



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
FAX: 402-476-2942
E-mail: nebpress@nebpress.com
Web Site: <http://www.nebpress.com>

Eight Nebraska newspapers are winners in 2024 National Newspaper Association Foundation's Better Newspaper Contest

NNA (National Newspaper Association), July 15, 2024
Judging results have been processed and winners of the National Newspaper Association Foundation's 2024 Better Newspaper Contest and Better Newspaper Advertising Contest have been announced.

Winners will be recognized at the awards ceremony held Friday, September 27, during NNAF's 138th Annual Convention & Trade Show in Omaha, NE. Register to attend the NNAF awards ceremony: <https://www.nnafoundation.org/convention>.



There were 1,513 entries in the Better Newspaper Editorial Contest and 245 entries in the Better Newspaper Advertising Contest for a total of 1,758 entries. There were 676 awards won by 92 newspapers in 32 states.

2024 Nebraska newspaper winners EDITORIAL CONTEST:

- **Antelope County News (Neligh)** won nine awards, including 1st Place, Story-Series-Best Sports Story (Non-daily Division, circ. 2,000-3,999).
- **Cedar County News (Hartington)** won 11 awards, including 1st Place, Photo-Best Sports Photo (Non-daily Division, circ. less than 2,000); 1st Place, Photo-Best Feature Photo (Non-daily Division, circ. less than 2,000); 1st Place, Story Series-Preserving Local History (Non-Daily circ. under 2,500).
- **Fairbury Journal News** won two awards, including 1st Place, Story Series-Best Investigative or In-Depth Story or Series (Non-daily Division, circ. less than 3,000).
- **Hooker Co. Tribune (Mullen)** won Honorable Mention, Best Reader-Generated Campaign (Non-daily Division).
- **Knox Co. News (Bloomfield)** won 2nd Place, Photo-Best Breaking News Photo (Non-daily Division, circ. 2,000-5,999).
- **Norfolk Daily News** won 1st Place, Story-Series-Best Investigative or In-Depth Story or Series (Daily Division).
- **North Bend Eagle** won two awards, including 1st Place, Photo-Best Breaking News Photo (Non-daily Division, circ. less than 2,000).
- **Stanton Register** won seven awards, including 1st Place, Best Informational Graphic (Non-Daily Division, circ. less than 2,000).

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NNAF contest awards - from pg. 1

2024 Nebraska newspaper winners ADVERTISING CONTEST:

- **Antelope County News (Neligh)** won four awards, including 1st Place, Best Series Ad Idea, B/W (Daily & Non-daily Division); 1st Place, Best Series Ad Idea, Color (Daily & Non-daily Division); 1st Place, Best Single Ad Idea, Color (Non-daily Division, circ. less than 5,000); 1st Place, Best Small-Page Ad (Non-daily Division, circ. less than 5,000).
- **Fairbury Journal News** won one award, 1st Place, Best Holiday Ad (Daily/Non-daily Division, circ. less than 5,000).
- **Stanton Register** won three awards, including 1st Place - Best Advertising Idea (Non-Daily Division, circ. less than 5,000).

Find winner's book and list of awards by newspapers:
<https://www.nnafoundation.org/better-newspaper-contest>.

Over 60 judges participated in judging this year's entries. Judges are comprised of active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

**Congratulations,
Bloomfield, Fairbury, Hartington, Mullen,
Neligh, Norfolk, North Bend, and Stanton
newspapers!**

And now, on to the next life chapter...

If you attended the Saturday Banquet at our April Convention, you heard the announcement of my plans to retire this summer.

Next week, July 31, is my last day at the Nebraska Press Association, after working here 15 years. Prior to NPA, I worked several years in advertising and media buying at ad agencies in Omaha, Rochester, NY and Minneapolis, MN.



*Susan Watson
Member Services,
Nebr. Press Assn.*

Some of you know that I grew up in a third-generation newspaper family. My dad and mom, Kerry and Carol Leggett, owned and published The Ord Quiz for 35 years, before selling the paper to Lynn and Bonnie Griffith in 2000. (Lacy Griffith is now publisher of The Quiz.)

My sisters and I worked through jr. high and high school in the paper's mail room and commercial printing area, helping staff wherever we could. Summers during college (UNL) I interned at the paper - selling ads, taking photos and writing stories.

When I was hired at NPA (a few years after my husband and I moved back to Nebraska from Minneapolis), it felt like a perfect fit - working with newspapers!

As my last (partial) week nears, a huge shout-out to Dennis DeRossett and our small, but mighty NPA/OnePress staff. Thank you, Dennis for all you do behind the scenes for our members, and for community journalism. Violet Spader, OnePress sales/marketing, will now take over my position in member services. You're in very capable hands with Violet! And Jerry Raehal, OnePress' new chief growth officer, brings his expertise, ideas and knowledge of technology to help our organization and members going forward. All three - Dennis, Violet and Jerry are in the trenches, working for you and Nebraska community newspapers. I will certainly miss my co-workers and friends.

I've really enjoyed working with all of you, NPA newspaper publishers, editors and staffs. You're one tough crowd! Thank you for all you do - 24/7 - for your communities.

I plan to stay busy in retirement (but no deadlines)... traveling (my husband, Jim, already has my bag packed), volunteer work (anything involving pets/critters), and spending time with my sisters/peeps.

I wish you all good things, and hope our paths cross again. (I may show up at convention, 'ya never know.)

Violet will be your primary contact for all things member services-related. Reach her at:
Email: vs@nebpress.com
Office: 402-476-2851; Cell: 402-992-2394

You won't want to miss these sessions at the Fall Annual Convention and Trade Show in Omaha!

Kate Decker, NNA, 7/1/24

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 actual start of convention on Thurs.) Details to come.

Thursday convention training kicks off with the breakout panel session, State of the First Amendment in America, featuring moderator, NNA Public Policy Manager, Lisa McGraw, and panel members Eric Meyer, Marion (KS) Co. Record; NNA legal counsel, Tonda Rush; NNA Chair, John Galer, The Journal-News, Hillsboro (IL); NNA Foundation President Mike Fishman, Citizen Tribune, Morristown (TN)(invited); and NNAF Past President Reed Anfinson, Swift Co. Monitor News, Benson (MN)(invited).

In August 2023, The Marion Co. Record in Kansas made headlines after a search and seizure by local police brought First Amendment rights to the forefront. In this session, we'll hear from Eric Meyer and have the opportunity to ask questions about this and repercussions for the future of local journalism.

Sept. 26-27, 2024

SEE AGENDA & SESSION DETAIL AT
NNAFOUNDATION.ORG/CONVENTION

Champions of Democracy

NNAF's 138th Convention & Trade Show
Omaha, Nebraska
September 26-27, 2024

2023 Better Newspaper Contest winners take a photo at the awards ceremony at the 137th Annual Convention & Trade Show in Washington, D.C.

NPA Foundation board of trustees approved \$100 incentive to NPA members toward their NNA convention registration, with these stipulations:

- Max of 25 grants to be awarded.
- Max of 2 grants per newspaper group.
- First come, first served until Sept. 1, then any remaining unused grants are available to any member/group
- Since Nebraska is the host state for this year's NNA convention, NPA members should register under 'full' registration, **even if you're not a member of NNA!**
- **Newspapers interested in the \$100 grant, contact Violet Spader at NPA, vs@nebpress.**

Statement of Ownership filing for October 1 deadline

October 1 is the filing deadline for your periodical class Statement of Ownership, Form 3526, with the post office.

Publications issued more frequently than weekly should publish the Statement of Ownership no later than October 10. This applies to dailies, semi- and tri-weeklies.

Publications issued weekly or less frequently but more often than monthly should publish the Statement by October 31. This applies to weeklies.

All other publications should publish the Statement in the first issue after October 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc. All periodical class authorized publications must publish such a statement.

A reproduction of the Form 3526 submitted to the Postal Service may be used for publication.



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.

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.

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 to take it.

Visit <https://earnyourpresspass.com/> to learn more about what the course can offer your newspaper and staff.

To sign up for the course, contact Violet Spader, vs@nebpress.com.

Make sure your newspaper has up-to-date ISSN numbers

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.

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.

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.
5. The announcement of the winner will be on Aug. 15.

PRIZE: \$250

QUESTIONS?
CONTACT US

ebradbury@kspress.com



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.

Classified Advertising Exchange

July 22, 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 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.

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.