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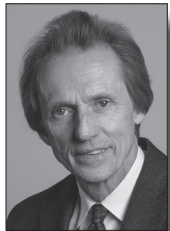
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UNL journalism professor to receive 2019 Sower Award



Humanities Nebraska has announced that Joe Starita of Lincoln will receive the 2019 Sower Award in the Humanities. The longtime UNL journalism professor and author will be honored on October 24 at Omaha's Holland Performing Arts Center, immediately preceding the 24th Annual Governor's Lecture in the Humanities featuring historian Dwight David Eisenhower II. The Sower Award is presented annually to an individual who has made "a significant contribution to public understanding of the humanities in Nebraska."

Earlier in his career, Starita worked as an investigative reporter for the Miami Herald. There he was a finalist for a Pulitzer Prize in local reporting when he exposed corruption in local government. He has written three award-winning books that explore the historic role of Native Americans, showcasing their courage in the face of racial prejudice. All profits from his books go to a scholarship fund that enables Nebraska Native American students to attend accredited universities.

As a college professor, Starita inspires students to use journalism to expose prejudice and effect change. Students in his in-depth reporting class who wrote about the troubles in Whiteclay, NE, became the first college students to win the Robert F. Kennedy Humanities Foundation Grand Prize in 2017.

For details about the October 24 event in Omaha, go to www.HumanitiesNebraska.org.

Husker Football Home Game Parking Available



The NPA/NPAS Boards of Directors voted at their summer (June) meeting to again lease our parking lot to the University of Nebraska through IMG Sports Marketing, for each of the seven (7) 2019 Husker home games, to be used for "under the tent" private tailgate parties. (NPAS received \$24,000 again this year from IMG for the parking lot lease). In exchange, NPA/NPAS will receive 32 covered season parking stalls, located in the Pinnacle Bank Arena West Garage. The covered stalls are a block and a half west of the NPA office.

- **Parking spaces are on a first-come basis.**
- **Cost for 2019 parking is a suggested donation of \$120.00, made payable to the NPA Foundation** (tax deductible), as voted on by the NPA/NPAS Boards of Directors.
- **Complete the attached NPA Parking Agreement and submit to the NPA office, with your check for \$120.00.**
- Season parkers will be mailed a vehicle parking hang-tag prior to the first (Aug. 31) home game.
- Our pre-game hosted meal function will continue to be held at the NPA office prior Husker home games (beginning two hours prior to kick-off).

Parking agreement form is attached to the Bulletin.

Arapahoe Public Mirror, Elwood Bulletin newspapers sold

Effective August 1, 2019, Cody and Ashley Gerlach have purchased the Arapahoe Public Mirror and the Elwood Bulletin.

Since 1995, both newspapers had been co-owned by Brad and Gayle Schutz and T.M. (Ted) and the late Cherridah Gill. The Gills owned the Public Mirror since 1974 and the Bulletin since 1978.

The Gerlachs also own the Cambridge Clarion (since 2010), the Oxford Standard (since 2014) and the Curtis Frontier Co. Enterprise (since 2016). They reside in Cambridge with their five children, ages 11 to 1.

Cody has a degree in journalism from the University of Nebraska and has worked at weekly newspapers for more than 13 years. Ashley works for the State of Nebraska's Department of Economic Development.

"Community journalism is an important piece for our rural cities and towns and I'm excited about the opportunity to work with additional communities in the area," Cody said in the article announcing the sale.

Longtime newspaper publisher, author, community leader, Gene O. Morris dies at 80

Editorial Viewpoint, McCook Gazette, July 22, 2019
Gene O. Morris died July 21, 2019, at the Kearney Regional Medical Center of pneumonia and heart complications at the age of 80.



Funeral services were held July 27 at the McCook Christian Church with private family inurnment at a later date. Herrmann Jones Funeral Chapel in McCook was in charge of arrangements.

Born and raised in Missouri, Morris graduated from Springfield State University in Springfield, MO, and majored in journalism.

He worked in journalism for over 50 years, beginning in 1961 with his first job offer out of college from McCook Daily Gazette publisher, Allen Strunk, working as a city beat and sports reporter. He later became managing editor of the Winfield (KS) Daily Courier. He and his wife, Barbara, purchased the Benkelman Post and News-Chronicle in 1981, which they operated until 1990. That was when Morris became publisher of the McCook Gazette, a position he held until 2007. After his retirement from the Gazette, he continued to work part-time for the newspaper, in both the editorial and advertising departments.

Throughout his journalism career, he received many honors, including the Francis L. Partsch Award for Editorial Leadership in 2003; induction into the Nebraska Journalism Hall of Fame in 2009; the Master Editor-Publisher Award in 2014, and the Harpst Leadership Nebraska Award in 2017. Morris served as NPAS president in 1988 and NPAS president in 1997.

Upon receiving the NPA Master Editor-Publisher Award, Morris said, "In my opinion, community newspaper work is the most noble of crafts. Think about what we do as newspaper people. We have the responsibility and the privilege of uplifting our communities by gathering information, providing entertainment and offering inspiration to those we serve. At our best, we are difference-makers, and it is a thrill to behold what we can, and have accomplished."

Morris had a deep love for McCook and Southwest Nebraska, and wrote three books about the history of McCook. He served in several organizations and on various community boards throughout his career, which gave him a unique insight into what made McCook tick.

Survivors include his wife, Barbara, of McCook; daughter Marita Morris, Ft. Worth, TX; Michelle (Thomas) Spieker, Dana Point, CA; Debra Adair (Tilman), Littleton, CO; Rodney Long, Glenwood Springs, CO; and their families.

Former Leigh World co-publisher, Dolores Emanuel dies at 96

Dolores Emanuel died July 27, 2019, at Nye Legacy in Fremont at the age of 96. Dolores devoted her life to raising her nine children, and working beside her husband of 71 years, Don.

Early in their marriage Don and Dolores owned and published the Leigh World newspaper in Leigh, NE, where they worked together to report, print and deliver the weekly newspaper. Later in their marriage, they owned and operated Emanuel Printing in Fremont, where they both worked until their retirement in 1989.



Dolores is survived by two sons, Dan Emanuel, Omaha; Martin (Florence) Emanuel, Centreville, VA; six daughters, Kathy (Harry) Shehtanian, Saratoga, CA; Mary Pat Cheshier, Omaha; Ellen (Ron) Leifeld, Alva, FL; Margaret Springer, Dallas, TX; Joan (Tom) O'Gorman, Omaha; Suzy (Tom) McDonald, Omaha; and their families. Preceded in death by her husband, Don, and daughter, Monica Connor, Omaha.

Funeral mass was held August 2, at St. Patrick Catholic Church in Fremont; burial at Calvary Cemetery in Fremont. Moser Memorial Chapel, Fremont, was in charge of arrangements.

Saying: "I don't need newspapers;
I get my news from the Internet."

is the
same as
saying



"I know, right? And I don't need
farmers; 'cause I get my food at the
supermarket."

#newspapersthive

Plan to attend: Cline Williams' Annual Employment Law Forums in Kearney, Lincoln, and Omaha in September.

Cline Williams' Annual Employment Law Forums will be hosted in Kearney (9/10), Lincoln (9/17), and Omaha (9/25), offering timely and informative presentations and breakout sessions.

Attendance is free, but registration is required. To register, go to: <https://www.clinewilliams.com/seminars/employment/>.

See the PDF attached to this Bulletin for forum topics, presenters and details.

*"Faith is taking the first step even when you
can't see the whole staircase."*

- Martin Luther King, Jr.

New role awaits Daily News editor

Kathryn Harris, Norfolk Daily News, August 1, 2019

In late May, Norfolk Daily News editor, Kent Warneke, announced his plan to retire after 32 years as the paper's editor.



While he has stepped back from his role as editor, Warneke will continue to serve the Daily News instead as editor emeritus. As editor emeritus, he will continue to exercise oversight and give input, as well as write some editorials.

He's also taken on a new position as director of grants and contracts at Northeast Community College.

The shift in roles will be a big change for Warneke, whose career in journalism goes back to his days in high school, when his father, Lee Warneke, was the publisher of the Plainview News, and he would do odd jobs at the newspaper.

After high school, he majored in journalism and political science at UNL and had been accepted to law school at UNL. Instead, he took a job as a copy editor and reporter at the Omaha World-Herald. In the mid-1980s, Daily News publisher, Jerry Huse, and editor, Emil Reutzel, Jr., approached him about coming to Norfolk. Coming to Norfolk - first as managing editor and then as editor - gave him the opportunity to not only lead the newsroom, but to also have an impact on Norfolk and the region.

As Warneke eases into the role of editor emeritus, his ongoing oversight and input will help the paper transition into a new editorial leadership structure of a three-man editorial board - staff members Jerry Guenther, Jay Prauner and Tim Pearson - who will lead the newsroom going forward. "They all have many years of experience," Warneke said. "They're well-liked, well-respected and well known in the community."

A little more, a little less for sales meetings

By John Foust, Raleigh, NC



Kristen told me how she handles one of the biggest challenges of managing her newspaper's sales department. "Sales meetings - like a lot of other things - fall into predictable patterns," she said. "The boss talks, the staff members listen, and more often than not, it's just a transference of information. No one feels motivated to do anything different after the meeting is over.

"I learned a technique a few years ago that gets everyone involved. First, I introduce a topic that calls for specific solutions, then the group answers a set of questions to generate ideas. My role is to be a facilitator and let them do most of the talking. Usually, everyone arrives at the

right solutions, but since the ideas are theirs, not mine, there's more buy-in.

Although there are a lot of meeting formats, this has become one of Kristen's favorites. Let's take a look at how it works:

Step 1: "First, I introduce a topic," she explained. "It could be something like, 'Increase digital sales in the holiday season by ten percent over last year.' That gives us a specific focus, which is better than a vague statement like, 'Increase sales' or 'Provide better customer service.'" It allows us to concentrate our attention on that one thing, without running down rabbit trails. My job is to state the topic as clearly as possible and make sure everyone stays on track. I write the topic in big letters on a flip chart, tear off the sheet and post it on the wall."

Step 2: "After we agree on the statement of the topic - which is usually a problem that needs to be solved or a goal that needs to be reached - I write DO MORE on the next sheet of the flip chart and we list things we need to do more of, in order to make progress.

"We list all the ideas and check the ones that are most workable. That leads to a discussion of what is involved in implementing each one. Through it all, the group does most of the talking."

Step 3: "Talking about 'more' isn't enough. There are always some activities we can cut, so I write DO LESS on the flip chart and we follow the same procedure. Sometimes subtraction is just as important as addition."

Step 4: "With all the talk about more and less, we don't want to lose track of the things that don't need to be changed. The next sheet is labeled KEEP DOING, so we can examine - and evaluate the value of - activities that are doing what they are supposed to do."

Step 5: "After we go through this process, an action plan becomes obvious. That's the last sheet. When the meeting is over, we look around the room and see the entire process posted on the wall, ending with a to-do list that we developed as a team. That's a lot better than having everyone sit around the conference table and listen to a lecture."

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.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).

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

Schedule for the August 30 Google Tools training is attached to the Bulletin.

UNO Social Media Lab to host student social media influence contest to promote First Amendment this fall

The UNO Social Media Lab will be hosting a student social media influence contest to promote the First Amendment. **#UNO1ForAll** is a September through November event during fall semester at UNO.

They are seeking panelists for a September 19, 2:30 p.m. Constitution Day discussion about current free expression issues. They also need judges to watch student pitches on October 31 and be present at the November 14 awards. First prize is \$1,000, second prize is \$500, and third prize is \$100 to current students with the best campaigns promoting the First Amendment on social media sites.

The project is funded by a national grant from the Middle Tennessee State University Free Speech Center (<https://www.mtsu.edu/first-amendment/page/1forall-PR-campaigns-class2019>).

If you, or someone on your staff is interested in participating in either the panel discussion or the student judging, please contact:

Jeremy Lipschultz, UNO professor
Email: jeremy.lipschultz@gmail.com
Cellphone: 402-203-7247

Classified Advertising Exchange

August 5, 2019

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. Our Director of Sales will be responsible for maintaining and growing their own account list, leading 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 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, Enterprise Media Group, PO Box 328, Blair, NE 402-426-2121.

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.

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.

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, 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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Google Tools Training Schedule; 2019 Husker Football Parking Agreement; September 2019 Cline Williams Employment Law Forum Invitation.

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.

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

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

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) for SPJ and runs the Chicago data site, The Red Line Project (redlineproject.org).

Twitter: @journtoolbox | **Email:** 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.

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EMPLOYMENT LAW FORUM

CLINE WILLIAMS

We invite you and members of your organization to attend the 2019 Employment Law Forum in one of three locations to learn about the latest developments in employment, labor, and employee benefits laws.

Our 21st Annual Employment Law Forum is geared toward human resource professionals, business owners, executive employees, and in-house counsel.

Attendance at this educational seminar is free. Registration will include primary presentations, breakout sessions, and digital access to all seminar materials. Each seminar will be held from 1:00-5:00 p.m. with registration beginning at 12:30 p.m.

Credit for this seminar will be sought from the Nebraska and Iowa CLE Commissions, HR Certification Institute, Society for Human Resource Management, and the Nebraska Board of Public Accountancy.

To register and view the full agenda [CLICK HERE](#).

Topics & Presenters:

- Takin' Care of Business: A Top 20 Countdown of the Biggest Employment Law Hits, [Tara Stingley](#) & [Jason Yungtum](#)
- It's a Trap: Sidestepping FMLA and ADA Liability, [Jody Duvall](#)
- Workers' Compensation: Updates in the Law, [Renee Eveland](#)
- A Practical Guide to Restrictive Covenants, [Henry Wiedrich](#)
- The Liability Lurking in Your Leave Policy, [Lily Amare](#) & [Katie Joseph](#)
- Navigating the Changing Waters of Gender Identity and Sexual Orientation in the Workplace, [Susan Sapp](#)
- When the ICE Man Cometh: Responding to Immigration Related Worksite Enforcement Actions, [Dan Oldenburg](#)
- Technology and the Workforce of the Future, [Rick Jeffries](#)

Tuesday, September 10, 2019

Younes Conference Center - Kearney, NE

Tuesday, September 17, 2019

Nebraska Innovation Campus - Lincoln, NE

Wednesday, September 25, 2019

Embassy Suites, LaVista - Omaha, NE

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(402) 694-6314

Scottsbluff, NE Office

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Fort Collins, CO Office

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Holyoke, CO Office

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