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## **Sign up! Capitol View column, Paul Fell editorial cartoon subscriptions available**

Would your readers enjoy reading weekly Capitol View editorial columns by NPA statehouse correspondent, J.L. Schmidt, or editorial cartoons by Paul Fell?

Join the other 44 Nebraska newspapers that subscribe weekly to Capitol View, or the 34 that subscribe to Paul Fell.

### **SUBSCRIPTION PRICING:**

*(billed through NPA)*

**CAPITOL VIEW column** is \$1.25 per week (for ONE newspaper); \$1.55 per week (for TWO newspapers in a chain); \$2.15 per week (for THREE OR MORE newspapers in a chain).

**PAUL FELL cartoon** is \$3.00 per week per newspaper. (No discounts for multiple newspapers in a chain).

**To set up a subscription, or to see samples of the column and/or cartoon, contact Jenelle Plachy in the NPA office at [jp@nebpress.com](mailto:jp@nebpress.com).**

*NPA periodically goes through the newspapers to ensure only subscribing papers are publishing the columns/cartoons.*

## **MobileMe&You Conference, October 25-26, at University of Illinois Urbana- Champaign**

Attend this year's MobileMe&You Conference Friday, Oct. 24, and Saturday, Oct. 25,

at the National Center for Supercomputing Applications at the University of Illinois Urbana-Champaign to hear from speakers at top news organizations around the country.

**MobileMe&You**  
A mobile-first conference

### **Among this year's speakers:**

- Tamar Charney, National Public Radio
- Paul Cheung, Knight Foundation
- Stephanie Clary, CNN Worldwide
- Darrell Hoemann, Midwest Center for Investigative Reporting
- Mark Husley, Big Ten Network
- Yusuf Omar, Hashtag Our Stories
- Dan Pacheco, Syracuse University
- Robert Scheer, Indianapolis Star
- Ray Soto, USA Today
- Almudena Toral, Univision
- Amy Schmitz Weiss, San Diego State University
- Emily Withrow, Quartz Bot Studio

Since 2015, the conference has focused on highlighting new and innovative techniques and best practices to look ahead at newsgathering in an ever-changing landscape.

MobileMe&You brings together leading experts and researchers to talk with professors, students and journalists about how to inform and engage new audiences in the mobile era.

### **Key topics include:**

- **Audience:** reaching the audience of the future that doesn't use traditional media.
- **Storytelling:** understanding that we can't tell stories with mobile media using the same techniques we did online or in print.
- **Personalization:** using techniques that make mobile media unique, like geo-targeting.
- **Content:** discussing best practices for using drones, bots, sensors, virtual reality, 360 video, mobile multi-media news gathering and editing, artificial intelligence, voice control and audience dynamics.

Visit [www.mobileme-you.com](http://www.mobileme-you.com) for registration, schedule, speakers and more. And keep up with all things mobile journalism by following Twitter <https://twitter.com/mobilemeyou> and Facebook <https://www.facebook.com/mobilemeandyou>.

## Gearhart joins Main Street Media

Molly Gearhart has joined the Main Street Media family of newspapers, including The Red Cloud Chief, Blue Hill Leader, Franklin Co. Chronicle and the Alma Harlan Co. Journal. She'll be working as regional sales representative with the four papers. Molly has been working in the newspaper industry for the past 20 years as a graphic designer.

As regional sales representative, she will specialize in helping local companies make the most of their dollars by providing personalized solutions to their advertising needs. In her spare time, Molly operates a small freelance graphic design business.

## New staff additions at Bloomfield Knox Co. News

Tammy Schindler and Thelma Jones-Schroeder have both recently joined the Knox County News staff.

Reporting and sales will be Thelma's primary responsibilities at the newspaper, while Tammy will take on the roles of reporter and designer.

Thelma brings experience working in sales, marketing and management. Tammy is a retired English teacher and speech coach who spent her entire teaching career at Plainview High School.

## Longtime Kearney Hub production manager, Dale Sickler, dies at 84

Dale Sickler, 84, of Papillion, formerly of Kearney, died September 30, 2019, in Papillion. Services were held October 4 at Faith United Methodist Church in Kearney, with burial in Kearney Cemetery.

Dale was born and raised in Kearney, and immediately following high school graduation, he began working for the Kearney Daily Hub. He retired in 1999 as a full-time production manager, but continued to spend one day a week in the Hub plant overseeing commercial printing projects and handling budgeting and purchasing.

He worked for the Hub for 52 years and was known as "The Hub Man" - proudly displaying "Hub Man" vanity plates on his vehicle.

Dale was among the team that planned the Hub's current facility, completed in 1991 and he played a key role in the transition when the Omaha World-Herald Co. purchased The Hub. He received a Golden Pica Pole Award in 2005 from the Nebraska Press Association.

He is survived by his wife of 65 years, Marilyn; daughters, Connie (Rodney) Wietjes of Liberty, MO, and Janeen (Ron) Cox of Omaha; son, Steve (Cathy) Sickler, of Omaha, and their families. Memorials are suggested to the family to be designated later and may be sent to Marilyn Sickler, 8710 Weir St., Omaha, NE 68127. Online condolences may be submitted by visiting [www.hlmkfuneral.com](http://www.hlmkfuneral.com).

## Save the date! Lincoln NewsTrain, Saturday, April 4, 2020

*Training in data, video, social, mobile and verification*



A full day of affordable digital training will be available at Lincoln NewsTrain on Saturday, April 4, 2020, at the University of Nebraska-Lincoln.

### Training Sessions Will Include:

- Using social media as powerful reporting tools.
- Storytelling on mobile: making smart choices.
- Becoming a verification ninja.
- Edit smarter video on your smartphone.
- Mining data for enterprise off any beat.

Early-bird registration is \$75 through March 4; the rate increases to \$85 on March 5. **For Lincoln NewsTrain, competitive diversity scholarships are available for journalists, journalism students and journalism educators from diverse backgrounds. Apply for scholarships by February 19, 2020.**

### Trainers:

Geoff Roth, a self-described "#MobileJournalism evangelist," who built the first iPhone-based TV newsroom in the U.S., is one of the trainers. **Additional trainers will be announced soon, so check the Lincoln NewsTrain website often for updates.**

### You Will Learn How To:

- Use social media to locate diverse expert and "real people" sources, listen to your community and identify news stories, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news.
- Edit short news videos using an app on your smartphone.
- Verify user-generated images and other content on social media on deadline.
- Make smart choices among alternative ways to tell a story on mobile to get the maximum audience impact with the least expenditure of time, energy and effort.
- Identify five ways to find relevant databases and formulate questions to identify stories in the data. Leave with at least one story idea using data that you can do now.

**For details on Lincoln NewsTrain registration, session descriptions, agenda and more, check out the website:**

<https://www.apme.com/page/LincolnNebraskaNewsTrain2020>





# Farmers no longer have to publish ads for seasonal jobs in newspapers before they can hire foreign workers

The Rural Blog, Institute for Rural Journalism and Community Issues, Heather Chapman, 9/23/19



Starting this month, farmers will no longer have to publish ads for seasonal workers in newspapers before they're allowed to hire foreign workers. Under the new rule, finalized in September by the Department of Labor, farmers can instead post jobs to the department's newly overhauled job registry website, <https://seasonaljobs.dol.gov/>

The National Newspaper Association (NNA) and more than 500 newspapers filed objections to the rule when it was first proposed, saying that it's cheaper and yields better results when farmers advertise in local papers that reach nearby potential workers. The NNA noted in its complaint that ads in small-town papers are much less costly than those at the major metropolitan dailies the government studied in their research.

## U.S. Media Literacy Week, October 21-25

Inspired by Canada's Media Literacy Week, the 5th annual U.S. Media Literacy Week, October 21-25, 2019, is hosted by the National Association for Media Literacy Education. The mission is to highlight the power of media literacy education and its essential role in education all across the country.

Each U.S. Media Literacy Week event calls attention to media literacy education by bringing together hundreds of partners for events and activities around the country.

Getting involved in Media Literacy Week provides a way for educators, parents, students, organizations, practitioners,

and others to actively support media literacy education while spreading best practices and awareness.

NAMLE's Media Literacy Week Toolkit includes free access to MLW-related graphics, sample social media posts, and more! Go to <https://medialiteracyweek.us/>

## Here's what we know so far about the upcoming Facebook News tab

*Facebook's News Tab is supposed to launch this fall; the company will pay some news publishers to syndicate their headlines and article previews.*

By Laura Hazard Owen, Nieman Lab, Sept. 11, 2019

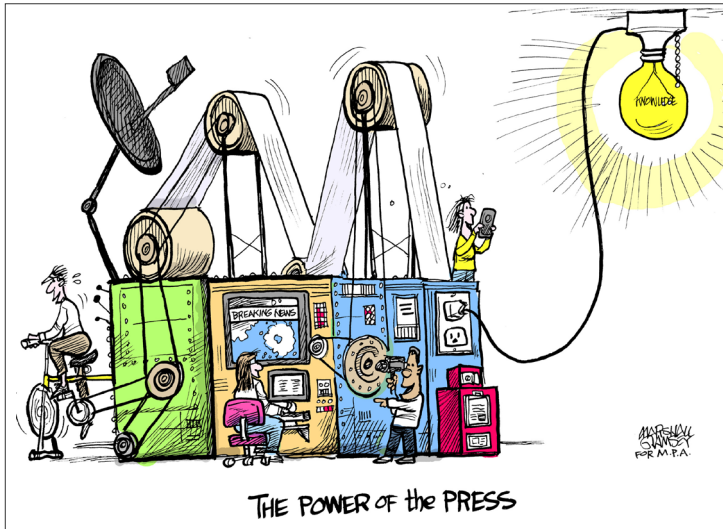
More details are trickling out about Facebook's planned News tab, in which Facebook will pay participating news publishers to display their headlines and article previews, and which is reportedly launching sometime this fall. On Tuesday, The Information published details from an internal Facebook memo with guidelines about how stories will be presented. A few tidbits:



— Human editors will be responsible for curating a "Top News" tab.

— The editors will look at articles' sourcing in deciding what to feature. They're supposed to "seek to promote the media outlet that first reported a particular story, and additionally prioritize stories broken by local news outlets." (If the editors really end up following those guidelines, and if Facebook News gets enough participation from local publishers, the offerings in the tab will look pretty different from those in Apple News, which, as CJR reported this week, is barely featuring stories from local news publishers, often featuring national publications' versions of stories that were first reported by local outlets instead.)

Read the entire article at: <https://www.niemanlab.org/2019/09/heres-what-we-know-so-far-about-the-upcoming-facebook-news-tab/>



## 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).



## Nebraska delegation attends 133rd Annual NNA Convention in Milwaukee



*The Nebraska delegation (l to r): Bryan Baker; NPA President and Publisher of the Grand Island Independent, Terrie Baker; NPA Executive Director, Allen Beermann; NPAS President and Publisher of the North Bend Eagle, Nathan Arneal; and Hartington Cedar Co. News Publishers, Rob Dump and Peggy Year.*



*(Left): NPA President, Terrie Baker, carries the Nebraska state flag as part of the NNA Convention flag ceremony.*

*(Below): NNA President, Andrew Johnson, surprised NPA Executive Director, Allen Beermann, by presenting him with NNA's 2019 President's Award, "for immeasurable service to the community newspaper industry."*

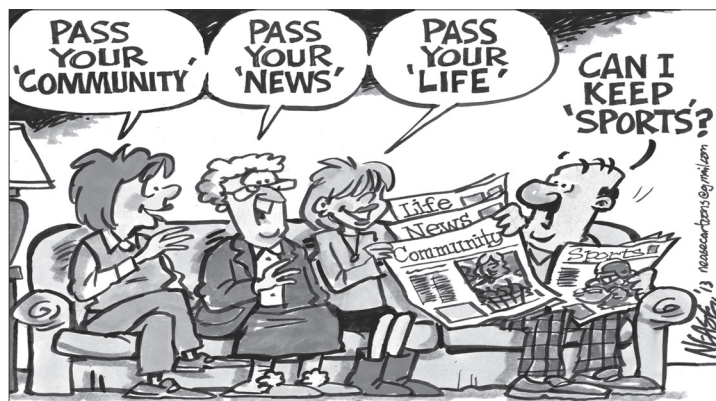
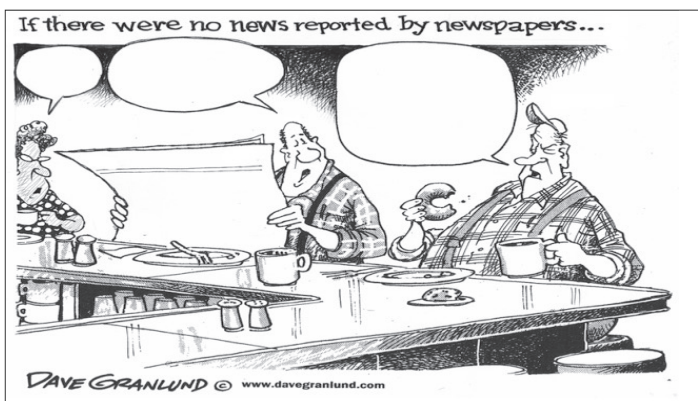


NNA's 133rd Annual Convention and Trade Show, was held October 3-5, 2019, at The Pfister Hotel in downtown Milwaukee, Wisconsin.

The convention included educational sessions and peer sharing activities for newspaper owners, publishers and senior staff, plus round table discussions, an afternoon devoted to learning what it takes for a community newspaper to succeed (both financially and as a public asset), and trade show with more than 30 exhibitors.

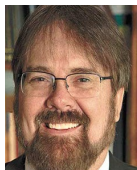


*National Newspaper Association Executive Director Lynn Lance (left) and Nebraska Press Association Executive Director Allen Beermann (right) present Cedar County News publishers Rob Dump and Peggy Year with one of the four awards they won at the National Convention.*



# Newspapers Get Serious

*It's time we take a serious look toward the future*



by Kevin Slimp

kevin@kevinslimp.com

Like many of you reading this column, I've been in the newspaper business a long time. I began delivering daily papers for the Johnson City (Tennessee) Press-Chronicle when I was eight years old. It's amazing my parents allowed me to deliver papers after my brother, who was twelve-year-old at the time, was killed while walking home from his paper route six years earlier. So, when I say newspapers are in my blood, I mean that literally.

For more than 25 years, I've worked as a consultant with thousands of newspapers in the U.S. and abroad. In that time, I've seen a lot of changes, and not just in the areas of technology and production.

Some of the changes have been exciting. Working on the development of the PDF printing method in the '90s has been one of the highlights of my career thus far. Traveling to major universities and professional groups to discuss the upcoming digital revolution in the late '90s and early 2000s was another interesting time.

Being invited to address groups including the National Economic Association, the National Press Club, and others about the effects of various elements on the newspaper industry, as well as the effects of the newspaper industry on society in general, has been a highlight of my career to date.

An issue that has concerned me over the past ten or so years has been the lack of unbiased leadership in our industry to keep us on track in accomplishing our core duties, while steering us away from negative influences that could be detrimental to our industry's future.

Whether out of a fear of upsetting powerful players in the industry or just being too quick to take bad advice, we've taken more than a few wrong

turns over the past ten or so years. That's why I'm so excited about some of the work I, as well as others, will be involved in over the coming months.

My schedule this fall is probably the busiest of my career. A quick glance tells me I'll be in just about every corner of the United States, as well as a lot of states in-between, to work with groups who are serious about helping newspapers take steps toward a brighter future. Let me share a little about a couple of these efforts.

The North Dakota Newspaper Association Foundation is hosting a gathering in Bismarck in October 2019 to gain a better understanding of how newspapers can play a more vital role in the lives of potential readers in their mid 20s to late 30s.

On the Foundation's "dime," dozens of millennials from throughout North Dakota will descend on Bismarck, spend an evening together, then spend the following day in focus groups, which I will lead, all in an effort to learn what we can do to better meet the needs and interests of persons in this age group.

On December 6, I will be in Fort Worth, Texas, at the invitation of the Texas Center for Community Journalism, to meet with publishers to discuss digital journalism. There is no ulterior motive. No one has anything to sell. The goal is simply to spend a day together studying what is working, what isn't working, what should be left behind, and where community newspapers should be considering as we face the short- and long-term future.

I've noted with great interest the work Al Cross is doing at The University of Kentucky Institute for Rural Journalism and Community Issues. The work being done by the Institute to deal with the issues of newspaper ownership and creation of new community newspapers could bear significant fruit.

A very successful young business owner stopped by to see me at my office last night around ten o'clock. Yes,

it was a late day for both of us.

He is the owner of a very successful company with several offices around the world. His company is a leader in its industry and I've been quite impressed as I've watched this group of young executives dominate their market so quickly.

What the young owner said to me took me by surprise.

"You know," he began, "you've got what we all want."

I wasn't quite sure where he was going, so I asked.

He continued, "We have grown like crazy, we have employees around the world, and we're making a lot of money."

I was still lost. It sounded to me like he had what most people want already.

That's when he landed the punch. "You do important work," he told me, "and you love what you do." After a pause, he continued, "I would trade with you in a heartbeat."

I could have shared some of the difficulties of my work with him, but instead let his words sink in.

"Well," I told him, "I'd trade my age for yours, so how about we trade jobs and I get to be 28 and you be my age?"

We both laughed.

Let me leave you with this thought: We do important work...vital work. Don't let anyone fool you or lead you to think we don't.

I'm busier than I've ever been. I often work 12 and 14 hour days. It's 1 a.m. as I write this column. I don't do it because I'm getting rich. Trust me, I'm not. I do what I do because our work is so important, so vital.

As fall comes to an end, I'll share with you some of what we learn about millennials, the digital future, and anything else I learn in my travels that might be helpful.

[newspaperacademy.com](http://newspaperacademy.com)



# Classified Advertising Exchange

October 7, 2019

**REPORTER:** The Wahoo Newspaper has an opening for a general assignment journalist to cover news and feature stories Saunders County. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow company policies and procedures, including attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree in journalism or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoone newspaper.com](mailto:suzi.nelson@wahoone newspaper.com).

**NEWS EDITOR:** The Ashland Gazette has an opening for a news editor. The position would cover general assignment news and feature stories in Ashland, Greenwood, Memphis and the surrounding area, as well as sports photography for Ashland-Greenwood High School. Skills Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication; ability to follow all company policies and procedures, including but not limited to attendance standards. Some nights and weekends are required. A valid driver's license and working vehicle are required, as this job includes some local travel. Bachelor's degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Benefits package available. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoone newspaper.com](mailto:suzi.nelson@wahoone newspaper.com).

**EDITORIAL ASSISTANT:** The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoone newspaper.com](mailto:suzi.nelson@wahoone newspaper.com).

**DIRECTOR OF SALES:** Ready to be more than a sales rep? If you have 3-5 years of media sales experience, and are looking to move into a management position, this may be the opportunity you're looking for. Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, digital and 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. Our Director of Sales will carry and build an active account list, be responsible for 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, vacation, personal days 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@enterprise pub.com](mailto:crhoades@enterprise pub.com), Enterprise Media Group, Blair, NE.

**ASSISTANT EDITOR:** Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is looking for someone with news writing and photography experience, as well as online and social media skills, to help spearhead our online movement and to also handle traditional newspaper duties. Candidates must have previous newspaper experience and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper and two weekly newspapers, as well as serve as our online editor for several regional publications. If you have the desire to bring new ideas to the table, and are tired of the same old newsroom, we'd love to hear from you! Please email your resume and cover letter to Associate Publisher Chris Rhoades at [crhoades@enterprise pub.com](mailto:crhoades@enterprise pub.com).

**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).

**NEWSPAPERS FOR SALE:** Two weekly newspapers in growing Omaha metro area for sale. Will sell individually or as a pair. Serious inquiries only. Please contact 402-762-5352.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange. Nebraska Journalism Hall of Fame Banquet letter/invitation/RSVP form.

**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).





September, 2019

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, Lincoln, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, October 25, 2019, are: Ted M. Gill, Joe Starita and Les Mann.

The evening's presentation is "Nebraska Press Association v. Stuart: In Defense of the First Amendment," presented by Dr. Carol Lomicky, Professor Emerita of Journalism from the University of Nebraska-Kearney, and Mr. Chuck Salestrom of North Platte, retired Vice-President at Mid-Plains Community College.

The event this year will be held at the Nebraska Club, 233 South 13<sup>th</sup> St., U.S. Bank Bldg., 20<sup>th</sup> Fl., Lincoln, NE. There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner is \$48.00 per person, featuring your choice of roasted pork loin or mediterranean chicken breast. Garden salad, rolls/butter, dessert, coffee/tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists.

*Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. (There are several public parking garages adjacent to and near the Nebraska Club). Deadline for dinner reservations is October 15, 2019.*

Respectfully requested,

A handwritten signature in black ink, appearing to read 'Terrie Baker'.

Terrie Baker  
President  
Nebraska Press Association

A handwritten signature in black ink, appearing to read 'Amy Struthers'.

Amy Struthers  
Interim Dean  
UNL, College of Journalism and Mass Communications

# Nebraska Journalism Hall of Fame Banquet

**2019** Honorees are:

**Ted M. Gill  
Joe Starita  
Les Mann**

*Friday*  
October

**25**  
2019

**Nebraska Club  
233 S. 13<sup>th</sup> St., 20<sup>th</sup> Fl.  
Lincoln, NE 68508**

Cash Bar 6 p.m.  
Dinner 7 p.m.

This event is sponsored by the Nebraska Press Association  
and the University of Nebraska-College of Journalism and  
Mass Communications.

Please send the enclosed dinner reservation  
form and your check (payable to NPAS) to the  
NPA/NPAS office if you would like to attend this  
event. Deadline for dinner reservations is  
October 15, 2019. If you have any questions,  
please contact Susan Watson at NPA/NPAS  
office, 402-476-2851 or  
nebpress@nebpress.com.

## Nebraska Journalism Hall of Fame Banquet

Dinner Reservation Form

Nebraska Club  
October 25, 2019  
Cash Bar 6 p.m., Dinner 7 p.m.

### Meal choices:

Roasted Pork Loin w/Caramelized Onion  
Dijonnaise, Starch and Vegetable

OR

Mediterranean Chicken Breast topped w/  
Sundried Tomatoes, Olives and Feta  
Cheese, Starch and Vegetable

(Meal includes garden salad, rolls/butter,  
dessert, coffee/tea)

Name: \_\_\_\_\_

☐ Pork Loin    ☐ Chicken

Name: \_\_\_\_\_

☐ Pork Loin    ☐ Chicken

Name: \_\_\_\_\_

☐ Pork Loin    ☐ Chicken

Name: \_\_\_\_\_

☐ Pork Loin    ☐ Chicken

Total number of meals \_\_\_\_@\$48.00 per meal

Check enclosed for \$\_\_\_\_\_

Please return this form, along with your  
check made payable to NPAS, to  
Susan Watson, Nebraska Press Association  
845 "S" St., Lincoln, NE 68508

**Reservation deadline is October 15, 2019!**