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*"My definition of a free society is a society where it is safe to be unpopular."*

- Adlai E. Stevenson II

Kim graduated from Tri County High School in southeastern Nebraska, and attended Valparaiso University in Indiana on an academic scholarship.

The past two years the Times-Republican has been chiefly handled by Alysia Messersmith and Hannah Brott. Messersmith will stay on with the paper while Brott will move on and teach in the Hayes Center school system. While a novice in the newspaper business, Kim is excited about the future of the Times-Republican.

## **New OnePress brochures available**

This summer has brought changes to the participants of OnePress's 2x2/2x4 network and classified network.

Beginning the week of August 19, the following newspapers have joined the 2x2/2x4 network:

- Bellevue Leader
- Gretna Breeze
- Papillion Times
- Ralston Recorder



In addition, several newspapers have been purchased and merged:

- Arapahoe Public Mirror, Elwood Bulletin, Oxford Standard are now part of the Cambridge Clarion.
- Clearwater-Ewing Record-News, Neligh News & Leader are now part of Orchard Antelope County News.
- Creighton News is now part of the Bloomfield Knox County News.
- Deshler Rustler is now part of the Hebron Journal-Register.

**New sales brochures that reflect these changes are available on the Nebraska Press Association website. The new brochures are white-labeled for newspapers to personalize and can be found in the "Special Sections" folder in "Member Downloads."**

Any additional questions about the networks can be directed to Violet Kirk, [vk@nebpress.com](mailto:vk@nebpress.com), 402-476-2851.

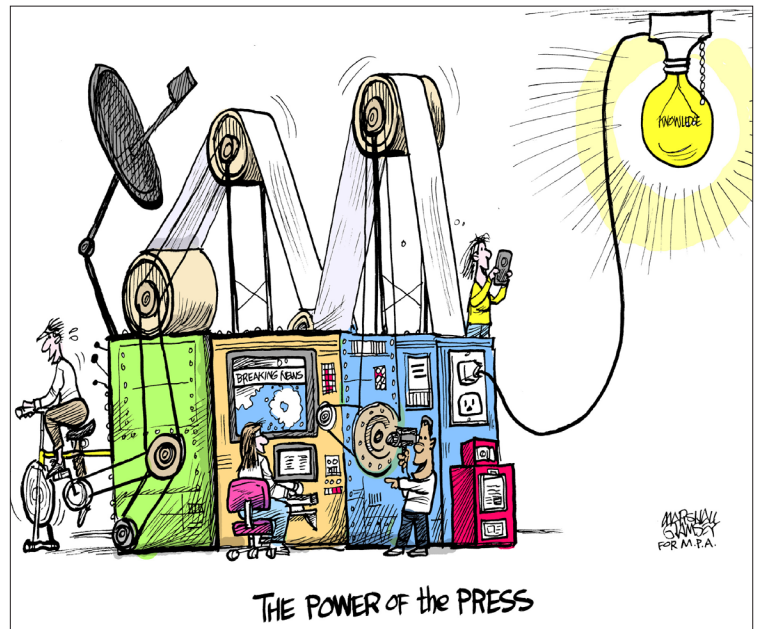
## **Hayes Center Times-Republican under new ownership**

*Hayes Center Times-Republican, August 22, 2019*

The Hayes Center Times-Republican has a new managing editor. Kim Primavera has taken over the position effective with the August 22 issue of the newspaper.

For the past two years, the paper has been owned by a group of local investors. The group stepped forward when it appeared the newspaper was in danger of folding. Hayes Center's Economic Development Coordinator, Craig Softley, organized the group and has worked to keep the paper publishing while hoping that a local party would be interested in purchasing the operation.

Kim and her husband, Tony, were part of the local investment group, and earlier this summer they made an offer to acquire full ownership of the newspaper, and their offer was accepted, so they are currently in the final stages of the purchasing process.



## Executive Editor, Matczak, resigns after 22 years at Omaha World-Herald

World-Herald Executive Editor Melissa Matczak announced on August 26 that she is resigning.

Matczak began at the World-Herald in 1997 as an education reporter and served as managing editor for four years before taking over the newsroom's top role in 2017.

Matczak has accepted a corporate communications role with a local company.

Paul Goodsell, the current managing editor, will oversee the newsroom while World-Herald Publisher and President Todd Sears searches for a new executive editor.

*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!*

## Six papers merging into 'The Valley Voice'

Cambridge Clarion owners/publishers Ashley and Cody Gerlach are merging The Clarion and five other river valley newspapers into one publication they will call 'The Valley Voice.'

The new paper will combine the coverage of their newspapers, the Cambridge Clarion, Oxford Standard, Indianola News, Arapahoe Mirror, Elwood Bulletin and Beaver City Times-Tribune, all located on the Republican River or Beaver Creek. The Gerlachs publish under the name CAMAS Publishing, LLC.

In the August 8 edition of The Clarion, Cody Gerlach wrote that the move to a regional newspaper will improve the quality of the product their readers are receiving. The new newspaper will be inserted inside of each week's copy of the Cambridge Clarion for one year. After 52 consecutive issues - the period of time required by law for a newspaper to gain 'legal' status - 'The Valley Voice' will become its own legal newspaper, and on August 13, 2020, the Cambridge Clarion will cease publication.

Offices will remain open in Arapahoe, Cambridge and Oxford, and all subscriptions will be honored. While the same staffs will be working in these offices, the Gerlachs plan to expand their reporter, design and sales staff. The Gerlachs also own the Curtis Frontier County Enterprise. No changes are planned for The Enterprise and it will continue to publish as a stand-alone newspaper.

## Good work!

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

### Week of 7/22:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Nebraska City News-Press – Betty Travis (paper made \$150.00)  
Norfolk Daily News – Denise Webber (2 ads) (paper made \$325.00)  
Seward Co. Independent – Nichole Javorsky (paper made \$150.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)

#### NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)  
Springview Herald – Amy Johnson (paper made \$112.50)

### Week of 7/29:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)  
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)  
Hickman Voice News – Wendy Doyle (4 ads) (paper made \$600.00)

#### NCAN

Springview Herald – Amy Johnson (paper made \$112.50)

### Week of 8/5:

#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)  
Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$85.00 out of state)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Hickman Voice News – Wendy Doyle (4 ads) (paper made \$1,725.00)  
Imperial Republican – Jana Pribbeno (paper made \$487.50)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)  
Tekamah Plaindealer – Deanna Ray (paper made \$162.50)

#### NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)  
Springview Herald – Amy Johnson (NCAN Special Free Ad)

### Week of 8/12:

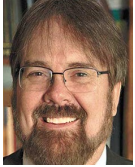
#### 2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)  
Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$32.50 out of state)  
Bloomfield Monitor – Trisha Zach (paper made \$162.50)  
Crete News – Nichole Javorsky (paper made \$150.00)  
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)  
Harrington Cedar Co. News – Peggy Year (paper made \$162.50)  
Hickman Voice News – Wendy Doyle (paper made \$300.00)  
Sutherland Courier-Times – Trena Seifer (paper made \$150.00)



# What's the Big Deal?

*You predict a few things and the whole world takes notice*



by Kevin Slimp

kevin@kevinslimp.com

Andy Warhol once said, "In the future, everyone will be world-famous for fifteen minutes."

I've experienced those fifteen minutes a few times, but it comes less often these days. So, I was surprised to get a call last week from a reporter for The Washington Post. It seems he had received a number of emails containing a blog post I had written for stateofnewspapers.com the day before.

We spoke for quite a while about the state of newspapers and the future of the new Gannett. It's no secret I've been predicting the merger/buyout for several years, as well as other industry events that seem to have surprised the general public.

As I told Jonathan O'Connell, financial reporter for The Post, it's not rocket science. Anyone paying attention had to see the GateHouse-Gannett merger coming for years. Gannett has cut their staffs, pages and content, sold their buildings, and basically had no place to turn. GateHouse (New Media Investment Group) has been expanding their nameplates as quickly as possible, while watching its stock value continue to drop. Buying Gannett was a quick way to draw the attention of the media and, hopefully, draw attention away from the significant drop in stock prices which have lost approximately half their value in less than a year (from \$15.99 per share in August 2018, to \$8.08 as I write this column).

What did I say so revolutionary that it filled three paragraphs in The Washington Post? Trust me, nothing most of you didn't already know.

Problems began when newspapers

began to believe their own headlines roughly a dozen years ago, over-investing in the digital side of the business, and cutting reporting, production values and customer service.

I still work with a lot of papers as a consultant. It holds true that most of the papers I visit who are doing very well financially didn't make that mistake. Sure, most invested in digital, but not to the detriment of their core product.

Like most folks who don't work for community newspapers, O'Connell was pleasantly surprised to learn there are thousands of locally-owned community papers out there. He, like most folks I visit with on the subject, seemed to think most papers were part of big groups.

I assured him, backed by data, that most papers aren't controlled by large national groups. According to

my latest survey of newspaper managers, the number of papers owned by large groups is less than 20 percent of total newspapers.

So, what did I tell Jonathan that earned three paragraphs in The Post? I simply told him that most, not all, but most papers are doing fine financial-

ly. Most aren't going out of business or planning to sell to a large national group.

Thankfully, he didn't take just my word for it. I was glad to see he interviewed Dr. Iris Chyi, University of Texas media-research expert, who concurred that much of the problems the large groups experience come down to over-reliance on digital revenue too soon.

Yes, I've gotten some things right over the years. I predicted years ago the Advocate would take over the New Orleans newspaper market, even before they had a paper there, which came to pass with the purchase of The Times-Picayune in May. Some journalists like to dig out my past columns,

Slimp is a longtime critic of newspapers' rush to cut their staffs and race to digital platforms once the Internet began cutting into business. When that failed, he said, private equity investors and Wall Street sharks arrived and further gutted the papers for profits.

**Excerpt from The Washington Post,  
August 9, 2019**

often long-forgotten, to remind me I had predicted something that has come to pass in the newspaper world.

I appreciate the attention, but try to remind folks that it's not brain surgery. Years ago, I saw newspapers over-investing in the digital side of journalism at the expense of their main products. I used to keynote large newspaper conferences and beg the attendees to quit writing that print was dead, something they effectively convinced their readers and advertisers. I would speak at newspaper conferences and note that most workshops had to do with converting products to digital, wondering where all these newspapers were going to get money once the print revenue disappeared.

Thankfully, as I told Jonathan O'Connell, most newspapers are doing alright. They're not going out of business any time soon. Some will go out of business, as has been the case as long as there have been newspapers, and new papers will appear.

As I told Jonathan, it didn't take a keen intellect to see what was happening. It only required taking a step back, refusing to believe popular culture, and studying what was really taking place. I haven't been alone. Folks like Dr. Chyi at The University of Texas, Al Cross at The University of Kentucky, Tommy Thomason at Texas Christian University, and others have been doing research and sharing their findings for more than a decade.

I simply paid attention.

**newspaperacademy.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).

***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](mailto:jeremy.lipschultz@gmail.com)**  
**Cell phone: 402-203-7247**

# Classified Advertising Exchange

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August 26, 2019

**SPORTS EDITOR:** The Scottsbluff Star-Herald is looking for a sports editor interested in covering the stories and people of Western Nebraska and Eastern Wyoming. The position requires an organized person who takes initiative, can run their own show, and has a passion for sports journalism in the digital age. There is lots of room to grow in this position. The Star-Herald is a proud member of Berkshire Hathaway Media Group (BH Media). If you think you're the right fit for a small daily newspaper that covers big stories, send a cover letter, resume and clips to [brad.staman@starherald.com](mailto:brad.staman@starherald.com).

**EXECUTIVE EDITOR:** Suburban Newspapers has an Executive Editor position open for the Ashland, Waverly & Wahoo area. **Responsibilities include, but not limited to:** news content of newspapers, websites and social media. Manager day-to-day news team operations. Develop/assign stories, team management. **Skills required:** News Reporter experience (minimum of 5 years), strong journalistic writing, grammar and word usage skills. Strong knowledge of AP Style, ability to follow all company policies and procedures, including but not limited to attendance standards. Valid driver's license, Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Please direct resumes to the attention of Paul Swanson at [PSwanson@owh.com](mailto:PSwanson@owh.com).

**DIRECTOR OF SALES:** Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at [enterprisepub.biz](http://enterprisepub.biz). Our Director of Sales will be responsible for 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](mailto:crhoades@enterprisepub.com), Enterprise Media Group, PO Box 328, Blair, NE 402-426-2121.

**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.

**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).

## **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.