

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
Editor, NPA Bulletin
email: nebpress@nebpress.com



Reader engagement - from pg. 1

4. Take kids on a scavenger hunt that parents can clip out or print out on T-Day. The idea is to ask kids to find a certain number of items in the newspaper — or the website — on Thanksgiving. Things like food you'd like to eat or the word "thanks."

Check out the newspaper scavenger hunt attached to the Bulletin. See how many of the Thanksgiving-related items your readers can find in your newspaper.

What about a print-out of a Thanksgiving coloring exercise for kids? Ask parents to post their finished product on your social media page.

<https://www.crayola.com/free-coloring-pages/holidays/thanksgiving-usa-coloring-pages/>

Scavenger hunt/graphic provided by Emily R. Workman, NiE Program Director, The Benton County Daily Record & Northwest Arkansas Times, Arkansas Democrat-Gazette, Northwest Arkansas Edition and distributed by the NIE Institute.

"We all have our likes and our dislikes. But... when we're doing news - when we're doing the front-page news, not the back page, not the op-ed pages, but when we're doing the daily news, covering politics - it is our duty to be sure that we do not permit our prejudices to show. That is simply basic journalism."

- Walter Cronkite



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 12/2/19 - DL Tues., 11/26/19 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/2/19 - DL Mon., 11/25/19 at 4:00 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

Annual Women in Journalism Workshop, May 1-3, 2020, Columbia, MO

The Women in Journalism Workshop at the Donald W. Reynolds Journalism Institute in Columbia, Missouri, is an annual workshop that focuses on challenges, accomplishments and issues specific to women in the journalism industry today. The goal is to help build safer, more diverse and innovative newsrooms to serve our communities worldwide. The workshop will be held Friday-Sunday, May 1-3, 2020.

Workshop attendees will dive into how to innovate the way we cover stories, the management of our newsrooms and the tools we use. Sessions include self-care, HEAT training, data analysis, machine learning and AI for journalism, immersive storytelling, secondary trauma, advocating for yourself, applying for grants and more.

For workshop details, go to: <https://www.rjionline.org/events/women-in-journalism-workshop>

Gimbals for video: A tool for journalists on the move

Reynolds Journalism Institute, Missouri School of Journalism, Oct. 14, 2019

Emily Kummerfeld, a graduate student at the University of Missouri, interviewed a Kansas City Star video editor about video journalism and gimbals.

They cover topics including the types of assignments that lend themselves to gimbal mobile video, the benefits and challenges of using a gimbal, advice for journalists wanting to buy gimbals, etc.



Full Q&A: <https://www.rjionline.org/stories/gimbals-for-video-for-journalists-on-the-move>

Candace (Rhoades) Suverkrubbe dies at 67

Candace “Candy” Suverkrubbe, 67, of Blair, died November 6, 2019, at her home in rural Blair.



Candy was the daughter of Kenneth and Virginia Rhoades of Blair, longtime owners/publishers of the Blair Enterprise and the Blair Pilot-Tribune newspapers.

Over the years, Candy operated two local businesses, and worked as an interior decorator and a flower arranger. She loved to paint, and took art and businesses classes at Dana College and Doane College.

Funeral services were held November 11, at First Lutheran Church in Blair, with interment in the German Cemetery in rural Washington County.

She is survived by her three children, daughter Melinda (Martin) Rump of Blair; daughter Jessica (Rod) Madsen of Lincoln; son Nathan (Melissa) Suverkrubbe of rural Blair and their families. She is also survived by her parents, Kenneth and Virginia Rhoades; brother and sister-in-law, Mark and Betty Rhoades of Blair; and sister and brother-in-law, Penny and Mike Overmann of Elkhorn. She was preceded in death by her husband, Bob Suverkrubbe.

Memorials may be directed to the Candace Suverkrubbe Memorial Fund at Two Rivers Bank to help fulfill future beautification projects in and around Blair.

Longtime West Point News employee, Karl Maack, dies at 63

Karl Maack of West Point died October 31, 2019, at St. Joseph’s Hillside Villa in West Point.



Karl was dedicated to his job at the West Point News, and he was an important part of the newspaper family. He began working at the newspaper in 1978, first for Dick and Gwen Lindberg, and later for Tom and Michele Kelly for a total of 40 years. Illness forced Karl to retire in 2018.

Funeral services were held November 4, at Grace Lutheran Church in West Point, with interment in the Mt. Hope Cemetery. He is survived by his mother, Audrey Maack of West Point; brother, Kurt (Joan) Maack of Bennington, NE; and many other family members and friends. He was preceded in death by his father, Don Maack.

Memorials may be directed in Karl’s name to the Grace Lutheran Church, John A. Stahl Library, Walk Stars Relay for Life Team, or a charity of your choice.



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 10/14:

2x2

Ainsworth Star Journal – Rod Worrell (paper made \$487.50)
Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn & Jill McClusky (paper made \$85.00 out of state)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$300.00)

Week of 10/21:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn & Jill McClusky (paper made \$32.50 out of state)
Hickman Voice News – Wendy Doyle (paper made \$325.00)

Week of 10/28:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn & Jill McClusky (paper made \$32.50 out of state)
Seward Co. Independent – Lizz Alder (paper made \$150.00)

Week of 11/4:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn & Jill McClusky (paper made \$32.50 out of state)
Grant Tribune Sentinel – Staff (paper made \$150.00)
Seward Co. Independent – Lizz Alder (paper made \$150.00)
NCAN
Broken Bow Chief – Renae Daniel (paper made \$142.50)

Week of 11/11:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn/Jill McClusky (paper made \$32.50 out of state)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$612.50)
Kearney Hub – Kaitlyn White (paper made \$162.50)
NCAN
Cambridge Clarion – Cody Gerlach (paper made \$125.00)
Minden Courier – Jim Edgecombe (paper made \$117.50)

Classified Advertising Exchange

November 11, 2019

DIRECTOR OF MARKETING & SALES: The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact allen.vaughan@unl.edu or call 402.472.1769

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@wahoonepaper.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@wahoonepaper.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@wahoonepaper.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@enterpriseub.com, Enterprise Media Group, Blair, NE.

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.

WANTED: Coin-Operated Newspaper Stand - Looking for a used, working order, coin-operated newspaper stand for newspaper sales. Contact Anna at the Howells Journal, 402-986-1777, if you have one or know of one for sale.

cont. next pg.

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 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. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

Classified Advertising Exchange

November 11, 2019

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

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; Thanksgiving Scavenger Hunt.*

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers.

NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H).

TO ORDER, CALL NNA at 850-542-7087.

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 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. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

Thanksgiving

Newspaper Scavenger Hunt



Check out this newspaper scavenger hunt. See how many of the following Thanksgiving-related items you can find in your newspaper:

- 1. A food that you'd like to eat for Thanksgiving**
- 2. A place you'd like to visit during Thanksgiving**
- 3. Something for which you're thankful this year**
- 4. Information about a Thanksgiving-related event in your area**
- 5. Someone who has reason to be thankful this year**
- 6. The word "thanks" or "Thanksgiving" in today's newspaper**
- 7. The word "turkey" or a photo or graphic of one**
- 8. The thing in today's news that you think the first Thanksgiving guests would be surprised by the most**