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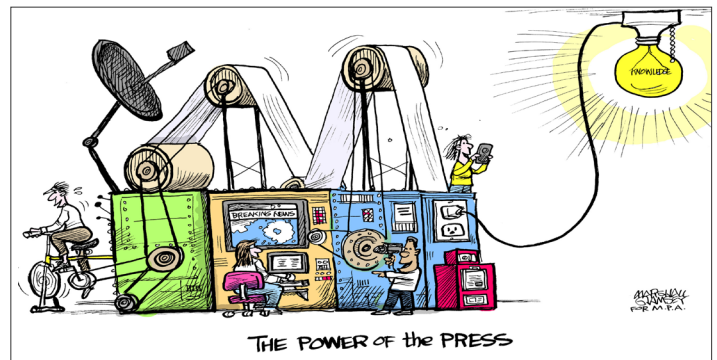
Nebraska Journalism Hall of Fame Banquet cancelled for 2020

At their July 23 summer board meeting, the NPA/OnePress Board of Directors voted to cancel this year's Nebraska Journalism Hall of Fame Awards & Banquet.

The continued unknown and uncontrollable factors related to the COVID-19 pandemic made it nearly impossible to hold the event this year, which was scheduled for October 9 in Lincoln at the Nebraska Club. Crowd size for the event is typically 125-150 attendees.

Most importantly, being inducted into the Journalism Hall of Fame is a huge honor, and deserves full recognition that comes with the annual event. It's likely that many would not attend the event out of safety, travel and lodging concerns if it were permitted to occur.

Those who were nominated for the Hall of Fame award for 2020, as well as the hold-over nominees from 2019, will be included for consideration of the award in 2021.



Natl Newspaper Week - from pg. 1

The website content kit currently contains promotional

**AMERICA
NEEDS
JOURNALISTS**

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

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 newspapers 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.

Alexis joins Enterprise Media Group as reporter

Cheyenne Alexis of Omaha has joined Enterprise Media Group in Blair as a reporter. Her beats will include Ft. Calhoun, Washington Co. Board of Supervisors and crime.

Alexis graduated from Central High School and earned a degree in media and journalism from the University of South Dakota in 2018. She worked on the college newspaper all four years of college, and spent the last two years working at the Bellevue Leader where she wrote features on area schools, education and churches.

New graphic artist at Niobrara Tribune

A new graphic artist has joined the staff at the Niobrara Tribune. Trina Adermann, of Tyndall, SD, has been designing and selling ads at The Tribune since June, and assisting with job printing orders for some of the other papers in The Tribune's newspaper group.

Adermann attended Northern State University in Aberdeen, SD, for graphic design, and then worked at the Redfield Press and Huron Daily Plainsman, using her graphic design training for ad design and commercial printing jobs.

Relevance Project

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.*

Asking For Donations Is Now Considered A Subscription Model

Tom Silvestri, Executive Director, Relevance Project, August 24, 2020
The trend continues for newspapers to earn more revenue from readers.

That financial necessity makes workshops about subscription strategies very popular at association conferences in 2020.



John Montgomery, executive media sales manager at TownNews.com, presented an excellent overview for the Kansas Press Association last week.

With his finger on the pulse of content management systems and digital publishing, Montgomery reviewed revenue trends, subscription models, paywalls and strategic best practices.

Montgomery confirmed the percentage of revenue from subscriptions is growing. Digital subscriptions are the reason.

At one point, Montgomery showed a slide noting various subscription models. Most should be familiar to publishers, editors and circulation directors.

But there is one new development because of advertising declines during a worldwide pandemic. See if you can pick it out from Montgomery's list:

- *Digital Only — including:
 - Website
 - E-edition (digital replica)
 - Native app
 - Etc. -> all-access digital
- *Print-digital bundling
- *Membership
- *Donations

If you circled the last model, you've been paying attention. Or, your newspapers, too, have been contemplating such a move.

As the business shutdowns rob newspapers of ads, publishers "are feeling more comfortable to ask" readers for support beyond what they charge for home and digital delivery, Montgomery said.

That conclusion was echoed in a consumer revenue webinar organized this month by the Local Media Association. Liz White, publisher of the Record-Journal in Meriden, CT, said her family-owned newspaper's push into digital subscriptions caused its Consumer Revenue Team to become the "FactsArentFree" Team.

She recommended that newspapers twin strong subscription messages with donation asks. The Record-Journal added a "personalized donation page with company photos and 153-year history references" as well as other donate promotions on the website, newsletters and at the bottom of articles.

Each donation prompts a thank-you email with a request to spread the word that the newspaper welcomes new donations from other readers.

She reported in the first 65 days of the campaign, the paper attracted 281 donors and about \$21,000.

Asking for donation won't solve all of your revenue needs, but it fits the reality that quality news coverage costs money to produce. And as newspaper reliance on print advertising erodes — except for the lucky, innovative or monopolies — something has to fill its place.

As an example, Montgomery showed what happens when a reader goes to the website of the Webster-Kirkwood Times in the St. Louis suburb of Webster Groves, MO. A rectangle pops up, with the headline "Support Local Journalism" and a red "Contribute" button.

"Now, more than ever, the world needs trustworthy reporting — but good journalism isn't free. Please support us by making a contribution," the call-to-action states.

In March, the Times suspended its print publication but continues its "robust online and newsletter presence. (Here's to its success.)

Look for more details about donations in the months ahead, especially on how to partner with non-profit organizations or industry foundations to allow the chance for tax-deductible contributions.

"I don't think we should be afraid" to ask for donations, Montgomery said. Newspaper journalism is a valuable public service.

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/>

MobileMe&You Conference planned for Fall 2021 on UNL campus

But access all their previous conference sessions (free) online on their website!

MobileMe&You
A mobile-first conference

No MobileMe&You Conference will be held in Lincoln this Fall, due to the pandemic, but plans are being made for their conference in Fall 2021 at the University of Nebraska-Lincoln campus (more on that coming soon).

In the meantime, you've invited to access all of their sessions from previous conferences online on their website. That's five conferences worth of invaluable information - so please dig in. **Access (free) sessions from the past five conferences at: <http://www.mobileme-you.com/>**

Stay connected through their newsletter and social media as they continue to highlight the best mobile journalism tools and techniques available and those that are emerging. Sign up to receive their newsletter at: **<http://www.mobileme-you.com/>**

If you have any questions, please contact Gary Kebbel at garykebbel@unl.edu or call (703) 582-6758.

The MobileMe&You team appreciate your support and look forward to seeing you in 2021!

- Gary Kebbel, University of Nebraska-Lincoln
- Brant Houston, University of Illinois
- Jose Zamora, Univision
- Pam Dempsey, Midwest Center for Investigative Reporting

Former Oxford Standard co-owner, editor, Bernie Wimmer dies at 98

Bernard "Bernie" Wimmer, 98, of Kearney, formerly of Oxford, NE, died July 30, 2020 at his home.

Memorial services were held August 21 at Horner Lieske McBride & Kuhl Funeral Home in Kearney. Burial with military honors were held at Fort McPherson National Cemetery near Maxwell.

Bernie was born in Comstock, NE, to Elwood and Merle Wimmer. Born into a "newspaper family," Bernie and his folks lived in a number of communities while they worked at various newspapers through the years, eventually settling in Oxford. Bernie was introduced to the newspaper business at a young age and eventually would return to his roots as the co-owner and editor of the Oxford Standard.

He joined the U.S. Army Air Corps in 1942 and served his country as a co-pilot flying B-24 bombers on many successful missions. In 1944 he married Edna Miller and they enjoyed nearly 73 years of marriage together. After Bernie was honorably discharged from the military, the couple moved back to Oxford and began helping his folks run the newspaper. Their family remained in the Oxford area until 2003 when Bernie and Edna moved to Kearney.

Survivors include son Bruce (Teresa) Wimmer of Spring Hill, FL; daughter Judith (Ron) Upson of Beaver City, NE, and their families. Preceded in death by his wife, Edna.

Memorials suggested to Holy Cross Lutheran Church in Kearney, St. John's Lutheran Church in Oxford, or AseraCare Hospice in Kearney. Go to www.hlmkfuneral.com to leave condolences online.

Classified Advertising Exchange

August 31, 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.