

NPA/OnePress Staff



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Huskers Illustrated magazine purchased by long-time Nebraska newspaper veteran, Terry Kroeger

Posted by Editor & Publisher, July 1, 2021; Press Release - Dirks, Van Essen & April

Paxton Media Group (PMG) announced that it has sold Huskers Illustrated magazine to Nicholas Holdings. Nicholas Holdings is owned by Terry Kroeger, who also owns Smith Kroeger, an Omaha-based marketing and communications company. Prior to purchasing Smith Kroeger, he was President/CEO of BH Media, and Publisher of the Omaha World-Herald.

Huskers Illustrated focuses on University of Nebraska sports.

Dirks, Van Essen & April, a media merger and acquisition firm based in Santa Fe, MN, represented Paxton Media Group in the sale.

In the July 1 press release, Kroeger was quoted, "We're delighted to have the opportunity to bring Huskers Illustrated to local ownership, and we're looking forward to providing quality content for fellow Husker fans." Kroeger added that Darren Ivy will remain with the magazine and continue to serve as general manager for Huskers Illustrated.

Darren and Cassie Ivy own and co-publish Nebraska newspapers: Hickman Voice News; Gretna Guide & News, Elkhorn Douglas Co. Post-Gazette, and Voice News of Western Nebraska (Morrill).

Free content for NPA newspapers: New monthly agricultural column from USDA

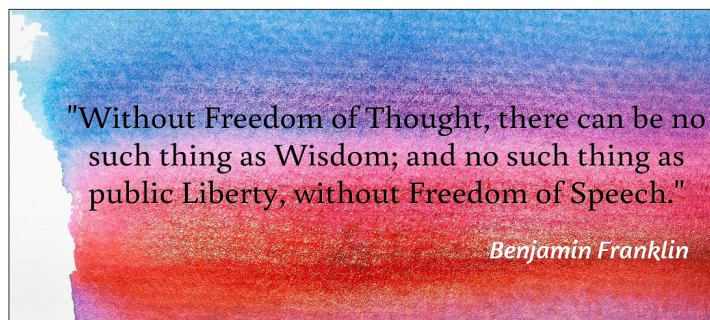
*Columns will cover
Nebraska topics: animal
health, genetics, meat
quality and more*

The USDA ARS U.S. Meat Animal Research Center column, called *USMARC Trails*, is a free monthly resource for your readers and anyone interested in agricultural animal production research.



Are your readers interested in the extraordinary meat animal research programs in Clay Center, Nebraska? If they'd enjoy reading about genetics, animal health, nutrition, reproduction, meat quality, food safety, or land management, then this column could be a good fit for your newspaper.

Starting Summer of 2021, you can access this monthly column from USMARC. Newspapers are welcome to publish the column anytime throughout the month as you have space available. Their first column is ready to publish now! **To sign up for the free monthly USMARC Trails column, and have it sent directly to your newspaper each month, contact Alexa Johnson, Communications Specialist at the U.S. Meat Animal Research Center in Clay Center, NE, at alexa.johnson@usda.gov.**



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 5/31:

2x2

Blair Enterprise – Jahde Osborn (Network Special Free Ad)
Blair Enterprise – Paul Swanson (paper made \$312.50)
Clarkson Colfax Co. Press – Tonya Evans (paper made \$162.50)
Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)
Hickman Voice News – Darren Ivy (paper made \$975.00)

Week of 6/7:

2x2

Blair Enterprise – Jahde Osborn (paper made \$150.00)
Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)
Hebron Journal-Register – Mike Edgecombe (paper made \$162.50)
Hickman Voice News – Darren Ivy (paper made \$975.00)
Hickman Voice News – Wendy Jurgens (paper made \$325.00)
Norfolk Daily News – Suzie Wachter (paper made \$325.00)
Tekamah Plaindealer – John Costello (Network Special Free Ad)

NCAN

Arnold Sentinel – Janet Larreau (paper made \$112.50)

Week of 6/14:

2x2

Blair Enterprise – Jahde Osborn (paper made \$487.50)
Hartington Cedar Co. News – Kellyn Dump (2 ads) (paper made \$325.00 + Network Special Free Ad)
Hickman Voice News – Darren Ivy (2 ads) (paper made \$1,950.00)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)
Wisner News-Chronicle – Tom Kelly (paper made \$325.00)

Week of 6/21:

2x2

Blair Enterprise – Jahde Osborn (paper made \$162.50)
Hartington Cedar Co. News – Kellyn Dump (paper made \$325.00)
Hickman Voice News – Darren Ivy (2 ads) (paper made \$975.00 + Network Special Free Ad)
Seward Co. Independent/Crete News – Nichole Javorsky (2 ads) (paper made \$450.00)
Tekamah Plaindealer – John Costello (paper made \$487.50)
Wakefield Republican – Sean Anderson (paper made \$162.50)

Week of 6/28:

2x2

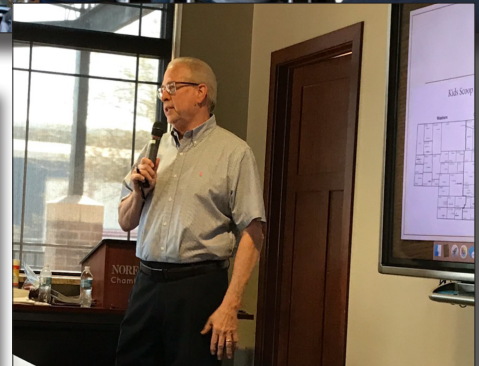
Blair Enterprise – Lynette Hansen (paper made \$325.00)
Blair Enterprise – Jahde Osborn (Network Special Free Ad)
Hartington Cedar Co. News – Kellyn Dump (2 ads) (newspaper made \$650.00)
Hickman Voice News – Darren Ivy (paper made \$300.00)
Wakefield Republican – Sean Anderson (paper made \$162.50)

14 newspapers were represented at June 10 NPA Regional Meeting in Norfolk

25 people, representing 14 Nebraska newspapers, attended the in-person NPA Regional Meeting (and lunch) in Norfolk on June 10.

NPA Executive Director, Dennis DeRossett, along with NPA/OnePress staff, were excited to network with members in-person.

Dennis updated attendees on a new Kids Scoop project that NPA will launch later this summer in the Northeast region, along with an update on the new public notices website.



'Thank you' to all who attended the meeting!

'Watch Parties' for 2021 NPA Better Newspaper Contest & Special Awards video presentation on June 17!



All eyes were glued to the screen at the Norfolk Daily News watch party.



Gerri Peterson, publisher of the Mullen Hooker Co. Tribune (and one-woman shop), couldn't contain her excitement at the awards video launch!



Wine was flowing at the Gothenburg Leader's watch party.



Staff enjoyed 'Watch Party Nachos' at the Orchard/Neligh Antelope Co. News.

Thank you for sharing your 'watch party' photos!

The Contest/Awards Video can be viewed in whole or in parts & will be available on YouTube for at least 30 days after the (June 17) launch date.

GO TO: <https://www.youtube.com/watch?v=cldN7AO6gol>

NPA Facebook group invite



We've created a Facebook group for NPA members - all staff are invited - to create another opportunity for conversation and collaboration. If you have a Facebook account, search for "Nebraska Press Association" in Groups and request to be added.

July is  **Independent Retailer Month!**

Learn more at: <https://www.indieretailermonth.com/>

Classified Advertising Exchange

June 28, 2021

SPORTS REPORTER: Do you want to join the action? The Wahoo Newspaper is seeking a talented Sports Reporter to develop compelling, timely and well-sourced sports stories that accurately reflect the nature of the events covered. The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a degree in journalism and/or two years of experience. Candidates who have completed internships will be considered. Driving and being available to cover local sports events is required. This hourly, FT reporter position includes an attractive benefits program including medical/dental/vision and life insurance options; LTD, STD, vacation, sick, and holiday pay; and 401K retirement. If you have the talent we are looking for and want to join the action, you are encouraged to apply. Please include a cover letter, resume and three to four work samples. We are a drug-free workplace and all applicants considered for employment must pass a post-offer drug screen and background/motor vehicle check prior to commencing employment. Lee Enterprises is an Equal Opportunity Employer. Contact Suzi Nelson, Managing Editor, Wahoo Newspaper, suzi.nelson@wahoonepaper.com.

OWNERS RETIRING: Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and smaller newspaper in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing. You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News and Boone County Tribune, Albion, NE, Call 402- 741-5071, or email to: jim@albionnewsline.com.

NEWSPAPER FOR SALE: Small award-winning weekly newspaper located in the heart of Custer County, Nebraska in the village of Callaway serving Callaway, Oconto and the surrounding area. Region poised for growth. A very attractive price includes all office furnishings and professional equipment (cameras, computers, software leases, phone number, email address, etc.). New owner will need to seek own office space but does not require much. Courier also has online presence. Progressive family community with great school, hospital/clinic, business climate and room to grow in a rural setting. High-speed optical

fiber internet available. Owners seek retirement and exploration of new horizons after nearly 34 years of operation. New energy, eyes and ideas are needed for this business. Serious inquiries only, please, but will consider all offers. Call Mike Wendorff at 308-872-2109 or email at ccourier@gpcom.net.

NEWSPAPERS FOR SALE: Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

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 402-762-5352, or reporter@voicenewsnebraska.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange.

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. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.