



## NPA/OnePress Staff



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## Former Omaha World-Herald reporter, Bob Dorr, dies at 84

*Rick Ruggles, Omaha World-Herald, Jan. 16, 2021*

Long-time World-Herald reporter, Bob Dorr, died January 14, 2021, of a heart attack at his home in Omaha.

Dorr worked at The World-Herald for more than 41 years, retiring in 2001. Known for his meticulous, patient style of reporting, he covered some of the most complicated issues in the city, including the Franklin Community Federal Credit Union scandal, and Enron's departure from Omaha. He wrote the first major profile of Warren Buffett in 1966.

Dorr was so highly respected at The World-Herald that the annual MVP award is named after him. The Robert C. Dorr Award goes to reporters, editors and other newsroom staffers who show dedication to journalism, exemplary ethics, service to the newspaper's readers, dogged pursuit of the truth and commitment to fairness and accuracy.

His father ran a newspaper in Brighton, CO, which exposed him to the profession. He graduated with a journalism degree from the University of Colorado and joined The World-Herald in 1959.

Preceded in death by his first wife, Elizabeth "Betty" Dorr, and son, Michael K. Dorr. Survived by wife, Rose Hill Dorr; sons, David (Trish) Dorr and Richard (Misty) Dorr, and their families.

A Celebration of Life will be held at a later date. Memorials may be directed to First United Methodist Church, Omaha, or PFLAG. Westlawn Hillcrest Funeral Home, [www.westlawnhillcrest.com](http://www.westlawnhillcrest.com).

## NSEA magazine editor, long-time Nebraska journalist, Al Koontz to retire

*Karen Kilgarin, Dir. Communications & Public Affairs, NE State Education Assn. (NSEA), Jan., 2021*

The NSEA Voice monthly magazine editor, Al Koontz, is retiring in March after 26 years with the NSEA and 18 years working for four different Nebraska newspapers. Al is a longtime reporter/journalist.

Al Koontz is a news hound at heart. He served as the editor of four Nebraska newspapers before NSEA snagged him as Assistant Director of Communications and Publications in February of 1995 (News Director, Hastings Tribune, 1994-95; Managing Editor, Beatrice Daily Sun, 1982-94; Editor, Seward County, NE, Independent, 1977-82; Sports Editor, Lincoln Sun Newspapers, 1977).

Under Al's leadership, the NSEA Voice was named Best Magazine by the national State Education Editors. Al has been honored for his work not only by the State Education Editors but is also the recipient of the 1992 Nebraska Friend of Journalism, R. Neale Copple Award.

Al graduated from the University of Nebraska at Kearney in 1976, with a BA in Journalism & Broadcasting.

The new NSEA Voice editor is Emily Hemphill ([emily.hemphill@nsea.org](mailto:emily.hemphill@nsea.org)) – also a former reporter and editor (Managing Editor, Seward Co. Independent Group; Editor/Reporter, Milford Times, Seward Independent; Beatrice Daily Sun; Managing Editor, The Sower – Concordia University).

## Restrictions apply to unauthorized use of the words "Super Bowl"



Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal. The NFL controls all marketing and proprietary rights with respect to the Super Bowl. Without the express permission of the NFL, marketers and advertisers may not use the terms below in their promotions:

### **Ads cannot contain:**

- "Super Bowl"
- "Super Sunday"
- "National Football League" (NFL)
- "National Football Conference" (NFC)
- "American Football Conference" (AFC)
- Any NFL logo or uniform
- Any specific team name or nickname

### **Ads can contain:**

- "The Big Game"
- "The Football Championship Game"
- The date of the game
- The names of the team's home cities
- A generic football picture or graphic

## Prairie Doc health columns provide newspapers free, weekly resource for their readers

Community Health News Service announced earlier this month they have discontinued providing free "Thinking About Health" columns (final column was 1/4/21), due to lack of funding for the CHNS project.



If you'd like 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 140 newspapers across SD, ND, NE, KS, WY and MT.

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.

**To sign up to receive the free, weekly Prairie Doc columns - sent directly to your newspaper each week, email: [contact@prairiedoc.org](mailto:contact@prairiedoc.org).** Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006. To view past Prairie Doc columns, go to: <https://www.PrairieDoc.org/blog>.

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

**Thanks to a grant from the Nebraska Press Association Foundation, member newspapers (and staffs) can register for free webinars in 2021 through the Online Media Campus.**

- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- Online Media Campus uses a wide variety of industry experts as webinar speakers.
- **You still need to register for their live webinars, and you must put 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**
- Webinars are typically priced at \$35.00 per person (\$45.00 after registration deadline), so this is a great member benefit!
- *If you register for a live webinar but then can't attend, you'll automatically get the link to the archived webinar.*

Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to see upcoming live (and archived) webinars.

**Flyer for the next OMC webinar (2/12) is attached to the Bulletin.**

## Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### **Week of 1/4:**

#### **2x2**

Blair Enterprise – Jahde Osborn (paper made \$150.00 + \$32.50 out of state)

Hickman Voice News – Wendy Jurgens (paper made \$325.00)

#### **NCAN**

Sutton Clay Co. News – Tory Duncan (paper made \$112.50 + NCAN Special Free Ad)

### **Week of 1/11:**

#### **2x2**

Blair Enterprise – Jahde Osborn (Network Special Free Ad)

Crete News – Nichole Javorsky (paper made \$150.00)

Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)

Hickman Voice News – Wendy Jurgens (paper made \$325.00)

Wakefield Republican – Brook Curtiss (paper made \$162.50)

#### **NCAN**

Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

### **Week of 1/18:**

#### **2x2**

Blair Enterprise – Jahde Osborn (paper made \$487.50)

Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)

Hickman Voice News – Wendy Jurgens (paper made \$325.00)

Wakefield Republican – Brook Curtiss (paper made \$162.50)

#### **NCAN**

Bridgeport News-Blade – John Erickson (paper made \$75.00)

### **Week of 1/25:**

#### **2x2**

Blair Enterprise – Jahde Osborn (paper made \$150.00)

Crete News – Nichole Javorsky (2 ads) (paper made \$300.00)

Hartington Cedar Co. News – Kellyn Dump (2 ads) (paper made \$650.00)

Hickman Voice News – Wendy Jurgens (Network Special Free Ad)

Norfolk Daily News – Vickie Hrabanek (paper made \$162.50)

Wakefield Republican – Brook Curtiss (paper made \$162.50)

#### **NCAN**

Bridgeport News-Blade – John Erickson (paper made \$75.00)

Grand Island Independent – Pat Bell (paper made \$112.50)

***“Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech.”***

-- Benjamin Franklin

# Community newspaper journalists may qualify as exempt professionals

*National Newspaper Association (NNA), Tonda Rush, January 19, 2021*  
The Department of Labor rules community newspaper journalists may qualify as exempt professionals under Fair Labor Standards Act, under a letter ruling for an unnamed publisher.

The ruling, which applies strictly only to the publisher for which it was crafted, nevertheless takes a new look at the changed responsibilities of small-town journalists. Earlier court cases ruled that community journalists were thought to be involved only in covering government, rewriting press releases and providing factual summaries of events and could not qualify as creative professionals.

But in the letter ruling, the Labor Department says it believes there are changing skills involved in community newspapering now — skills that require more “invention, imagination, creativity and talent” than simply intelligence and accuracy. In that case, journalists would qualify as creative professionals who are exempt under the FLSA provided the minimum wage rate is exceeded. The current minimum salary for exempt professionals is \$35,568 annually or \$684 weekly.

Exempt employees are not eligible for overtime pay if they work more than 40 hours in a week. But if they report for duty in a week, they are eligible for the week’s salary even if they do not work a full week.

Because the job descriptions addressed by the letter ruling are not identified, the ruling does not lay out the criteria for other companies. Employers should consult their attorneys before reclassifying employees.

**The letter ruling is here:**

[https://www.nna.org/pub/doc/2021\\_01\\_19\\_07\\_FLSA.pdf](https://www.nna.org/pub/doc/2021_01_19_07_FLSA.pdf)

## Google’s monopoly isn’t a game for newspapers

*Dean Ridings, CEO, America’s Newspapers, Jan. 8, 2021*

**Editor’s Note: This editorial is available to all newspapers to reprint.**



It is no secret that Google has secured a near monopoly in the search and local advertising world. However, the impact on newspapers hasn’t been quite as obvious.

A number of lawsuits have recently been brought that call Google to task for its practices. These lawsuits signal the government’s acknowledgement of Google’s unfair practices and initiate steps to hold them accountable.

The first suit, an antitrust action filed by the Justice Department in October, accuses Google of abusing its position over smaller rivals by operating like an illegal monopoly through exclusionary agreements that have hurt consumers and competitors.

The second suit, an antitrust suit filed in mid-December by Texas and nine other states, alleges that the company has stifled competition and enjoys monopolistic power,

specifically as it relates to digital advertising.

The third suit, filed just days after the second suit by 38 U.S. states and territories, accuses Google of abusing its market power to maintain its search engine dominance. The suit doesn’t seek monetary damages, but instead seeks broader remedies and an order to end any agreements or other behavior that it finds to be exclusionary. But why does this matter, and what does it mean to you or to your community?

Almost everyone uses Google in some way or another. It has become part of our lives, and Google has used this to its advantage. Google games the marketplace through search algorithms to its financial gain. The result is an uneven and often unfair playing field for small and local businesses. At a time when local businesses are struggling to overcome the impacts of COVID, the need to be able to compete fairly has never been greater.

But what it means to local news, including this newspaper, is that Google uses content from newspapers and other news providers without compensating the publisher. If you use Google to seek information about current events in your community, chances are, the results will be from your local newspaper and other news providers. Google monetizes the content produced by the publishers, creating even more problems for an industry that was already challenged as a result of changing news consumption habits in an internet-connected world.

The shift to digital readership has been inevitable. However, the use of locally produced content by Google without adequate compensation has accelerated a financial crisis in the newspaper industry — forcing newspapers to make reductions. If the local newspaper goes away, Google doesn’t replace the content. It just has less viable responses to searches for local information. The

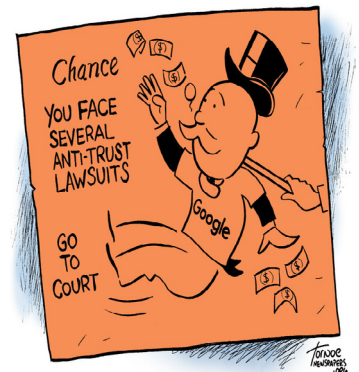
ultimate result is significantly diminished coverage in local communities on the issues that matter most — local government, schools, health, environment and all the issues that impact local citizens day-in and day-out.

A successful newspaper is critical to the health of a local community. Encourage your representatives in Congress to support legislative action to require Google to play by the rules and fairly compensate newspapers for the content they develop. If Google is allowed to continue its unfair business practices, there is no passing go or collecting \$200 as it continues to monopolize the board.

On behalf of its approximately 1,500 newspaper and associate member companies, America’s Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life. We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses.

For more information, contact:

Dean Ridings, CEO, America’s Newspapers  
[dridings@newspapers.org](mailto:dridings@newspapers.org)



# Classified Advertising Exchange

Jan. 25, 2021

**REPORTER/DESIGNER/PHOTOGRAPHER:** Are you looking for a community that absolutely adores its newspaper and supports every aspect? That's Stanton! As the new owners of the Stanton Register, we have been welcomed with open arms, and you will be, too. We have a new look, new feel and need another staff member. This position will be a mix of news, sports, photography, design and social media. The community is so supportive from news to advertising, it's impossible to fully describe this breath of fresh air. Located 10 minutes from Norfolk. Send resumes to Carrie Pitzer, publisher, at [carrie@pitzerdigital.com](mailto:carrie@pitzerdigital.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; NPA 2021 Better Newspaper Contest guidelines/instructions (print & digital); Online Media Campus webinar (2/12) flyer.

## **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).