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## **Editorial page editor, Mike Holmes, retires from Omaha World-Herald after 45-year career in journalism**

Mike Holmes has retired from the *Omaha World-Herald* after a 45-year career in journalism.

Holmes first served as a U.S. Navy journalist, serving two tours in Vietnam in 1971 and 1972 before joining *The World-Herald* as an intern in 1973. After a brief stint at the *Lincoln Journal Star*, he spent 27 years with the Associated Press before returning to *The World-Herald* in 2004. In 2011, Holmes took over as editorial page editor.

In the June 12 issue of *The World-Herald* (“*Bidding farewell to a trusted colleague*”), Publisher, Terry Kroeger said Holmes succeeded in producing thought-provoking opinions that would be of interest to their readers, the community and government leaders. Kroeger went on to say that Holmes did an outstanding job of invigorating their editorial pages, while ensuring that the pages were interesting, useful and served the public good.

Cate Folsom, a 37-year *World-Herald* veteran who has overseen local and regional news coverage at the newspaper, will take over Holmes’ editorial page responsibilities.

## **Lawson joins staff of Orchard News/Antelope Co. News**

Logan Lawson, a Kearney native, joined the *Orchard News* staff in early May as a reporter and videographer, covering Antelope County and the surrounding counties. He’ll cover news and sports, along with writing, photography and video.

Lawson, who attended the University of Nebraska-Kearney, is switching gears from banking to news. Before joining *The News* staff he was a banker at Wells Fargo in Omaha and Nebraska State Bank in Broken Bow.

## **Bruzon hired as Orchard News editor**

Florida native Natalie Bruzon started her new role as editor of the *Orchard News* in mid-May.

After living in several countries over the years, and recently graduating from Union College in Lincoln, NE, Bruzon decided to officially call Nebraska home.

She recently graduated with a Bachelor of Arts degree in communications with an emphasis in public relations and emerging media. While at Union College, she helped implement a social media platform for their student newspaper and assisted in growing its print-based readership.

In addition to her editor duties at *The News*, Bruzon will assist in reporting for Pitzer Digital’s media division, including the *Antelope County News*.

Pitzer Digital LLC, owned by Orchard high school graduate Carrie Pitzer and her husband, Wade, purchased the *Orchard News* in mid-February 2016 from John and Lucy Ferguson.

## **Grant Tribune-Sentinel adds new writer, reporter to staff**

As of mid-May, Omaha native Kara Cosentino is the new full-time writer and reporter for the *Grant Tribune-Sentinel*. She had been working periodically at the *Tribune-Sentinel* since January while finishing her degree at the University of Nebraska-Lincoln. She received her Bachelor of Arts degree in English, with an emphasis in creative writing.

In addition to her duties at the *Tribune-Sentinel*, Cosentino will be pursuing her Master of Fine Arts degree from Queens of Charlotte, a top-10 online university. Writing her first book will be part of her master’s degree program.

At the newspaper, Cosentino will be reporting on local activities and meetings in Grant and Perkins County.

## 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 6/13: 2x2

Clarkson Press — Tonya Evans (paper made \$162.50)  
Falls City Journal — Nikki McKim (paper made \$300.00)  
Fremont Tribune — Jennifer Gruber (paper made \$925.00)  
Hickman Voice News — Linda Bryant (paper made \$150.00)  
Hickman Voice News — Austin Roper (paper made \$150.00)  
**NCAN**  
Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Ogallala Keith Co. News — Brian McElvain (NCAN Special Free Ad)

## Enter your Newspapers in Education (NIE) projects in national competition - entry deadline July 6

Did your newspaper put together a great project to reach out to young readers in your community over the past school year?

Share your successes and earn recognition for your newspaper's continued commitment to youth by entering the National Newspaper Association's annual Newspapers and Education Contest. **Membership in the National Newspaper Association is not required for entry in this contest.**



NNA's Newspaper and Education contest recognizes newspapers that have chosen a civic literacy, journalism education or school support program and assisted in its success through use of the newspaper's various resources. Entries may be made in two categories: Traditional Newspaper In Education Stories and Curriculum and Newspapers Supporting Education & Civic Literacy.

**Entries must have been published or carried out between July 2015 and June 2016.** Awards are made to first, second and third place in each division. First place winners also will receive a \$100 cash award, sponsored by Kidsville News!

**Deadline for entries in the 2016 contest is midnight, July 6, 2016. All entries for this contest are made online. Entrants should use code: NAE15 to begin the registration process for submitting an entry.**

To learn more about the NNA Newspaper and Education Contest, visit <http://www.nnaweb.org/newspaper-and-education-contest>

## Website allows reporters to save time when searching government databases

Launched last March, Sqoop is a free website that searches through the databases of the United States Patent and Trademark office, the Securities and Exchange Commission and most of the federal court websites, allowing journalists to decrease the amount of time they spend searching through federal court websites or government databases for a story.



Founder and CEO Bill Hanks said the idea behind Sqoop is to help reporters find out about news before it's news. Hanks, who previously worked at Bing, said as he watched some of his reporter friends spend hours searching through databases, he realized there was a "search problem." "It's really time consuming for a reporter to dig into information on certain companies, the Patent office and databases," Hanks said. "Most vehicles to find this information don't track (information) and there's no way to set an alert. Sqoop does the work for you."

To use Sqoop, simply type in the subject you're looking for in the search bar and the most recent government documents, court filings or other information relating to that topic appear. Sqoop also allows registered users to set alerts for a topic or company; if new information is posted, they will receive notifications. The site's functionality and search results are continuously evolving.

They're also developing a feature that will allow Sqoop to not only assist reporters in accessing documents quickly, but assess the newsworthiness of them as well. Soon, Sqoop will be able to use a small layer of intelligence to decipher how newsworthy a document is or isn't and alert registered users, saving even more time for busy reporters.

As of April, Sqoop had 1,730 registered reporters using the site. For more information, visit [sqoop.com](http://sqoop.com).





# Newspaper Growth Finally Gets Noticed

*I wonder what took so long?*

kevin@kevinslimp.com



Kevin Slimp  
The News Guru

A few months back, I had breakfast with the publisher of a very successful community newspaper in Minnesota. As we walked around the restaurant, I was introduced to local residents enjoying their muffins and eggs. At one table, a customer asked what I was doing in their city.

When I explained I was working with the local newspaper, a gentleman spoke up. "Whatever you do, don't mess it up. We love our newspaper."

A few weeks later, while in town working with a community newspaper in South Florida, I found myself in a conversation with the president of the local real estate association. When the conversation turned to my client, he was quick to share some personal thoughts.

"Do you know," he began, "why realtors, auto dealers and other advertisers advertise in the community paper instead of the big daily?"

He had my attention.

"People who live here pick up this paper, see the faces of the writers and say, 'I know him,' or 'I know her.' It makes a real difference. That's why people love this newspaper, and that's why advertisers want their ads in this paper."

Last week, as I arrived at the rental house where I would be living for three days, the owner asked me what brought me to her town. When I told her I was there to work with the local newspaper, a smile hinted at what she was about to say. "We love our paper here. We are so lucky to have it."

Three days ago, as I sat alone at the Lakewood Supper Club, looking out over a beautiful sunset on Big Stone Lake, which creates the border between South Dakota and Minnesota, the waitress quickly recognized my southern accent.

"What brings you all the way from Tennessee?" she asked.

When I explained that I was in town to work with the local newspaper for two days, I had a new friend.

"We are so lucky to have our paper," Michelle told me. "We love our paper."

I feel like a broken record when I remind people just how well community newspapers are doing across America. As I work with hundreds of papers each year, it's a common theme as publishers talk to

me about their individual operations.

I couldn't help but chuckle when I saw a story in *Editor & Publisher* titled, "Despite 'Doom and Gloom,' Community Newspapers are Growing Stronger" in early June.

*Editor & Publisher* isn't the only industry journal to take up this mantra. It seems that community papers are "in" again. The column you are reading is carried by industry-related journals and publications on four continents. I often take the opportunity to read what other "experts" are writing in these publications. For years I've read how newspapers must shift their focus away from creating quality products to crunching numbers. Now, it seems, quality is important again.

I chuckled because I was reminded of the interview I did with *Editor & Publisher* just about a year ago for a column titled, "Strategic Innovations Overshadow the Technical," by Eric Schult.

Eric contacted me to discuss the role of technology and centralization at newspapers. It didn't take long for the conversation to shift to the success community newspapers are having without centralizing production. Eric seemed surprised when I shared some of my research information indicating locally-owned newspapers are doing quite well. At one point, I mentioned the success of community newspapers might be an important topic for a story. As I remember, Eric agreed.

One of the things I remind clients, whether they are locally-owned community papers or part of larger groups, is to be realistic about what they do. More times than not, newspapers ask me to help improve their products while on-site. That always means that something is going to change. I'm noticing newspapers are more accepting of change these days when confronted with reasonable information.

Last week, I had a discussion with a staff that sounded like a conversation I've had many times. It revolved around grayscale photos on pages. Now and then, I'll work with a group that uses color pictures on grayscale pages, to simplify the conversion of documents from print to online. By placing color photos on the pages, the RIP (the device that controls the creation of plates for the press) can simply convert the images to gray while making the plates, allowing the same files to be



**My drive into Ortonville, Minnesota last week reminded me of a lot of places I visit as I work with newspapers across North America.**

uploaded to a website in full color.

While this does simplify the process of converting print pages for the Internet, the issue – as I've explained dozens of times to groups – is the photos will look much better in print when edited and converted to grayscale first.

I know what always follows next. "Yes, but if we place color pictures on the pages, we don't have to create new pages to go online."

That's when I get straight to the point.

"Let me ask you something," I usually begin. "Do you make more from your digital product or your print product?"

To date, no one has ever answered they make more money from their digital product. Most often, the answer is, "We don't make a profit from our digital newspaper."

"So," I'll ask, "why do you put more effort in making your digital pages look good when all of your profit is in print?"

At this point, I usually see faces begin to light up.

In her story for *Editor & Publisher*, Sharon Knolle is right: despite the gloom and doom, community papers are growing stronger. I would argue, however, this is not a new phenomenon. Most gloom and doom I've noticed among community newspapers over the past few years has been perceived, not real. It took four or five years, but most community papers I visit – and I visit a lot – realize the "death of newspapers" cry was created primarily by folks who could profit if that turned out to be the case. The reality, as Knolle noted, is community newspapers are growing stronger.

Over the next few weeks, I'll be traveling all over Tennessee, Western Canada, West Virginia and back to the Upper Midwest. I will visit with staffs and hear how much their readers love their papers. Publishers will seek advice concerning software and hardware purchases because, among other things, they realize they have to plan for the future.

In 2008, the dean of a prestigious university school of journalism told me he didn't believe there would be a single printed newspaper left in America within ten years. He still has 17 months to prove me wrong. If the folks at *Editor & Publisher* are right, it seems a safe bet at least one newspaper will be standing.

# Classified Advertising Exchange

June 13, 2016

**ASSISTANT NEWS EDITOR:** The Norfolk Daily News is looking to hire a full-time assistant news editor to fill a vacancy in its newsroom staff. An attractive candidate will have a passion for accuracy, excellent editing skills, a flair for newspaper design and the ability to meet deadlines. A college degree in journalism or related field is a plus. Hours are generally 7 a.m. to 4 p.m., with some Saturday morning shifts required. Competitive wages, strong fringe benefits and a positive, fun place to work. Interested individuals should submit work samples, resume and cover letter.

Applicants can contact Kent Warneke, editor of the News, via email at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) or at 877-371-1020.

**SALESPERSON** needed for The Fairbury Journal-News. Must have good communication and people skills, be a self motivated individual with sales experience and knowledge of digital sales helpful. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, [timothylinScott1@gmail.com](mailto:timothylinScott1@gmail.com), or PO Box 415, Fairbury, NE., 68352.

**PART-TIME GRAPHIC DESIGNER - Familiar with Adobe InDesign, PhotoShop, Illustrator:** We are looking for a creative graphic designer with up-to-date knowledge to interpret our clients needs and to design solutions with high visual impact. You will work on a variety of products, including newspapers, websites, magazines, and you will cooperate with sales and editorial team. Responsibilities:

- Cultivate a solid body of work for the Sun-Telegraph, a five-day-a-week newspaper.
- Work with a wide range of media and use graphic design software, primarily Adobe CS applications.
- Think creatively and develop design concepts, graphics and layouts
- Amend final designs to clients comments and gain full approval.
- Work as part of a team with sales representatives and editorial staff.

Send résumé to: [publisher@suntelegraph.com](mailto:publisher@suntelegraph.com). *No phone calls, please.*

**GENERAL ASSIGNMENT REPORTER/NEWS EDITOR:** The Fairbury Journal-News, one of the largest weekly papers in Nebraska, is seeking a general assignment reporter/news editor. Writing, photography and computer experience necessary. Competitive wages, flexible schedule. Send resumes and writing samples to: Timothy Linscott, [timothylinScott1@gmail.com](mailto:timothylinScott1@gmail.com), or PO Box 415, Fairbury, NE., 68352.

**PRESS OPERATOR:** Mechanical ability; varied work schedule - days, evenings and weekend shifts; work independently; lift 60 lbs., stand for prolonged periods, climb ladders. Apply online at [www.bh-mginc.com](http://www.bh-mginc.com), or send resume and cover letter to: Rob Hampton, production manager, North Platte Telegraph, PO Box 370, North Platte, NE 69103.

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

## Available through NPA:

### Reporter's Guide to Media Law and Nebraska Courts (2005)

\$3.00 ea.

### Nebraska Open Meetings Act Booklet (2012)

\$1.00 ea.

*(plus postage)*

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

## 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 573-777-4980.**

**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).