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Radically Rural: Focusing on small-town America

Editor & Publisher, Sept. 6, 2021



The Radically Rural Summit started in 2018 with a mission to help share ideas and build networks tailored to rural communities and give a stage to those who have found solutions to rural problems so that others can learn and implement them in their communities.

This year's hybrid event (attend in-person or virtually) will take place on September 22 & 23, and will specifically feature sessions focused on sustaining community journalism, which will include:

- Building Trust: Measures to secure faith in local journalism
- Funding News: Media organizations successfully find philanthropic help for their missions
- Crazy Good: Tools to make you a better – and more efficient – journalist

The yearly "Summit" has grown from a small-town gathering to an event attended by people from across North America. **Learn about Radically Rural at:**
<https://radicallyrural.org/>

For details on 2021 Summit sessions, go to:
<https://radicallyrural.org/2021-program-tracks/#community-journalism>

Statement of Ownership filings due October 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once.

A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.
- Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.

Download Postal Forms

- **All publications except requestors:**

<https://about.usps.com/forms/ps3526.pdf>

- **Requester publications:**

<https://about.usps.com/forms/ps3526r.pdf>

- **Additional forms can be found at:**

<https://about.usps.com/forms/periodicals-forms.htm>

For more information, go to the Domestic Mail Manual on usps.com:

http://pe.usps.com/text/dmm300/dmm300_landing.htm

If you have Statement of Ownership questions, contact Violet Spader, vs@nebpress.com.

Have a Legal Question?

**Call the Nebraska Press
Association Legal Hotline**

**Max Kautsch,
Attorney at Law
Phone 785-840-0077
Fax 785-842-3039
maxk@kautschlaw.com
kautschlaw.com**



Max Kautsch

785-840-0077

Great NPA member benefit! Free Online Media Campus webinars for NPA members

Thanks to a grant from the
NPA Foundation



- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- **You still need to register for OMC live webinars, and you must include 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**
- The cost for most OMC webinars is \$35.00 per person (\$45.00 p/person to register after deadline) - so we encourage you and your staff to take advantage of these FREE webinars.

Go to www.onlinemediacampus.com to see upcoming live (and archived) webinars.

Chadron State College instructor, adviser featured in NNA's Publisher's Auxiliary series on preparing future journalists

Tena Cook, CSC Marketing Coordinator, 9/8/21

Mike Kennedy, Chadron State College instructor and adviser of the student newspaper, *The Eagle*, is one of several faculty members from institutions across the U.S. featured in a series about preparing future journalists.

The series, which began in July and will stretch into 2022, was created by *Publisher's Auxiliary*, a monthly publication of the National Newspaper Association (NNA).

Faculty members featured in the series shared their views about the future of the journalism profession, and insight into their respective schools' journalism programs.

The series grew out of a conversation the co-creator of the series, Tonda Rush, had during a meeting of University of Kansas professors. As the professors discussed their challenges and outlooks for journalism, Rush saw there was a sizeable knowledge gap between the journalism academy and the newspaper business.

According to Rush, who is NNA's director of public policy, most NNA members have little direct awareness of the challenges facing journalism schools, but they do know

that the nature of journalism school grads they see in the job market has changed.

Rush and Carol Pierce, NNA's director of Washington programs, have developed a dialogue with this group of selected faculty professors to pose questions on the minds of newspaper publishers and editors.

Kennedy was recommended by Matt Adelman, president of the NNA Foundation, who told Rush he had hired several interns from the Chadron State College program.

Rush and Pierce wanted Mike on the panel because he had a good sense of the hands-on training that journalists need to go into the job market, and understands the values that motivate good journalists, yet is realistic about the challenges ahead as the journalism business model is fundamentally changing.

Constitution Week - pg. 1

The aim of Constitution Week is to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787.

The Constitution Week USA website offers a variety of resources, games & activities (K - 12 grades), & more. Go to <http://constitutionweekusa.com/>

For additional Constitution Week events, resources, podcasts & more, go to:

<http://www.dar.org/national-society/education/constitution-week>

<https://constitutioncenter.org/constitution-day>

<https://nationaltoday.com/constitution-day/>



America's Newspapers: <https://newspapers.org>

Celebrate National Newspaper Week, Oct. 3-9, 2021

National Newspaper Week will be celebrated October 3-9.



A promo kit will be available in late September with ads, logos, editorials and cartoons that newspapers can publish at no charge.

Watch the NNP website: www.nationalnewspaperweek.com for this year's 2021 promotional kit.

Newspapers are encouraged to editorialize about your newspaper's unique relevance to your community.

National Newspaper Week recognizes the service of newspapers and their employees across North America, and is sponsored by Newspaper Association Managers.

Former Imperial Republican employee, Jana Pribbeno, dies at 61

Jana Pribbeno died August 25, 2021, at her home in Imperial, NE. She was 61 years old.



Jana graduated from Chase County High School and then attended North-eastern Junior College in Sterling, CO, to study art.

She worked a variety of jobs in Imperial while raising her family, including starting her own party decoration business, which allowed her creativity to shine. In 2000, Jana joined the Imperial Republican staff, at first working in the dark room, and later transitioning to advertising representative. Her customers always came first, and her attention to detail, creativity and loyalty to her customers helped her blossom in this role.

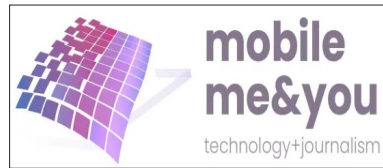
Jana knew the importance of serving her community and being a volunteer - from coaching her daughter's softball teams and being den leader to her son's Boy Scouts troop, to serving as Chamber of Commerce president and helping create the local Veterans Memorial.

Survivors include her husband, Mike; daughter Leslie (Tino) Chavez; son Tyler Pribbeno and Emilee Pease (future daughter-in-law); and two grandchildren. Jana was preceded in death by her son, Jeromy.

Graveside services were held September 15 at Mount Hope Cemetery in Imperial. A donation can be made in Jana's memory for later designation by her family. Online condolences may be left at www.liewerfuneralhome.com.

Update: MobileMe&You Conference, Oct. 22-23, will now be held virtually

Decision to go virtual due to rising rates of Delta COVID variant and safety concerns



With the conference now being held virtually, you will now be able to join us from anywhere in the world, and our adjusted ticket prices are \$10 for students, \$30 for University faculty or staff, and \$50 for professionals.

15 speakers from top newsrooms and universities across the country will headline this year's conference. All told there are 13 masterclass sessions in mobile journalism you won't want to miss!

MobileMe&You is the only national conference for mobile and emerging media. It is a platform to educate and engage industry professionals and students in the exploration of mobile media. The conference continually aims to disseminate best practices and innovative techniques to a diverse and media-connected audience.

Please join us on Oct. 22 and 23! Register here: <https://www.eventbrite.com/e/virtual-mobilemeyou-2021-tickets-148064995387>

Meanwhile, stay up to date on the most recent media news by following us on social media.

- Facebook: @mobilemeyou
- Twitter: @mobilemeyou
- Instagram: @mobilemeconference

For more information contact Gary Kebbel, 402-582-6758, or garykebbel@unl.edu.

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.

Classified Advertising Exchange

Sept. 13 - Page 1

POLICE SCANNER FOR SALE: Uniden HomePatrol-2 digital police scanner. The Uniden HomePatrol-2 is one of the most popular Digital Police scanners on the market. This model allows you to quickly hear communications systems used by Public Safety, Police, Fire, Ambulance, Aircraft, Military, Weather, and more. Simple to set-up and use. Digital Capable, receives all unencrypted, non-proprietary radio systems covering the USA and Canada. Please note: an AC or DC power adapter is NOT included. To power the unit and/or charge the NiMH batteries, it comes with a USB cable. Use this cable to connect your HomePatrol-2 to a standard Smart Phone USB Power Adapter (not included), or connect it to your computer's USB Port. This scanner makes it easy to listen to transmissions in your area. Use the digital touch screen to see a list of radio services and choose the ones you want to listen to. You can tune to your local fire station or police department or to any open two-way radio transmission. \$400 OBO. Contact editor@springviewherald.com.

PRINT SHOP INVENTORY/EQUIPMENT FOR SALE:

We are shutting down our print shop and need to sell our inventory and equipment. We have several cases of 2-part and 3-part carbonless 8.5x11 paper for sale. We also have several cases of #10 regular and #10 window envelopes; 6x9 white wove open end catalog envelopes; 6 3/4 window envelopes; 6 3/4 regular envelopes; and several other cases of misc. paper, as well. We are also selling:

- Baum 714 folder
- Bunn Miller Bevco tying machine
- Xante impressia envelope printer with feed

Please contact Rob Dump or Peggy Year at 402-254-3997 if interested.

PRESS FOR SALE: Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: mrhoades@enterpriseub.com.

NEWS EDITOR-GRAND ISLAND INDEPENDENT:

The award winning Grand Island Independent, a Lee Enterprises Inc. publication, is seeking a News Editor to lead our news team. The editor assigns coverage and special projects, works with designers and copy editors to develop appropriate headlines and cutlines, and drives day-to-day newsroom activities. The editor will promote the use all tools available to publish news digitally such as via videos, our website, on social media platforms, and print with the emphasis on our growing digital audience. As a team player, this position may also be called upon to assist their team working "hands on" by pitching in as needed to write news stories. **cont.**

The successful candidate will have the ability and the knowledge to determine appropriate content in addition to the ability to deliver news on current and evolving digital media platforms, possess strong editing and story development skills and, demonstrate the ability to lead and develop a team. If you are deadline driven, flexible, a strong leader, well-versed in AP style, and possess advanced writing, research and editing skills, this may be the job for you! Three to five years of daily newspaper experience is required, and a bachelor's degree in Journalism, English or related field is preferred.

Lee Enterprises offers competitive wages in a supportive, dynamic work environment with career growth opportunities. We offer a comprehensive and affordable benefit program, which includes medical, dental, vision, LTD, STD, and life insurance; a time off program and a 401K plan. Candidates must pass a post offer drug screen, driving record check, and background check. Lee Enterprises is an equal opportunity employer and we participate in E-Verify. If YOU have the talent for this role and want to be, where the action is, apply at <https://lee.net/careers/> and search in Grand Island, NE. Submit your resume, cover letter and samples of you work as you apply. Lee Enterprises is an equal opportunity employer.

NEWS EDITOR-SCOTTSBLUFF STAR-HERALD:

The Scottsbluff Star-Herald, a Lee Enterprises Inc. publication, is seeking a News Editor to lead our news team. The editor assigns coverage and special projects, works with designers and copy editors to develop appropriate headlines and cutlines, and drives day-to-day newsroom activities. The editor will promote the use all tools available to publish news digitally such as via videos, our website, on social media platforms, and print with the emphasis on our growing digital audience. As a team player, this position may also be called upon to assist their team working "hands on" by pitching in as needed to write news stories.

The successful candidate will have the ability and the knowledge to determine appropriate content in addition to the ability to deliver news on current and evolving digital media platforms, possess strong editing and story development skills and, demonstrate the ability to lead and develop a team. If you are deadline driven, flexible, a strong leader, well-versed in AP style, and possess advanced writing, research and editing skills, this may be the job for you! Three to five years of daily newspaper experience is required, and a bachelor's degree in Journalism, English or related field is preferred.

Lee Enterprises offers competitive wages in a supportive, dynamic work environment with career growth opportunities. We offer a comprehensive and affordable benefit program, which includes medical, dental, vision, LTD, STD, and life insurance; a time off program and a 401K plan.

CLASSIFIED ADVERTISING EXCHANGE - cont.

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

Classified Advertising Exchange

Sept. 13, 2021 - Page 2

Candidates must pass a post offer drug screen, driving record check, and background check. Lee Enterprises is an equal opportunity employer and we participate in E-Verify.

If YOU have the talent for this role and want to be, where the action is, apply at <https://lee.net/careers/> and search in Scottsbluff, NE. Submit your resume, cover letter and samples of you work as you apply. Lee Enterprises is an equal opportunity employer.

SPORTS REPORTER-LEXINGTON CLIPPER: The Lexington Clipper 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, parental leave, 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 and apply at <https://lee.net/careers/>. 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 and we participate in E-Verify.

COMMUNITY NEWSPAPER EDITOR: Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a community newspaper editor. Enterprise Media Group is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages for its newspaper group in Seward, just west of Lincoln.

This person would oversee three of the newspapers located in Crete, Friend and Wilber. This news team produces five weekly newspapers with a steady stream of story material, which means we're never bored. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Managing Editor Greg Forbes with your resume and a link to your portfolio or several published clips attached as PDFs at editor@sewardindependent.com. No calls, please. EOE.

INVESTIGATIVE REPORTER/TEMPORARY ASSIGNMENT:

Looking for an investigative reporter on temporary assignment for Nebraska community. Must understand quasi governmental entities. Three references from established news media organizations required. 1-2 month position. Salary plus expenses. Please send writing samples and references to josh@indydailyreporter.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 402-762-5352, or reporter@voicenewsnebraska.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 seethis 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@albionnewsandboonecountytribune.com.

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.

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MEDIA CAMPUS

The Value of an Integrated Media Plan

America's Newspapers & partnering associations can now register FREE! Contact your association for details.

Thursday, September 23 · 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: \$35 · Deadline: September 20

IN THIS WEBINAR...

As an executive in the newspaper industry, it is imperative that you understand the value of an integrated media plan. In this workshop, Korena Keys will share data on the impact it can deliver and provide you with tools that will help you deepen your client relationships through a holistic approach to selling your products.

THE PRESENTER...

Korena Keys



Korena Keys, founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, she has successfully taken her digital media firm to the front lines in an over saturated industry. Keys has served as the president of the board for South Dakota Advertising Federation, chair of the board for the Community Outreach, held a seat on city council, and is active in multiple community organizations that are dedicated to helping others.



MEDIA CAMPUS

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REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by America's Newspapers and state press associations.