

CONFIDENTIAL

Nebraska Press Association • Nebraska Press Advertising Service • Nebraska Press Association • Nebraska Press Advertising Service

Bulletin

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Calendar of Events

Events:

November 3, 2017
NPA/NPAS Board Meetings, Lincoln, NE

November 3, 2017
Nebraska Journalism Hall of Fame Banquet, Nebraska Club, Lincoln, NE

November 10, 2017
NPA Foundation Board Meeting, Nebraska Club, Lincoln, NE

April 20-21, 2018
NPA Annual Convention
Cornhusker Marriott Hotel
Lincoln, NE

Webinars:

October 12, 2017
Six Ways to Make Your FOIA/
Public Record Requests More Effective
(Gatehouse Media); 1:00pm CDT
www.onlinemediacampus.com

October 18, 2017
How to Win Over Objectionable Customers (Tim Smith)
1:00pm CDT
www.newspaperacademy.com

October 26, 2017
How to Create a Significant Revenue Stream at Newspapers by Publishing Books (Kevin Slimp)
10:00am CDT
www.newspaperacademy.com

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See pages 5-7 of the Bulletin for examples of local National Newspaper Week promotions.



courtesy photo

More examples of National Newspaper Week promotions & local editorials will be featured in next weeks' Bulletin.



courtesy photo

Omaha Press Club to host free speech event, Oct. 17

The Omaha Press Club is hosting a unique evening exploring the right to free speech. Attendees will dig into the right to and responsibilities of free speech, adventuring into noble realms of democracy and human rights as well as thornier terrains of religion, media, art, politics and protest. Not an event for the squeamish! Come engage in an unusual evening of dialog, refreshments and panoramic views. The event on Tuesday Oct. 17, 5pm - 7pm, will be hosted downtown at the classic Omaha Press Club and will feature hors d'oeuvres and a cash bar. The cost is \$25 and registration numbers are limited.

To purchase tickets for this event, go to:

<https://www.eventbrite.com/e/the-right-to-free-speech-tickets-37777316972>

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Nov. 3 Nebraska Journalism Hall of Fame banquet to honor three inductees

The 2017 Nebraska Journalism Hall of Fame banquet and induction ceremony will be held Friday evening, November 3, at the Nebraska Club in Lincoln, NE.

This year, The Nebraska Press Association and the UNL College of Journalism and Mass Communications will honor three inductees: Larry King, Maxine Moul and Eileen Wirth. The Hall of Fame honors persons who have distinguished themselves in print journalism.

The Hall of Fame banquet is hosted by the Nebraska Press Association and the UNL College of Journalism of Mass Communications. The award was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. Since the Hall of Fame began, 102 journalists have been inducted.

Members of the Nebraska Press Association are invited to attend the banquet.

See the Hall of Fame letter, invitation and RSVP form attached to the Bulletin.
Deadline to RSVP is Mon., Oct. 23.

IMPORTANT:

Advertising Insertion Orders & Ad Copy

We have had several newspapers missing ads this year. Please follow the following instructions when you receive an insertion order from NPAS.

1. Read your insertion order carefully. In the upper right under the advertiser's name, it will tell you if your **ad copy will be sent by e-mail or if it is a repeat from a previous insertion.**
2. If your order says ad copy will be sent, it should come from NPAS in a timely manner. If you haven't received it by your deadline, PLEASE contact me to find out where it is. DON'T assume that since you haven't received your copy, that the ad should not run.
3. Please pay attention to the dates listed on the insertion order. If there are more than one date listed, are they consecutive weeks, or is there a week or two skipped between insertions.
4. AND ALWAYS, if you have any questions whatsoever on insertion orders or ad copy, please contact me.

Thanks!

Carolyn Bowman
Advertising Manager
cb@nebpress.com

Public Notices webinar: follow up

For those who couldn't attend the Sept. 28 webinar on public notices, below is the Dropbox link to access the PowerPoint presentation. The webinar was led by Richard Karpel, president of APW Management, an association management company based in Falls Church, Virginia.

APW represents the Public Notice Resource Center, American Court and Commercial Newspapers and other newspaper industry clients. Karpel was formerly executive director of the American Society of News Editors and the Association of Alternative Newsweeklies.

The webinar covered trends in public notices and best practices for newspapers who publish them. One important take away from the webinar was that newspapers should not take public notices for granted or treat them like an entitlement.

Dropbox link to the PowerPoint presentation:

https://www.dropbox.com/s/f6ofja77fvrnphi/Best%20Practices%20for%20Public%20Notice_v4.pptx?dl=0

Find more information and public notices resources at the Public Notice Resource Center website: <https://www.pnrc.net>.

Happy Birthday, Gil

By Kathleen Rutledge, retired editor, Lincoln Journal Star

Let us lift our pica poles in tribute to Gil Savery, who celebrates his centenary birthday on October 10, 2017.

Gil represents the best in the tradition of newspapermen who do it for love – love of craft, love of community, love of public service. His weekly column in the Neighborhood Extra edition of the Lincoln Journal Star is suffused with the warmth he feels for Nebraska, for his family, for the pleasures of this life and for Friskie, his canine muse. He has won many awards, including the NPA Master Editor Award in 2010.



Gil's aspirations to be a writer perhaps were kindled when he was a boy in Shelby, Nebraska, during the 1920s, selling the Saturday Evening Post for a nickel a copy. As a teenager, he submitted poems and other pieces to the Post, only to be rejected. But persistence pays, and 70 years later, he made it into the Post with a three-line witticism that turned on a pun. He earned \$15 for his wit.

When Gil's family moved to Lincoln, they lived two blocks from where Pershing Auditorium now stands. He recalls playing sandlot football on that site.

He attended the University of Nebraska, first studying in the College of Arts and Sciences and then in Business Administration. Before he could finish requirements for a degree, though, the pinch of the Great Depression spurred him to look for a job, which he found as a police reporter at the Lincoln Evening Journal.

"It must have been January 7, 1941, when . . . I made that first long climb up the wear-cupped wooden stairs to the newsroom," he recalled in a column reprinted in his 2002 book, "As I Used to Say."

"As I stared at the orange-hued knots on the steps, etched by thousands of footsteps against the grey,

softer wood, I had no notion that life was about to change and that I would soon become acquainted with a whole cast of characters who played the journalistic stage in Lincoln."

One of the characters he remembers was Helen Mary Hayes, "a blondish middle-aged woman, wearing thick-lensed glasses, beating a staccato on an ancient typewriter." She could dismiss a newsroom colleague's views with "Oh, he thinks he's 2 percent smarter than God!" He also recalled wire service man Charles P. Arnot, a man whose fourth-floor office got so hot on summer days that he would remove his suit and work in his underwear.

Gilbert himself was a bit of a character. As a young city editor in his 20s, he once took a call from an irate candidate who threatened to come to the newsroom and shoot him. "I'll be here until 5," he mildly replied.

As a reporter, Gil wrote the story of Lincoln's first World War II casualty, Robert Avery, who died at Pearl Harbor. He laid out front pages for the defeats of Germany and Japan. Gil was part of the news team that won the 1948 Pulitzer Prize for public service, which the "Journal" won for its coverage of the presidential primary that brought Taft, Stassen, Dewey and others to Nebraska. He was the paper's news editor during the Charles Starkweather murder spree.

Gil had risen to be managing editor of the paper by the time he retired in 1985. Ten years later, he was there in the press room with his camera as the Goss press turned out copies of the last edition, bannered, "SO LONG." A pressman read the wistful expression on his face. "He reached down and pulled a 'Journal' from the flooding tide and handed it to me. That one is a keeper. 'The Journal' has been in our household since my childhood and had provided my livelihood for more than four decades," Gill wrote.

More than two decades later, Gilbert Mills Savery still plays the journalistic stage in Lincoln, eyes bright with interest in the world around him, and we are glad.

Mayor proclaims Gil Savery Day

Lincoln Journal Star, Oct. 8, 2017

Whereas, Gilbert M. Savery was born to Dorothy and Rev. G.T. Savery in Shelby, Nebraska on his father's birthday, October 10, 1917, and moved to Lincoln when he was 12; and

Whereas, after graduating from Lincoln High and UNL, Gil was hired as a police reporter at the Lincoln Evening Journal in 1941 and became the longest serving News Editor in the paper's history; and

Whereas, Gil retired as Managing Editor of the Lincoln Journal in 1985, after a distinguished 44-year career that included a 1948 Pulitzer Prize for Public Service; and

Whereas, Gil's integrity, sense of fairness and commitment to accuracy and excellence have earned him many journalism and community service awards as well as induction into the Nebraska Journalism Hall of Fame; and

Whereas, Gil has been a leader at Southminster United Methodist Church since its beginning and continued contributing to his community in his retirement years by serving the UNL Journalism College, the local Board of Health and the Red Cross; and

Whereas, Gil has been a strong defender of freedom of the press, open meeting laws and freedom of information legislation on the local and national level, and he continues to make his voice heard on issues of justice and equality; and

Whereas, Gil continues to be an inspiration to his family and a wonderful role model for his children and grandchildren,

Now, therefore, I, Chris Beutler, Mayor of Lincoln, Nebraska, do hereby proclaim Oct. 10, 2017, as "Gil Savery Day" to celebrate his 100th birthday and to thank him for his many contributions to our community.

Participate in promoting the “Pulse of Nebraska” shopping survey

The Nebraska Association is pleased to announce an exceptional member service that will help each of you generate more revenue in 2018. We have partnered with Pulse Research to do a comprehensive shopping statewide survey of members audiences.



There is no cost to the association or you.

Summary:

Survey promotion will start October 4th and run until we reach a statewide sample of 400.

Your Part:

- All we ask you to do is regularly promote the survey in your paper and on your website.
- Link to the ads: www.pulseresearch.com/poa.html
- Each week we will get an update from Pulse on the survey sample.
- Pulse will deliver the survey results in mid-January 2018.

Benefit:

In early 2018, your revenue teams will have current shopping information of your audience that they can use in very effective presentations to help your local businesses. If you have any questions, please contact Violet Kirk, vk@nebpress.com.

The Ravenna News again under new ownership

As of September 25, 2017, The Ravenna News is again under new ownership. Erin Nye and Andrea Casarez, daughters of the late Editor and Co-Publisher, Nancy Jackson, have resumed ownership. Jackson died November 17, 2016, in an auto accident near Pleasanton.

Nye, who worked for her mother for over 20 years, will be managing editor and publisher. After Nancy's death, Nye and co-owner Ted Gill, along with longtime News employees Wanda Keilig, Sherry Thom and Monte Steele, found themselves responsible for the daily operations of the business. The newspaper will continue to publish weekly under the same mission statement that Jackson and Gill wrote years ago.

Fairbury Journal-News adds two to staff

A reporter and a marketing/ad sales manager have joined the staff of the Fairbury Journal-News.

Nathan Heuer joins the Journal-News as a reporter. Heuer grew up in Grand Island, graduated from high school in Colorado, and attended the University of NE-Kearney before transferring back to the University of Northern

Colorado to complete his degree in Journalism. Heuer had worked at the Columbus Telegram as a sports reporter for the past year before joining the Journal-News.

Gabriel Estes has been named marketing and ad sales manager. An Illinois native, Estes has a sales and marketing background and served in the U.S. Army. He will be in charge of ad sales, special projects and customer marketing. Estes, who has a degree in psychology from Western Illinois University, will be replacing Susan Bartels, who will be retiring in October after 27 years with the Journal-News.

Bartels retiring from Fairbury Journal-News

After 27 years of selling advertising, Ad Director Susan Bartels is retiring, from the Journal-News effective October 13. Bartels started working at the newspaper in 1990 under the guidance of Darrell Junker and would eventually take over as head of advertising.

An open house is planned as a farewell for Bartels on Friday, October 13, starting at 10:00 a.m. at 510 C Street.

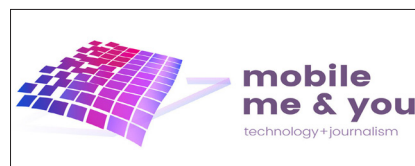
“Re-potting means accepting that the way is forward, not back. It means realizing that we won't again fit into our old shells. But that's not failure. That's living.”

Heather Cochran

National Mobile Journalism Conference in Illinois, Oct. 20-21

Top digital journalists, innovators and researchers from universities and news organizations across the nation will lead this year's MobileMe&You conference, which is set for Oct. 20 and 21 at the University of Illinois at Urbana-Champaign.

MobileMe&You 2017 is a journalism and technology conference focused on storytelling on mobile media platforms while highlighting new and innovative techniques and best practices for newsgathering.



Presenters, who include journalists from newsrooms such as The Washington Post, CNN, Quartz, Univision and the Onion, will talk about informing and engaging new audiences in the mobile era. They will cover a variety of techniques and reporting tools, including bots, drones, augmented reality, virtual reality, 360 video and mobile platforms. Speakers also will discuss geographically targeted place-based messaging, audience engagement and the latest mobile media research from the Pew Research Center. **To register for the conference, go to:** <https://www.eventbrite.com/e/mobilemeyou-2017-tickets-33531682164>

National Newspaper Week - October 1-7, 2017

Real People. Real News.

Real Newspapers.

Local newspapers shape a community and paint a truthful depiction of its citizens during everyday moments. It's our duty, as community watchdogs, to attend meetings and sporting events, cover business openings and concerts, write interesting feature stories about the people who live among us, as well as in-depth coverage of issues that are not always easy to write about. We celebrate our citizens and keep governing bodies accountable.

Maybe it's a rose-colored glasses viewpoint of the world, but I always wanted to write stories that would be read and have an impact. I enjoy writing features about community members and things that are not well-known. Bringing the obscure to the light.

Accountability. One of the roles of the Neligh News and Leader is to serve as a watchdog for the public. Holding public representatives and public bodies accountable includes our ability to access information and conduct in-depth investigations. Providing our readers with fact and truth allows for informed choices and opinions. When citizens are educated and informed, accountability follows.

News design is an art in its own right, similar to graphic and web design. Non-conventional, but just as impactful and purposeful. Ultimately, it is visual storytelling. At a glance, I consider what do I want the reader to take away from the page? Typography, photography, graphics and illustration are all key elements in sharing a message or 'story' and through priority placement and proper balance, news design can capture a reader's attention and imagination.

Two plus decades ago, those of us in the weekly newspaper business saw the dailies, and for that matter, many of our peers in the weeklies, as competition. Today, we belong to an online consortium of northeast Nebraska newspapers known as News First, a group of 16 weeklies, that share our news. Even with a new collaboration, one thing has remained constant - our dedication to providing accurate and worthy information to our readers. We report the proud moments of our citizens, and we stand strong to support our communities when there are bumps in the road, providing necessary information when tragedy strikes. I am proud to be a member of such a top-notch team.

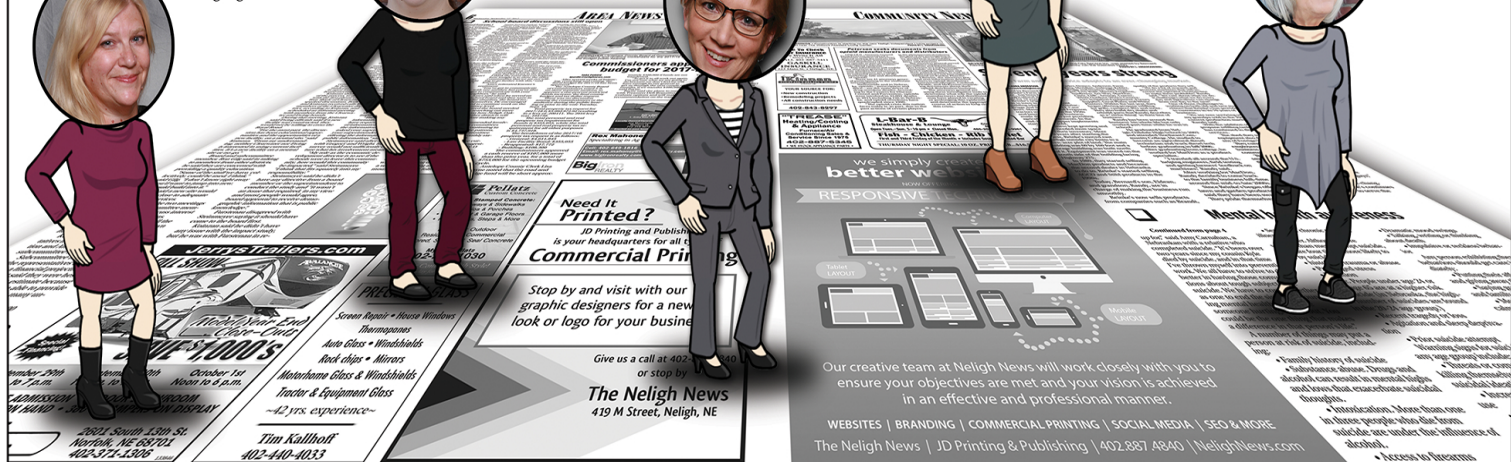
Laura Anderson
Managing Editor

Joan Wright
Owner/Publisher

Tara Purdie
Online Media and Marketing Director

Sandy Schroth
Managing Editor

Luann Schindler
Managing Editor



OUR NEWSROOM STAFF

NELIGH NEWS AND LEADER | CLEARWATER RECORD-EWING NEWS | CREIGHTON NEWS



ANGIE HUPP
Office Manager



CARISSA SOUKUP
Future Sports Editor



JUDY FORBES
Customer Rep.



JANET NEUHAUS
News Reporter



HOLLYANN WRIGHT
Commercial Printing



DAVID WRIGHT
Owner/Press Operator



ISSAC WRIGHT
Pre-press Manager



PERRY SMITH
Press Operator

The Neligh News & Leader, Clearwater Record-Ewing News and Creighton News created this ad, which ran in all three of the newspapers, to celebrate National Newspaper Week. The ad depicts some of their staff standing on pages of a recent News & Leader edition, with headshots of additional staff members below. Tara Purdie, online media/marketing director designed the ad.

In addition, Oct. 4 was Career Day at Neligh-Oakdale High School, so some of the newspaper staff presented a session on Journalism to the students: An Ice Cream Sundae.

They related eight journalism topics with specific ice cream toppings and music clips. As staff talked about the topic, students were encouraged to shout out the related topping and song. For example, photography was the song "Freeze Frame" and the topping was an oreo cookie (black and white). The topic, court reporting, was depicted by the song "Bad Boys" and the topping was peanuts. Newspaper staff provided bowls and scoops of vanilla ice cream and as topics were discussed, students built their sundaes and then ate them.

A creative way to talk about journalism and newspaper careers!

National Newspaper week...The days of old

This is National Newspaper Week in the United States. In some cases this might not mean one bit of difference to most readers, but when you've spent most of the past 53 years associated with the industry, as I have, it definitely means something to me.

The days of hard work, long hours, and I don't just mean hard work, I mean laborious work, physical work.

In the old Linotype days, as I remembered watching my parents and growing up the Shelton Clipper office, folks in that era worked in hot conditions, with hot lead boiling pots feeding old machines that typed about 25 words a minute with keyboards that are nothing like what today's keyboards are like.

Just to put out an eight-page newspaper took a printing press about the size of a few of our offices inside the Clay County News. It was huge and would constantly be breaking down. I might have been a super young kid in those days, but my goodness, I remember the days of letterpress, the old hot lead, the burns dad would have on his hands and arms, as the lead soaked into his skin, just to put a newspaper on the street each week.

I'm probably one of the few generations in this business that has gone through three totally radical changes in the business, letterpress, offset and now what I call the offset/digital era.

I remember the late hours some nights until 10 or 11, even some nights I remember waking up on the shop floor when it was time to go home at 1 in the morning.

Furthermore I remember the nights when Mom would finally come pick me up at the babysitter's,



Tory Duncan
centory@gmail.com

Irma Schroeder's daycare center, when they could afford to pay a babysitter to take care of me.

The old days were tough, really tough! Most of the time when they were so late it's because the old mammoth sized Meihle press would breakdown. At that time, Dad would have to call the machinist in town to come fabricate gears or rotating arms just to fix things and then nine times out of 10 offer them free advertise



Answering the phone at the Shelton Clipper office where Duncan got his newspaper feet wet. Circa 1967.

tising just to pay the bill.

This week, as we celebrate National Newspaper Week, and as I travel to Tulsa, for our national newspaper convention, these are the moments and memories that I will carry with me, not just for a week, but these are memories that I've carried with me for the past 53 years.

It's moments like my parents taking over the newspaper in Shelton. According to Dad, they were super young "and foolish" as he later admitted. Dad wasn't even 20 years old, while mom was just over 20, and together, they took over the Shelton newspaper in August 1964, this just after being married in May 1964, but it gets crazier, yep, then comes along this little guy they named Torrence Dru Duncan.

Yep, you got that right, I came on a month after they stepped in to take over the Shelton Clipper.

A lot has changed over the last 53 years to say the very least. Gone are the hazardous conditions of the hot lead era, most of which is buried in a waste dump somewhere. Also gone is the initial era of offset printing, with the old compugraphic machines that truly improved the efficiency of the newspaper business. The old blue and gray machines just like the old letterpress machines are a thing of history, long gone in a landfill who knows where?

The students of the newspaper business these days don't know about the history of the newspaper business, just as the students of today don't know about the old days in farming or anything agricultural-related or the old days of the grocery store business.

To survive you worked sometimes 20 hours a day, sometimes you didn't get any sleep.

So this year, as I remember and honor those that came before me in this business, those that worked the 20-plus hours a day,

those that tried to raise a family inside the newspaper office much like I was raised, those families that persevered, worked hard and in the end put out

eight pages of nothing but newsprint, mostly with stories that were brought in by people who truly were engaged with the newspapers and would submit news and make phone calls to share what's happening in their communities.

Social media was not even a pipe dream at that time, which truly has disengaged our entire country, our world because real news supposedly happens on Facebook, Twitter and Instagram, along with other social media types. The phone call is long gone; you might be lucky if you get a text message.

So this week as I celebrate National Newspaper Week, I hope and pray that the world, especially locally, becomes engaged...Newspapers are real! Newspapers are here, there's nothing fake, but everything real in the community newspaper world.

I honor the many people that I've worked for that truly breathed and lived and in some cases still breathe and live newspapers, people like Don and Linda Russell, Ted and Cheridah Gill, my parents, Doug and Jerrylynn Duncan,



Tory pretending to know how to operate an old Linotype hot led machine. Circa 1967.

and so many other people that worked non-stop to put that eight page newspaper on the street each Tuesday and Wednesday each and every week no matter if you were sick, missing out on your son or daughter's school events, missing Church on a Sunday, or not taking a vacation for years upon years.

This week as we celebrate the real newspaper business, the one where people are engaged, make phone calls, send emails, and touch base with us, I celebrate the history, the memories, and the passion of this business!

The REAL News, not the fake news of social media or the untrusted news!!

National Newspaper Week highlights impact

WHAT DOES IT MEAN TO BE A JOURNALIST?

Being a journalist means never working 9 a.m.-5 p.m., because first, most offices open at 8 a.m., and second, more often than not there are events that happen in the evenings and weekends.

Being a journalist means being disliked by some and loved by many (because no where in this world is it possible to make everyone happy).

Being a journalist means putting thousands of miles on our vehicles because events don't just happen across the street.

Being a journalist means having to write difficult stories,

but also writing fun, exhilarating stories.

Being a journalist means waking up each morning with a different schedule, different faces, and different meetings, but the reason and focus is always the same.

Being a journalist has its ups and downs; it has its happy and sad moments, its long and short, its heartbreak and joy.

Being a journalist also means meeting people who have the most amazing stories to tell. It means knowing that each day you're going to work loving your job. It means knowing that you can make a difference



simply through writing or taking a photo. It means knowing that people look to you for their news, for their sports, for the happenings of their area.

Being a journalist can be tough, but at the end of the day, you realize how worth it journalism really is.

NATIONAL NEWSPAPER WEEK 2017

In America, the first newspaper appeared in Boston in 1690 called Publick Occurrences. There were no other newspapers printed until the 1720s; today, there are more than 1,300 in the U.S.

This year's theme of National Newspaper Week is "Real Newspapers...Real News!" It's to put focus on a newspaper's role as the leading provider of news in all aspects. Real, intriguing, engaging

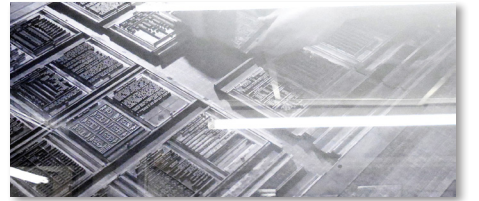
news is delivered each day and week to door steps, and delivered to online formats that are easily found through a person's smart phone and/or tablets.

No matter if a person's news is found within the printed articles of a newspaper, or found as they scroll through a website, the news was compiled, written, and stitched together by journalists looking to find the truth.

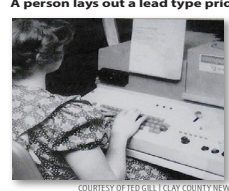
No matter the size of the newspaper, staff members put a strong focus on informing readers, on making sure they know what's going on in city government, their school districts, and even at the local business.

The next time you pick up a newspaper, remember that the staff of that paper is putting the news first in every aspect, because after all, what's a newspaper if there's no one to read it?

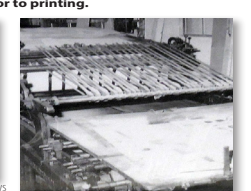
Back then...



A person lays out a lead type prior to printing. COURTESY OF TED GILL | CLAY COUNTY NEWS



A woman types on an old Compugraphic Machine, setting galley type. There was another machine that looked like this one and was built to set headlines and big type on.



The presses used to print the paper were much larger and took longer than today's presses.

Give us a call or email us if you know of something going on: **402-773-5576 • ccnashley@gmail.com**

Sutton Pharmacy

- We accept most insurance.
- Mail out available
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- Special Orders -

If we don't have it, we can get it!

GOOD NEIGHBOR PHARMACY

Dana Griess, PharmD/RPH
William Weaver, RPH

210 N Saunders • Sutton • 402-773-4300

******NOTICE******

CLAY COUNTY COURTHOUSE will be **CLOSED** Monday October 9, 2017 in observance of Columbus Day

Deb Karnatz, County Clerk

THE FLU STOPS WITH YOU!

Time for Your Flu Vaccination!

The Clay County Health Dept. will be holding flu clinics throughout the county at the following places, dates and times:

- Harvard Cornerstone Bank - Thursday, Oct. 12 - 10:30 - 11:30 a.m.
- Deweese, Witts End - Friday, Oct. 13 - 10:00 - 11:00 a.m.
- Clay Center Courthouse - Tuesday, Oct. 17 - 8:30 - 9:30 a.m.
- Sutton Community Center - Wednesday, Oct. 18 - 10:30 - 12:00 noon
- Sutton Cornerstone Bank - Wednesday, Oct. 18 - 1:00 a.m. - 1:45 p.m.
- Inland School Building - Monday, October 23 - 8:30 - 9:30 a.m.
- Edgar Leisure Village - Tuesday, Oct. 31 - 9:00 - 10:00 a.m.

COST: \$30.00

*High Dose Vaccine is available for those 65 years and older as recommended. Please bring your Medicare B or BCBS card if you'd like us to bill them!

For more information, call (402) 762-3571.

Clay County Health Department IMMUNIZATION CLINIC

\$3.00 per shot IN CLAY COUNTY
\$5.00 per shot OUT OF CLAY COUNTY

Old School - East Entrance
209 N. Calvary - Clay Center, Nebraska

Tuesday, October 17th, 2017
(Third Tuesday of each month)
2:00 p.m. to 6:00 p.m.

Parent or LEGAL guardian MUST be present to sign necessary forms.

This project was supported by Grant #93.268 under a sub-grant from CDC and DHHS.

** Note: According to Federal Regulations, those eligible are: those with no insurance, those with Medicaid, and those insured but vaccinations are NOT covered.

FOR MORE INFORMATION, PHONE: (402) 762-3571

We have the experience you need for the best job anytime!

GEORGE'S AERIAL SERVICE NATA

402-984-4267 or 402-773-5581

Bill George • Michael George • Kevin George

West Highway 6 • Sutton, NE • 68979

| | |
|------------------------|--------------------------------|
| T.M. (Ted) Gill..... | Publisher |
| Tory Duncan..... | Managing Editor |
| Ashley D. Swanson..... | News Reporter & Photographer |
| Teri Majors..... | Office Manager & Legals |
| Jordyn Hulinsky..... | Sports Reporter & Photographer |
| Karla Fehr..... | Advertising Sales & Marketing |
| Glenda Griess..... | Typesetting and Proofreading |
| Melissa Whitefoot..... | News Reporter & Photographer |

Clay County News

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P.O. Box 405, Sutton, NE 68979-0405

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LETTERS TO THE EDITOR are welcomed. Letters to be published must be signed. DEADLINES: Letters to the Editor, News articles, photographs and other materials that readers want published must be in the Clay County News office by each Monday at 5 p.m.

ADVERTISING DEADLINE: 5 p.m. each Monday.

OFFICIAL NEWSPAPER OF CLAY COUNTY, NEBRASKA
2012 & 2013 Class B Sweepstakes Winner
2014 Class B Sweepstakes Runner-Up
2013 & 2014 Loral Johnson Weekly Sweepstakes Third Place

WHAT'S CHANGED?

Journalism has seen its fair share of changes, but how has the Clay County News done so?

LAYOUT & DESIGN



As seen at the photo at the left, newspaper layout was designed to fit several articles on the front page, leaving out the graphics that are seen now.

The lack of graphics was often a result of the amount of time it took to produce a single photo, which usually took several minutes.

The articles themselves were crammed together so that almost 20 different stories were put on the front page. With small, if any, space between each article, each item ran together more, instead of them being single entities.

Headlines tended to be very small, except for one that usually stood out at the top of the page or somewhere in the middle.

At this time, it was a cut and paste system, and often required three different machines to put the paper together. Headlines were set in a row on led type, and ads came out into pieces, which were then pasted together on the page.



Today, pages include several more photos, with one particular photo standing out on the page more than others. Bigger headlines are also used, specifically to draw attention to the most important article.

Now, instead of the cut and paste system, pages are put together using InDesign or Quark, which are programs that easily allow photos and stories to be placed on a page without taking hours.

Many people started out using just word to help with stories, but with the accessibility and ease of InDesign or Quark, publishing a newspaper each week/day made for a quality product in a smaller amount of time.

Since creating photos became easier, so did items such as infographics, which summarize the most important aspects of a story.

Another major item that has changed in layout is the white space in between stories and photos. With more space in between them, it creates an easier format for readers to keep up with one particular story, instead of stories that run together. This reduces any possible confusion and creates a more attractive newspaper for readers.



Although cameras were often smaller than the DSLRs of today, the equipment needed to go with them were chunkier.

There were still the popular types of cameras used today— Nikon and Canon—but items such as the flash were required heavy power packs, unlike today, where off camera flashes are

small and can fit in a person's camera bag.

Unlike the vibrant colors captured today, back then cameras, such as the Polaroid seen at the left, only took black and white photos and only used film to capture the photos and save them. This also meant there was a limit as to how many photos a person could take.

The film would need to be developed in a dark room before being pasted into place on the page. There were not really any systems to lighten photos if they were too dark, which is common to see in older newspapers, especially ones taken in buildings or during sporting events, such as football.

CAMERAS



DSLRs have grown with technology, allowing for more quality photos. Instead of film, photos are now recorded on SD or SIM cards, that can be digitally uploaded to a computer.

Along with the advancement of SD cards, photos are now taken in color and are also able to be edited, if need be, through programs such as Photoshop.

Although the earlier cameras, including the Polaroid at the far left, did not have changing

lens. With the option of various lengths, a photographer can now get closer to events to create wider photos, all with the ease of changing lenses.

As photos can be uploaded digitally, they do not need to be printed out and pasted onto a page, but can instead be moved from one digital file to the digital page, requiring no pasting.

It used to be, with film, that a person could only take so many photos before they ran out of space; however, with the SD cards, depending on the size, thousands of photos can be taken in one sitting, and then erased to create more space, no dark room needed.

PRODUCTION

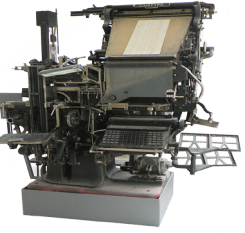
The Linotype machine is a "line casting" machine. It was a hot metal typesetting system that cast blocks of metal type for individual uses.

Linotype became one of the mainstay methods to set type, especially small-size body text, for newspapers, magazines and posters from the late 19th century to the 1970s and 1980s, when it was largely replaced by phototypesetting, offset lithography printing and computer typesetting.

The Linotype machine operator enters text on a 90-character keyboard. The machine assembles matrices, which are molds

for the letter forms, in a line. The assembled line is then cast as a single piece, called a slug, a type of metal in a process known as hot metal typesetting. The matrices are then returned to the type magazine from which they came, to be reused later. This allows much faster typesetting and composition than original hand composition in which operators place down one pre-cast glyph at a time.

The machine revolutionized typesetting and with it especially newspaper publishing, making it possible for a relatively small number of operators to set type many pages on a daily basis.



Desktop computers and laptops have increased in efficiency for journalism. Instead of taking hours to type one article, several articles can be typed in the same amount of time, depending on the depth of the story and the information needed to complete it.

Although the first computers were not as good as today's, they made it easier to publish a newspaper, instead of having to layout each page piece by piece.

Along with the quickness of typing, programs such as InDesign and Photoshop allow for journalists to design better newspapers for their readers, making them more eye-catching and enticing.

Laptops allow for journalists to type on the go, especially in situations like breaking news stories or state sports articles.

DELIVERING THE NEWS/SPORTS

As technology has advanced, so has the way the Clay County News delivers its news.

While the print product is the main source of news and sports, complete with in-depth stories and eye-catching photos, there are other outlets the CCN can share news/sports snippets.



FACEBOOK

Facebook constantly has updates, making it easy for CCN staff to share photos, small information on breaking news and stories from that week's paper. However, since the update of the Facebook Live, it also gives the staff the ability to show live events, such as a football play or a parade in an annual community event.



TWITTER

Twitter allows staff to give short updates on an event, and upload up to four photos, showing our readers a brief look into a future in-depth story.



INSTAGRAM

Instagram is a newer app, used for photos that have short captions. There are several filters for the photos, which means photos that are simply taken with a phone can be enhanced for viewers.

Along with the social media platforms, the CCN also has a website, which features that week's stories,

as well as archives past stories and photos.

In terms of complete archival photos, the zenfolio website shows folders of all photos taken at a specific event. This includes everything from a game to a spaghetti feed.

Readers are able to look through all of the photos featured on the website and order some of their favorite moments from the current and past years.

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Local News & So Much More In Print & Online!

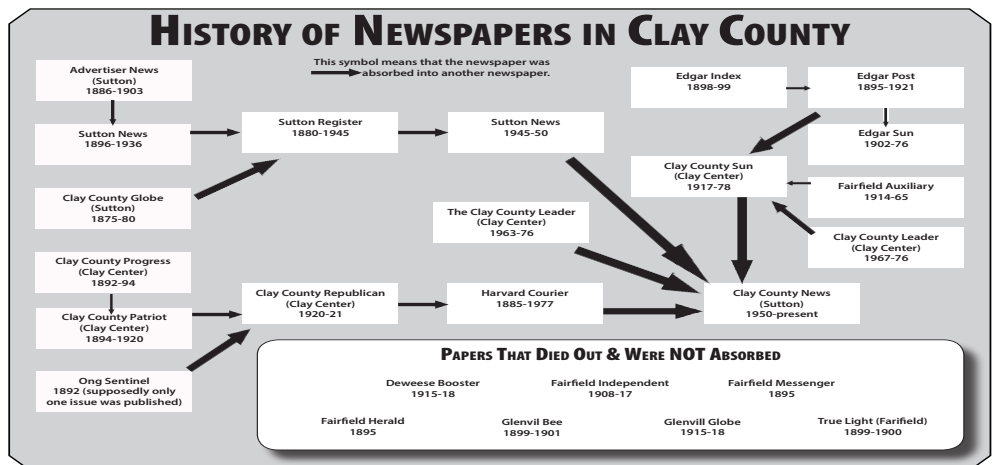
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Classified Advertising Exchange

October 9, 2017

THE STANTON REGISTER IS FOR SALE! Established in 1879, this historic, northeast Nebraska, weekly newspaper has a good subscriber base and printing clientele with room for exponential growth! Located minutes from the city of Norfolk, the town of Stanton is the perfect place to retire or raise a family. The Stanton Register is the county seat newspaper, and the only publication in Stanton County. Building, all office equipment and printing supplies included with purchase. Be an integral part of a wonderful community! Contact Brian Hadcock at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

LOOKING FOR A TALENTED ASSISTANT EDITOR: Enterprise Publishing Company, a progressive regional publishing company headquartered in Blair, Nebraska, is looking for someone with news writing and photography experience, as well as online and social media skills, for our assistant editor role on our team. Candidate 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, as well as serve as our special section coordinator for niche and specialty pubs throughout the year. If you have the desire to bring new ideas to the table, and are tired of the same old news room, we'd love to hear from you! Please e-mail your resume and cover letter to Chris Rhoades, Associate Publisher, at crhoades@enterprise.com.

OFF-SITE GRAPHIC DESIGNER: The Northeast Nebraska News Company is looking for an off-site graphic designer to work on print and web ads 3-5 hours a week. Please send resume, cover letter, and salary requirements to: Rob Dump, ccnews@mac.com.

DIGITAL SALES TEAM LEADER: The Northeast Nebraska News Company has an opening for someone to lead our digital sales department. Qualified applicant must have solid communication, sales and organizational skills. Send resume, cover letter to Rob Dump, ccnews@mac.com, or PO Box 977, Hartington, Neb. 68739.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Journalism Hall of Fame Letter/ Invitation/RSVP Form.

Nebraska Press Association Polo Shirts



- *Page & Tuttle brand
- *100% polyester jersey, moisture wicking
- *Embroidered NPA logo
- *Colors: navy, red
- *Flat knit collar; button placket; hemmed sleeves; clean finished hem w/side vents
- *Machine wash/dry

MENS SIZES: L, XL, 2X, 3X

WOMENS SIZES: L, XL, 2X, 3X (runs small)

\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

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.

September, 2017

Invitation

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, 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, November 3, 2017, are: Larry King, Maxine Moul and Eileen Wirth.

The event this year will be held at The Nebraska Club, 233 South 13th St., 20th Floor, US Bank Building, Lincoln, NE. (Parking is available in the US Bank Bldg., on the street and other parking garages in the area.) 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 will be \$46.00 per person, featuring your choice of Herb Roasted Chicken Breast or Panko Crusted Tilapia. Salad, dessert, coffee and 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. Deadline for dinner reservations is October 23, 2017. Seating is limited and reservations are first-come, first-served.

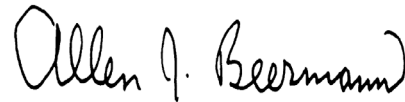
Respectfully requested,



Peggy Year
President
Nebraska Press Association



Maria Marron
Dean
UNL College of
Journalism & Mass
Communication



Allen J. Beermann
Executive Director
Nebraska Press Association

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, November 3, 2017
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2017 Honorees are:
Larry King
Maxine Moul
Eileen Wirth

**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 23, 2017. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS office, 402-476-2851 or nebpress@nebpress.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club
November 3, 2017

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Baked Chicken - herb crusted & garlic infused bone-in
breast, Roasted Red Potatoes & Corn O'Brien
OR

Panko Crusted Tilapia with lemon dill sauce,
Rice Pilaf & Vegetable Medley
(Meal includes salad, dessert, coffee and tea.)

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

Name: _____
 Chicken Fish

(For children's menu/price, contact NPA office).

Total Number of Meals _____ @ \$46.00 per meal = \$ _____

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

**Reservation Deadline is
October 23, 2017 (Seating is limited!)**