

## NEBRASKA PRESS ASSOCIATION

## **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)

## **Call for entries: Nebraska Press Women 2021 Communications Contest**

*By Mary Jane Skala, NPW Contest Director*

As you begin to think about the holidays also consider entering the Nebraska Press Women 2021 Communications Contest.

All professional communicators are invited to enter, but you must be a 2021 member of NPW to do so. Those who also are National Federation of Press



Women members qualify to have their first-place state entries advance to the national contest.

Eligible work must have been aired, broadcast, posted or printed between January 1 and December 31, 2020. There are contest categories for print writing, photography, editing and design; website content and design; videos; podcasts; books; broadcasting; advertising; and public relations.

Details about the contest, including category descriptions and an entry link, can be found at [www.nebraskapresswomen.org](http://www.nebraskapresswomen.org) under 'contests' (professional contest), or [www.nfpw.org/professional-contest](http://www.nfpw.org/professional-contest). Membership applications and fees also may be submitted through those websites.

The state contest entry site opened October 1. You may start entering at any time, but entries aren't final until you use the "submit" button. The regular entry deadline is noon (central time) January 27, 2021. It's February 3 for books. The final deadline is noon February 10, 2021. Entrants who submit material after January 27 pay an extra, one-time \$25 fee. No entries will be accepted after February 10.

Nebraska fees are \$15 for the first entry and \$7 per entry after that. You may submit up to two entries in each category or subcategory. Note that some categories require more than one example as a full entry, including columns, in-depth reporting, continuing coverage and headline writing, and some also require an accompanying statement.

NPW had 212 entries in the 2020 contest, one of the highest numbers of any NFPW affiliate. Fifteen members had 46 first-place entries advance to the NFPW contest, and nearly all of those entrants earned at least one national award.

For more information, contact NPW Contest Director, Mary Jane Skala at [maryjaneskala@gmail.com](mailto:maryjaneskala@gmail.com) or 308-293-0982.

## **Kelly Reece, publisher of Oshkosh Garden Co. News, dies at 61**

Garden Co. News Publisher, Kelly Reece died unexpectedly on November 5, 2020, at her home in Oshkosh.



Kelly was born and raised in Oshkosh to a fifth generation Garden County family. While neither she nor her brother Buddy had any newspaper experience, they had dreamed of working at a newspaper before the two of them purchased the

Garden Co. News in June 2008, from Jim and Teresa McKeeman. Kelly was publisher, managing editor and co-owner; Buddy is co-editor and co-owner, in addition to a newspaper staff of four. Kelly served on the Garden Co. School Board for 16 years, and was active in the revitalization of the Garden Co. Chamber of Commerce.

She is survived by her husband of 37 years, Rick, daughters Amanda Reece, Katie (Derik) Ashmore, three grandchildren, and her brothers Chris (Dani) Paulsen and Buddy Paulsen.

A private family memorial service will be held Sat., Nov. 14 at 10:30am at St. Mark's Lutheran Church in Oshkosh. Friends are invited to watch the service via Zoom (link will be provided), or live on the Holechek-Bondegard Funeral Home Facebook page. No visitation. Memorials can be made in Kelly's name to the family for later designation (c/o Rick Reece, PO Box 385, Oshkosh, NE 69154).

## **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)



# How to handle superlatives

By John Foust, Raleigh, NC, October 23, 2020

Newscaster Edward R. Murrow once said, "To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful." Although he was referring to the reporting of news, the same can be said of advertising.



Claude Hopkins, in his book, *Scientific Advertising*, wrote, "Superlatives...suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all the statements that you make."

That's a serious condemnation. When an advertiser uses superlatives, consumers are likely to dismiss everything the advertiser says – including statements that may be completely true.

Fortunately, there is a solution. If an advertiser insists on using a superlative, there are four simple ways to make it more acceptable. Just remember the acronym TOTE:

**(T) Tone it down:** Let's look at a four-letter word which has become one of advertising's most common superlatives – the word "best." Countless ads feature claims of "the best service"...or "the best selection"...or "the best price." All the talk about being "the best" has little impact on consumers. It reminds me of football fans who wag their index fingers and shout, "We're number one," after their team wins a game, even though they're still in last place.

A simple tweak can tone down the claim. Say something like "we're one of the best"...or "we're among the best"...or "we're working to be the best."

**(O) Express as an opinion:** It's a fact that you are the world's leading expert on what you think. People can disagree with your opinion, but they can't argue

with the fact that the opinion belongs to you (or your company). This means that no one can argue with an advertiser who says, "in our opinion, we're the best"...or "we believe we're the best."

**(T) Use a customer testimonial:** This elevates opinion to another level, because it represents the end user's point of view. When customers say positive things about a product, they can use language that the advertiser would have to avoid (yes, even superlatives). While an advertiser can't convincingly state, "Our car batteries are the best," a satisfied customer can say with all sincerity, "This is the best car battery I've ever used."

Customers' words have a high ranking on the believability scale.

**(E) Cite an expert:** When an advertiser uses a statement from an expert, the ad automatically has the ring of authenticity. Marketers have used this technique for years, because it's difficult to find fault with someone who is recognized as an authority.

We've all seen headlines that read, "Four out of five dentists recommend..." We've all seen endorsements from researchers. And we've all read statements from people who have tested and compared the performance of various products.

This is a way for an advertiser to say, "We're supposed to like our new widget, so don't take our word for it. Here's what an expert says."

It's all about turning something bad – a superlative – into something that will work.

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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).



## EARLY DEADLINES!



### NCAN(classified) Ads:

Ads running wk of 11/30/20 - DL Tues., 11/24/20 at 10:00 a.m.

### 2x2/2x4 Display Ads:

Ads running wk of 11/30/20 - DL Mon., 11/23/20 at 4:00 p.m.

Please pass this information along to all employees.

There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



**Nebraska Press Association**  
Nebraska Press Advertising Service  
800-369-2850  
[www.nebpress.com](http://www.nebpress.com)





# Classified Advertising Exchange

Nov. 9, 2020

**FULL-TIME NEWSROOM OPENING:** The Norfolk Daily News has an immediate, full-time newsroom opening that involves reporting, writing and editing. Page design and photography experience would be a bonus. Applicants should have a degree in journalism or similar field, and demonstrated experience with newspaper or other media outlets. The Daily News is a family-owned new organization with a six-day-a-week newspaper and a comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) or call 1-877-371-1020.

**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.

**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. Legislative Press Credentials Letter & 2020-21 Unicameral Media Guide.

## **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).