrier with mask → LOWEST RISK → Healthy Person with mask

6 FEET PHYSICAL DISTANCE

This is a general guideline. Different masks offer different levels of protection. GRAPHIC ADAPTED FROM WISCONSIN COUNTY HEALTH AND HUMAN SERVICES POSTER

13 Friday, July 17, 2020 Pine Knot News EXTRA www.PineKnotNews.com

**Kid Scoop** THE AWARD-WINNING PRINT & ONLINE FAMILY FEATURE Find Kid Scoop on Facebook © 2020 by Van Vining, Editor Jeff Schmitt, Graphics SPECIAL EDITION Healthy Fun for Kids!

## What is Coronavirus?

As the year 2020 began, people began talking about something called the coronavirus. Coronavirus was a newly discovered virus that was making people sick. It started making people sick in China, but as people traveled, the virus traveled around the world as well.

Corona means crown. When you look at coronavirus under a microscope, part of it looks like a crown.

### Fast Traveler

The coronavirus is very contagious. That means it can spread from person to person very easily. It travels through the air when people sneeze or cough. It also spreads when people touch something the virus has been on, like other people's hands or door handles.

### What If I Get Coronavirus?

Coronavirus often causes a fever, tiredness, a cough or difficulty breathing. Most people, especially kids, only feel a little sick and get better quickly. It feels a lot like a cold or the flu.

### How to Stop the Coronavirus

**Wash your hands.** When you wash your hands with soap and water you kill viruses like the coronavirus.

**Keep your hands away from your mouth, eyes, nose and face.** This is important just in case your hands touched a virus somewhere like a door handle or counter top.

**To keep others safe, sneeze or cough into a tissue or your elbow.** Wearing a mask helps as well.

### Keep the Community Healthy

Some things you like to do have probably been cancelled. When people stay apart, the virus can't move from person to person. As people return to their activities, it is recommended to stay at least six feet apart from other people because the virus rarely travels that far before sinking to the ground.

### I'm Worried

It is normal to worry about getting sick or about your loved ones getting sick. A way to help yourself is to talk to others about your feelings and to ask for help. If you read about or hear something that worries you, don't keep your feelings to yourself.

### Let's Talk

Ask a family member about a time they were worried about something. How did it turn out? What made them feel better? How do they deal with worries now?

Some people call me coronavirus. Others call me COVID-19 which stands for CoronaVirus Disease of 2019.

Washing your hands with soap for at least 20 seconds destroys me!

Color the pictures on this page.

**Liquid Soap**

## Masks Make a Difference!

Many people who like to sew have been making masks for their family, friends and neighbors during the pandemic.

Masks with bright colors, cool designs, sports logos and popular cartoon characters can be seen everywhere. Who says being safe can't be a little more fun?

Color this mask!

Celebrating 60 Years

## Coody's Classic Car Hop Curbside Service

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## In search of the perfect headline

By John Foust, Raleigh, NC, July 24, 2020

Years ago, a keynote speaker at a local Ad Club meeting asked us to put ourselves in a consumer's shoes. "Let's



say your name is John Doe," he said. "One day you're turning the pages of the newspaper and see an ad with a headline that reads, 'The truth about John Doe.' Wouldn't you read every word of that ad?" Everyone in the room responded with a resounding "yes."

That was one of the simplest and most dramatic examples of perspective I've ever seen. John Doe doesn't care much about the advertisers in his town (unless he works for one of them). He's not concerned about the profit margins of his local newspaper. And he doesn't worry about the sales commissions of the salespeople who work there.

In other words, it's human nature for John Doe to care primarily about himself. The products which attract his interest are those that can solve a problem or make life easier and more enjoyable for him and his family.

While "The truth about John Doe" is the perfect headline – for John Doe – it's impossible to reach that level of perfection in the real world of advertising. Ad copy can't be personalized to that degree. The best we can do is to address our messages to smaller demographic audiences within a larger readership group.

Once a target audience has been identified, it's important to look for connections between what the audience needs and how the advertiser can meet those needs. To get in step with consumers, focus your attention on their self-interest.

Then think about headlines. A headline can make or break an ad. Research shows that, for every five people who read a headline, only one will read the rest of the copy. This means that the John and Jane Does in your audience rely on headlines to tell them whether to keep reading.

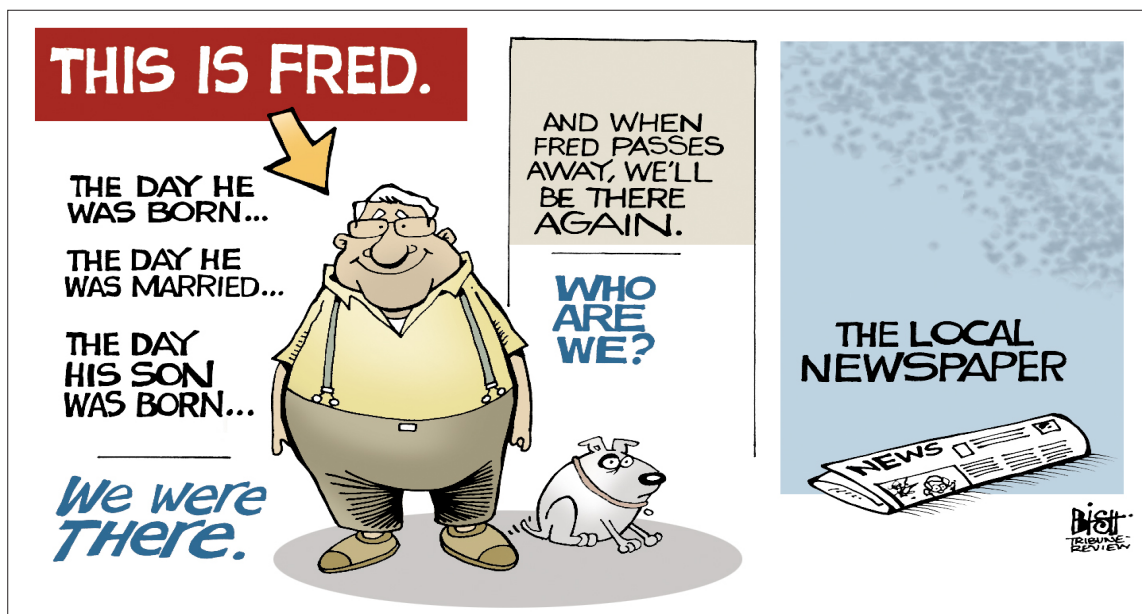
There are some ways to spark headline ideas. One of my favorites is the "how to" formula, because these two words set the stage for a benefit headline. To illustrate, consider book titles. Let's say you want to build a piece of furniture, a rocking chair. You need step-by-step instructions, so you go online and browse through book choices. Woodworking and Woodworking Basics are too general. How to Build Furniture is better, but your interest is in rocking chairs, not other types of furniture. Then you see How to Build a Rocking Chair. That's the most enticing title of all, isn't it? And it promises a specific benefit, without resorting to puffed up claims or exaggerations.

It's the same with ad headlines. Use the words "how to" to put you on the right path. Then with your knowledge of the audience and the product or service your client is promoting, fill-in-the-blank to create a selection of benefit headlines. Pick the one you like best and build the ad concept from there.

It's all about giving people a reason to read beyond the headline.

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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).





# Classified Advertising Exchange

July 27, 2020

**REPORTER:** Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a reporter. Enterprise Media Group is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages for its newspaper group in Blair, just north of Omaha. If your sights have always been set on reporting for a big daily, give us another look. This news team may produce a twice-weekly newspaper and one small weekly, but the steady stream of story material means we're never bored. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Group Editorial Director Leeanna Ellis with your resume and a link to your portfolio or several published clips attached as PDFs at [editor@enterprisepub.com](mailto:editor@enterprisepub.com). *No calls, please. EOE.*

**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@albionnewsandonline.com](mailto:jim@albionnewsandonline.com).

**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.

**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.

**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).**

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