

**Bulletin**  
Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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NEBRASKA PRESS ASSOCIATION

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## **Former Pierce County Leader publisher dies**

Donald "Don" Zimmer, former Pierce County Leader publisher died June 23, 2019, at Heritage of Bel Air Nursing Home in Norfolk at the age of 95.

Memorial services for Zimmer were held June 27 at Zion Lutheran Church in Pierce. Inurnment at Prospect View Cemetery, rural Pierce. Military rites were conducted by the Pierce Tomek-Otto Post 72 American Legion, American Legion Riders, and the United States Army Honors Guard.

Zimmer began working at the Leader when he was still in high school. He served in the U.S. Army during World War II and then returned to Pierce and his job at the Leader. Zimmer, and his cousin Bob Zimmer worked together at the Leader for 41 years, at first under publishers Edgar and Alice Cox, and then publishers Bill and Norinda "Kreg" Cox. The Zimmers became publishers and editors in 1972 following the death of Bill Cox. They sold the paper to Les and Randee Falter in 1985, and Don Zimmer retired at that time. Bob Zimmer continued to work at the Leader until 1993.

Don Zimmer spent his retirement years in Pierce, continuing to support the community he cared for.

He is survived by his wife of 72 years, Millie of Norfolk; son Gary (Mary) Zimmer of Pierce; daughter Sheryl (Paul) Buss of Pierce and their families. Condolences may be expressed to the family online at [www.stonacekfuneralchapel.com](http://www.stonacekfuneralchapel.com).

## **Nebraska Press Association accepting applications for NPA Executive Director position:**

The Nebraska Press Association, a member-driven trade association representing all of the daily and weekly newspapers in the state, is seeking its next Executive Director to succeed Allen Beermann, longtime Executive Director, who is retiring.

- The Executive Director will lead the NPA and its affiliated organizations, OnePress (dba, Nebraska Press Advertising Service) and the Nebraska Press Association Foundation. The advertising service is a non-profit newspaper and digital sales, planning and placement organization, while the foundation is a charitable entity serving the interests of the newspaper industry and its partners with a focus on education. The Executive Director reports to the boards of those three entities.
- The successful candidate will have a minimum of a bachelor's degree with extensive experience in sales, leadership and management. A newspaper industry background will be considered a strong plus.
- The next Executive Director must be capable of working on multiple tasks at the same time, be a consensus builder, have strong written and oral communication skills, and possess organizational, team-building and time management skills.
- Strong financial acumen and familiarity with financial reporting in the non-profit sector and an ability to set and meet budget targets are a must.
- An interest in and willingness to help lead the association's legislative efforts, including lobbying, and building coalitions are key components of the executive director's responsibilities.

**For more information, or to apply for this position, email: [exdir@nebpress.com](mailto:exdir@nebpress.com).**

# University of Nebraska students begin flood serviship projects

By Melissa Lee, Director of Communications, University of Nebraska, June 27, 2019

From documenting damage to roads and bridges to organizing a thank-you event for volunteers who cleaned up local fairgrounds, from developing multi-lingual disaster recovery materials to assisting with landscape design and GPS mapping, University of Nebraska students have begun working in communities across the state through a new summer serviship program created in the wake of this year's devastating flooding.



Twenty-four NU students, representing the University of Nebraska-Lincoln, University of Nebraska at Kearney and University of Nebraska at Omaha, are beginning serviships in 14 communities, with more students being placed on an ongoing basis as the university matches students' skills with local needs.

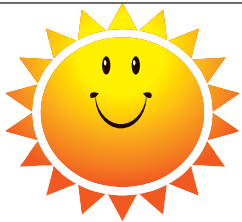
An additional group of eight students from the University of Nebraska-Lincoln's College of Journalism and Mass Communications is traveling across the state to share stories of the flooding's impact and document recovery efforts.

"Our commitment to Nebraskans from the beginning has been that the University of Nebraska will be a partner for as long as it takes for our state to rebuild," said Chuck Hibberd, dean and director of Nebraska Extension, which is coordinating the NU system's flood response efforts together with a university-wide team of experts. "Our students have a wealth of knowledge and an eagerness to serve. The flood serviship program is a perfect opportunity for them to gain real-world experience in meeting the needs of our communities."

"We're proud of our students for stepping up, and we're excited to have projects underway that will help Nebraska on the long road to recovery."

Read the entire article at:

<https://ianrnews.unl.edu/nebraska-students-begin-flood-serviship-projects>



## EARLY DEADLINES!!!

Since I will be out of the office August 7-9 for computer training, the following early deadlines will apply. **These deadlines are firm. Late Network ads will not be accepted & cannot be sent out. Thanks!**

### 2x2 Display Network Ads

Ads running the Week of 8/12/19

**Deadline is 4:00 p.m. on Monday, 8/5/19.** Ads will be sent out on Tuesday, 8/6/19.

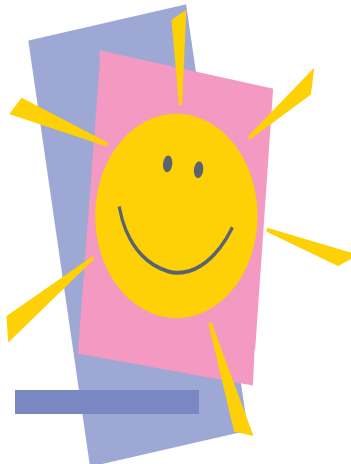
### Statewide Classified Network:

Ads running the Week of 8/12/19

**Deadline is 10:00 a.m. on Tuesday, 8/6/19.** Ads will be sent out on Tuesday, 8/6/19.

Any Questions? Contact:

Carolyn Bowman  
Nebraska Press/OnePress  
845 "S" Street  
Lincoln, NE 68508  
800-369-2850  
cb@nebpress.com



## A second 'Adobe Extravaganza' webinar scheduled for July 18!

**Hosted by NewspaperAcademy.com**

**Leader: Kevin Slimp**

**Thursday, July 18, 2019**

**10:00 - 11:40 a.m. CST**

**Cost: \$69.00**

The June Extravaganza was such a great time, Kevin has added another 100 minutes of tools and tips to make you an even greater Adobe guru.

**Kevin will offer advanced tips in InDesign, Acrobat and Photoshop to take your design skills to the next level.** Imagine...another 100 minutes with Kevin Slimp. You don't want to miss this.

### A few of the topics Kevin will cover include:

- Creating and Working with Tables in InDesign (switching first/last name, etc)
- More about Scripts and How to Use Them
- Data-Merge in InDesign
- Advanced Photo Editing Techniques
- Embedding Cutlines/Captions into Photo in Photoshop that work with InDesign
- Dealing with 4-Color Text and Other Problems in PDF Files

The June webinar lasted 110 minutes and it could have gone on all day. Don't miss this chance to further your skills and become an Adobe software guru. **For more information on the July 18 webinar, go to: <http://msb.press/extrapart2>.**



# Former Creighton University journalism professor, Omaha World-Herald reporter receives national recognition

Natl. Federation of Press Women Release, June 28, 2019

Eileen Wirth of Omaha has received the 2019 Communicator of Achievement Award from the National Federation of Press Women (NFPW). This prestigious award has been given for 62 years.



Wirth received the award during the organization's annual conference, held this year in Baton Rouge, La. Now in its 82nd year, NFPW is a nationwide organization of professional women and men pursuing careers across the spectrum of journalism and communications.

The Communicator of Achievement award is the highest honor bestowed by NFPW upon those members who have distinguished themselves within and beyond their field. The recipient, chosen from nominees selected by state affiliates from around the country, is recognized for exceptional achievement in the communications field, as well as service to NFPW and to the community.

Wirth, a member of the Nebraska Press Women, is a retired professor of journalism and mass communication at Creighton University. She became the first woman chair of Creighton's journalism department in 1998. During her tenure, Wirth enlarged the department, bringing graphic design and computer science together with journalism, advertising, public relations, photography, video and new media.

Before joining the university, Wirth was one of the first female news reporters at the Omaha World-Herald, then became the first woman in public relations management at the Union Pacific Railroad. Wirth said she didn't set out to break barriers in her career. All she wanted at the beginning was to be a hard news reporter for the state's largest newspaper. Wirth also co-authored eight books and scores of articles. Most prominent among her books is *From Society Page to Front Page: Nebraska Women in Journalism*, published in 2013.

In addition to professional achievement, the Communicator of Achievement Award recognizes service to the community and to the National Federation of Press Women. Wirth was a staunch, early supporter of the Nebraska Women Journalists Hall of Fame and continues to write and advocate for strong, independent journalism.

She now volunteers as a trustee for the Nebraska State Historical Society, helping rebrand the group as History Nebraska.

Wirth served Nebraska Press Women in various capacities and won multiple awards in the NFPW Communications Contest as a World-Herald reporter.

Runner-up in the Communicator of Achievement competition was Verna Gates of Birmingham, Ala., an active member of Alabama Professional Communicators. A longtime journalist who was one of the original 50 employees of CNN, Gates is also a nationally known folklorist and travel writer.



## National Press Foundation offering all-expenses-paid fellowships to Innovations in Food and Agriculture training program, Sept. 15-18, in St. Louis

From tariffs to technology, journalists will learn the latest developments in food and agriculture at this National Press Foundation training program.



Over four days, reporters will be immersed in gene editing and GMOs, high-tech agriculture, implementations of the 2018 farm bill, food waste and hunger, organic farming practices and more.

**The all-expenses-paid fellowship covers airfare, ground transportation, hotel costs and most meals. Application deadline is July 16, 2019.**

**For program details and fellowship application form, go to <https://nationalpress.org/> (at top of the home page.)**

## NSAA 2019-20 Media Manual, Credential Request Form available

All updated media forms, including the NSAA Media Credential Request Form, are now available on the media page of their website, <https://nsaahome.org/media-info/>.

NSAA will review and process credential requests as they receive them, so media is encouraged to begin applying now. **Credential Request Forms should be returned to Alicia McCoy in the NSAA office at [amccoy@nsaahome.org](mailto:amccoy@nsaahome.org).**

Also, the updated (NSAA) Nebraska School Activities Association's 2019-20 Media Manual is now available on the media page of their website, <https://nsaahome.org/media-info/>. There are no rate increases for broadcast rights fees (audio, tape-delay, or live video) for the 2019-20 year. Both the audio and video rate cards remain unchanged from the previous year.

**NSAA's Media Meet & Greet is Friday, August 9, in Lincoln. It's important that our newspapers are well represented at this event.**



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

### 2017 NSAA MEDIA MEET & GREET

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Breakfast will be provided for attendees!

TIME: 9:00 am – 9:30 am – Credential Pick-Up & Breakfast

9:30 am – 11:00 am – Discussion

DATE: Thursday, August 17<sup>TH</sup>, 2017

PLACE: NSAA Media Room, 500 Charleston St

PLEASE RSVP with attendee names by Monday, August 14<sup>th</sup>:

[amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

## Keep us in the loop!

**Notify the NPA office if you have changes:**

- New email address(es)
- New phone number(s)
- Staff changes (publishers, managers, editors, advertising contacts)
  - Advertising/color rate changes
  - Change of publication day
  - Newspaper format changes
- New mailing or delivery address

**Thank you!**

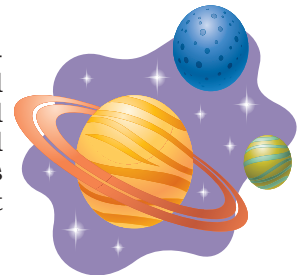
*"You can't go back and change the beginning, but you can start where you are and change the ending."*  
- Anonymous

## April 2019 board, business meeting minutes available

Minutes from the NPA and OnePress board meetings (April 4) and business meetings (April 5) are available to NPA members. To request a copy of the minutes, contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

## New feature page available from Newspaper Fun: "NASA - The U.S. Space Program"

Newspaper Fun is a weekly, flexible-format activity page with original puzzles, cartoons and games – all with an underlying educational framework that encourages reading. It's aimed at kids, but adults enjoy it just as much.



Their newest feature page - "NASA - The U.S. Space Program" - is now available for instant download in PDF format at <https://www.newspaperfun.com>. This edition explores the NASA story, from its formation to today's missions.

Their special full-color MOON LANDING Anniversary edition (for week of July 14), is available free to all newspapers at: <https://www.newspaperfun.com/sweetheart>

\* If you're buying a single feature page (or subscription) for the first time, please create an account at <https://www.newspaperfun.com/new.php>, then purchase through PayPal.

\* If you already have an account, sign in as you normally do on the home page.

\* **VIEW PRICE CHART:** <https://www.newspaperfun.com/subscribe.php>

\* **SEE WHAT'S AHEAD:** [https://www.newspaperfun.com/upcoming\\_themes](https://www.newspaperfun.com/upcoming_themes)

For more information, or to request a sample of their feature, contact Ann and Ernie Mills, Newspaper Fun, 860-693-8766 (Canton, CT), [www.newspaperfun.com](http://www.newspaperfun.com).

# Classified Advertising Exchange

July 8, 2019

**PRESS WANTED:** Looking for a Printmaster Press (two-color) in good condition. Please send pictures, videos, information, pricing, location of press to: Emanuel Printing, Attn: Chris Zavadil, 130 N. Main Street, Fremont, NE 68025. PH: 402-721-4421, Email: [epbusiness@neb.rr.com](mailto:epbusiness@neb.rr.com)

**EDITOR:** The Norfolk Daily News – an independent, family-owned news organization serving the northeast quarter of Nebraska – is seeking an editor to guide its approximately 15-person newsroom and play a key role on its leadership team. The Daily News, which has been owned by the same family for more than 125 years, is known for its commitment to community advocacy and a conservative worldview, and is seeking an editor who embraces those foundational pillars. The Daily News publishes not only a six-day-a-week afternoon newspaper, but also a variety of digital products that continue to grow in scope. Its next editor will have a track record of journalistic excellence and a broad knowledge of the issues, challenges and opportunities in the evolving world of community journalism. The Daily News is seeking an individual who is equally comfortable in meeting with high-ranking elected officials as well as individual subscribers. The editor will especially be knowledgeable and excited about the digital side of journalism and how best to distribute content to effectively reach Nebraskans of all ages. If interested please contact Bill Huse at [whuse1@gmail.com](mailto:whuse1@gmail.com).

**REPORTER:** Do you enjoy writing? Do you like talking to people? Feature and general assignment reporter, full or part-time. Apply in person at the Albion News, 328 W. Church St., Albion. Experience helpful, but will train. Come and be a part of our award-winning newspaper team! Albion News, Petersburg Press, St. Edward Advance.

**REPORTER:** The Scottsbluff Star-Herald, named Nebraska's top daily newspaper in 2019, seeks a self-driven reporter interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The right candidate should be willing to uncover hard-hitting stories and hometown features. Send cover letter, resume and clips to [brad.staman@starherald.com](mailto:brad.staman@starherald.com).

**ACCOUNT ASSOCIATE:** Are you outgoing? Self-motivated? Organized, goal oriented, and possess good people skills? The the Custer County Chief in Broken Bow would like you to join our team! We offer salary, commissions, and company benefits. Must have a valid drivers license and reliable transportation. We are the Hometown Newspaper for Broken Bow, Custer County and Central Nebraska. Send resume and references to: Donnis Hueftle-Bullock, General Manager, [generalmanager@custercountychief.com](mailto:generalmanager@custercountychief.com).

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

## NEBRASKA PRESS ADVERTISING SERVICE, INC.

845 "S" Street  
LINCOLN, NEBRASKA  
68508-1226

**NPAS MAILING LABELS AVAILABLE FOR MEMBER NEWSPAPERS** - If you'd like a pad of these 2 1/2" x 5" mailing labels (to use when sending your papers to the NPA office each week, please contact Susan Watson, NPA office, at [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or 800-369-2850.

**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).