

Bulletin
Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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Upcoming Events:

Fri., Dec. 4, 9:00 am CT
NPA Foundation Board Meeting
(by Zoom)

Upcoming Webinars:

Thurs., Dec. 10, 2:00pm CT
Converting from InDesign to
Affinity Publisher
60-minute webinar
COST: \$49.00

Presenter - Kevin Slimp, Newspaper Academy
See how the layout application AFFINITY compares to InDesign & Quark. Webinar is for publishers, editors & designers.

For details & to register, go to:

<https://newspaperacademy.com/webinar/webinar-kevins-overview-of-affinity-publisher/>



Thank you to our NPA members
for all that you do for your communities and
for your support of NPA.

**The NPA/OnePress office will be CLOSED
Thurs. & Fri., Nov. 26 & 27 for the Thanksgiving holiday.**

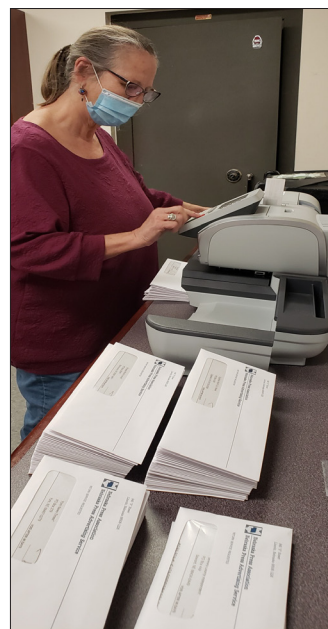
Constitutional Amendment checks are in the mail!

Last week (Nov. 13), NPA Executive Director, Dennis DeRossett announced good news to our NPA members that the Nebraska State Claims Board unanimously approved our claim on behalf of Nebraska newspapers for publishing public notices for 2020 Constitutional Amendments and initiative measures.

The OnePress (NPAS) and NPA boards of directors approved a plan to give each member an advance partial payment toward their CA placement, using its own cash reserves to cover your first two weeks' revenue for publishing these public notices. (Payment for the third insertion will be made next year after OnePress/NPA receives full payment from the state.)

We commend the boards of directors for taking pro-active steps in getting cash payments to out members and avoid the eight- to nine-month wait to receive payment from the state.

(Right) NPA/OnePress employee Susan Watson posts CA payment checks going out to members this week.



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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

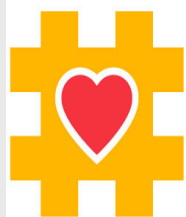
800-369-2850

www.nebpress.com

"There is always, always something to be thankful for."

Connect with your readers and advertisers and share gratitude with your community (and earn some revenue, too)

America's Newspapers, Nov. 16, 2020



Share Gratitude 2020

2020 has been a challenging year. Through it all, we have learned about our ability to persevere and keep faith and hope alive –

and to find that undeniable attitude of GRATITUDE. This holiday season, America's Newspapers and Sachs Media are launching Share Gratitude 2020, a campaign to recognize all the things we are grateful for. This campaign is available at no charge to newspapers to launch around the Thanksgiving holiday. **For more details, go to:**

<https://newspapers.org/sharegratitude/>

Join the National Campaign

By joining this campaign, your newspaper will be part of a national effort to celebrate the many things we are grateful for. This campaign will be promoted through markets across the country and through social media channels. The more people who participate, the stronger the message!

Make it Local

Ask your readers to share their messages on your social media pages. You can select special messages for publication in print using the campaign template pages we are providing, or you can customize them if you prefer.

To make the campaign even more effective, reach out to local leaders, political officials, business owners and notable residents to ask them to share their message of gratitude. The campaign is a great way to generate goodwill in your community and share a message of hope.

Generate New Revenue

Earn some additional Q4 revenue by inviting local sponsors to be a part of this special effort. This campaign is perfect for advertisers who want to thank the community for their support – auto dealers, healthcare providers, insurance companies, etc. Their logos can appear on the promotional ads throughout the campaign providing great exposure through a positive message.

Connect with Your Community through Editorial Content

Share Gratitude 2020 provides a great editorial platform to spotlight individuals and groups in your community that have made a difference in 2020. Medical professionals and front-line workers, emergency and first responders, teachers and educators, civic and government workers and others deserve to be recognized for their efforts in 2020.

Participating in Share Gratitude 2020 is Easy

To participate in the program go to:

<https://newspapers.org/sharegratitude/> and register to receive the ads. You'll receive a link to access all of the templates and files for the campaign, courtesy of America's Newspapers and Sachs Media. To show our gratitude, this campaign is available at no cost!

Please note, these files are customizable for your market to add logos, domains, social media or other information. The templates are designed so each market can spotlight individual messages on a regular basis. **Questions? Contact Greg Watson, chief mktg officer, America's Newspapers, at gwatson@newspapers.org.**

Relevance Project Update

By Tom Silvestri, Relevance Project, Nov. 13, 2020

The Relevance Project, an initiative of the Newspaper Association Managers, now offers on www.relevanceproject.net a growing Revenue Resource section to boost your sales efforts, an insightful blog that highlights trends and smart advice, and a series of promotions to uplift community newspapers. All are regularly updated.



The Revenue Resource includes 15 powerful “Calls To Action” that prove newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories -- along with teaser and spec ads. For additional details, read more here.

Note: You can use everything on www.relevanceproject.net at no charge, thanks to your association's support of The Relevance Project.

A Relevant Refresher: 10 Points

The change of seasons is a good time to rake in the fortune of benefits collected on The Relevance Project website. As a reminder: It's www.relevanceproject.net. It displays the project's purpose and includes the patrons' vision. The Relevance Project is brought to you by many supporters -- the members of NAM, the Newspaper Association Managers. So much has happened in the last few months that a benefits primer is in order. Feel free to keep this as a guide:

10 Things You Need To Know About The Relevance Project:

No. 1: Relevant Points

Updated most weekdays, the Relevant Points blog offers insights, advice, best practices, trends and other items of vital interest to press associations and their community newspapers. Nearly 100 Points have been posted since July. Get updates delivered to your inbox by typing your email address in the sign-up box at the bottom of the page. Added note: All columns are free to associations to republish. A special monthly commentary is available as well. (Here's November's.)

The remaining nine compose the emerging Relevance Project Revenue Resource 2020, where the focus is to promote the power of newspapers and to document how newspaper ads work. Special appreciation goes to Metro Creative Graphics for its outstanding design work on behalf of The Relevance Project.

No. 2: The All Together Now Campaign

This series of three messages is intended to win over advertisers dealing with pandemic restrictions, including shutdowns. It reminds local merchants that community newspapers are their best choice in providing expert assistance to welcome back customers and attract new ones. Besides, we're dealing

with the challenges as well. Let's all recover by working together.

No. 3: 15 Powerful Calls To Action

Newspaper ads work! Our additional proof is 15 categories where newspaper ads motivated at least 6 out of 10 readers to take action, according to research by Coda Ventures. These flyers and promotions should open doors for sellers. The 15 ad categories are: apparel, auto, circulars/preprints, coupons, educational services, eyewear, financial services, grocery, home services, office supplies, retail advertising, jewelry retailers, insurance, home furnishings and dental services. The facts and crisp design offer a winning formula.

No. 4: Postcard Formats

You can convert the 15 Calls to Action into a postcard and send to potential clients. Yet another conversation starter.

No. 5: Election Season

It's never too early to develop connections and presentations to capture political-campaign ad dollars. (If you're in Georgia, the elections continue with two runoffs for the U.S. Senate.) This section starts off with a series of three messages on why newspapers are impressive routes to informed voters.

No. 6: Helpful Advice

We're excited by this section's potential. No doubt, it will grow and grow as we select interesting best practices and great tips from smart people. These handouts are meant to share. Spread the knowledge.

No. 7: SPECIAL OFFER

The Local Market Advertising Solution

This amazing benefit is the result of a partnership with Metro Creative and Pulse Research. It features five categories -- heating and air conditioning services; banks; jewelry stores; optician or eyeglass stores; and continuing education services -- where a newspaper can obtain data FROM ITS SPECIFIC MARKET on projected household spending. Accompanying FREE teaser ads help explain the market data and then can be used to contact the businesses to set up an appointment. The market research was collected during the pandemic and it is outstanding intelligence that gives newspapers a distinct edge.

No. 8: Related Spec Ads.

As part of the SPECIAL OFFER, Metro Creative offers 10 different versions of already-designed ads for each of the five categories to show potential advertisers.

cont. on pg. 4



Relevance Project - cont. from 3
With ads ready to go, the chances increase for a sale during a call and presentation. Sell, sell, sell. Tap into Metro's rich archives as part of this SPECIAL OFFER.

No. 9: A Bonus

You'll find one more section containing additional spec ads for the other 10 Calls to Action categories. No excuses. Just download them. Again, walking in with a ready-made ad is bound to impress.

No. 10: THIS JUST IN -- 2 new promotional campaigns

One is headlined: "Support Local Journalism." It's a series of three messages about the importance of supporting local newspapers. Build on them with local content.

The second is titled: "When Local News Fails." It's a different angle to stress how vital trusted local news is to the health of communities and democracy.

Both campaigns are based on Margaret Sullivan's 2020 book, "Ghosting the News."

There you have it: 10 benefits to take to the bank.

What's ahead? The Relevance Project's new Advertising & Marketing Task Force will focus on providing support to the press association's ad services. We'll tout the effectiveness of print and digital advertising, email marketing, sponsored or branded content, and other services that deliver solutions for clients looking to reach more customers. Also, we'll keep adding Relevant Points and promotions, especially those that advance local newspapers as THE Community Forum.

It's been a quick six months for The Relevance Project. But we're just getting started. In 2021, we'll continue to sharpen the project's mission with a bias for action that strengthens community newspapers.

In the meantime, remember: Always Stay Relevant. Onward.

*Thomas A. Silvestri, Exec. Dir.
The Relevance Project
An Initiative of the Newspaper
Association Managers*

Promotional ideas for small businesses this holiday season

Metro Creative Graphic, 2020

Local business owners can further increase their chances to recover lost revenue by considering an assortment of promotional ideas this holiday season.

When the holiday shopping season hits full swing this year, small, locally owned businesses may find themselves in a unique position. The outbreak of the novel coronavirus in late 2019 and early 2020 forced many small businesses to close their facilities to customers in March. While that was devastating to many small businesses, such closures led many consumers to recognize just how vital a role these companies play in making their communities great places to live.

With that recognition in mind, many communities have rallied around their local business owners and encouraged residents to patronize them. Local business owners can further increase their chances to recover lost revenue by considering an assortment of promotional ideas this holiday season.

- **Turn dollars into donations.** Local charitable organizations also suffered during the COVID-19 outbreak, when unemployment claims rose and families cut back on spending in response to or in anticipation of layoffs, furloughs and reduced salaries. Small business owners can pay it forward this holiday season by running community-based promotions that promise a percentage of each sale will be donated to a local charity. This is a win-win situation that can entice more customers into your store and benefit a local charity at the same time.

- **Offer discounts to repeat customers.** Small businesses thrive on repeat customers. A 2018 survey from InMoment, a firm devoted to helping businesses compete in the experience economy, found that 77 percent of consumers acknowledge having had relationships with specific brands for at least a decade. Such figures indicate the importance of sustaining long-term relationships with consumers, and business owners can reward customer loyalty by implementing a discount club. A coffee shop may reward customers one free coffee for every 10 cups purchased, while restaurants can reward take-out customers with free desserts or appetizers for every five meals purchased. Such rewards can attract more customers this holiday season and let loyal customers know just how much they're valued.

- **Encourage social media engagement.** Even if it's not possible to welcome as many customers into your store as it was last holiday season, the avenues to connect with customers are seemingly endless. Social media provides a great opportunity for small business owners to promote their products and reward customers who share their experiences via platforms like Twitter, Facebook and Instagram. Encourage customers to engage via social media by offering exclusive sales and discounts. Customers can then be encouraged to share their experiences with their followers, which is a simple and effective way for business owners to generate interest in their products and services.

Small business owners affected by the COVID-19 outbreak can employ various strategies to connect with customers and regain lost revenue this holiday season.



SUPPORT LOCAL JOURNALISM

“The newspaper ties a region together, helps make sense of itself, fosters a sense of community, serves as a village square whose boundaries transcend Facebook’s filter bubble.”

— Margaret Sullivan, "Ghosting The News"

Relevance Project



NEWSPAPER POWER.

Design by Metro Creative Graphics, Inc.

Print, Digital & Social Solutions for our advertisers.

Classified Advertising Exchange

Nov. 16, 2020

MANAGING EDITOR: Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a managing editor for our community newspaper group based out of Seward, Neb. Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits. Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.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, 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 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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange.

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.

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.