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*Natl Newspaper Week - from pg. 1*

Additional materials, including editorials and

**AMERICA  
NEEDS  
JOURNALISTS**

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

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.

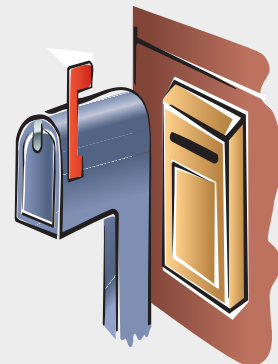
**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

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

## Statement of Ownership filings due October 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.



After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- **Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.**
- **Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.**

### Download Postal Forms

- All publications except requestors:  
<https://about.usps.com/forms/ps3526.pdf>
- Requester publications:  
<https://about.usps.com/forms/ps3526r.pdf>
- Additional forms can be found at:  
<https://about.usps.com/forms/periodicals-forms.htm>
- For information, go to Domestic Mail Manual on usps.com:  
[http://pe.usps.com/text/dmm300/dmm300\\_landing.htm](http://pe.usps.com/text/dmm300/dmm300_landing.htm)

*Keep us in the loop!*

**Please notify the NPA office if you have changes:**

- New email address(es)
- New phone number(s)
- Staff changes
- Advertising rate changes
- Change in publication day
- Newspaper format changes
- New mailing or delivery address

**Email changes or updates to:**  
**Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com)**

# Who do you support on the election ballot?

By Jim Pumarlo, Sept., 2020

Election season is in its final stretch, and newspapers have been there at every step. You've introduced candidates. You've quizzed them on the issues. You've covered the debates. Your coverage has laid the foundation for a rich exchange among readers on who they support or oppose – and why.

I encourage you to take the final step: Offer your own recommendations on which individuals are best suited to fill the offices on the November ballot.

I admit that editorial endorsements become more scarce each election cycle. It troubles me, and it confounds me. During my tenure as editor of the Red Wing (Minn.) Republican Eagle, we endorsed in every primary and general election race from the local city council, school board and county board to legislative contests to U.S. president. We considered endorsements a natural progression of our coverage of public affairs. We considered endorsements a right and a responsibility as a community institution.

I've heard the arguments against endorsements. I politely – and firmly – offer my rebuttals.

## **What gives a newspaper the right to tell someone how to vote?**

No editorial should be positioned as the right opinion – or the only opinion – on any subject. Putting yourself on a pedestal is the wrong mind-set. Rather, approach editorials as offering a distinct perspective from your role as a clearinghouse of information in your community. Editorials can offer pertinent information on candidates and ballot initiatives that may not be readily available to all readers.

## **We're fooling ourselves if we believe our editorials really are changing anyone's mind.**

Many individuals indeed vote the party line in today's heightened partisanship. Political strategists readily identify the "red" and "blue" districts and focus their money and efforts on "swing" districts and the undecided voters. That is more likely the case for contests at the state and federal levels. The dynamics can be quite different in local, nonpartisan races where candidates often are political newcomers and can be relatively unknown to the electorate.

## **Local endorsements are complicated due to personal relationships that candidates may have with our publisher and other key staff members.**

The best advice: "Just the facts, please." In most cases stick to issues and avoid personalities. It is naive to believe that personal relationships between newspaper management and candidates do not play a role in endorsements, but issues ought to be the foundation for each decision.

## **Our staff is too small to have an editorial board. Reporters who cover the respective individuals and government bodies would have an obvious conflict of interest.**

Quite the contrary, Endorsements, by definition, are subjective. You objectively gather all the facts and then offer a recommendation. The process is strengthened in your ability to gather as much information as possible. Reporters are in a premier position to offer insight into the strengths and weaknesses of local government – and the values and attributes offered by individuals to elevate these bodies to the next level.

## **We're already strapped for resources. We just don't have the time.**

No question, endorsements take work. They cannot be done on a whim. That said, you've done the lion's share of the research if you are doing a steady job of covering public affairs. You've gathered similar information on other candidates – the newcomers – through your other election coverage.

Most perplexing about the hesitancy to endorse candidates is that many newspapers routinely weigh in on the actions of government bodies. It's common for editorials to offer advice on an upcoming vote, or to offer a "thumbs up" or "thumbs down" on a decision by elected officials. It begs the question: If you believe so strongly in a position taken by an elected body, shouldn't a newspaper have equally strong convictions about the people who ultimately will make those decisions?

As a starting point, brainstorm the priority issues in each race. These issues will be the basis for candidate interviews, and the candidates' responses will provide a framework for endorsements.

It's understandable that newspapers still may be skeptical about endorsing in local races. So consider this idea as a starting point. Write an editorial outlining what the newspaper identifies as the key issues in a race – and where you stand on these issues. Then encourage readers to vote for the individuals who align with those stances. You have not identified specific candidates, but your message allows readers to connect the dots.

The final step is to allow feedback. The effectiveness of any editorial is minimized if readers aren't allowed to debate its merits. Newspapers routinely promote the editorial page as the heart of democracy. Readers may challenge your practice of "telling us who to vote for," but they will be doubly upset if you don't give them an opportunity to challenge the reasons behind your endorsements.

*Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers."*

*He can be reached at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*



## Mueller and Robak recognized on '2021 Best Lawyers in America' list

*Lincoln Journal Star, Sept. 13, 2020*

Mueller and Robak, LLC firm members William Mueller and Kim Robak have both been named by Best Lawyers to their '2021 Best Lawyers in America' list.

William Mueller was also named Best Lawyers 2020 Government Relations Practice "Lawyer of the Year." Mueller or Robak have been named "Lawyer of the Year" six times. Mueller and Robak have been named "Best Lawyers" in each of the past 13 years.

Recognition by Best Lawyers is based entirely on peer review. This year's Best Lawyers rankings were based on an analysis of over 9.4 million peer nominations submitted earlier this year which are divided by geographic region and practice areas before evaluation on the basis of professional expertise. Those who receive high peer reviews undergo an authentication process to make sure they are currently practicing and in good standing.

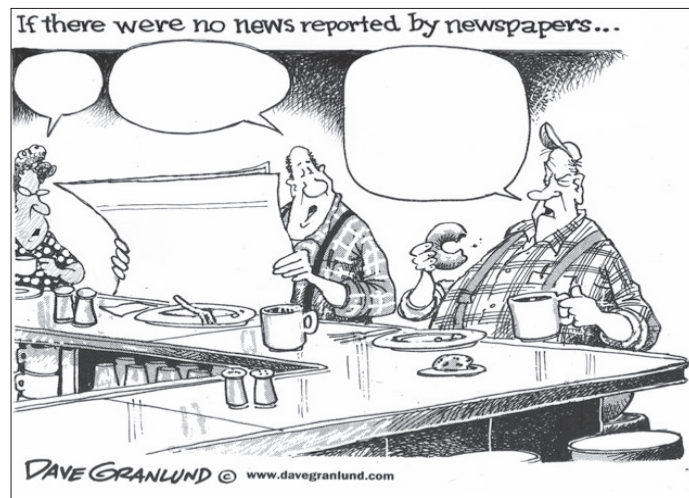
Mueller and Robak are both graduates of the University of Nebraska-Lincoln and the University of Nebraska College of Law and are admitted to practice law in the State of Nebraska.

*Mueller Robak LLC is one of the premier lobbying and government relations firms in Nebraska and has been the long-time lobbying firm for the Nebraska Press Association.*

trained in emerging skills and tools. Sessions this year will include how-to of data journalism, HEAT training, digital security, mobile tools and more! **2021 will be fully remote so registration fees are lower!**

**For more information and to register:**

**<https://www.rjionline.org/events/women-in-journalism-workshop>**



## Download free pamphlet: 'Public Notice: An American Tradition'

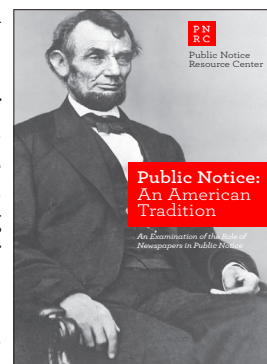
In June, 2019, the Public Notice Resource Center distributed an updated version of 'Public Notice: An American Tradition,' a heavily footnoted pamphlet tracing the origins of public notice and making the case that newspapers remain the essential vehicle for their distribution.

The four-color, 26-page primer also 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.

The issue isn't newspapers versus the internet – it's newspapers and newspaper websites versus government websites. And newspaper websites almost always generate significantly larger audiences than the websites of the cities and counties governing communities.

To drive this point home, each (state) version of the pamphlet features a chart comparing the traffic generated by specific newspaper and government websites; most charts in the co-branded versions are customized by state. The booklet serves as a handy research tool for those who need more information on specific issues relating to official notice. **DOWNLOAD A FREE COPY OF THE BOOKLET:**

**<https://www.nebpress.com/wp-content/uploads/2020/09/AmTraditionBooklet-PublicNotice-NEBR2019.pdf>**



## 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)



## Women in Journalism Workshop, April 2021, registration now open

The Donald W. Reynolds Journalism Institute at the Missouri School of Journalism has a remote event your female journalists might be interested in! Registration is now open.

The Women in Journalism Workshop is an annual workshop that focuses on challenges, accomplishments and issues specific to women in the journalism industry today. Workshop organizers want to help build safer, more diverse and innovative newsrooms to serve communities worldwide.

Attendees will learn how to innovate the way they cover stories, the management of newsrooms & teams and be

# Classified Advertising Exchange

September 14, 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](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).