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August 10,

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## Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### Week of 7/27:

#### 2x2

Blair Enterprise – Jahde Osborn (paper made \$487.50 + \$32.50 out of state)

Hickman Voice News – Wendy Jurgens (paper made \$150.00)

### Week of 8/3:

#### 2x2

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$85.00 out of state)

Grant Tribune Sentinel – Samantha Goff (newspaper made \$150.00)

Hickman Voice News – Wendy Jurgens (newspaper made \$300.00)

Tekamah Plaindealer – Ashley Ray (newspaper made \$162.50)

### Week of 8/10:

#### 2x2

Blair Enterprise – Jahde Osborn (paper made \$487.50 + \$32.50 out of state)

Hickman Voice News – Wendy Jurgens (paper made \$300.00)

Tekamah Plaindealer – Pam Duden (paper made \$162.50)

#### NCAN

Geneva Signal – Julie Sulzbach (paper made \$112.50)

Hayes Center Times-Republican – Kim Primavera (paper made \$75.00)

### Week of 8/17:

#### 2x2

Blair Enterprise – Jahde Osborn (NE Free Ad & newspaper made \$32.50 out of state)

Hickman Voice News – Wendy Jurgens (newspaper made \$300.00)

Norfolk Daily News – Denise Webbert (newspaper made \$325.00)

#### NCAN

Geneva Signal – Julie Sulzbach (newspaper made \$112.50)

## July Small Business Give-Back

*NOTE: Rox Sailors with the Humboldt Standard shared this great give-back promotion that was a win-win for local businesses - and for the newspaper. Thank you for sharing this, Rox!*

During the month of July, all NEW subscriptions, as well as all RENEWAL subscriptions purchased for the Humboldt Standard newspaper generated funds for six local businesses that had to temporarily close due to the COVID-19 guidelines.

# Giving Back

The Humboldt Standard donated \$5.00 of each subscription to this fund. For folks renewing for TWO years, The Standard donated \$10.00 to the fund. The paper also received very generous donations from the Humboldt Standard staff, as well as loyal readers.

A total of \$1,505.00 was raised exclusively by staff and subscribers! We were proud to give a check for \$250.83 to each of the six businesses. We generated 117 renewals and 12 new subscriptions. (Thank you to Tory Duncan of the Sutton Clay Co. News for the idea.)

We also have been promoting a guessing game twice a month, and the winner receives a gift certificate for a product at a local business. This has increased our reader interaction as well as giving back to the local businesses.

Rox Sailors, Editor, Humboldt Standard  
[humboldtstandardnews@gmail.com](mailto:humboldtstandardnews@gmail.com)

## 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)



## Grow Your Newsroom Staff with Report for America - Q&A webinar discussion Friday, Aug 21

Report for America recently announced that applications are open for news organizations interested in hosting more than 300 emerging journalists in their newsrooms for up to three years, beginning next June.

On Friday, August 21, Report for America's Co-Founder Steve Waldman and National Director Kim Kleman will host a Zoom discussion from 11 a.m.-12 p.m. CT and discuss how newsrooms can grow their staffs.

The program recruits journalists and pays half the salary, up to \$25,000. The other half is split between the host news organization and local donors.

The application deadline is Sept. 30, 2020, and newsrooms will be publicly announced in December. Attentive to the budgeting and fundraising needs of some newsrooms, an early decision will be made for those who apply by Aug. 31.

Currently, Report for America has 225 corps members at more than 160 local news organizations in 46 states, Washington, D.C., and Puerto Rico. These include daily and weekly newspapers, digital-only news outlets, radio and television stations.

Next year, the initiative aims to place 350 emerging journalists with local newsrooms in every state.

**The webinar is free for NNA members & nonmembers.**

### TO REGISTER:

[https://nna.formstack.com/forms/pubauxlive\\_grow\\_newsroom\\_staff\\_report\\_for\\_america](https://nna.formstack.com/forms/pubauxlive_grow_newsroom_staff_report_for_america)

**Questions? Contact Kate Richardson, [kate@nna.org](mailto:kate@nna.org)**

### HERE'S A LINK TO A RELATED STORY:

<https://www.nna.org/report-for-america-opens-newsroom-applications-expands-opportunity-to-hire-more-journalists>

## Free Access to All NIE Institute Curriculum & NIE Resources

All newspapers are welcome to access all NIE Institute curriculum and NIE department resources **FREE OF CHARGE**. You are welcome to provide the link below to your teachers and to your subscribers in print promo ads (Covid has many parents teaching at home).

**The curriculum website address is:**

[www.nieteacher.org](http://www.nieteacher.org)

You and your teachers may access over **340 instructional resources** on the curriculum website **plus Video/Audio Teacher Training and Serial Stories & Features pages (can run in-paper over several weeks)**.

You and your teachers just click on any resource and it will download or open, whichever the computer is set for. I highly recommend that you make a link on your NIE, e-edition, or other online pages to this curriculum page and send the web address out in all your teacher communications (e-mail, newsletters, etc.).

Besides providing these resources through the website, here are other ways to use the resources.

- E-mail the resource or the link to teachers
- Use resources as a multi-unit in-paper serial
- Use portions for in-paper NIE or editorial features or pages

The Institute invested thousands of dollars to develop and purchase these resources. Please put them to good use!

Doug Alexander, President, NIE Institute  
3127 63rd Place, Cheverly, MD 20785  
301-773-2082, [doug@niein.org](mailto:doug@niein.org)

**NIE Department Resources and information about the NIE Institute at:**  
[www.nieinstitute.org](http://www.nieinstitute.org)

Fundraising is a major part of NIE. More than ever our papers are focused on the bottom line. NIE is expected to help that effort.

To help you do that, download the  
[Compilation of Fundraising Ideas](#).

It also includes a list of events throughout the year with supplements that may offer sponsorship opportunities.



### **Newspapers-cont. from 1**

During this pandemic and in spite of their deep financial troubles, newspapers continue to provide the unique local news and information about COVID-19 — from testing spots to restrictions and openings to dining options — unavailable from any other source.

But the less obvious losses when a newspaper disappears may be the most devastating to a community.

Researchers in 2018 found that when a local newspaper closes, municipal borrowing costs — and therefore residents' taxes — go up. Why? Losing a paper, the study said, creates a "local information vacuum." It turns out that lenders depend on local reporting to judge the value of government projects — and the officials in charge of them. Without that information, lenders tend to charge higher rates.

Communities without newspapers are also more likely to be victims of corruption petty and grand, local incidents the national media will never uncover. The most glaring example comes from the small California city of Bell, where — without the eyes of a local newspaper on them — the city council engineered passage of a virtually unnoticed referendum to get around a new state law capping council member salaries. Within five years, council members were taking home a cool \$100,000, the police chief was being paid \$450,000 — and the city manager of this municipality of just 37,000 souls was making nearly \$800,000.

Losing a local newspaper, another study found, can also lead to more political polarization — something no community, nor our nation, needs now.

Fortunately, there are steps you can take to avoid becoming another "news desert." For one thing — subscribe.

But there is also pending bipartisan legislation that deserves your support. The Local Journalism Sustainability Act (H.R. 7640) provides for tax credits that support the three pillars of trusted, fair and accurate journalism: people who subscribe to newspapers or other local media; businesses that advertise in local newspapers; and newspapers that staff their newsrooms with journalists who cover the community. The tax credits aren't permanent and sunset after five years.

In a nutshell, this bill would provide every taxpayer tax credits up to \$250 a year to spend on subscriptions to qualified local newspapers. It would give businesses with fewer than 1,000 employees tax credits of up to \$5,000 the first year and up to \$2,500 for the next four years for advertising in local newspapers or local media. And it would give local newspapers a tax credit of 80% of its compensation to journalists in the first year and 50% for the next four years.

These are tax credits — not a handout, not a bailout. And the tax credits go away after five years. But this legislation provides a lifeline for everyone affected by the pandemic: local readers, local businesses, local news providers.

Asking your legislators in Washington to support the Local Journalism Sustainability Act is a simple step you can take to help your community from becoming yet another news desert. There's a simple way to take that step, too: Just go to <https://www.usa.gov/elected-officials> for contact information for your legislators. Your right to fair and trusted local news and information is worth the effort.

*On behalf of its approximately 1,500 newspaper and associate member companies, America's Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life. We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses.*

Learn more: [www.newspapers.org](http://www.newspapers.org)

## **Download cartoon and editorial**

### **Download editorial in Word format:**

<http://snpa.static2.adqic.com/static/Editorial-Communities-with-no-paper.docx>

### **Download editorial cartoon in color:**

<http://snpa.static2.adqic.com/static/Disappearing-color.jpg>

### **Download editorial cartoon in black & white:**

<http://snpa.static2.adqic.com/static/Disappearing-BW.png>

**There is no cost to newspapers to run these materials.**

## **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-notices-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-notices-and-theyve-grown-ever-more-critical-to-small-papers-survival/?utm_source&mc_cid=f7402272e4&mc_eid=eb7a175146)



# Classified Advertising Exchange

August 10, 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:** 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).