



Bulletin



Save the Dates!

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

Upcoming Webinar Online Media Campus

**Top 25 Proven Email Subject
Lines to Get You the Replies
You Deserve**
Thurs., July 11, 1:00 p.m. CT
Cost: \$35.00
(\$45 after July 8 deadline)

PRESENTER: RYAN DOHRN
Ryan tested over 100 email subject lines with media sales executives just like you. The results will shock you. Ryan will share the top 25 subject lines that were opened by 30% of the time & had a reply rate of over 25%. Get ready to dig deep into the psychology of subject lines!

Ryan Dohrn has been selling for over 30 years in the media business. He's a top motivational speaker, with a focus on leadership training & team performance development.

Register for the webinar:
<https://onlinemediacampus.com/>

**ATTEND THIS WEBINAR FOR FREE!
CONTACT NPA FOR DETAILS.**

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

New faces in the NPA office...

Jerry Raehal - Chief Growth Officer for OnePress

Jerry is now in the NPA office full-time as of June 17, after he began working full-time (remotely) for OnePress on May 28.



Jerry, his wife Jaime, and their two teenage sons relocated to Lincoln mid-June from Baton Rouge, LA, where Jerry had served as Executive Director of the Louisiana Press Assn. (LPA) and Louisiana Press Marketing (LMP) since Sept. 2020.

Prior to his roles at LPA & LPM, Jerry held key leadership positions at the *Glenwood Springs Post Independent* in Glenwood Springs, CO, the Colorado Press Assn. (CPA) & Colorado Press Network (CPN) in Denver, CO, and the *Laramie Boomerang* and *Rawlins Daily Times* in Wyoming.

As Chief Growth Officer for OnePress, Jerry will be responsible for developing custom solutions for clients, driving revenue for OnePress, and providing coaching and training to NPA members. Reach Jerry at jerry@onepressne.com.

Adaline Linscott - Special Projects (Summer) Intern for NPA

A Fairbury native, Adaline is a junior at Doane University, majoring in history with a minor in sociology, with the goal of becoming a museum educator/curator. On campus, she's a member of the Doane Concert Band and the Doane Tiger Pep Band.



Adaline has grown up in the newspaper business. Her father, Tim Linscott, owns the Fairbury Journal News and is a current NPA board member.

"I'm excited to continue to get to know the newspapers across Nebraska better through this internship," Adaline said.

She is currently assisting NPA with gathering membership data, including information about NPA members' digital reach - so watch for emails from Adaline (if you haven't received some already). She can be reached by email at adaline@nebpress.com.

and one farewell...

Shannon Urbanovsky - NPA Projects Assistant for NPA

Shannon worked in the NPA office one day a week, for the past four years - assisting NPA/OnePress staff with a variety of projects. The past 7 1/2 years, Shannon worked in-person at the annual NPA Convention, and in-office leading up to, and after convention.

Her last day at NPA was June 21, and she will be missed, more than she knows! Thank you, Shannon, for being part of the NPA team.

Shannon is a retired 1st grade teacher (for 35+ yrs) at Norris Elementary - so her teacher skills came in handy at convention. Side note: Shannon is the sister of Susan Watson, NPA Member Services. They grew up in a newspaper family (Kerry/Carol Leggett, owners of The Ord Quiz for 35 yrs).



NPA/OnePress Staff



Dennis DeRossett

Executive Director

Email: dderossett@nebpress.com

Jerry Raehal

Chief Growth Officer

Email: jerry@nebpress.com

Violet Spader

Sales & Marketing Director

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Susan Watson

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Lindsey Tederman

Sales Development/Project Management

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NPA Legal Hotline

Max Kautsch

Attorney at Law

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Stop the July postal increase!

***If not us, then who?
If not now, then when?***

The News/Media Alliance, along with NNA, has been working with stakeholders regarding concerns on the upcoming postal increase.

One of the stakeholder organizations has started a grassroots campaign where **newspapers (including NPA members) can send an email to the Postal Service Board of Governors urging them to stop the July postage rate increase:**

<https://mobilize4change.org/gghxdbW>

EMAIL FORM ALSO ATTACHED TO BULLETIN.

The USPS Board of Governors will meet on July 2, and they'd like to generate as many messages as possible in advance of that meeting to urge them to stop the July rate hike.

Questions? Contact: Holly Lubart, V.P. Govt Affairs, News/Media Alliance; holly@newsmediaalliance.org; Cell: 717.385.0900.

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>

Broken Bow Custer County Chief to be in national experiment

Readers, advertisers to help develop new business model for local paper

By Mona Weatherly, Managing Editor, Custer Co. Chief, June 13, 2024

BROKEN BOW - The *Custer County Chief* is excited to announce the newspaper will be participating in a national experiment to change the business model of local newspapers. For the next six months, the staff



Teri Finneman
University of Kansas
Courtesy

and management of the *Chief* as well as readers and advertisers will be involved with helping create a sustainable business plan for community newspapers.

"The current business model for the newspaper industry was developed in 1833 when Andrew Jackson was president, a model that said news should be dirt cheap," Teri Finneman of the University of Kansas said. "That is no longer sustainable. Newspapers can no longer make it with

that model. No other business could survive on a 200-year-old business model. We have to change."

Finneman, a journalism professor and researcher, will lead the project. She crossed paths with *Chief* General Manager Donnis Hueftle-Bullock and Managing Editor Mona Weatherly at the Nebraska Press Association convention in April. "The *Chief* was selected because I saw the extreme enthusiasm and passion the staff has for serving their community and local news. This is a great place to develop a national model," Finneman said.

During a June 17 visit to Broken Bow, Finneman will meet with the Custer Economic Development Corporation and with focus groups. Her goal is to learn about the communities the *Chief* serves and also find out what the readers and advertisers want in their local newspaper.

For those who wonder why people in Custer County and the surrounding area should care, Finneman has an answer. "Local newspapers are absolutely critical," she said. "Local newspapers are watching your local government. Local newspapers are sharing the good and the bad. They are celebrating the youth and sharing the stories of people in the communities."

She sees local newspapers as essential in keeping people connected and sees a direct link from the loss of local newspapers to the divisiveness in the country. "There is loss of cohesion due to the loss of local newspapers," Finneman stated. "Local newspapers are most critical for democracy and for our nation."

Finneman called the state of local newspapers a "national crisis," and added, "A few thousand newspapers closed in the last 20 years. Northwestern University

did a study and found 205 counties in the nation that are news deserts. Another 228 counties are at a huge risk of becoming news deserts in the coming years."

The *Chief* is the second newspaper involved with the project. The experiment was piloted in Kansas at the *Harvey County Now* newspaper where it proved to be a success. *Harvey County Now* owners Joey and Lindsay Young will provide guidance as the *Chief* moves through the project.

As for the changes that readers and advertisers will see in the *Chief* by the end of the project, it's too soon to say. "We need to collect information and find out what they want. We want their support and input as we create an action plan," Finneman said.

Chief General Manager, Donnis Hueftle-Bullock stated, "The *Chief* is corporate owned but both Mona and I believe in local. We believe in the advertisers and the readers. Since our ages are creeping up, we know retirement is on the horizon! We want this paper to go well past the current 132 years of publication. That can only happen with a sustainable plan."

Hueftle-Bullock encourages people to think about the roles their local news and newspaper have in their lives. "How do you see your local paper in 20 years?," she said. "The focus group will help determine how we move forward as well as help other small papers asking the same questions."

Check out the ad to see how you can participate. Scan the QR Code or go to the listed URL to tell us what you want in the *Custer County Chief*.

Article and ad re-published with permission.

**You Be
The Editor**
The Custer County Chief
is looking to better serve you!
Fill out this quick survey to
help us improve our coverage.

Or you can fill out the survey at this website:
<https://tinyurl.com/ChiefResearch>

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
Lindsey Tederman - 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.

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 cutline 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, or Violet Spader, 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.

earnyourpresspass.com

DEMOCRACY'S MOST IMPORTANT DOCUMENTS

IN CONGRESS, July 4, 1776.
The unanimous Declaration of the thirteen united States of America.

We the People

FREE PRESS

THE DECLARATION OF INDEPENDENCE

THE CONSTITUTION

THE NEWSPAPER

Classified Advertising Exchange

June 24, 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.

URGENT

If not us, then who?..... If not now, then when?

ACT NOW and get all your employees whose livelihood depends on paper-based communications, the health and future of the USPS and the mailing industry, to click on or scan the QR Code and **ACT NOW!**

This is not a data-base or an attempt to gather your information. This asks for basic information and goes directly to the USPS Board of Governors.

We must **ACT NOW** and drive this effort to **“Stop Future USPS Rate Increases”**.

Click on the link <https://mobilize4change.org/gghxdbW> or scan the QR Code



Stop the July Postage Rate Increase!

The U.S. mailing industry is made up of 7.9 million American workers who depend on an affordable, reliable United States Postal Service (USPS). Unfortunately, the USPS and its Board of Governors are killing the mail with twice-per-year rate hikes and declining service. Twice-per-year rate hikes have a devastating effect on our businesses, our communities and the financial viability of the USPS.

This July, the USPS is proceeding with its 6th postage increase since August 2021. If we don't stop the rate hikes, the price of a stamp could be \$1.19 by 2030!

The USPS Board of Governors are the only ones who can stop the July 14 rate increase. Please use this platform to send a quick message to the USPS Board of Governors — and ask them to stop the rate hikes and save the mail. It takes two minutes to make a difference for the good of our industry — and for our country.

The amount and frequency of the rate hikes are driving out mail volume at an alarming rate. In addition to unprecedented rate hikes and declining mail volume, during Q1 2024, the USPS delivered just 83% of First-Class mail on time, its worst rate in three years.

Tell the Board of Governors that paying more for worse service puts American jobs and the integrity of the USPS at great risk.

Send an email to the USPS Board of Governors with one click!

Title

First Name

Last Name

Zip code city and state not required

Email address

Send Email

Subject: Please Stop the July Rate Increase

Enter your message

I support an affordable and reliable USPS, and I am writing to urge you to stop the pending postal rate increase set to take effect July 14.

I understand the Board of Governors reviews certain information when approving a proposed price

Take this document and walk around your office and plant and have your employees scan the QR CODE.