



# Bulletin



## Save the Dates!

**Natl. Newspaper Assn.  
Foundation  
Convention & Trade Show  
September 26-28, 2024**  
*Embassy Suites, Omaha, NE  
(downtown Old Market)*

**NPA 2025 Convention  
Kearney, NE  
April 25-26, 2025**  
*Younes Conference Center North &  
Crown Plaza Hotel*

## Learn the ropes. Become a journalist.

Since Nebraska Press began offering Earn Your Press Pass (EYPP) in early 2023, 55 members from 32 newspapers have signed up to take the course.



This self-paced online training course is available to all NPA members at no charge, thanks to funding from the NPA Foundation. The course is designed to take at your own pace, on your schedule. Not intended as a college-level course, the goal of EYPP is to impart practical, usable knowledge to participants. Those who complete the entire course will receive a Certificate of Completion.

This EYPP training is especially helpful for early-career journalists, collegiate journalists, free-lancers and employees with limited journalism training or experience. Training topics include newspaper basics, interviewing and reporting skills, sourcing considerations, news judgment, headline and outline writing, AP Style, copy editing and basic photography.

**And now, Earn Your Press Pass users also have access to “extra credit” video courses to supplement the original community journalism training course. Newspaper sales training has been added to the course to make on-boarding new advertising reps easier. New sales training topics include the language of sales, how to talk about advertising with customers, ethics in newspaper advertising, and best practices associated with newspaper advertising.**

**Those already signed up in the EYPP program are automatically enrolled to take the “extra credit” sales portion of the course, if you choose.**

Earn Your Press Pass began as a cooperative project with Kansas Press Association and Lindsey Young, co-owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Previously a high school teacher, Lindsey has experience instructing students in everything from English to public speaking to journalism.

Visit <https://earnyourpresspass.com/> to learn more about what the course can offer your newspaper and staff. **To sign up for the course, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com).**

## Need help with training?

Let us do the heavy lifting for you.

As an association member, you have access to free, on-demand training for new journalists and freelancers.

Getting people signed up is easy. Just send their name and email address to us, and they can be up and running.

For more information and a course outline, visit [earnyourpresspass.com](https://earnyourpresspass.com).

[earnyourpresspass.com](https://earnyourpresspass.com)



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## **New 2024/25 NPA, NPAS officers and board members**

At the NPA and NPAS Annual Meetings held in April at the NPA Convention in Lincoln, a new board members was elected to the NPA board, and new officers and a board member were elected to the NPAS board.

**Continuing their terms as officers of NPA:** President: Rob Dump, co-publisher, Hartington Cedar Co. News; Vice President: John Erickson, publisher, Bridgeport News-Blade; Treasurer: Cody Gerlach, publisher, Valley Voice News/Cambridge; Immediate Past President: Kevin Peterson, publisher, Wayne Herald.

**Continuing her term as board of director of NPA:** Donnis Hueftle-Bullock, publisher, Broken Bow Custer Co. Chief. Renominated for a second term is Michael Happ, publisher, Elm Creek Beacon-Observer.

**Newly elected to the NPA board of directors** for a three-year term, to fill the vacancy left by Amy Johnson, is Randy Sadd, co-publisher of the Doniphan Herald.

**Newly elected officers to the NPAS board:** President, Dee Klein, publisher, North Platte Telegraph, Vice President, Lynell Morgan, co-publisher, Elgin Review; Immediate Past President, Marcia Hora, publisher, Stapleton Enterprise.

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## **NNAF's 138th Annual Convention and Trade Show: *Champions of Democracy***

***September 26-27, 2024***

***Embassy Suites Omaha Downtown/Old Market  
555 So. 10th St. 68102***

NNAF's Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities, and the opportunity to connect with newspaper vendor partners.

Watch for details on NNAF Convention sessions, special events & participating vendors.



**For more information, and to register  
for the NNAF Convention, go to:**

**<https://nna.formstack.com/forms/nnafconvention>**

# Zoom meetings

## Foundation will help members attend NNA event

As part of my duties as the Nebraska Press Association President, I get to sit in on a lot of meetings - not nearly as many as Executive Director Dennis DeRossett, but still, an awful lot of meetings.

Recently, we took part in separate Zoom sessions with National Newspaper Association representatives, the Nebraska Press Association Foundation and the Nebraska Press Association Convention Committee.

Lots of good committees, and even more good hard-working folks.

In an effort to keep NPA members in the loop, I'll try to hit some of the highlights from those sessions.

But first, I want to put a plug in for committees.

The Nebraska Press Association has several committees to help guide the Association.

Although, I'm a little behind schedule, I'm now in the process of putting the committees together for 2024. If anyone has an interest in serving on one of the Association's committees, please reach out to me ASAP.

The committees where we still have openings include: Convention, Contest, Legislative, Kids Scoop, Marketing, and a new one — special events. This last committee will help in planning social events such as Friday night's annual convention awards night, an NPA Summer Social, Legislative Day, and any other fun social events that committee members might want to consider putting together.

Agreeing to join one of these committees is a great way to get involved in the Association, so please, don't be afraid to volunteer your time.

Now, here's a quick update from our recent Zoom meetings.

The Nebraska Press Association Foundation voted to provide funding to help Nebraska Press Association members to attend the Sept. 26-27 National Newspaper Association convention in Omaha. Specific details on how to apply for those funds will be announced in an upcoming issue of the Bulletin.

I've got to tell you, folks, if you've never attended a National Newspaper Association annual convention, you're missing out.

Peggy and I have been fortunate enough to be able to attend quite a few national conventions over the years. We always get some great ideas from these meetings. It's a chance to listen to and learn from some of the best and brightest in our industry.

Yeah, the sessions are great, but the chance to talk with newspaper folks from other states who share our same concerns is just as important - and a lot of fun, too.

The Foundation Board understands all of this and graciously decided to help make attending the event much more affordable by agreeing to pay part of the registration tab for up to 25 NPA members.

Speaking of the National convention, we've been holding Zoom meetings with

NNA workhorse Kate Decker to help put together the programs for this year's convention.

She's got some great round tables and flash sessions planned featuring a couple of weekly Midwest newspaper publishers who've been in the national news, lately.

Some fun events are on the schedule, too, including an extravaganza at the Henry Doorly Zoo.

Our Zoom meeting with the NPA convention committee was equally interesting.

Recent surveys showed this year's state convention was very popular with attendees- except, of course, for the real life tornado drill we went through during our Friday afternoon sessions.

The NPA staff is in the early planning stages right now planning next year's NPA convention in Kearney.

If anyone has some ideas on sessions, presenters or other fun events for next year's convention, please reach out to me. The more input we get, the better our convention will be.

Please drop me a note if you have any questions or interest in helping out with your ideas or by agreeing to join one of our committees. You can reach me at (402) 254-3997 or [ccnews@mac.com](mailto:ccnews@mac.com).

**ROB DUMP**  
NEBRASKA PRESS  
ASSOCIATION  
PRESIDENT



## ***NPA/NPAS elections - from pg. 2***

### **Continuing their terms as board of directors of NPAS:**

Tim Linscott, publisher, Fairbury Journal-News; Carrie Pitzer, publisher, Antelope Co. News/Neligh; and Paul Swanson, advertising director, Blair Enterprise Media Group.

**Newly elected to the NPAS board of directors** for a three-year term is Barb Perez, publisher of the Sidney Sun-Telegraph.

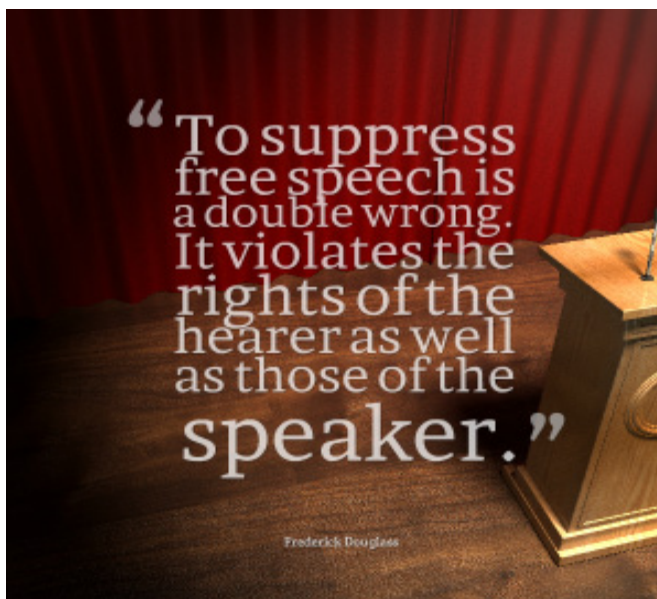
## **NPA Foundation 2024/25 officers and trustees elected**

At the June 6, 2024 NPA Foundation Annual Meeting (Zoom video-conference), new officers and trustees were elected.

**NPA Foundation officers:** President, Jim Dickerson, former co-publisher, Albion News; Secretary, Peggy Year, co-publisher, Hartington Cedar Co. News; Treasurer, Gerri Peterson, publisher, Mullen Hooker Co. Tribune; Immediate Past President, Rod Worrell, co-publisher, Ainsworth Star-Journal; Trustee, Amy Johnson, publisher, Springview Herald.

**Two NPA Foundation trustees were elected to fill two (2) vacancies** left by Immediate Past President, Dennis Morgan, co-publisher of the Elgin Review, who was terminated; and Terrie Baker, who relocated out-of-state and resigned her seat. **Newly elected trustees to serve a three-year term:** Nathan Arneal, publisher, North Bend Eagle; and Darran Fowler, publisher, Hastings Tribune.

Dennis DeRossett is executive director of NPA, NPAS and the NPA Foundation.



## **Ensure your newspaper has up-to-date ISSN numbers**

*Make sure your newspaper is included!*

America's Newspapers, May 21, 2024

**Do you have the most up-to-date ISSN numbers for your newspaper and website? If not, now is the time to apply for them!**



It's important that all newspapers ensure they have the proper ISSN numbers for their products. It's possible that proposed legislation, such as the JCPA (Journalism Competition & Preservation Act) and other efforts, will define eligible participants as those with valid ISSN numbers.

**To claim your ISSN number, visit**

**[https://nna.formstack.com/forms/nna\\_issn\\_project](https://nna.formstack.com/forms/nna_issn_project).**

**You'll need to provide PDFs of your print products and URLs of your digital sites. Each product will require a different ISSN number. The cost is \$50 per newspaper.**

### **About ISSN numbers:**

The ISSN is an international standard and is issued by 93 national ISSN centers worldwide. ISSNs are issued to "continuing resources" such as newspapers, but also magazines, scholarly journals, blogs, some database and websites, and other kinds of publications. ISSN numbers are required for each product you operate. And, if you have changed a title of a publication — even some changes that do not seem significant — it most likely will require a new ISSN.

You can use your new ISSN right away. It should be displayed in a place where information about the publication such as frequency, publisher, etc. is displayed. The Postal Service has specific information about ISSN in the publishing statement. NNA and the Library of Congress staff will communicate the new ISSN to the USPS along with the USPS number so USPS can update its records. The ISSN should be displayed on the paper and on the website. If you have a periodicals rate permit, the ISSN should be added to the USPS identification statement. If you do not have a periodicals permit, the ISSN should be displayed in your publication statement.

### **ISSNs that end in "X":**

These are perfectly valid. The last digit of the ISSN is a check digit that is based on an algorithm that helps guard against mis-transcriptions.

**For those publishers who would like assistance with the process, America's Newspapers is partnering with the National Newspaper Association to help members obtain their ISSN numbers for print and digital products. NNA has experience in working with the Library of Congress to obtain these numbers. The cost is \$50 per newspaper.**

# Summer

## Splash of Cash



SELL ANY ONEPRESS ADVERTISING NETWORK  
BY AUGUST 31, 2024  
AND RECEIVE SOME SUMMER CASH!

NETWORK	CLIENT PRICE	NEWSPAPER PROFIT	SUMMER CASH
CLASSIFIED	\$225	\$112.50	\$25
STATEWIDE 2X2	\$975	\$487.50	\$50
STATEWIDE 2X4	\$1,950	\$975	\$100
STATEWIDE 2X6	\$2,250	\$1,125	\$150
NE OR CE 2X2	\$325	\$162.50	\$25
NE OR CE 2X4	\$650	\$325	\$50
NE OR CE 2X6	\$800	\$400	\$75
SE OR WE 2X2	\$300	\$150	\$25
SE OR WE 2X4	\$600	\$300	\$50
SE OR WE 2X6	\$750	\$375	\$75

In addition to summer Cash, for every ad sold, you will be entered to win a grand prize!

**OnePress offers sales collateral and training to assist your advertising network sales.**

**Contact Team OnePress for additional information!**

**Jerry Raehal - [jerry@onepressne.com](mailto:jerry@onepressne.com)  
Lindsey Tederman - [lindsey@onepressne.com](mailto:lindsey@onepressne.com)**

The contest is available to all NPA newspaper in good standing and are active participants in the OnePress advertising network(s). Bonuses are paid directly to the salesperson at the end of each month. Sales will also receive recognition in the NPA Bulletin. Salesperson's name will be entered for each ad placed for an additional chance to win one (1) grand prize. Drawing to be held after August 31, 2024. Winner will be contacted by email and announced in the NPA Bulletin.

# Classified Advertising Exchange

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June 10, 2024

**NEWSPAPERS FOR SALE:** Group of three weekly newspapers covering north central Nebraska and south central South Dakota. Includes strong commercial printing, newspaper web press and association with two shoppers. Will consider selling newspapers separately. Motivated seller. Call 402-760-2764.

**NEWSPAPER FOR SALE:** The historic Garden County News in Oshkosh has been part of the fabric of western Nebraska since 1910. This award-winning publication is near Lake McConaughy, and the hunting paradise of the North Platte River Valley.

The publication serves the panhandle of Nebraska and beyond, including the communities of Lewellen, Lemoyne, Oshkosh and Lisco. It is a booming economy of cattle producers, irrigation, dryland farming, and commerce. It is an outstanding opportunity to run a thriving business and live in an outdoor paradise of hiking, hunting and fishing. Call Buddy Paulsen at 308-778-6229.

**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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).