

Bulletin
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NEBRASKA PRESS ASSOCIATION

NPA/OnePress Staff



Dennis DeRossett

Executive Director

Email: dderossett@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper

Email: jp@nebpress.com

Violet Spader

Sales Manager

Email: vs@nebpress.com

Carolyn Bowman

Advertising Manager

Email: cb@nebpress.com

Susan Watson

Admin./Press Release Coordinator

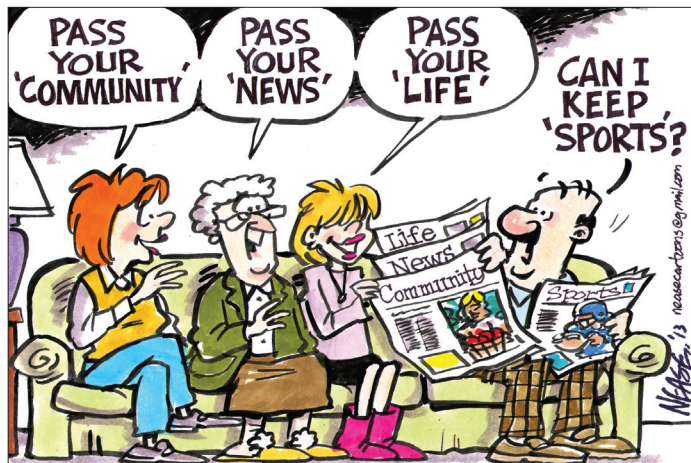
Editor, NPA Bulletin

Email: nebpress@nebpress.com

Allen Beermann

Emeritus Executive Director

Email: abeermann@nebpress.com



Swanson named new director of advertising, marketing at Enterprise Media Group

After more than 30 years working in advertising and marketing with the Suburban Newspapers, the Nebraska weekly community newspaper division of the Omaha World-Herald, Paul Swanson has been named the new director of advertising and marketing at Enterprise Media Group in Blair.

Swanson, who joined Enterprise Media Group in early August, will represent the Washington Co. Pilot-Tribune, Washington Co. Enterprise and Arlington Citizen. He will also work with the Lyons Mirror-Sun, Oakland Independent, and three of the group's Iowa newspapers.

Celebrate National Newspaper Week

National Newspaper Week (NNW) is October 4 – 10, 2020, with International Newspaper Carrier Day falling on that Saturday, October 10, 2020.

AMERICA NEEDS JOURNALISTS

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

National Newspaper Week is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis. NPA is a member of NAM, and we pay a fee so that all of our member newspapers may access the NNW material. We encourage you to do so and to look for ways to customize them to your community.

This year's NNW theme is "America Needs Journalists."

This 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America.

The website content kit currently contains promotional ads; all available **for download at no charge to daily and non-daily newspapers across North America. Additional materials, including editorials and editorial cartoons, will continue to be added to the content kit on the NNW website.**

For more information about National Newspaper Week and to download NNW resources, visit the National Newspaper Week website, <https://www.nationalnewspaperweek.com/>

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

NEWSPAPERS ARE ALSO ENCOURAGED to replace the "National Newspaper Week" line in the ad with their own flags or logos.

“ Whatever you do in life, surround yourself with smart people who'll argue with you. ”

- John Wooden



The Relevance Project is an initiative of Newspaper Association of Managers whose press associations represent collectively more than 8,500 newspapers in North America.

The Relevance Project is an energetic strategic partnership that unites state and provincial press associations to speed the resurgence of community newspapers in North America. It's proud — regularly boastful — of newspapers and what they represent.

And:

It aspires to help newspapers become THE Community Forum for future sustainability as a business and contributor to transparent, responsible democracy.

Put It All Together

The Relevance Project seeks to convert local expertise into national prominence. And proudly shouts out on behalf of the newspapers in the United States and Canada.

Don't Waste 'National Newspaper Week' In 2020

Tom Silvestri, Executive Director, Relevance Project
tas@relevanceproject.net

This year's National Newspaper Week should be anything but routine.

We all know the reasons why.

So, put on your planning hat and consider this Relevant suggestion for community newspapers:

Use that first full week in October to conduct community conversations about newspapers.

Your newspapers and web sites.

And their future.

Take good notes.

You could consider one event or a series of discussions.

You have a full week to maneuver.

In "normal times," you'd have the conversations as part of an in-person town hall or a Community Forum — the

concept The Relevance Project is developing. You still might be able to swing it come October.

But by now, you also should have enough virtual conferencing skills to have these discussions online. ZOOM it, for example. Heck, take advantage of the formal declaration of National Newspaper Week to further upgrade your virtual meetings. Go all out.

Now, consider these additional Relevant Points:

Pick an inviting title that's bound to attract an audience. Do you dare suggest: What would happen if (name of newspaper) disappears?

Or, go the simple route: How can (this newspaper) become the Community Forum?

There are several ways to spark discussion.

Reintroduce yourself to the community. Explain what's changed in the last year, what you're working on and what's ahead. Invite reaction.

Explain how you are dealing with the pandemic. Welcome feedback.

A common-sense but important angle is to ask the community for suggestions on news coverage, customer service and advertising. What do they like best? Least?

Consider publishing short bios on everyone who works at the newspaper. Interest will be high for insights about the reporters and editors, but the newsroom relies on its colleagues in advertising, circulation, the business office and administration to show everyday it's a true team effort.

Have the publisher or general manager explain the mission of the newspaper and why it is committed to better serving the community.

Remind the public about all the things you do — from special sections to sponsorship of community events to volunteering to employing local residents.

Still, come back to the big question:

How can this newspaper become the Community Forum?

We only need to reflect on 2020 to know it's far from business as usual.

Imagine if newspapers throughout the United States and Canada experimented with the Community Forum format during National Newspaper Week.

And everyone in the community was talking about newspapers during the week of Oct. 5.

Let's make some intelligent noise.

Constitution Week

September 17-23

Constitution Week is the commemoration of America's most important document, celebrated annually during the week of September 17-23. The United States Constitution stands as a testament to the tenacity of Americans throughout history to maintain their liberties, freedoms and inalienable rights.

This celebration of the Constitution was started by the Daughters of the American Revolution. In 1955, DAR petitioned Congress to set aside September 17-23 annually to be dedicated for the observance of Constitution Week. The resolution was later adopted by the U.S. Congress and signed into public law on August 2, 1956, by President Dwight D. Eisenhower.



The aim of Constitution Week is to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787.

Constitution Week is a great time to learn more about this important document and celebrate the freedoms it gave us.

For more Constitution Week information and resources, go to:

<http://www.dar.org/national-society/education/constitution-week>

<https://constitutioncenter.org/constitution-day>

<https://nationaltoday.com/constitution-day/>

<http://constitutionweekusa.com/>

Longtime Lincoln Journal Star editor, Bill Eddy, dies at 74

Obituary/Photo, Lincoln Journal Star, August 12, 2020

William (Bill) Eddy of Lincoln passed away August 6, 2020, at age 74.



Born in Sidney, NE, he spent most of his childhood in Dalton, NE. An early interest in journalism led to a lifetime career. He was editor of the Sidney High School newspaper during his senior year and worked part-time through high school and college at the Sidney Telegraph. He attended the University of Nebraska-Lincoln and graduated with a degree in Journalism in 1968.

Bill was a member of the Army ROTC during college and was commissioned a second lieutenant in the US Army upon graduation, spent primarily in Ft. Huachuca, AZ. After completing active duty service, he and his wife, Arlys, and their family moved to North Platte, NE, where Bill was a reporter and editor for the North Platte Telegraph.

While he was working for The Telegraph, Bill reported on the Simants murder trial, in which Judge Stuart issued a gag order. The Telegraph, with the Nebraska Press Association, challenged the order all the way to the US Supreme Court and prevailed. Bill's reporting ultimately led to the defendant receiving a new trial.

In 1979, Bill accepted a position as regional editor of the Lincoln Journal, and the family moved to Lincoln. During his long career at the Lincoln Journal and Lincoln Journal Star, he held positions of assistant city editor, city editor, night city editor and special sections editor. He retired in June 2011.

He was preceded in death by his wife of 52 years, Arlys, who died in May, 2020. Bill is survived by his son Bryan (Julie) of Albany, CA; and daughter, Allyson Eddy Bravmann, San Francisco, CA. Services are pending. Condolences may be sent to William Eddy residence, 7256 Shirl Drive, Lincoln, NE 68516. Memorial suggestions include the UNL N-Fund College of Journalism and Mass Communication Scholarships <https://nufoundation.org/fund/01073280/> and Trinity United Methodist Church, 7130 Kentwell Lane, Lincoln, NE 68516.

"Public Notice: An American Tradition"

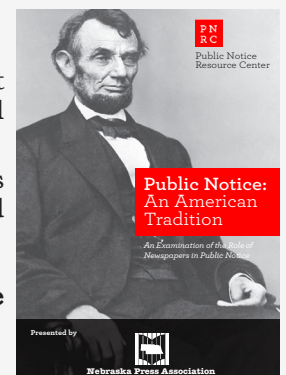
In 2019, The Public Notice Resource Center distributed a new version of this pamphlet tracing the origins of public notice and making the case that newspapers remain the essential vehicle for their distribution.

The four-color, 26-page primer lists different types of notices published in local newspapers throughout the U.S. and begins with a two-page graphic summarizing the continuing need for newspaper notice.

Newspapers are encouraged to post the link (below) on your website, so those who are interested can download a free copy of the booklet.

TO DOWNLOAD A FREE COPY OF THE BOOKLET:

<https://www.nebpress.com/wp-content/uploads/2019/06/AmTraditionBooklet-PublicNotice-NEBR2019.pdf>



Classified Advertising Exchange

August 24, 2020

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.