### **Upcoming Events:**

Tues., Dec. 15
229th birthday of Freedom of
Speech & the Bill of Rights
(see pgs. 3 & 4 in the Bulletin)

### **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-overviewof-affinity-publisher/

#### Thurs., Dec. 17, 1:00pm CT Classifieds 2021

COST: \$35.00

Presenter - Janet DeGeorge, president -Classified Executive Training & Consulting For details & to register, go to:

https://onlinemediacampus.com/ webinars/

#### Fri., Dec. 18, 1:00pm CT Rethinking Paywalls

COST: \$35.00

Presenter - Matt Larson , president / CEO - Our-Hometown.com

For details & to register, go to:

https://onlinemediacampus.com/ webinars/

CONTACT INFO:
Telephone: 800-369-2850 or
402-476-2851
FAX: 402-476-2942
Legal Hotline: 402-474-6900
E-mail: nebpress@nebpress.com
Web Site: http://www.nebpress.com

# New marketing campaign encourages readers to "Shop Local. Eat Local. Read Local."

Newspapers can use this holiday print/social media campaign from America's Newspapers at no cost.

Make the most of the holiday season in your local newspaper with this free ad campaign.

The ads read: "Local businesses and restaurants need your support more than ever this holiday season. And they've come up with creative ways for you to shop safely through delivery, pickup and online."

"In print and online you'll find the best shopping deals, ideas on what to do with your family and the latest news to help you celebrate safely this season."

Newspapers can download this series of print and social media ads at no cost. (Register at the link below and you'll get a link sent to your email to access the ads.)

The print ads include space for the name or logo of the newspaper publishing them.

These ads were produced in partnership with Sandpaper Marketing.

If you have any difficulty accessing the files, email Greg Watson at America's Newspapers, gwatson@newspapers.org.

Go to the link below to access the print and digital ads from America's Newspapers!

# This Holiday Season...

### SHOP LOCAL EAT LOCAL READ LOCAL

Local businesses and restaurants need your support more than ever this holiday season.

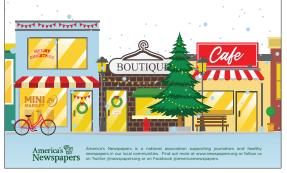
And they've come up with creative ways for you to shop safely through delivery, pickup and online.

Find all the information you need to make the most of your holidays in your local newspaper.

In print and online you'll find the best shopping deals, ideas on what to do with your family and the latest news to help you celebrate safely this season.

#### SUPPORT LOCAL

SUPPORT YOUR NEWSPAPER SUBSCRIBE TODAY



### Register here for "shop local" holiday ads:

https://newspapers.org/marketing-holiday-campaign/

### **NPA/OnePress Staff**



#### **Dennis DeRossett**

Executive Director

Email: <u>dderossett@nebpress.com</u>

#### **Violet Spader**

Sales Manager

Email: vs@nebpress.com

#### Carolyn Bowman

Advertising Manager Email: <u>cb@nebpress.com</u>

#### Susan Watson

Admin./Press Releases/Editor, NPA Bulletin

Email: <u>nebpress@nebpress.com</u>

#### Allen Beermann

Emeritus Executive Director Email: <u>abeermann@nebpress.com</u>

# Former 38-year World-Herald journalist dies at 75

Kevin Cole, World-Herald Staff Writer, Nov. 30, 2020

Larry Lough, former World-Herald reporter and copy editor for 38 years, died Thanksgiving Day, November 26, 2020, in hospice care at his Omaha home surrounded by family and friends. Lough was 75.

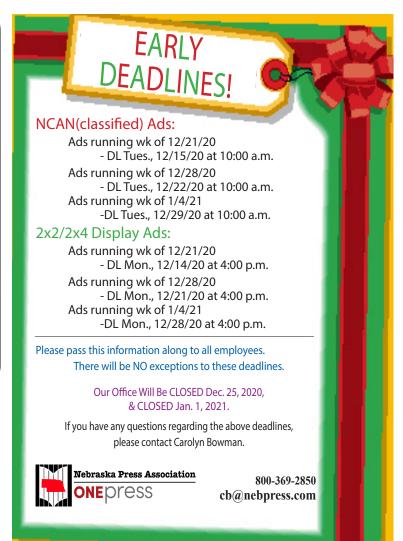
A virtual memorial ceremony was held December 3. Heafey-Hoffmann-Dworak-Cutler Mortuaries in Omaha handled arrangements. The service was recorded for viewing at any time.

During his 38-year career at the newspaper, Lough's work included reporting, photography and copy editing. He also was the day news editor for The World-Herald's then-afternoon edition with additional responsibility for all Sunday editions and most special editions.

Lough was known as "a pro's pro," who knew the newspaper business from top to bottom. He learned the printing trade as a boy working for his father, who published the newspaper in Albion. Born in St. Francis, KS, he grew up in Albion, where he graduated from high school. He graduated from the University of Nebraska-Lincoln with a journalism degree in 1968, went to work for The World-Herald in fall 1969, and retired in 2007.

Lough had an affinity for digital technology, so when it came to the print industry, he took on the new responsibility to teach and troubleshoot. He was the first systems administrator when newsrooms began using computers in the 1970s, and ended up managing the next two generations of computer systems before retiring.

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Lough is survived by his wife of 54 years, Diana, and a daughter Stephanie. He was preceded in death by his son, Sean.

If you'd like to donate in Larry's memory, his favorite charity was St. Vincent de Paul Society of Santa Clara County, PO Box 5579, San Jose, CA 95150-5579. This is a national donation site.



# Celebrating a Free Press' birthday on December 15

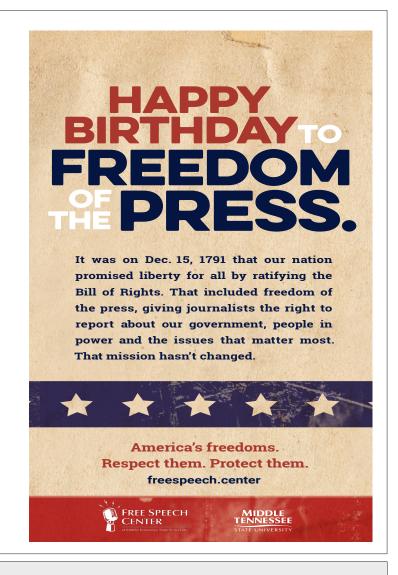
December 15 is the 229th birthday of Freedom of the Press and the Bill of Rights. In an effort to build understanding of the importance of the free press in our democracy, The Free Speech Center (Middle Tennessee State University) has developed ads that celebrate the 229th birthday.

Newspapers are encouraged to publish these ads at no charge, to show ongoing support. The ads are available in multiple sizes and digital formats. Some of the ads focus on the month of December, while others are designed to be published specifically on December 15. Please consider publishing one or more of these if space permits. These ads and others (designed to run year-round) are available here:

https://mtsu.edu/first-amendment/page/1forall-gallery#:~:text= The 1 for All Gallery%20 1,audiences and readership

Ken Paulson, director of The Free Speech Center has written an op-ed (below) on the significance of this holiday (yes, it's a largely forgotten national holiday) and the importance of the First Amendment.

If you'd like to publish this free column in your newspaper, please drop Ken a note at ken.paulson@mtsu.edu. He has other columns he can send you over the course of the year.



# 229 years ago, America became ... America

By Ken Paulson, Free Speech Center-for publication Dec. 15, 2020 Today marks a hidden holiday, as uncelebrated as it is

unappreciated. It was 229 years ago today that the United States ratified the Bill of Rights, ensuring unprecedented freedom for the people of an emerging nation. Bill of Rights Day has actually been a national holiday since Nov. 28, 1941 when President Franklin Delano Roosevelt designated Dec. 15 "Bill of Rights Day."



Roosevelt had big plans, envisioning flag-flying and ceremonies nationwide. Roosevelt observed that Adolph Hitler feared "our freedom of speech, press and religion." Unfortunately, the attack on Pearl Harbor on Dec. 7 erased all the ambitious plans to mark the date. There's no time to celebrate freedom when you're fighting to preserve it.

That was almost 80 years ago, and America continues to take the Bill of Rights for granted. At just 500 words, it packs more than 20 rights into 10 amendments to

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the U.S. Constitution. Moreover, a promise of a Bill of Rights was the key to getting the Constitution ratified in the first place.

Given that there won't be cake or gifts or greeting cards, the best way to celebrate Bill of Rights Day is simply to reflect on its importance. And depending upon your personal priorities, some liberties may loom larger than others.

The National Rifle Association touts the Second Amendment as America's "first freedom." That's either bad math or poetic license, but you get the point. If our government took those freedoms away, you might have to wrest those back with "the right to bear arms."

Americans with a deep and abiding faith are grateful for the freedom to worship and be free of government interference with their faith.

Those who treasure personal privacy and the sanctity of their homes would be thankful for the Fourth Amendment protection against unreasonable searches and seizures. **cont. pg. 4** 

#### 229th - from pg. 3

Those who have been accused of a crime would welcome the fair trial guarantees contained in the Sixth Amendment.

All of these liberties are critical to the kind of nation we are, founded on freedom and fairness.

I am particularly grateful, though, for the one-two punch of freedom of speech and freedom of the press. Together they protect our free expression and safeguard the entire Bill of Rights.

The preamble to the Constitution set forth the goal of "a more perfect union." The phrase was both aspirational and wise. There was no way a fledgling country could get everything right, let alone draw up a blueprint that would guarantee the liberty of every American.

• And of course, the Constitution didn't. Slavery was left intact and women were left without a voice or vote. As lofty as America's ideals were, there were still inequities and injustices to address.

It would take centuries of free speech and press to illuminate and address the needs of this imperfect union. Although critics of the contemporary press -which includes newspapers, radio stations, television stations, websites and every other form of informational media -like to use phrases like "fake news," the truth is that the newspapers of 1791 were far more biased than their modern descendants. They were largely political organs full of outrage, exaggeration and lies. Yet it was in that very environment that the American people demanded a free press be a part of the Bill of Rights. They saw it as a check on a new and powerful central government and a protection against abuse of the Constitution

and yes, the new Bill of Rights. Journalists who do their jobs well today are fulfilling the mission set forth for them in 1791.

The most impressive thing about the Bill of Rights is that a document written 229 years ago remains so vital, vibrant and essential.

The aggressive journalists empowered by the First Amendment have gone on to monitor and irritate every president from John Adams to Donald Trump. The assembled citizens who spoke out against slavery and demanded universal suffrage have contemporary counterparts demanding racial justice today. Those 10 amendments have served us well.

Of course, when it comes to patriotic holidays, none rival Independence Day. But that holiday recalls a nation just starting out, committing in general terms to a nation founded on liberty.

On December 15th, 1791, the first generation of Americans fulfilled that promise. We could love our country, but also voice our concerns about its actions and priorities. That honest exchange of ideas – fueled by freedom of press, speech and assembly – can make for dissonance and division in our politics. But it also makes for the strongest and most enduring nation on the face of the earth.

Ken Paulson is the director of the Free Speech Center at Middle Tennessee State University.

To publish this column (free) on Tues., Dec. 15, in your newspaper, email Ken Paulson at <a href="mailto:ken.paulson@mtsu.edu.">ken.paulson@mtsu.edu.</a> to request a copy.



## Classified Advertising Exchange

Nov. 30, 2020

**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.

**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 <a href="https://doi.org/dt.02036st@gmail.com">dt2036st@gmail.com</a>, 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 <a href="mailto:jensenpub@hamilton.net">jensenpub@hamilton.net</a> 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: <a href="mailto:nebpress@nebpress.com">nebpress.com</a>.