



# 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 18, 1:00 p.m. CT**  
**Cost: \$35.00**  
*(\$45 after July 5 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  
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## NNA submits 200 postal complaints to Postal Regulatory Commission

*National Newspaper Association (NNA), June 28, 2024*

The National Newspaper Association delivered letters from more than 200 newspapers to the Postal Regulatory Commission, complaining about inadequate mail delivery and escalating postage rates.

The comments were part of a review by the PRC of its postal rate regulations, which it is required by Congress to do periodically. The Commission last completed a rate review in 2021, at which time it gave the U.S. Postal Service authority to raise postage rates beyond inflation levels. The result for community newspapers has been an increase by 35-50% in postage costs in the past four years.

The PRC announced earlier this year, following widespread complaints by mail users, that it would initiate a new inquiry on its regulations. Its determination will set USPS's legal authority to increase rates for at least five years.

NNA Chair John Galer, publisher of the Journal-News, Hillsboro, Illinois, asked NNA members and newspapers in state newspaper organizations to send him their thoughts on the impact of the past few years of postage increases.

Responses registered a state of alarm on the future of the industry, specific complaints about delivery failures, losses of subscribers and unresponsive local postal authorities when delivery was not properly executed. Galer included the letters in NNA's comments to the Commission. NNA is also working with mailing industry partners on more detailed comments on the mechanisms involved in the rate regulation, including one provision that allows USPS to increase rates more when mail volume declines, which many in the industry consider a reward for poor performance.

## Genoa Leader Times has new owner

Effective July 1, 2024, Kendra Knopik is the new owner of the Genoa Leader Times.

For the past five months, Tonya Evans, owner/publisher of the Colfax Co. Press in Clarkson took on managing the Leader Times when owner/publisher Mary Kay Johnson died suddenly in January 2024.

Tonya and her mother, Helen Evans owned the Leader Times for several years before selling the paper to Mary Kay in 2007.

Tonya will help Kendra with the ownership transition. The Leader Times will remain at its current location, 524 Willard Avenue in Genoa.

A huge 'thank you' to Tonya for her commitment to community newspapers, and her help in keeping the Leader Times' legacy alive.

## **NPA/OnePress Staff**



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#### **Max Kautsch**

Attorney at Law

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## **Have a Legal Question?**

Call the Nebraska Press  
Association Legal Hotline

**Max Kautsch,**  
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[kautschlaw.com](http://kautschlaw.com)



Max Kautsch

## **785-840-0077**

**The Nebraska Press Association's LEGAL HOTLINE is provided FREE as part of your annual NPA membership dues.**

**Solid, prompt legal advice on questions about closed meetings or courts, public records, Letters to the Editor, employment law issues, etc.**

**Contact Max Kautsch, NPA's LEGAL HOTLINE attorney.**

## **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**

Community newspapers from across the U.S. will be sending their publishers, editors, ad managers and more to engage in training, networking and fun!

NNA partner, Interlink will host a postal workshop on Wed, Sept. 25 (prior to start of convention).

Convention breakout sessions will include State of the First Amendment in America (panel discussion); Great Idea Exchange and revenue opportunities with NNA's Great Idea man, Robert Williams, Jr.; Kaylee Minnick, Swanson Russell/Lincoln on how to measure analytics, and a panel discussion with Vicki Whiting, founder of Kid Scoop News, Dennis DeRossett, NPA executive director and Cecile Wehrman, North Dakota Press executive director, on revenue and promoting news literacy - just to name a few of the planned breakout sessions.



**Agenda & details to come! Registration is open at:  
<https://nna.formstack.com/forms/nnaconvention>**

# You likely paid 87 cents for this newspaper. It's not enough.



**Note:** In the June 24 issue of the NPA Bulletin, we reprinted an article from the Custer Co. Chief, announcing their participation in a national experiment to change the business model of local newspapers. Teri Finneman, a journalism professor and researcher is leading this project.

By Teri Finneman, for the Broken Bow Custer Co. Chief, June 27, 2024

Remember this number: 87 cents.

It's the number I'm repeating as I work with your newspaper in the coming months as part of a national experiment to help save local news.



That number, 87 cents, is how much it costs you as a subscriber to get this paper every week with your \$45 in-county annual subscription.

87 cents.

A Twix and a bottle of pop - both machine-produced within seconds - each cost over \$2 at the Nebraska gas station I stopped by. Yet this newspaper that took hundreds of hours of manual labor to assemble this week is selling for 87 cents.

Imagine if your workplace only charged that much for its products and services. You wouldn't be in business much longer, either.

And it's why more than 2,500 U.S. newspapers have closed in the last 20 years, leaving 204 counties as news deserts, according to research by Northwestern's State of Local News project.

What does it mean to lose a newspaper? Researchers know from the communities without one.

It means significant impacts on taxpayers when no one monitors local governments and their spending. It means more corruption. Reduced voter turnout. Loss of knowledge of civic matters.

It means increased polarization - think this country is in this mess by coincidence? The rise of cable news and social media with their nonstop misinformation combined with the decline in local news is directly connected to the current state of this country.

And then there's the social impact. Residents who lost their newspaper told my friend and fellow researcher Nick Mathews that they felt a loss of a sense of community, increased isolation and diminished pride in their town.

Without a newspaper anymore and only Facebook to use, one Virginia resident said virtually no one showed up to his event: "It's a shame. It's a sad thing. Things have changed because people aren't getting the information. Then they lose interest in it. I see it. It's not just a theory, it's happening."

The current business model for newspapers began in 1833. Not a typo. Andrew Jackson was president, that's how long ago this was. That's when the penny press model started that determined news should be dirt cheap. Throughout the 1800s and ever since, newspapers increasingly relied on advertising to stay afloat.

Now, too many advertisers would rather turn to Facebook and line the pockets of billionaire Mark Zuckerberg - while their posts are mostly hidden by a computer bot algorithm that decides the small amount of posts you get to see - than support the newspaper.

As far as readers, a global Reuters Institute study found 57% of people didn't think they should have to pay for news at all. Apparently 87 cents a week to live in a functioning democracy is too much while they pull up to Starbucks for a \$6 coffee.

These were conversations that I had with local residents during focus groups in Broken Bow last week. They came up with some great ideas, which we'll be sharing in the weeks ahead, of how to change the Custer County Chief's business model to help ensure not only its future but that of newspapers around the country.

A lot is riding on what happens here in Broken Bow with this experiment. And it's going to take help from all of you to make this a beacon for how to save local news across the country. We hope you'll be part of it in the weeks ahead.

*Teri Finneman is a journalism professor at the University of Kansas and co-author of the book Reviving Rural News. She's a native of Hazen, North Dakota.*

*Article re-printed with permission.*

# 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.

# Comedians stranded in rural Nebraska find purpose running local newspaper

*In case you missed it...here's a great story from the July 1 issue of NNA's Publisher's Auxiliary newspaper. The article was written by Teri Saylor, a writer in Raleigh, N.C.*

<https://nna.org/comedians-stranded-in-rural-nebraska-find-purpose-running-local-newspaper>

## Sometimes it's good to create a stir

By John Foust, Greensboro, NC, July 2024

My wife and I have family friends who told us about their boating experiences in northern Virginia. They had a pontoon boat which was docked at a local lake. During the cold months, they used a device called a dock bubbler to keep the water around the boat from freezing.



As they explained it, a bubbler, also known as a de-icer, features a perforated hose connected to an air compressor, which is placed along the bottom of the

lake next to the dock. The hose releases air bubbles that push up warmer water from below, which in turn, creates an area of unfrozen water above the hose.

In simple terms that my non-scientific brain can understand, the water won't freeze when it's constantly in motion while warmer water is circulating.

This talk of dock bubblers and constant motion reminds me of a conversation with Matthew, who oversees an ad team. "We fight against complacency all the time," he said. "Once a salesperson makes a sale and the ads start running on a regular schedule, there might be a tendency to move that client to the back burner. And before you know it, a lot of time can go by without any meaningful contact. During that lapse, there's a good chance that our advertiser is hearing from other media outlets. When that happens, we want our advertiser to remember all the good reasons they are running with us.

"Our solution is to keep things stirred up – in a good way, of course," he explained. "It's all about staying top-of-mind with advertisers. If we fade into the background after the sale, we're not providing good service."

Let's take a look at two fundamental ways to keep things stirred up:

**1. Focus on the business.** "The first action step is to continually monitor the results of their ads," Matthew said. "What's working? What could work better? What products are moving? Which ads are resonating with readers? Are competitors changing their messaging?"

"Then it's important to work together to conduct periodic reviews and adjustments. Show your advertiser that you're always thinking about them and how to make their ads more productive.

"And don't wait until the eleventh hour to talk about contract renewals. I've see that happen, and it's not a pretty picture. It sends the message that we're disorganized or not paying attention. If we're doing our job the right way, contract renewal time usually goes much smoother."

**2. Focus on the person.** Matthew mentioned the old saying: "People won't care how much you know until they know how much you care."

Relationships count. Years ago, I saw a bumper sticker that read, "The best vitamin for making friends is B1." In our world, this could be delivering extra tear sheets to display in store windows – without being asked. And it could be taking time to say "hi" and sincerely ask how their kid's soccer team is doing.

Turn on your customer service bubbler. You'll prevent freeze-ups and keep things moving.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training DVDs to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)

## Nebraska writers, reporters win national awards

Grand Island Independent, June 28, 2024

Several Nebraska writers and reporters won awards in the National Federation of Press Women 2024 Professional Communications Contest. The awards were presented Saturday evening, June 22, at the annual NFPW Conference in St. Louis, MO. There were 1,850 entries in the contest, which has nearly 60 categories in newspapers, magazines, public relations, online communications, radio, television, advertising, blogs and more.

Nebraska winners include current, retired and freelance newspaper writers and reporters:

- Janelle Atyeo, Midwest Messenger, Tri-State Neighbor - 2 awards - Specialty Articles
- Barbara Batie, Lexington, NE - 3 awards - News Story, Feature Story, Specialty Article
- Rick Brown, Kearney Hub - 1 award - Humorous Column
- Terri Hahn, Grand Island Independent - 2 awards - Feature Story, Single Page/Section/Supplement
- Lori Potter, Flatwater Free Press, Grand Island Independent, Kearney Hub - 8 awards - Specialty Articles, Single Photograph, Photography
- Mary Jane Skala, Kearney Hub - 7 awards - In-Depth Reporting, Personality Profile, Specialty Articles, Columns; Info for the Media
- Melanie Wilkinson, York, NE - 1 award - Web & Social Media

# NATIONAL NEWSPAPER WEEK LOGO DESIGN COMPETITION

Telling Our Stories: Celebrating National Newspaper Week

Oct. 6 - 12, 2024

## COMPETITION RULES :

1. The design should be based on your own imagination/idea. Don't take other people's work.
2. Logos must contain the theme listed above and the date.
3. Please submit a PNG and PDF version of the logo.
4. Logos must be submitted by 5 p.m. (CDT) on Aug. 8, to [ebradbury@kspress.com](mailto:ebradbury@kspress.com).
5. The announcement of the winner will be on Aug. 15.

**PRIZE: \$250**

**QUESTIONS?  
CONTACT US**

 [ebradbury@kspress.com](mailto:ebradbury@kspress.com)



# Classified Advertising Exchange

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July 08, 2024

**REPORTER/PAGE DESIGNER:** The Norfolk Daily News has an immediate, full-time newsroom opening that involves mostly reporting and writing, with opportunities for editing and page design. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets. The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive 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.

**LOOKING FOR ASSISTANT EDITOR/REPORTER:** Enterprise Media Group has a full-time opening for a storyteller who would like to make a difference by contributing to our three weekly newspapers in Washington County. The right candidate will be eager to provide words and visuals for our print and online audiences, and is ready to use social media to engage with readers and potential readers. EMG is owned by the Rhoades family and has properties in Nebraska and Iowa. The company, and this position, are based in the idyllic town of Blair, which is only a short drive into the thriving city of Omaha. If you're interested, or know someone who might be, send a resume, cover letter and links of no more than five clips to Executive Editor Kevin Bumgarner by emailing him at [editor@enterprise.com](mailto:editor@enterprise.com).

**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).