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## How are you celebrating or promoting National Newspaper Week?

*Email your examples (PDFs) to Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com) to share them in the Bulletin!*

**AMERICA  
NEEDS  
JOURNALISTS**

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

## Nebraska Press Women's Conference: Saturday, October 17 - it's virtual and free

You're invited to attend the Nebraska Press Women's virtual conference for free on Saturday, October 17, from 9:30-11:30 a.m.



Headliners will be Rebecca Steward, general manager of the Gothenburg Leader, and LuAnn Schindler, co-owner and publisher of the (Clearwater) Summerland Advocate-Messenger, who will provide a behind-the-scenes look at the two new Nebraska weeklies, and share lessons learned in the process of launching and "growing" them.

The conference will be delivered by Zoom (free software). **To register and learn more, email [jillclaflin@yahoo.com](mailto:jillclaflin@yahoo.com) by noon on Thursday, October 15.**

**Please put "NPW Registration" in the email subject line.**

*"Freedom of the press is not just important to democracy, it is democracy."*

-- Walter Cronkite

## New election season marketing campaign - from America's Newspapers

As the election season enters its final month, voters are turning to their local newspapers for information on the issues that matter to them.

**A new marketing campaign rolled out by America's Newspapers warns readers:** "Don't rely on disinformation spread on social media. Turn to your local newspaper for the most comprehensive and credible information on local and national candidates."

**Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.**

### **TO DOWNLOAD THE FREE ADS:**

- Simply provide a few registration details at <https://newspapers.org/marketing-vote/>
- After registering you'll receive an email with a link to download the ads in color, black and white, and co-branded options.

Questions about this campaign? Contact Greg Watson, America's Newspapers, [www.newspapers.org](http://www.newspapers.org), 847-282-9850, ext 104



# A Vote For Newspapers Is A Vote For Democracy

By Tom Silvestri, *The Relevance Project*, Oct. 5, 2020

Newspapers face another big election.

It's about them.

While the United States is riveted by a most unusual presidential election, the newspaper industry is running to win the hearts, minds and souls of "voters." These voters are readers, residents, subscribers, students, advertisers, marketers, sponsors and newspaper employees.



This National Newspaper Week (Oct 4-11), vote for newspapers.

Vote by subscribing to support your local newspaper. (If you already do, a big thanks.)

Vote by advertising -- cheers to current ad buyers. Patronize those who do.

Vote by engaging your newspaper. Write a letter to the editor, tweet appreciation to an enterprising reporter, send a suggestion to the publisher with a request to speak to him or her for a personal exchange.

Vote by learning more about your newspaper, its history, its mission, its staff and its ownership.

Vote by frequently checking the newspaper's web site or news alerts.

Vote by signing up for its newsletters. And if it doesn't have one, tell the newspaper you're interested -- especially the day's headlines or a weekly entertainment summary of what's happening.

Vote by adding to newspaper "likes" on social media.

Vote by making a video with pro-newspaper testimonials from neighbors and friends.

Heck, put up a sign in your front yard or window boasting you're a newspaper reader.

Fear not. This campaign to elect newspapers is winnable, but much is at stake.

Consider this passage from longtime journalist Margaret Sullivan's 2020 book, "Ghosting the News -- Local Journalism and the Crisis of American Democracy: "Some of the most trusted sources of news -- local sources, particularly local newspapers -- are slipping away, never to return. The cost to democracy is great." For good measure, Sullivan, who is the media columnist for the Washington Post, quoted the conclusion of a major PEN American study in 2019: "As local journalism declines," stated the

organization that champions free expression, "government officials conduct themselves with less integrity, efficiency, and effectiveness, and corporate malfeasance goes unchecked. With the loss of local news, citizens are: less likely to vote, less politically informed, and less likely to run for office." Democracy loses its foundation, Sullivan stated.

Vote for newspapers.

In his Aug. 16 column, H. Dean Ridings of America's Newspapers cited the depressing study from the University of North Carolina to note that 1,800 communities have lost their local newspaper over the last 15 years. "What would my town be without a newspaper?" the national association's CEO wrote. "If you haven't asked yourself that question, perhaps it is time to consider just what the newspaper means to this community." Among the answers Ridings provided was this: "The most obvious is the community's access to news about itself: the workings of its town hall; information about taxes and property values; the operation of schools for its children; the achievements, or the criminal activities, of local residents; the scores of local ball teams; schedules and reviews of movies, concerts, restaurants and books; and the offerings of local small businesses."

This year's National Newspaper Week should be anything but routine. It's a time to be bold -- even daring.

Newspapers throughout the United States and Canada should use National Newspaper Week to conduct town halls -- go virtual if you have to -- or a series of conversations that gather answers to this simple but provocative question:

How can the newspaper become THE Community Forum?

Dig deeper on this role. Or as Sullivan put it: "After all, a newspaper's purpose isn't only to keep public officials accountable; it is also to be the village square for an entire metropolitan area, to help provide a common reality and touchstone, a sense of community and of place."

It's an important commitment.

At issue is replacing the tiresome, negative perception of newspapers' demise with an updated mission to become THE reliable Community Forum -- sharpening knowledge of what's on the minds of citizens; delivering trusted journalism and accurate information; gathering updated market data; attracting diverse audiences to join loyal readers; contributing to an equitable, healthy economy; fostering vibrant communities where we live, work and play; and nurturing a dynamic democracy.

*cont. pg. 4*

**Newspapers - from pg. 3**

In its 2020 sweeping assessment of "Trust, Media and Democracy," the influential Knight Foundation and Gallup noted that although Americans have lost confidence in expecting an objective media, "strong majorities uphold the ideal that the news media is fundamental to a healthy democracy." And those majorities think the media could do "a great more" to heal political divisions in country, Knight/Gallup added. By becoming a true Community Forum, newspapers shift from thinking like a limited product to becoming a vital community service in big demand. It perfects inviting, listening, researching, planning, collecting, reporting, connecting, collaborating and developing solutions. In many ways, the newspaper as THE Community Forum becomes a non-stop, informed conversation -- interesting, civil, engaging, educational, timely and, of course, relevant.

To repeat: How does the newspaper become THE Community Forum?

Campaign hard.

Score votes.

Newspapers have got to win this pivotal election.

Democracy wins, too.

*Tom Silvestri is executive director of The Relevance Project, which advocates for community newspapers. He retired Dec. 31 after 15 years as the president and publisher of the Richmond (VA) Times-Dispatch and 42 years in newspapering. Contact him at [tas@relevanceproject.net](mailto:tas@relevanceproject.net).*



## Tracking 2020 General Election mail-in votes day-by-day

The Elections Project is tracking mail-in voting. Professor Michael McDonald of the University of Florida is running the page. The page is tracking mail-in ballot requests and returns for 31 states so far, with more coming on line all the time.



Get daily updates on mail-in ballot returns at: <https://electproject.github.io/Early-Vote-2020G/index.html>

## Calling all judges!

The Kentucky annual Advertising Newspaper Contest is coming up in a few weeks and they need judges.

**WHEN: Approx. November 2 - November 25**  
**WHERE: In front of your office/home computer.**

*Judging is a great way to gain new ideas for your newspaper!*

**-- CONTEST RULES & CATEGORIES ATTACHED TO THE BULLETIN.**

**-- If you can help with judging, email the form attached to the Bulletin to Carolyn Bowman, [cb@nebpress.com](mailto:cb@nebpress.com).**

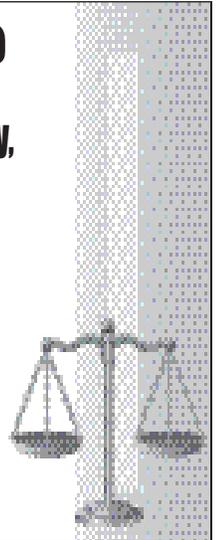
**-- Please share this request for judges with your staff!**

## 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)



## NPA Legal Hotline is a free service to member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues.

For over 30 years, NPA has prepaid annually for the Cline Williams law firm in Lincoln to provide solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, please contact Shawn Renner at Cline Williams.

**Questions about this free Legal Hotline service? Contact the Nebraska Press Association office.**

# NE Chamber of Commerce & Industry hosts six regional forums across state

*Webinar format fosters local dialogue on workforce,  
economic development and state elections*



The NE Chamber, community colleges and several local chambers invite business manufacturing leaders across the state to attend the NE Chamber's Fall Forums held virtually this year from the campuses of Nebraska's six community colleges.

There is no cost to attend. Featured speakers include NE Chamber President Bryan Slone, Blueprint Nebraska President Jim Smith, and the community college president, state legislators and legislative candidates associated with each region. Register at [web.nechamber.com/events](http://web.nechamber.com/events). Media representatives are asked to RSVP in advance to accommodate interviews and ensure health protocols are met in each location.

Named "Straight Talk with State Leaders", this year's fall forums are designed to inspire community dialogue on economic development and workforce needs unique to each region. They also provide a forum for state and local chamber members to engage directly with local state legislators and legislative candidates as the 2020 General Election approaches.

***See full schedule on page 2. Please RSVP to Holley Salmi in advance to ensure health protocols are met at each location.***

"The NE Chamber Fall Forums have been a time-honored tradition among state and local chamber members for years. In addition to offering valuable time with state leaders and candidates in an election year, they offer a chance for frank, two-way communication between Chamber members and leadership on the issues affecting business," said Bryan Slone, NE Chamber president. "We just could not forego the Fall Forums due to the pandemic, so we reworked them into a model that is arguably even more compelling as we march toward economic recovery."

The NE Chamber is the largest, statewide business association and has proudly served as the voice of Nebraska's business community to state leaders since 1912.

## **NE Chamber Regional Fall Forums - Webinar Schedule**

**Western Nebraska Community College  
Wednesday, October 7, 8 – 9:30 a.m. MDT**

<https://web.nechamber.com/events/FallForum%20%20Western%20Nebraska%20Community%20College-123/details>

**Mid-Plains Community College  
Thursday, October 8; 8 – 9:30 a.m. CDT**

<https://web.nechamber.com/events/Fall%20Forum%20%20MidPlains%20Community%20College-124/details>

**Metro Community College  
Tuesday, October 13, noon – 1:30 p.m. CDT**

<https://web.nechamber.com/events/Fall%20Forum%20%20Metropolitan%20Community%20College-125/details>

**Southeast Community College  
Thursday, October 22, 8 – 9:30 a.m. CDT**

<https://web.nechamber.com/events/Fall%20Forum%20%20Southeast%20Community%20College-126/details>

**Northeast Community College  
Friday, October 23, 8 – 9:30 a.m. CDT**

<https://web.nechamber.com/events/Fall%20Forum%20%20Northeast%20Community%20College-127/details>

**Central Community College  
Wednesday, November 4, 8:30 – 10:00 a.m. CDT**

<https://web.nechamber.com/events/FallForum%20%20Central%20Community%20College-128/details>

# Classified Advertising Exchange

October 5, 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. Kentucky Press Assn. Advertising Judging Flyer; Kentucky Press Assn. Advertising Categories/Descriptions.

## 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).



# Calling All Judges!!!

The **Kentucky** annual **Advertising** Newspaper contest is coming up in a few weeks, and they need judges.

**WHEN? Approx. Nov. 2 thru Nov. 25**

**WHERE? In front of your own computer or in your office/home**

**See Attached Contest Rules for Categories\*\*\*\***

Please see the Contest Rules for the categories they need to have judged.

Please list your category preferences below.

What a great way to gain new ideas for your newspaper!

Some notes:

They require a first place if there are two entries.

They require a first & second place if there are three entries.

They require a first, second & third place if there are four entries.

If there's only one entry, it's an automatic Certificate of Merit & isn't judged at all.

Short, constructive comments, what made the entry win first place.

What could have been done to make it finish higher if second or third place.

\_\_\_\_\_ YES, I can judge.

Name \_\_\_\_\_

Newspaper: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Judging Preferences: \_\_\_\_\_

Return immediately (by e-mail only) to:

Carolyn Bowman

Nebraska Press Association

cb@nebpress.com

## KPA Advertising Contest Categories with Descriptions

### 01 - Department/Discount/Jewelry

Any ad for a department, jewelry or discount store (such as WalMart, K-Mart, JC Penney, etc.) but cannot include clothing, furniture, or items listed in other categories.

### 02 - Automotive

Any ad for new and used cars and trucks, tire store, auto supply store, repair service.

### 03 - Hardware/Appliance Stores

Any ad for items sold by hardware stores, including tools, building materials, electrical and plumbing supplies, paint, and any ad for dishwashers, dryers, washers, stereos, computer equipment.

### 04 - Financial

Any ad for a bank, savings and loan, stock broker or insurance company.

### 05 - Professional Services

Any ad for travel agencies, health spas and tanning salons, barbers/beauticians, funeral homes, attorneys, lawn services, plumbers, electricians, dry cleaners, florists, dance instructors, pet stores, veterinarians, etc. (Does NOT include the medical industry or political.)

### 06 - Food and Alcohol

Do not enter restaurant ads in this category. Entries would include grocery ads and liquor stores or any related food and liquor item. Restaurant ads must be entered in Category 12.

### 07 - Furniture

Any ad for home furnishings such as carpeting, couches, beds, TV sets, etc.

### 08 - Real Estate

Any ad for selling, renting, leasing of property or promoting a real estate company.

### 09 - Clothing Store

Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

### 10 - Multiple Advertiser/"Sig" Page

Any ad using two or more advertisers together to promote an event, public service or promotion but not related to a shopping center promotion, downtown sidewalk sale, etc. (For shopping center promotions, see Category 14.)

### 11 - Healthcare/Medical

This category is for any ad related to the medical field, including doctors, hospitals, nursing, pharmacies and drugs.

### 12 - Entertainment/Dining

Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theaters, movie/video stores, travel, TV and radio stations.

### 13 - Special Sections

Any special section that is published by the newspaper and inserted into the newspaper. Sections would include progress editions, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc.

#### **14 - Group Promotion**

This category is for businesses located within a specific shopping location; and promoting an event such as a downtown sidewalk sale, moonlight madness or other shopping center/mall/downtown promotion.

#### **15 - Political Advertising**

Any ad for a political candidate and any ad in support or defeat of a candidate or election issue.

#### **16 - Agriculture/Lawn and Garden**

Any ad for agricultural items/farm supply stores and any ad for lawn and garden including equipment and nursery items. (Lawn service ads should be entered in Professional Services.)

#### **17 - Preprints/Special Publications**

Entries in this category include newspaper preprints not eligible for Category 13, and Special Publications. Newspaper preprints must have been sold by staff members and inserted into the newspaper. Special Publications would include a publication for such things as or Chamber of Commerce, tourism publication or athletic event programs designed, composed and sold by the newspaper staff but that was NOT inserted in the newspaper. If publication was inserted in the newspaper, it must be entered in Special Sections.

#### **18 - Best Use of Color**

Submit any ad with color. Ads entered in this category may also be entered in any other category. Judging criteria will be on the effectiveness of the color(s) used in the ad.

#### **19 - Best Ad Series**

Enter a series of ads for any business, industry or the newspaper showing continuity or idea for a specific product or service. You may submit up to six tearsheets as one entry. Individual ads within the series may also be entered in any other category.

#### **20 - Holiday Greeting Ads and General/Miscellaneous**

This category is for any holiday greeting ad and any ad that cannot be classified in any above category, including schools, colleges/universities and churches but not revivals (see Special Events).

#### **21 - Sporting Goods/Athletics**

This category includes ads for sporting goods stores, athletic equipment and apparel as well as ads for athletic events.

#### **22 - Special Events**

This category is for special event advertising, including festivals, county and state fairs, church revivals, pageants, etc.

#### **23 - Creative Use of the Newspaper/Newspaper Promotion**

Submit a maximum of six individual tearsheets that includes only one newspaper industry promotion (such as First Amendment Contest or National Newspaper Week), if desired, which most effectively and originally promoted your newspaper or the newspaper industry during the year. Entries may consist of house ads, special newspaper promotions, news stories, editorials, photographs, graphics or feature stories. Entries in this category may have been published in the newspaper or on the newspaper's own website. If the promotion appeared on the newspaper's website, submit a pdf of the newspaper's website showing the promotion. One promotion/series is one entry. No more than three entries per newspaper.

#### **24 - Best Online/Digital Ad**

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category recognizes visual appeal, creativity in design, originality and content of a SINGLE ad appearing online at the newspaper's Web site or any form of Social Media. Screen shot should be captured and uploaded as one PDF or you may submit the ad as a jpg, gif, png or swf file. Ad must be created locally by the newspaper.

## **25 - Best Online/Digital Ad Series**

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category is defined as two or more ads (maximum of five) by the same advertiser using any or all forms of digital media. The series will be judged on creativity, effectiveness and impact. It may include button ads, banners and video. Screen shots should be captured and uploaded as one PDF or you may submit the ads as jpg, gif, png or swf files. Series must be created locally by the newspaper.