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## **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.

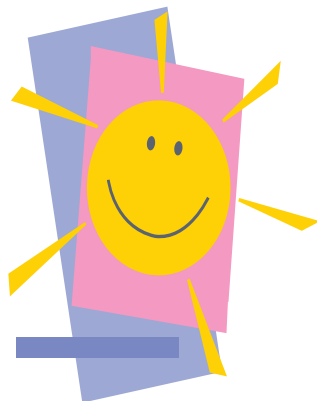
### **Statewide Classified Network:**

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  
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## **Longtime Nebraska newspaper columnist, Joan Burney, dies at 90**

Nebraska native, Joan Burney, died July 13, 2019, at Country House in Lincoln, at the age of 90.



Funeral services were held July 19 at Holy Trinity Catholic Church in Hartington, with burial at St. Michael's Cemetery in Hartington. Arrangements by Wintz Funeral Home in Hartington. A Celebration of Life gathering will be scheduled in Lincoln later this year. Memorials may be directed to the Joan Burney Scholarship Fund through the Hartington Community Foundation.

Born in Walthill, NE, Joan moved to Hartington with her family in 1934, and in 1947, she married Howard Keith "Kip" Burney and they settled on a cattle farm near Hartington where they raised six children.

Late in life, Joan began her 40-year career as a columnist at the Hartington Cedar Co. News, after her six children were all in school. Soon, several other newspapers began publishing her columns, including the Sioux City Journal, Norfolk Daily News and Omaha World-Herald. She later became an author and motivational speaker, compiling a three-book series of her columns, co-authoring two books on sharing faith with children, and traveling across the country for speaking engagements. As a 38-year-old mother, she returned to college and earned both bachelor's and master's degrees.

She remained a Hartington resident until she was in her 80s, then moved to Lincoln to live with her daughter, Juli.

Over the course of her career, Joan received many honors and awards. In 1991, she was named Nebraska Mother of the Year. Later that same year, she was named National Mother of the Year. In 1993 she was named National Federation of Press Women's National Communicator of Achievement, and in 1995 she earned the Hartington Community Service Award. In 1999 she was named Nebraskan of the Year by the Lincoln Rotary, and in 2000, she became an Admiral in the Nebraska Navy, an honor bestowed by Governor Mike Johanns. In 2015, she was inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame.

Joan is survived by six children and their spouses. She was preceded in death by her husband, Howard Keith Burney, and an infant son.

## **Credit card payments now accepted for network ad orders**

Member newspapers selling 2x2/2x4 or classified network ads may now pre-pay for those ads with a credit card (MC or VS). A 5% processing fee will be applied to network ad payments. **For more information, contact**

**Violet Kirk, [vk@nebpress.com](mailto:vk@nebpress.com).**

## UNL to host free Google Tools training

The University of Nebraska-Lincoln College of Journalism and Mass Communications will host a Google Tools training on Friday, Aug. 30, from 8 a.m. to 2:30 p.m. in the Nebraska Union Auditorium. **The training is free and open to the public. Registration is required.** Feel free to attend any part or all of the training. People will be coming and going all day.



To improve research, news gathering, reporting, storytelling, market analysis and creative projects, the training will cover how to use a variety of Google tools, including:

- Google Trends
- Google Scholar
- Google My Maps
- Google Flourish Studio
- Google Earth Pro
- Google Earth Engine
- Google Earth Studio

Anyone can attend and no need to sign up. And please feel free to spread the word to any area universities, newsrooms, etc.

**Attendees should bring a laptop and do the following prior to the session:**

1. Google Earth Pro (download the link on the right side of the page, Earth Pro for Desktop): <https://www.google.com/earth/versions/#download-pro>
2. Download Tabula for scraping PDFs (Windows or Mac, buttons on left side): <https://tabula.technology/>
3. Download the Google Chrome Scraper Extension: <http://mnmldave.github.io/scraper/>
4. Have these links open on your Chrome browser when we start the second session: <http://bit.ly/spjdatascrape>, <http://bit.ly/spjresources>, <http://bit.ly/googleflourish>
5. Go to Google Flourish and set up a free account: <http://flourish.studio>
6. Follow @jourtoolbox on Twitter

The training will be led by Mike Reilly, a CoJMC alum and digital trainer for the Society of Professional Journalists.

Reilly has taught Google News Initiative tools to more than 4,000 journalists and educators in the past 2.5 years. When he's not on the road doing trainings, he teaches data and multimedia journalism at the University of Illinois-Chicago, where he is a visiting professor.

A former reporter at the LA Times and web editor at the Chicago Tribune, Mike served for 13 years as a faculty member at Northwestern, Arizona State University and DePaul University, teaching digital journalism to hundreds of students and professional journalists. He holds journalism degrees from the University of Nebraska-Lincoln (undergrad) and Northwestern University (masters).



Mike founded and updates the research site The Journalist's Toolbox (<https://www.journaliststoolbox.org/>) for the Society of Professional Journalists and runs the Chicago data site, The Red Line Project ([www.redlineproject.org](http://www.redlineproject.org)).

**For additional information and to register, go to <https://journalism.unl.edu/google-tools-training>.** For questions, contact Gary Kebbel at [garykebbel@unl.edu](mailto:garykebbel@unl.edu).

**The schedule for the August 30 Google Tools training is attached to the Bulletin.**



## 58th NNA Congressional Action Team Summit, March 19, 2020, in D.C.

The National Newspaper Association's Congressional Summit and Fellows program is back on for 2020 in Washington, D.C.

This important NNA government relations advocacy event demonstrates to Congress and the White House that community newspapers matter.

There was no Summit in 2019 so NNA could put their resources into the ITC tariff hearing. The NNA board of directors have also implemented new changes to make the Summit more affordable to attend. Registration will be available in early October, after the NNA convention (Oct. 3-5 in Milwaukee).



# How writers can do better

By Ed Henninger, Newspaper Design Consultant



*As many of you know by now, I'll be retiring at the end of this year...perhaps sooner. I've been consulting since June, 1989. Thirty years is a long time and I'm already shifting my full attention to Julia, family, grandkids and guitar.*

*Over for the next few months, I'm offering some of my best columns from the past few years. This one focuses on advice to writers.*

I have often stated—both on my blog and during presentations—that I am not a friend of writers. I am a friend of readers.

Years ago, during a workshop I gave for a client, a reporter blurted out: “But we’re in the business of writing.”

“No, we are not,” I said, slowly and carefully mouthing each word to make my position clear. “We are in the business of bringing meaning to readers’ lives.”

Now, that wasn’t my statement. It’s actually the single most important sentence in “On Writing Well,” by William Zinsser. I recommend Zinsser’s book time and again—and many of those who have taken my advice and read it have thanked me for it.

We are in the business of bringing meaning to readers’ lives. But just how do we do that? Here are some points I’d share with those who write for newspapers:

**DO A STORY LINE.** Write the gist of your story in one line (or less) across the screen of your computer. That one line will help you stay on topic as you write. If you can’t put it into one sentence, then you’re going to struggle.

**BE BRIEF.** You may think your story has to be long for it to be complete. Nope. It has to be as brief as possible. Why? Because readers will see that your article goes on... and on...and on...and they will stop reading (if they ever start). They will decide they don’t have time to read your entire piece. If you can’t be brief...

**BREAK IT UP.** Find ways to cut your story into pieces that make it easier to follow, easier to read. If, for example, you have a story about five people running for office, it’s much better to run a package of five separate stories—one on each of the candidates—than one long piece on all of them.

**BE CLEAR.** Throw the jargon in the junk bin. Just what is a “feasibility study,” really? And what does “ubiquitous” mean? If it’s something your 12-year-old daughter doesn’t understand, odds are your reader won’t, either.

**PUT THE BIG STUFF FIRST.** Readers want to know what your story is all about—without having to wade through several paragraphs to read it. So put the important points first. Save the less important material and the background paragraphs for later in the story.

**USE QUOTES.** I recall hearing time and again the maxim: “Quotes write the story for you.” That’s true. Also, quotes bring a humanity and credibility to the story.

**USE INFOBOXES.** A newsroom quip that goes w-a-a-a-y back suggests: “Never let the facts get in the way of a good story.” That’s exactly what an infobox can do for you. Use the infobox to list the cold, hard facts wherever possible, saving the text for narrative, quotes and overview.

**USE BY-THE-NUMBERS BOXES.** Like infoboxes, by-the-numbers boxes can help you clear the story of details that get in the way of the narrative. And they often serve as a great hook to get readers into your story.

**WRITE FOR YOUR READER.** Remember who your boss is. Your boss is not your editor. Your boss is not your publisher. Your boss is not your source. Your boss is... your reader.

I could spend hours talking with reporters and writers. I respect who they are and I respect how hard they work. But I really want to share with them that they need to pay less attention to how they write—and more attention to how readers read.

**ED HENNINGER** is an independent newspaper consultant and the Director of Henninger Consulting. E-mail: [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com). Phone: 803-325-5252.



**NEWSPAPERS**  
*Leading the Way* IN OUR COMMUNITIES  
Annual Convention & Trade Show | MKE | Oct 3-5, 2019

NNA’s 133rd Annual Convention and Trade Show, held at The Pfister Hotel in downtown Milwaukee, Wisconsin, will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

Your full convention registration includes four general sessions, five sets of round table discussion sessions, an exhibit hall with more than 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment.

**For convention agenda, details and registration, go to: <http://www.nnaweb.org/convention>**

# Classified Advertising Exchange

July 22, 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:** 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).

**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.

**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, Google Tools Training Schedule, 2019 Husker Football Parking Agreement.

**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).

# 2019 Husker Football NPA Parking Agreement

**YES, I'd like to sign up for one Husker  
football season (home game) parking  
stall:**

\_\_\_\_\_ **COVERED** stall (*located in Pinnacle  
Bank Arena West Garage*)

**I understand all parking stalls are on a first-come  
basis and my completed parking agreement, along  
with a suggested donation of \$120.00 (check),  
must be received by the NPA office for a stall to be  
considered reserved.**

*(parking permit & parking map will be provided  
prior to first home game)*

**NAME:** \_\_\_\_\_  
*(Please print)*

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

**MY CHECK FOR \$120.00 IS ATTACHED:** \_\_\_\_\_  
*(Make payable to NPA Foundation; tax deductible donation)*

**PHONE #:** \_\_\_\_\_  
*(Best # to reach you on game days, if necessary)*

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



**(402) 476-2851**  
**(800) 369-2850 (NE only)**

**FAX: (402) 476-2942**  
**845 "S" St. | Lincoln NE 68508**

**Nebraska Press Association**

## **UNL Google Training Schedule**

<b><u>8 - 9:15 a.m.</u></b>	<b><u>Introductions, Google Scholar as a reporting tool, Google Trends, verification tools</u></b>
<b><u>9:25 - 11:15 a.m.</u></b>	<b><u>Hands-on data scraping and data viz:</u></b> <ul style="list-style-type: none"><li>• <b><u>Data scraping with Google Sheets</u></b></li><li>• <b><u>Scraping .PDFs with Tabula</u></b></li><li>• <b><u>Google MyMaps and what makes a good interactive map</u></b></li><li>• <b><u>Google Flourish line chart and horserace chart</u></b></li><li>• <b><u>Carto.com and other mapping tools</u></b></li></ul>
<b><u>11:15 - 12:15 p.m.</u></b>	<b><u>Break</u></b>
<b><u>12:15 p.m.-1 p.m.</u></b>	<b><u>Mobile reporting applications and immersive storytelling.</u></b>
<b><u>1:15-2:15 p.m.</u></b>	<b><u>Google Earth Pro, Earth Engine, Earth Studio and Google Earth measure tool</u></b>

## **Bio**

### **Mike Reilley**

Mike is an SPJ digital trainer who has taught Google News Initiative tools to more than 5,100 journalists and educators in the past three years. He also is co-founder of and trainer in the MediaShift Training Network and the founder of Penny Press Digital LLC, a consulting and training company.

When he's not on the road doing trainings, he teaches data and multimedia journalism at the University of Illinois-Chicago, where he is a visiting professor. A former reporter at the LA Times and web editor at the Chicago Tribune, Mike served for 13 years as a faculty member at Northwestern, Arizona State University and DePaul University, teaching digital journalism to hundreds of students and professional journalists. He holds journalism degrees from the University of Nebraska-Lincoln (undergrad) and Northwestern University (masters). Mike founded and updates the research site The Journalist's Toolbox ([journaliststoolbox.org](http://journaliststoolbox.org)) for SPJ and runs the Chicago data site, The Red Line Project ([redlineproject.org](http://redlineproject.org)).

**Twitter:** @journtoolbox | **Email:** [mikereilley1@gmail.com](mailto:mikereilley1@gmail.com)

### **Program description**

#### **Google Tools and More for Your Classrooms and Newsrooms**

Learn about all of the free Google tools that can help your newsroom build interactive charts, maps, visualizations and more. This is a hands-on workshop, so be sure to bring your laptop and smartphone.

Tools we'll cover: Google Flourish, Google Dataset Search, Google Trends, MyMaps, Google Earth Studio, Earth Pro, Earth Engine Timelapse, Google Scholar, data scraping with Google Sheets and Tabula (scraping .PDFs). Also: Google Image Search/verification tools.