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## 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.

**January 21 webinar flyer is attached to the Bulletin and [www.onlinemediacampus.com](http://www.onlinemediacampus.com).**

## Cambridge Valley Voice adds new reporter

Valley Voice, Dec. 31, 2020

Guyla Mills has joined the Cambridge Valley Voice staff as a reporter.

A native of Ansley, NE, Mills lived in Lincoln for several years before moving to Virginia in 2000 and California in 2004. She moved back to Nebraska this past summer and now resides in Wilsonville.

Mills majored in journalism and political science at UNL and holds a Master of Communication and the Arts from Regent University in Virginia Beach, VA.

Publisher Cody Gerlach said Mills brings a strong writing voice and experience to a staff that needs more experienced writers and reporters.

## IRS issues 2021 standard mileage rates

IRS, Dec. 22, 2020

The Internal Revenue Service has issued the 2021 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving expenses.

Beginning on January 1, 2021, the standard mileage rate for the use of a car (also vans, pickups or panel trucks) will be 56 cents per mile driven for business use, down 1.5 cents from the rate for 2020.

**For more information, go to:**

**<https://www.irs.gov/newsroom/irs-issues-standard-mileage-rates-for-2021>**

## NSAA winter season guidelines update

Late last month, NSAA Executive Director, Jay Bellar sent out updated winter season guidelines to all NSAA member schools.



Bellar worked with local health department leaders, NE Dept. of Education (NDE), and the Governor's office to gather as much information as possible to make decisions in updating the NSAA guidelines that help them get to their end goal, which is the NSAA state championships. **The updated guidelines are attached to the Bulletin. If you have any questions regarding this update, please email Mr. Bellar at [jbellar@nsaahome.org](mailto:jbellar@nsaahome.org).**

## Allen Beermann receives 'Quilt of Valor'



Allen Beermann, former NPA executive director, was presented with his 'Quilt of Valor' at the NPA/OnePress staff Christmas lunch on Dec. 18. Allen served 29 years in the military, retiring as a Lieutenant Colonel in the Judge Advocate General Corps. The quilt was pieced by Carolyn Bowman (right), OnePress advertising manager, quilted by Pam Estrada, Auburn, NE, and binded by Carolyn Bowman. Allen served as NE secretary of state from 1971-95, and served as NPA/OnePress executive director from 1995-2020. Thank you for your service, Allen!

# Newspapers challenge removal of rate cap established by Congress

National Newspaper Association (NNA), January 12, 2021

**Postal Regulatory Commission order could lead to postage increases of 45% over five years, representing existential threat to newspapers**

ARLINGTON, Virginia – Today, the News Media Alliance and the National Newspaper Association – representing thousands of local newspapers across the United States – have joined a legal challenge of an order by the Postal Regulatory Commission (PRC) that would effectively eliminate a Congressionally-mandated limit on postal rate increases for Periodicals and Marketing Mail, which since 2006 has required postal rate increases to remain within a statutory price cap tied to the Consumer Price Index.



Under the new rate-setting system, the U.S. Postal Service will be able to increase the postage assessed to newspapers by roughly 9% annually over the next five years. Rate changes of this magnitude would be unsustainable for newspapers and could force small market and community newspapers to close their doors.

The current pricing structure has provided newspapers and other mailers with smaller, more predictable rate increases, which has convinced businesses to keep mail volume in the postal system. Removing the statutory rate cap will ultimately weaken the nation's postal system through the loss of mail volume and revenue.

David Chavern, President and CEO of the News Media Alliance, stated, "The PRC is placing the Postal Service's balance sheet problems – which Congress can fix – on local newspapers and other mailers at the worst possible time. As many newspapers are the only source of local news about a community, this will undoubtedly increase the number of "news deserts" across the country."

"Our organizations did not take lightly the decision to sue, given the financial stresses both upon the Postal Service and the industry," Brett Wesner, president of Wesner Publications (Cordell, Oklahoma) and chair of the National Newspaper Association, said. "But the law is unclear about whether the PRC has the authority to eliminate the statutory price cap. Clearly the PRC believes it has this authority and is prepared to give the Postal Service the ability to raise rates substantially above the cap. Because Congress left the question of this authority so murky, we must now turn to the courts for the answer."

**To read the legal challenge, go to:**

**<https://www.nna.org/pub/doc/NMA-NNA-Motion-Intervene.pdf>**

# Small Business Administration releases application for second PPP loans

Tonda Rush, NNA, Jan 11, 2021

The Small Business Administration has released the short form application for second-draw Paycheck Protection Program loans. **To access the SBA form:**

**<https://www.sba.gov/sites/default/files/2021-01/PPP%20Second%20Draw%20Borrower%20Application%20Form%20%281.8.2021%29.pdf>**



To be eligible, businesses must have taken a first-loan in 2020 under the CARES Act, have fewer than 300 employees (unless they are part of a large group covered by the affiliate rule) and have lost at least 25% in gross receipts in any quarter of 2020, compared to the same quarter in 2019.

For loans under \$150,000, businesses do not need to provide documentation of the gross receipts loss to lenders until they are ready to request forgiveness of the loan.

**Applications may be submitted through March 31, 2021.**

## Check out Prairie Doc Perspectives health columns: free resource available to newspapers



Since Community Health News Service announced earlier this month that they would discontinue offering free "Thinking About Health" columns (final column distributed Jan. 4), newspapers may be looking for an alternative option with a focus on community/rural health topics.

Check out Prairie Doc® Perspectives - free, weekly columns written by the Prairie Docs®, and published in more than 135 newspapers across SD, ND, NE, KS, WY and MT.

To view columns, go to: <https://www.PrairieDoc.org/blog>.

Several Nebraska newspapers are already publishing these free columns as a service to their readers - and they've given the columns high marks. Papers can publish the columns on a weekly basis, or as you have space available. Columns are sent directly to newspapers that sign up for them.

For more information, or to sign up to receive the free, weekly Prairie Doc columns, email: [contact@prairiedoc.org](mailto:contact@prairiedoc.org). Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006.



# 12 ad campaign tips

By John Foust, Raleigh, NC

A single ad probably won't generate much business. The real work is done in multi-ad campaigns. Here are a dozen tips:



**1. Learn from history.** It's important to study your advertiser's marketing history. If something worked, could that tactic be applied in the next campaign? If something failed, how can that mistake be avoided next time?

**2. Pick the right target audience.** Think specifics, not generalities. It's impossible to sell a product or service to everyone. Select a particular segment of your overall audience and aim your message directly at them.

**3. Study the advertiser's competition.** While you don't want to duplicate what they are doing and risk being confused with them, there are lessons from things they have done. For example, if they ran a successful "Christmas in July" sale last year, you may want to consider a unique off-season sale this year.

**4. Extend the budget with co-op.** Many retailers can get advertising assistance from the brands they carry. Brands are eager for exposure and often share the cost of local ads. There are guidelines, so be sure to check things in advance.

**5. Give readers a reason-to-buy in every ad.** Although the word "campaign" implies long-term advertising, today's readers may not be in the market for your advertiser's products tomorrow. That's why it's a good idea to avoid "teaser messages" and go for the sale in every ad.

**6. Be consistent.** Each ad should look like it belongs to the same advertiser. In addition to consistent graphics – logo, typography, illustrative elements – the writing style should be the same.

**7. Schedule frequency.** Be sure to run ads often enough to be familiar to your target audience. Of course, frequency should increase during peak selling times and decrease during off-season times.

**8. Consider testing.** Does "buy one, get one free" resonate with readers? Or does it work better to say, "Fifty percent off, when you buy two?" The discounts are identical, but you'll never know which one is better unless you try both offers and keep count.

**9. Adjust to surprises.** When unexpected things happen, smart marketers adapt to the situation. For example, when the coronavirus pandemic first hit, office supply companies started promoting work-at-home supplies.

**10. Mix print and online.** Most newspapers offer both print and digital options. This creates greater flexibility – and bigger readership numbers – in campaign scheduling. Don't think of it as "either print or digital." Think of it as "print and digital."

**11. Get the advertiser's sales team on board.** The best ads in the world won't work if the advertiser isn't prepared to deal with the leads the ads generate. When there's a special sale, everyone in the business should know the details. If there's a new product introduction, they should be able to talk features and benefits.

**12. Measure results.** When you track responses – and the resulting sales – you'll be in position to do more of what's working and less of what's not working. This calls for a close partnership between your paper and the advertiser.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)

## Better than a can of pop...

Gerri Peterson, publisher/editor of the Hooker Co. Tribune in Mullen shared this 'better than a can of pop' ad that she ran in her paper.

She originally saw the idea in the Alliances Times-Herald and contacted them to see if she could steal it because she loved it so much! Thanks for sharing it, Gerri!

### Top 10 reasons why the Hooker County Tribune is better than a can of pop

**10. You can leave it out all night and it won't lose its fizz.**

**9. Have you ever tried to clean your windows with Mountain Dew?**

**8. It won't spill and leave a mess on your coffee table.**

**7. You can share it with your kids without worrying about backwash.**

**6. Easier to store in a scrapbook.**

**5. No risk of spraying in your face if you shake it up before you open it.**

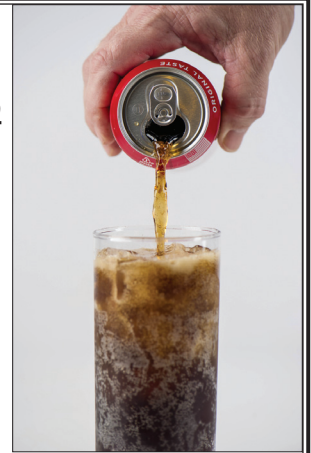
**4. It won't rot your teeth.**

**3. No need to add ice on a hot summer day.**

**2. You gain information, not inches.**

**1. When's the last time you saw your kid's picture on a pop can?**

For less than the price of a pop, you can get the  
Hooker County Tribune delivered to you every week!



# Classified Advertising Exchange

Jan. 18, 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 (Jan. 21) Webinar Flyer; NPA 2021 Better Newspaper Contest guidelines/instructions (print & digital); NSAA Updated Winter Season Guidelines.

## 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).