

## Calendar of Events

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader Kirk**

Sales Manager  
email: [vk@nebpress.com](mailto:vk@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
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### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## **Weekly papers: Sign up for 2019 Summer Internship Scholarship Program**

### **Sign up deadline for papers is Feb. 15**

This is year three for the NPA Foundation's Summer Internship Scholarship Program. Six \$1,000 internship scholarships will be available to current Nebraska college students who successfully complete an eight-week summer internship program at a weekly newspaper in Nebraska.



The program is a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. The hope is that with this type of experience under their belts, former interns will become more involved in community journalism, either by working at or buying a Nebraska weekly, to continue the vital role newspapers play in our rural communities.

### **Program guidelines for participating weeklies:**

- **Deadline for weekly papers to sign up to participate is Friday, February 15.** Contact Susan Watson [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 800-369-2850.

- Newspapers that participated in the 2018 internship program can sign up for 2019. ***Students that participated as interns in the 2018 program are not eligible for the 2019.***

- The program is available only to students enrolled in a Nebraska college or university and majoring in journalism, communications or advertising/marketing. Interns can be involved in any aspect of journalism — reporting, photography, videography, graphic art/design, advertising/marketing or social media. Each employer will define the specifics of the job.

- ***Participating newspapers must agree to pay interns a living wage, a housing stipend, and provide on-site, hands-on experience at your newspaper.***

- Internships will take place summer of 2019; students must submit letters, resumes and work samples to NPA by March 15, 2019; *participating newspapers will then contact students directly to set up interviews, make offers, etc.*

- Once the internship is successfully completed, both the intern and the participating paper must submit close-out evaluations to NPA. Upon completion, the student will receive a \$1,000 scholarship from the Foundation (check sent to their school for deposit into student's account) to assist with the next semester's tuition.

## **NNA convention logo contest - you could win \$100!**

The NNA annual convention will be in Milwaukee, WI, October 3-5, 2019 and they are looking for graphic artists interested in creating a logo for their convention.

**NNA member and non-member newspapers are eligible to enter.**

The winner will receive \$100 and a free registration (\$400 value) to their 2019 NNA convention.

The theme for the 2019 NNA Convention & Trade Show is: *"Leading the Way in Our Communities."*

This theme will be used in marketing materials and in the convention program. *"Leading the way to increased revenue", "Leading the way with events",* and more. Feel free to come up with additional variations on this theme.

Be sure to incorporate "133rd NNA Annual Convention & Trade Show 2019" into your logo design. **Deadline for logo entries is February 28, 2019.**

**For contest details, go to:**

**<https://nna.formstack.com/forms/nnaologocontest>.** Direct questions to Lynne Lance at NNA, [lynne@nna.org](mailto:lynne@nna.org).

# OnePress News & Notes

## Dear Nebraska Press Association Members:

2019 marks the start of my seventh year working for the Nebraska Press Association and my second in the role of sales and marketing manager for OnePress, the advertising arm of the association. Before this, though, I was a reporter/page designer/photographer/jack of all trades for several daily and weekly newspapers in Nebraska and Oklahoma.

While my work is now focused on advertising sales and developing new business, I find you can take a reporter out of the newsroom ... but you can't take the newsroom out of the reporter-turned-sales manager.

So I'm excited to be able to use some column inches in the Bulletin to keep you updated on what's going on at OnePress.

## OnePress Certification

Following the OnePress certification meetings this fall, I'm excited about the direction the association and our member newspapers are going. With 49 newspapers becoming certified, I had the privilege of meeting with people, many of whom I've only interacted with over the phone or email. To a person, they're passionate about what their newspapers deliver to their communities and they're eager to learn more.

That's where Nebraska Press Association and OnePress come in — to provide assistance, education and revenue to the newspaper industry professionals in Nebraska.

Since these meetings, there have been newspapers placing customized ad buys on behalf of clients and selling 2x2 network ads in Nebraska and surrounding states. A really exciting example of this was being invited by Rob Dump and Peggy Year to present digital and print solutions to the Cedar County Fair Board in early January.

If you would like me to accompany you on a sales call or conference call with a prospect, I'm here to help. Please call me at 402-476-2851 or email [vk@nebpress.com](mailto:vk@nebpress.com) and we'll set it up.



## BY THE NUMBERS

A quick reference for  
2x2/2x4 network sales

**241K**

*subscribers statewide*

**483K**

*readers statewide*

**157**

*newspapers in network*

**\$4**

*CPM for statewide 2x2 ad buy*

## 2019 Marketing Trends: How Newspapers Can Use Them

I'm always learning, too, and recently sat in on a webinar hosted a Lincoln ad agency about 2019 marketing trends. Here are just two of the highlights I took away and some thoughts about how they can benefit you.

### Voice Search

It may seem like science fiction, but it's estimated that by 2020, 50% of all online queries will be voice searches. Now is the time to consider how this trend may work in your newspaper's favor. For example, there are already many media outlets with Alexa skills programmed that allow their subscribers to get Flash Briefings and news headlines through their home device. A quick search of the Alexa Skills page on Amazon shows who's already doing this. Perhaps your newspaper could be among them someday soon?

### Impact Marketing

Your newspaper may already be doing this: Impact marketing is finding ways to enhance the authenticity of your brand (your newspaper) by working with charitable organizations that align to your values. Do you have a Newspapers in Education program? Do you encourage your staff to volunteer in the community? Do you have a program you can offer at your local senior center to promote media literacy? These are just a few ways you can make your newspaper really shine and demonstrate its value to your community.

February 2019



## Former World-Herald publisher Kroeger buys Omaha ad agency

February 2, 2019

SKAR Advertising, a full-service advertising agency in Omaha, announced it has been purchased by Terry Kroeger, who was previously chairman and chief executive officer of BH Media Group and publisher of the Omaha World-Herald.



Effective with the purchase, Kroeger will become president and CEO of SKAR. One hundred percent of the firm's shares were sold by the Smith family and the SKAR partner group. The Smith family has had ownership in the firm since 1962, when Wayne Smith founded the agency as Smith Kaplan. All partners will remain with the company.

SKAR has built a reputation for creativity and results. In a recent article announcing Kroeger's purchase of the agency, Kroeger said his focus will be to build upon SKAR's success in advertising and incorporate that knowledge and talent into finding client solutions in other business areas.

Kroeger brings 33 years of management experience as well as hundreds of regional and national business and media contacts.

Kroeger currently serves as chairman of the Aksarben Foundation, is a member of the board of directors of the Associated Press, based in New York City, and is chairman of the News Media Alliance, the primary trade and lobbying association for the newspaper industry, headquartered in Washington, D.C.

## Norfolk Daily News publisher inducted posthumously into Nebraska Business Hall of Fame

Tyler Eisenbraun, Norfolk Daily News, Feb. 8, 2019

LINCOLN — The late Jerry Huse was inducted posthumously Thursday night, February 7, into the Nebraska Business Hall of Fame, honored for his lifelong commitment as a community advocate for Norfolk.

Huse, who served as the publisher of the Norfolk Daily News from 1956 until 2013, died in June 2018 at the age of 91.

The Nebraska Chamber of Commerce & Industry sponsors the Nebraska Business Hall of Fame in cooperation with the University of Nebraska-Lincoln's College of Business Administration. It recognizes Nebraska business leaders whose contribution to Nebraska's economy and business environment is deserving of public recognition. Huse was one of five individuals inducted into the hall of fame as part of a banquet Thursday night in Lincoln.

Talton "Tal" Anderson, founder of the Baxter Auto Group in Omaha, also was inducted posthumously. The other three inductees were Barry Kennedy, retired president of the Nebraska Chamber of Commerce and Industry; Philip Mullin of Garner Industries in Lincoln and Louis Rotella Jr., of Rotella's Italian Bakery of Omaha.

Bill Huse, who succeeded his father as publisher of the Daily News, accepted the award from Bryan Slone, the state chamber's president, along with his sister, Mary Beth Olsen. Gov. Pete Ricketts also was part of the induction ceremony.

An audience of more than 500 people heard Bill Huse offer words of appreciation and thanks for his father's honor. The announcement of his induction came before Huse's death last summer, which allowed him to be aware of it. Bill Huse especially shared his gratefulness to Lori Brummels, who had served as his father's executive assistant for almost four decades.



Photo courtesy of NE Chamber of Commerce & Industry

GOV. PETE RICKETTS (left) congratulates Mary Beth Olsen and Bill Huse after their father, Jerry Huse, was inducted posthumously into the Nebraska Business Hall of Fame at a banquet Thursday night in Lincoln. With them at right is Todd Foje, chairman of the board of directors of the Nebraska Chamber of Commerce and Industry, which sponsors the hall of fame.

In 1871, Jerry Huse's great-grandfather founded The Northern Nebraska Journal in Ponca, one of the earliest newspapers in Nebraska. He purchased the Norfolk News in 1888 and Huse's grandfather and father ran it until he took over as publisher in 1956 at age 29. At the time, he was the youngest publisher of a daily newspaper in Nebraska.

Jerry Huse, who continued in the role of publisher for the following 56 years, also is in the Nebraska Journalism Hall of Fame and has received the Nebraska Press Association's Master Editor-Publisher Award.

Huse believed a locally owned newspaper should be considered a trusteeship on behalf of the community and the area it serves. To that end, he and the Daily News have been a catalyst in the success of many community service and economic development projects.

## Zuegner named Endowed Chair in Journalism at Creighton University

*Creighton University News Center, Jan. 7, 2019*

Carol Zuegner, PhD, associate professor and department chair in Journalism, Media and Computing, has been named the inaugural holder of the Joella Cohen Endowed Chair in Journalism in Creighton University's College of Arts and Sciences. The appointment is for an initial period of three years, beginning Jan. 1, 2019, and ending Dec. 31, 2021.

Zuegner was named to the position in October, 2018, along with a second endowed chair, Catie Baker, PhD, the Clare Booth Luce Chair in Computer Science for JMC.

"Everyone you talk to says Journalism is dead," Zuegner said. "Journalism is not dead. It's different. It's going to keep changing and the graduates from Creighton are going to go out into that world ready for that change and willing to work for the changes."

As an undergraduate at Creighton, Zuegner took courses from professors including Dave Haberman and her father, the late Chuck Zuegner, both longtime staples of the University's journalism department. The emphasis then is much as it remains today - with an eye toward creating discerning, critical minds to report the news.

The chair's namesake, the late Joella Cohen, BS '48, was an Omaha native and an ardent supporter of the University. Cohen's estate established the chair to recognize a faculty member with a record of excellence in the teaching of journalism and in research or creative activity related to the field of journalism and media.

With a three-year term, Zuegner said she's eager to continue and initiate projects in the department that spur interest in journalism and digital media and hone the skills of students preparing to enter those fields. As one of three leaders of the University's Backpack Journalism program, which has produced award-winning documentaries from places like Alaska, Uganda, and the US-Mexico border, Zuegner hopes to continue putting a spotlight on how journalism can serve a crucial advocacy role.

*"I hear YouTube, Twitter and Facebook are merging to form a super Social Media site - YouTwitFace."*

- Conan O'Brien

## CALL FOR ENTRIES:

### ***Omaha World-Herald Community Service & Service to Agriculture Awards***

- *Prize amounts for each award: \$500 for DAILY winner and \$250 for each WEEKLY class winner.*
- ***Entries must be postmarked by March 8, 2019.*** (Submit in a 3-ring binder and mail to the NPA office).

***Contest guidelines/details  
attached to the Bulletin.***

## Call for NPA Awards nominations:

- **Outstanding Young Nebr Journalist**  
*(deadline 2/22/19)*
- **Harpst Leadership Nebraska**  
*(deadline 2/22/19)*
- **Golden Pica Pole**  
*(deadline 2/22/19)*

- **Nebraska Journalism Hall of Fame**  
*(deadline 3/15/19)*  
*Hall of Fame inductees announced late April or early May.*

**Nomination forms and guidelines are attached to the Bulletin.**

# Classified Advertising Exchange

February 11, 2019

**NEWSPAPER FOR SALE** - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

**GENERAL MANAGER - University of Nebraska-Lincoln**  
Directing the business affairs of the Daily Nebraskan (DN) through direct oversight of the daily business functions, product and information distribution and directly supervising the Director of Sales & Marketing. This also involves cooperating and collaborating with the student editor and student editorial staff. Essential functions are providing financial accountability, fiscal responsibility and long-range planning along with marketing the Daily Nebraskan to the Lincoln community. View <https://employment.unl.edu/postings/62655> for additional details and to apply. Criminal history background check will be conducted. Excellent benefits including staff/dependent scholarship program. The University of Nebraska-Lincoln is an EO/AA employer and encourages minorities, women, veterans, and individuals with disabilities to apply. **Application deadline 2/18/19.**

**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 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).

**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; Call for Nominations: 2019 NPA Awards guidelines & nomination forms.; Call for Entries: Omaha-World Herald Community Service & Service to Ag Awards flyer; (NPA Convention) Kearney Holiday Inn Convention Center flyer.

**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).



## HOLIDAY INN HOTEL & CONVENTION CENTER KEARNEY, NEBRASKA... "Where You're Always Welcome!"



**Holiday Inn**

The Holiday Inn® Kearney features a full-service restaurant and lounge. With amenities like free shuttle service within city limits, an on-site fitness center with weights and cardio equipment and a video game room for kids, it's easy to see why we're the first choice in Kearney's finest lodging facilities.



### Hotel Features

- Complimentary Wi-Fi
- Complimentary Business Center with Print & Fax Services
- HD Flat Screen TVs with DVD Players
- Complimentary DVD Library
- Microwaves & Refrigerators in Every Room
- Indoor Water Center with Two Adult Slides, Children's Slides & Whirlpool
- Video Game Room
- Complimentary Fitness Center
- All Non-Smoking Rooms
- Gift Shop
- Convention & Meetings Space for up to 700 people.



**IHG** Rewards Club

MORE ►





**2019**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

Entries must be postmarked by March 8, 2019.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

**2019**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Entries must be postmarked by March 8, 2019.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.





# OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

## NEBRASKA PRESS ASSOCIATION



### PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award -- administered by the Nebraska Press Association and the Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent. The award includes a plaque, \$500 cash stipend and recognition at the NPA's annual convention.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.

**One winner and runner-up from all weekly and daily entries will be recognized each year.**

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

A panel of judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

### NOMINATION GUIDELINES

1. The young journalist, or his or her editor or publisher, may submit entry nominations. The nominating newspaper, publisher or executives must be members of the Nebraska Press Association.
2. Nominees must submit six examples of their work product (published within the previous 2 years) along with a statement from their editor or publisher, as well as a statement from a person of the nominee's choice attesting to his or her qualifications.
3. Each entry must include a statement of no fewer than 150 words, written by the nominee, telling of his or her journalistic goals. This statement must be included with all other entry materials. The nominee must also submit a photo copy of their Nebraska driver's license.
4. All entries should be sent in a 9x12 envelope to the NPA office in Lincoln (address below). The envelope should be clearly labeled "Outstanding Young Nebraska Journalist Award."
5. If entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of nominees, may be used for education or instructional purposes by NPA/NPAS.
6. Winners will give permission to NPA to have their work published in the contest online or print publications produced for conventions or shown during any photo galleries, videos or presentations.
7. **The deadline for nomination submissions is February 22, 2019.**
8. Information, instructions, guidelines and inquiries will be available from the NPA/NPAS office located at 845 "S" St., Lincoln NE 68508. You can also contact them directly at 800-369-2850, or 402-476-2851. The email address is [nebpress@nebpress.com](mailto:nebpress@nebpress.com). More information can be found at [www.nebpress.com](http://www.nebpress.com).

**Nomination submissions must be received  
at the NPA office by February 22, 2019!**



# THE LEADERSHIP NEBRASKA AWARD

## Nebraska Press Association



**AWARD PROMOTES LEADERSHIP:** With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

**Deadline for submission of nominees must be received by the NPA office no later than February 22, 2019.**

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

### THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

### PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders".

### AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- \*photo essay
- \*editorial or series of editorials
- \*news articles
- \*feature story or stories
- \*promotional activities
- \*reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels".

### NOMINATION GUIDELINES

- 1. Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
- 2. Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
- 3. No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
- 4. Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
- 5. Any Nebraska Press Association member can submit a nomination.**
- 6. Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
- 7. No entry fee shall be required.**

### JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

### AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought "The Indianola Reporter" in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a "note and a prayer"! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

**Submission of nominees must be received  
in the NPA office by February 22, 2019.**



# Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)

## Nomination Form



Name of nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Current Mailing address of nominee: \_\_\_\_\_  
\_\_\_\_\_

Number of years employed in newspaper business: \_\_\_\_\_

Locations Worked:

No. of Years:

Locations Worked:	No. of Years:
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where presently employed? \_\_\_\_\_

Present job title: \_\_\_\_\_

Nomination submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_

Return this form no later than February 22, 2019 to:



Nebraska Press Association  
Attn: Susan Watson  
845 "S" Street, Lincoln, NE 68508-1226  
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942  
e-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)





# Nebraska Journalism Hall of Fame

Deadline for nominations is March 15, 2019.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor. **Here are the rules:**

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

#### **Other considerations of importance:**

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the

University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Previous inductees include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2019

**Send nominations to:**  
**Susan Watson, Nebraska Press**  
**Association, 845 "S" St., Lincoln,**  
**NE 68508**

**Nominations must be received by March 15, 2019.**  
*(Hall of Fame inductees will be announced in late April or early May.)*