



## NPA/OnePress Staff



### Dennis DeRossett

Executive Director

Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

### Violet Spader

Sales Manager

Email: [vs@nebpress.com](mailto:vs@nebpress.com)

### Carolyn Bowman

Advertising Manager

Email: [cb@nebpress.com](mailto:cb@nebpress.com)

### Susan Watson

Admin./Press Releases/Editor, NPA Bulletin

Email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### Allen Beermann

Emeritus Executive Director

Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

While in college, he worked at the Fairbury Journal News, his hometown newspaper, where he returned to work as news editor and director of Fairbury TV after graduating. In 2016, he formed an online media company. Friedrichsen worked for a short time at the Keith County News in Ogallala before moving to Alliance.

Kellar, originally from Ohio, graduated with a bachelor's degree in journalism. She started her career in Ogallala as a staff writer where she worked for several years before working at Lee Enterprises' regional design center in Indiana. From there, she joined Friedrichsen in Alliance, taking over circulation, design, legals and classifieds. In her first few months at the Times-Herald, Kellar initiated a redesign of the paper to modernize the look and use of space.

## Central City Republican-Nonpareil sold

Republican-Nonpareil Publishers, Bob and Penni Jensen have sold the newspaper, effective December 31, 2020.

The new publishers are Republican-Nonpareil News Reporter, Ryan Dettman and his wife Whitney.

The Jensens have owned the newspaper since 1989. Bob also published the Huskerland Prep Report, and prior to purchasing the Republican-Nonpareil he was publisher of the Callaway Courier for over four years.

## New publication merges St. Edward Advance, Albion News

The final edition of the St. Edward Advance as a stand-alone newspaper published on December 30, 2020.

The Advance will merge with the Albion News to form a new newspaper - the *Albion News and Boone County Tribune*.

Due to financial and time constraints, Publishers Jim and Julie Dickerson made the decision to merge the newspapers. They plan to continue St. Edward news and advertising in the newspaper, and hope to have enough advertising support to dedicate one or two pages per week to St. Edward.

Subscribers who have paid to receive The Advance (mail or e-edition) will receive the same subscription time for the Albion News and Boone County Tribune starting January 6, 2021. There will no longer be a newspaper office in St. Edward.

## Local Alliance couple purchase Times-Herald

Kathryn Kellar and Shaun Friedrichsen have purchased the Alliance Times-Herald from the Seaton family, effective December 30, 2020.

Started in 1887, the Times-Herald has been owned by the Seaton family since 1949. Kellar and Friedrichsen want to carry on that tradition of serving the community and recording its history.

Friedrichsen graduated from the University of Nebraska-Kearney with a degree in writing and political science.

## Third-generation newspaperman, Schuyler Sun publisher dies at 87

Francis Svoboda, 87, died December 18, 2020, at his home in Schuyler, NE. Born in Schuyler, Francis was a third-generation newspaperman. He retired as the publisher of the Schuyler Sun in 1999.



In 1955, following his graduation from the University of Nebraska Lincoln with a Degree in Journalism, he joined the United States Navy and served aboard the USS Lexington in the Pacific. During his 21 months in the service, he worked in the public information office aboard ship and was co-editor of the ship's newspaper.

Following his discharge from the service he joined the Schuyler Sun staff with his father and brother-in-law, Francis Rea.

He is survived by his wife of almost 60 years, Mary; children: Christine (Joseph) Worthing, Theresa (Timothy) Revoy, Terrence (Kurstin) Svoboda, Kathleen Franco, John (Maria) Svoboda, Julianne (Jeff) Stedwill and their families.

Memorials can be directed towards the Benedictine Mission House. Services were held December 23 in Schuyler, followed by military honors at the Omaha National Cemetery. Svoboda Funeral Home in Schuyler was in charge of arrangements, [www.svobodafuneralhome.net](http://www.svobodafuneralhome.net).

## New 2x2, NCAN ad deadline, effective January 18

In an effort to increase advertising sales for a wide range of categories, specifically help wanted advertising, the OnePress Marketing Committee voted to move the deadlines for network 2x2 and NCAN ads to Thursday by 10:00 a.m. for ads to run the following week. This will be effective for ads running the week of January 18, 2021.

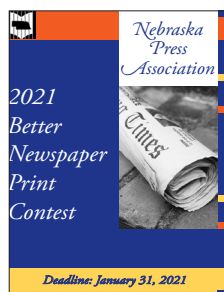
With the later deadlines, newspapers can expect to receive network ads later on Thursday. OnePress encourages newspapers to continue their excellent track record of including network ads. However, if a newspaper isn't able to include network ads because of the deadline change, there is an option to run non-time-sensitive ads the next available week.

**Please contact Violet Spader with questions about the deadline change - (cell) 402-992-2394; [vs@nebpress.com](mailto:vs@nebpress.com).**

## Call for Entries - NPA 2021 Better Newspaper Contest

### *It's contest time again!*

Print and Digital contest guidelines and instructions are attached to the Bulletin. **Note that all entries must be submitted online only. There are no mail-in entries for 2021.**



We encourage you to start submitting online entries now to re-familiarize yourself with how the online entry process works.

**Entry deadlines for both print and digital contests is January 31, 2021.**

If you have any questions, please contact Carolyn Bowman at [cb@nebpress.com](mailto:cb@nebpress.com), or her cell #: 402-314-7676.

***Please share this Better Newspaper Contest information with your staff and co-workers!***

## Reminder: PPP loan program expanded

*Tonda Rush, National Newspaper Association, Dec. 29, 2020*

The 116th Congress passed and Pres. Donald Trump signed into law another round of COVID-19 stimulus in late December.

The Treasury Department and Small Business Administration are currently working on new forms and regulations for the second round of the program.



But it is not too early to queue up with lenders who will manage the Paycheck Protection Program loans, according to NNA.

**Here are some of the provisions for PPP 2.0 loans to be available through March 31, 2021:**

**To be eligible, a business must demonstrate:**

- It lost at least 25% of gross receipts in any quarter of 2020, compared to the same quarter of 2019;
- It has 300 employees or fewer; AND
- It has used or plans to use all of its revenue from its first PPP loan.

The amount a business may borrow is still the equivalent of one month's payroll and payroll expenses multiplied by 2.5. But it may spend the money on a wider range of expenses than in PPP 1.0, including payment for supplies used in production and the costs of complying with COVID health and safety rules for worker protection, such as ventilation systems, sneeze guards or personal protective equipment. A business may choose any period between eight and 24 weeks for spending the money. And loans under \$150,000 will be allowed to use a short-form (one-page) application for forgiveness.

**There are other provisions in the new stimulus law:**

- Newspaper groups may be newly eligible for PPP loans under expanded affiliate rules previously applied primarily to the hospitality industry.
- Newspapers that previously took Economic Injury Disaster Loans do not need to deduct that amount from the PPP forgiveness total in 2.0 loans.
- Owners that were previously unable to take the full amount available under PPP 1.0 because of changes in regulations may apply for the remainder of the 1.0 loan. New rules for these applications are due from the federal agencies by mid-January.
- Expenses covered by PPP loans will remain deductible from gross revenue.

*The National Newspaper Association represents 1,600 community newspapers across the United States.*



# Check out NE Department of Economic Development's newest online economic development tool: BottomliNE

Nebraska Dept. of Economic Development, Jan. 7, 2021

The Research Team at the Nebraska Department of Economic Development is pleased to invite you to explore, use and share our brand-new economic development tool, BottomliNE.

BottomliNE is a convenient website that's designed to provide users with valuable, easy-to-digest insights into the Nebraska economy. Created using trusted sources like the U.S. Bureau of Labor Statistics and Bureau of Economic Analysis, BottomliNE makes it easy to see how Nebraska ranks compared to other states in terms of key performance metrics like workforce participation, GDP, economic strength and much, much more. The goal is to provide a clear and unbiased picture that can inform and help support a wide variety of economic development efforts - from goal setting and prioritization to recruiting job creators, and everything in-between.

BottomliNE is designed to be incredibly simple to use and share, with no registration or software downloads required. Just visit <https://nebottomline.nebraska.gov/> and start browsing.

Have a question or comment about the site? Drop us a line using the site contact form - your feedback is important to us. Meanwhile, we could use your help! We're always on the lookout for new quotes, photos and other materials for the dashboard; if you know a business owner, community leader, economic developer, or other stakeholder to whom we might reach out, please don't hesitate to let us know.

Our goal is that BottomliNE will become a trusted resource that you will return to time and time again for useful information and knowledge. Since we plan to update the economic performance data every year, it could even serve as a gauge to help track our mutual progress toward the vision to grow Nebraska.

## Get involved with National News Literacy Week:

Webinar -  
Thursday, Jan. 14  
at 12:00 p.m. CT



News literacy is a basic life skill and essential to a healthy democracy. The second annual National News Literacy Week — an initiative from The E.W. Scripps Co. and the News Literacy Project — aims to cultivate an understanding of the first amendment and

## New NPA member benefit for 2021 - free Online Media Campus webinars!

***Thanks to a grant from the Nebraska Press Association Foundation, member newspaper staffs can take advantage of free webinars in 2021 through the Online Media Campus.***

- This includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to fit your schedule.
- Online Media Campus uses a wide variety of industry experts as webinar speakers. *(Sign up for a live webinar but can't attend? You'll automatically get the link to the archived webinar.)*
- Webinars are typically priced at \$35.00 per person (\$45.00 after registration deadline), so this is a great member benefit!
- You'll still need to register for live webinars.

***See January webinar flyers attached to the Bulletin and [www.onlinemediacampus.com](http://www.onlinemediacampus.com).***

the role of journalism in democracy, and equip the public with tips and tools to become news literate.

You are invited to help drive awareness of news literacy and National News Literacy Week. Join our webinar on Jan. 14 with Tom Sly, vice president, Revenue, National Media, Scripps, and Mike Webb, senior vice president, Communications, News Literacy Project, who will provide more details about creative assets that are available for media organizations interested in joining the conversation.

The weeklong initiative runs Jan. 25-29 and will provide educators, students, and the general public with easy-to-implement tips and tools to help them determine what is credible and what is not. Help promote standards of authoritative, fact-based journalism to decide what to trust, what to share, and what to act on.



## Governor Rickett's Office: use this website for Code Agency Public Information Officers

A reminder that the Governor's Office has a directory of Code Agency Public Information Officers on their website: <https://governor.nebraska.gov/code-agency-public-information-officers>

Please feel free to utilize this as you are working on stories that involve state government.

If you have questions or need assistance, please contact Taylor Gage, Director of Strategic Communications, Office of Governor Pete Ricketts; OFFICE 402-471-1970; CELL 402-499-8351; [taylor.gage@nebraska.gov](mailto:taylor.gage@nebraska.gov).

# Classified Advertising Exchange

---

Jan. 04, 2021

**SPORTS WRITER:** Interested in working as a sports writer? The Norfolk Daily News is looking to hire an individual who is interested in becoming part of a sports staff covering three Norfolk high schools, Northeast Community College and Wayne State College athletics and numerous Northeast Nebraska schools. Game coverage, columns, social media and feature stories are all part of the job. If interested, contact Jay Prauner, managing editor of the News, via email at: [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com).

**NEWSPAPER FOR SALE:** Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at [dt2036st@gmail.com](mailto:dt2036st@gmail.com), or call 402-580-2136.

**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 402-762-5352, or [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; Online Media Campus webinar flyers (for 1/14 & 1/21 webinars); NPA 2021 Better Newspaper Contest guidelines/instructions (print & digital).

## **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.

**This current Open Meetings booklet (updated in 2020) 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).