

## Calendar of Events

## **NPA/NPAS Staff**

### **Allen Beermann**

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### **Jenelle Plachy**

Office Manager/Bookkeeper  
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### **Violet Spader Kirk**

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### **Carolyn Bowman**

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### **Susan Watson**

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### **Christian Cardona**

Advertising Sales Assistant  
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## **In 48-year career, Schrieber helped bring Omaha World-Herald into digital age**

*By Kevin Cole, Omaha World-Herald, Dec. 24, 2018*



Jack Schrieber, 73, joined the Omaha World-Herald in 1970 and he remained an employee until his death December 18, 2018, from oral cancer.

Funeral services were held December 26 at the West Center Chapel in Omaha.

Schrieber's lifelong interest in newspapers began as a freshman in high school. The Coleridge Blade hired him as an apprentice - also known as a printer's devil - in 1960. At The Blade and then the Wayne Herald, Schrieber did whatever was needed, from sweeping up to operating Linotype machines.

In 1968, Jack earned a bachelor's degree in music education from Wayne State College, and he taught music at Allen Consolidated School near Wayne until 1970.

He never lost his love for newspapers, and spent his summers selling ads for license plate books at the Wakefield Republican. Schrieber returned to newspaper work

full-time when he was hired at the Omaha World-Herald to oversee typesetting for ad creation as the assistant manager of dispatch.

Among the highlights of his 48-year career, Schrieber helped convert the newspaper to electronic typesetting in 1972. That led to an interest and eventual position in electronic advertising production and supervision. Schrieber moved to electronic maintenance in 1978, took classes and learned on the job. Based on this experience, he transitioned to information technology in 1987. During his 31 years in IT, he supported systems for editorial content management, archiving and production pre-press.

In 2017, he received the Nebraska Press Association's Golden Pica Pole Award, which is given for 50 or more years of service to Nebraska newspapers.

Schrieber is survived by his wife Teri; daughter, Sara An-nin, of Bellevue; son, Jeff, of Omaha and their families. Memorial donations are directed to Wag N Train Terrier Rescue.

## **Austin Roper of Hickman, dies at 34**



Austin Roper, 34, of Hickman, died December 27, 2018.

Born in Lincoln, he was owner and founder of Pigmint Print and LNK News; he worked in sales for Strictly Business Magazine, Omaha; was in sales and marketing at the Hickman Voice News from 2014-17; and was owner and publisher of the Beaver City Times-Tribune from 2009-11. Austin co-founded the Hickman Chamber of Commerce and was very active in the Hickman community.

Funeral services were held December 31 at Roper & Sons South Chapel in Lincoln. He is survived by his children Taylah, Traeyc and Tate; his mother Kerri; and grandparents Bill and Judy Roper of Lincoln. Memorials to The Friendship Home or Bill and Judy Roper LPS Endowment Fund for students in need.

## **Bertrand Herald newspaper ceases publication**

Bertrand Herald publisher, Carrie Ludeke, announced last week that the newspaper will no longer publish a print edition. Ludeke attributed printing and mailing costs and the lack of advertising support as reasons to discontinue the print edition. She also noted that her son has been struggling with health issues and her focus is on helping him regain his health.

The newspaper's website, [www.phelpscountyindependent.com](http://www.phelpscountyindependent.com) will continue to publish sports and local news stories from Phelps County, as well as Bertrand Herald history archives. The newspaper began publication in 1888, and it's last edition was published December 27, 2018.

## Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### Week of 11/19:

#### **2x2**

Columbus Telegram – Corney Nadrchal (paper made \$325.00)

Friend Sentinel – Nichole Javorsky (paper made \$150.00)

Hickman Voice News – Wendy Doyle (3 ads) (paper made \$312.50)

#### **NCAN**

Loup City Sherman Co. Times – Sharon Cech (paper made \$112.50)

Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

### Week of 11/26:

#### **2x2**

Friend Sentinel – Nichole Javorsky (paper made \$150.00)

Hickman Voice News – Wendy Doyle (4 ads) (paper made \$900.00)

Norfolk Daily News – Lisa McGill (paper made \$162.50)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

#### **NCAN**

Kearney Hub – Becky Hilsabeck (paper made \$112.50)

Lexington Clipper-Herald – Carol Meyer (paper made \$112.50)

Loup City Times – Sharon Cech (paper made \$112.50)

### Week of 12/3:

#### **2x2**

Columbus Telegram – Cortney Nadrchal (paper made \$325.00)

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$142.50)

Loup City Times – Sharon Cech (NCAN Special Free Ad)

### Week of 12/10:

#### **2x2**

Friend Sentinel – Nichole Javorsky (paper made \$150.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

#### **NCAN**

Ainsworth Star-Journal – Kathy Worrell (paper made \$155.00)

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

### Week of 12/17:

#### **2x2**

Hickman Voice News – Wendy Doyle (2 ads) (paper made \$775.00)

#### **NCAN**

Ainsworth Star Journal – Kathy Worrell (paper made \$155.00)

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

### Week of 12/24:

#### **2x2**

Cambridge Clarion – Cody Gerlach (paper made \$162.50)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

#### **NCAN**

Ainsworth Star-Journal – Kathy Worrell (NCAN Special Free Ad)

### Week of 12/31:

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$162.50)

Cambridge Clarion – Cody Gerlach (paper made \$162.50)

Friend Sentinel – Nichole Javorsky (paper made \$150.00)

Kearney Hub – Katie Simmons (paper made \$325.00)

Lexington Clipper-Herald – Pat Hart Tysdal (paper made \$162.50)

Norfolk Daily News – Susan Raemakers (paper made \$162.50)

### Week of 1/7/19:

#### **2x2**

Blair Enterprise – Lynette Hansen (paper made \$150.00)

Grand Island Independent – Cheri Scow (paper made \$312.50)

Hickman Voice News – Wendy Doyle (3 ads) (paper made \$600.00)

#### **NCAN**

Broken Bow Chief – Renae Daniel (paper made \$142.50)

## Reminder: Dues Payments

- Please pay your NPA/NNA dues together on one check.

- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.

- Both go to different corporations and different banks. Thank you in advance for your cooperation.

Questions, contact Jenelle at 800-369-2850.

## Payment for Constitutional Amendments

- Payment for Constitutional Amendments that ran in October 2018 will be sent by NPAS when the Legislature approves the bill in 2019.

- We have submitted the necessary documents for payment. This timetable has not changed for 91 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2019.

- As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

*“Laughter and tears are both responses to frustration and exhaustion. I myself prefer to laugh, since there is less cleaning up to do afterward.”*

*- Kurt Vonnegut*



## Roger Tollefson named Scottsbluff Star-Herald publisher

*Jerry Purvis, Scottsbluff Star-Herald, Dec. 19, 2018*

Roger Tollefson, a 37-year veteran of the newspaper industry, has been named as the new publisher for the Scottsbluff Star-Herald, Gering Courier and Hemingford Ledger.

Tollefson has held the positions of general manager, circulation director and director of operations since joining the Star-Herald in 1991. Prior to the Star-Herald, he worked at newspapers in South Dakota, California and Utah.

A South Dakota native, he started delivering papers when he was 9 years old and all through high school. His many years as a newspaper carrier turned out to be the spark that got him into the business as a career.

While general manager was his main title at the Star-Herald, he has worked in all aspects of the newspaper's operation. Along the way, Tollefson received the National Award of Excellence for Community Affairs from the Newspaper Association of America, and also served on the association's Update Magazine Committee.

Tollefson replaces Greg Awtry, who retired as Star-Herald publisher on December 17, 2018.

## Former Nebraska publisher to be inducted into NE Chamber of Commerce Business Hall of Fame on Feb. 7

The Nebraska Chamber of Commerce & Industry will hold its 2019 Annual Meeting on February 7 at the Cornhusker Marriott in Lincoln, which is one of Nebraska's largest business gatherings of the year. The evening banquet will feature a distinguished group of business leaders and entrepreneurs who will be inducted into the Nebraska Business Hall of Fame.

One of those being honored at the February 7 event will be Jerry Huse (posthumously), longtime publisher of the Norfolk Daily News.

Jerry's great-grandfather founded one of the earliest newspapers in Nebraska in 1871, The Northern Nebraska Journal in Ponca. He purchased the Norfolk News in 1888 and Jerry's grandfather and father ran it until Jerry took over as publisher in 1956 at age 29. At the time, Jerry was the youngest publisher of a daily newspaper in Nebraska. He continued in the role of publisher for the following 56 years. The family ownership of the newspaper continues today. Jerry received the Nebraska Press Association's highest award, Master Editor-Publisher in 1997, and was inducted into the Nebraska Journalism Hall of Fame in 2004.

Established in 1992, the Chamber's Business Hall of Fame pays tribute to Nebraska's most accomplished business leaders and their contributions to our free enterprise system. Candidates are nominated by individuals from the business community, business associations and academia.

Others being inducted into the 2019 Business Hall of Fame are: Talton "Tal" Anderson, Baxter Auto Group, Omaha; Barry Kennedy, NE Chamber of Commerce & Industry, Lincoln; Phillip Mullin, Garner Industries, Lincoln; and Lou Rotella, Jr., Rotella's Italian Bakery, Omaha.

## Corn tab materials available for 2019

Here's a link to download a library of assets for your newspaper to use if you're planning to create a corn/agriculture tabloid in 2019.



**Click on this link to access the new corn tab materials:**

<https://spaces.hightail.com/space/57OyytgKor>

Each story is in its own folder, along with supporting photos and/or graphics that relate to that story. Suggested cutlines for photos have also been provided.

If you have any questions, please contact the NPA office.



# Coffee & Newspapers

One wakes you up  
One opens your eyes

#newspapersthive

# Classified Advertising Exchange

January 7, 2019

**SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES** - Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email [timothy.linscott1@gmail.com](mailto:timothy.linscott1@gmail.com).

**DIRECTOR OF SALES** - Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at [enterprisepub.biz](http://enterprisepub.biz). Our Director of Sales will be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, [crhoades@enterprisepub.com](mailto:crhoades@enterprisepub.com), Enterprise Media Group, Blair, NE.

**NEWSPAPER FOR SALE** - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email [scjslegals@gmail.com](mailto:scjslegals@gmail.com).

**MANAGING EDITOR - \$500 Sign-On Bonus:** The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

**NEWSPAPER FOR SALE** - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net).

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

**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 which 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.** Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).