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## **Corn Board articles now available**

Are you planning to publish a corn section/tab soon?

Articles and graphics from the Nebraska Corn Board are now available on the NPA website, [www.nebpress.com](http://www.nebpress.com).



**Login, at top of homepage click on MEMBER DOWNLOADS, on drop-down menu, click on SPECIAL SECTIONS.**

Taylor comes from a newspaper family, and before coming to The World-Herald, he had been general manager of the Council Bluffs Daily Nonpareil, also owned by BH Media. In that role, he was also president of Western Iowa Newspapers, overseeing the BH Media newspapers in Iowa.

The World-Herald is the largest publication in the Omaha-based BH Media Group, which owns 31 daily newspapers, including ones across Nebraska and in Richmond, VA; Tulsa, OK; and Winston-Salem, NC; along with weekly publications and the ABC television affiliate in Miami.

Marketing those news outlets to consumers will become part of the responsibility of a new hire for the media group, Lissa Cupp, who will become BH Media's chief marketing officer. Cupp comes to Omaha from Angie's List, a directory website that lets consumers post reviews of home improvement companies, like painters and contractors. Cupp was senior vice president for consumers at Angie's List.

Terry Kroeger, who announced the two appointments and other key positions at the newspaper and its parent company, BH Media, will remain publisher of The World-Herald. Kroeger is also the chairman and chief executive of BH Media Group.

Kroeger also announced:

Thom Kastrup, BH Media's chief revenue officer, will also serve as a company executive vice president, with oversight of advertising, consumer revenue and the company's digital efforts.

Doug Hiemstra, a current executive vice president for BH Media, will add oversight of internal and external technology advancements and the company's printing business and shared services.

Brenda Draheim, previously treasurer and controller, will be promoted to vice president of accounting for BH Media.

Josh Rinehults, previously controller for newspaper operations, will serve as vice president and corporate controller for BH Media.

## **Tecumseh Chieftain has new owner**

Kendall Nieman, owner and publisher of the Auburn Nemaha Co. Herald, has purchased the Tecumseh Chieftain from Ron and Bev Puhalla, effective December 28, 2017. They have owned the Chieftain since July, 2005.

The Puhallas still own the Pawnee Republican, which is also for sale, but this change will allow them to slowly transition into retirement. They wanted to keep ownership of the newspaper local, so they were pleased when Nieman purchased the paper (Auburn is only about 20 miles from Tecumseh).

## **Omaha World-Herald names new president, other new leaders**

*Omaha World-Herald, Dec. 20, 2017*

The Omaha World-Herald has announced a new president and several promotions and new hires:

Phil Taylor, who had been the newspaper's general manager since 2013, will become president of The World-Herald, and will take on an increasing role in the Omaha community as part of his new duties.

## Friedrichsen joins Ogallala Keith Co.

### News staff

Shaun Friedrichsen joined the staff of the Keith County News in December as a staff writer.

Friedrichsen, a native of Fairbury, graduated from the University of Nebraska-Kearney in 2015, with a degree in English writing and a minor in political science.

After graduating, he worked at the Fairbury Journal-News as news editor for a year and was involved in several community organizations and projects.

At the Keith Co. News, Friedrichsen will work as a general assignment reporter, concentrating on city and county government; contribute other stories and photographs; and be involved in the production of pages as a staff writer.

## Editor/General Manager of Chadron Record takes on additional responsibilities

Kerri Rempp, Chadron Record editor/general manager, has also been named general manager of the Hot Springs (SD) Star, effective in mid-December.

In her new role, Rempp will continue to put out the Chadron Record newspaper.

Rempp, who spent half of her childhood in western South Dakota before her family moved to Nebraska, has a degree in mass communications from the University of South Dakota, and started her journalism career in Broken Bow.

After spending seven years with the Custer Co. Chief, including four as managing editor, she joined Lee Enterprises as a staff writer at the Chadron Record in January 2008. She was named editor/general manager at The Record in October 2013.

## Linscott Media launches new marketing division

Linscott Media in Fairbury has announced the company's expansion with a new marketing division, to be headed by Gabriel Estes, sales director for the Fairbury Journal-News.

Estes will continue as sales director for The Journal-News, but will begin helping clients meet their goals through

developing marketing ideas on multi-platforms.

Tim Linscott owns Linscott Media and is also publisher of The Journal-News. With the print edition, a new digital-only Friday edition, FairburyTV and a strong social media presence in the region, the company is poised to help clients reach a variety of customer bases and find solutions to keep businesses thriving in the community and the region.

## 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 12/4/17:

#### 2x2

Creighton News – Sandy Schroth (paper made \$325.00)

Grant Tribune Sentinel – Samantha Goff (paper made \$150.00)

Tecumseh Chieftain – Bev Puhalla (paper made \$625.00)

Tekamah Plaindealer – Deanna Ray (paper made \$475.00)

#### NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

O'Neill Independent – Terry Miles (paper made \$112.50)

### Week of 12/11/17:

#### 2x2

Fremont Tribune – Kourtney Muller (paper made \$487.50)

Tecumseh Chieftain – Bev Puhalla (paper made \$625.00)

#### NCAN

Bellevue Leader – Echo Bronk (paper made \$112.50 + \$15.00 out of state)

Broken Bow Chief – Renae Daniel (paper made \$137.50)

North Platte Telegraph – Julie Murrish (3 ads) (paper made \$420.00)

O'Neill Independent – Terry Miles (paper made \$112.50)

### Week of 12/18/17:

#### 2x2

Hickman Voice News – Darren Ivy (paper made \$150.00)

Tecumseh Chieftain – Bev Puhalla (paper made \$625.00)

Tekamah Plaindealer – Deanna Ray (paper made \$475.00)

#### NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

Grant Tribune-Sentinel – Bonnie Becker (paper made \$130.00)

Nebraska City News-Press – Erin Johnson (paper made \$112.50)

O'Neill Independent – Terry Miles (NCAN Special Free Ad)

**cont. pg. 4**

***Save the dates!***

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

**Network ad sales - cont. from 3**  
**Week of 12/25/17:**

2x2

Beatrice Daily Sun – Janet Harms (paper made \$300.00)  
Crete News – Jennifer Zapata (2 ads) (paper made \$300.00)  
Seward Independent – Brenda Clark (paper made \$150.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Grant Tribune-Sentinel – Bonnie Becker (paper made \$130.00)  
Ogallala Keith Co. News – Brian McElvain (paper made \$112.50)

**Week of 1/1/18:**

2x2

Blair Enterprise – Lorraine Ellis (paper made \$162.50)  
Crete News – Jennifer Zapata (paper made \$150.00)  
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)  
Hickman Voice News – Darren Ivy (2 ads) (paper made \$450.00)  
Lexington Clipper-Herald – Pat Hart Tysdal (paper made \$162.50)

Norfolk Daily News – Vickier Hrabanek (paper made \$162.50)  
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)  
Grant Tribune-Sentinel – Bonnie Becker (NCAN Special Free Ad)  
Ogallala News – Brian McElvain (paper made \$112.50)

## Nominations invited for Marian Andersen NE Women Journalists Hall of Fame - deadline is Jan. 22

Nominations are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame. Deadline for submission is Jan. 22, 2018.

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities.

Nominations may be made by the general public as well as by journalists and others in communications. Women nominated may be living or deceased, may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state. Inductees will be honored at the 2018 Nebraska Press Women spring convention.

For Nebraska Women Journalists Hall of Fame nomination guidelines, nomination form and a list of Hall of Fame members, go to <http://nebraskapresswomen.org/>.

## Make it real, make a difference: Apply now for a 2018-2019 Reynolds Journalism Institute Fellowship



The Donald W. Reynolds Journalism Institute invites proposals from people and organizations who wish to partner with them on innovative projects that strengthen democracy through better journalism.

Successful projects often include devising new strategies to take advantage of an opportunity or solve a problem, building new tools for news organizations, transforming an idea into a market-tested prototype or advancing a prototype so it's ready for investment or a full product launch. Whatever your idea, its benefits should extend to other news organizations and the people who depend on them. To apply, please clearly describe your experience, relevant connections and expected outcomes during and immediately following your fellowship year. RJI Fellowships are open to U.S. citizens and news organizations as well as international news outlets.

For Fellowship details and application form, go to: <https://www.rjionline.org/stories/apply-now-for-2018-2019-rji-fellowship>. **Deadline to apply is midnight CST on Jan. 31, 2018.**

## New NPAS policy implemented to reduce advertising DNRs

In 2017, the total of advertising DNRs (Did Not Run) was **\$18,389.06**.

When clients have more advertising options than ever, we as the Nebraska newspaper industry don't need to give them a reason not to use our publications.

The NPA/NPAS Boards of Directors have approved the following new policy, effective Jan. 1, 2018, to reduce advertising DNRs:

**A 15% charge will be applied to make-good advertising orders. If a make-good is not possible, a flat fee of \$25.00 will be charged to the newspaper that didn't run the ad.**

We understand that mistakes happen; however, advertising DNRs reflect badly on individual newspapers, the association and the industry.

If you have questions about this new DNR policy, please contact Violet Kirk, NPAS sales & marketing manager at [vk@nebpress.com](mailto:vk@nebpress.com).

“ Be at war with your vices, at peace with your neighbors, and let every new year find you a better man. ”  
- Benjamin Franklin

# Classified Advertising Exchange

Jan. 2, 2018

**REPORTER WANTED:** Enjoy meeting people and working in a fast paced environment? The Nebraska City News-Press/GateHouse Media are looking for a general assignment reporter who enjoys a job with a variety of duties.

Duties include writing stories, taking photographs and assisting in the production of our print and online products. Some evening and weekend hours are required.

Candidate should possess good people and communications skills. Valid Driver's License required. Submit resume/samples to: Kirt Manion, editor, Nebraska City News-Press, Inc., 823 Central Ave, Nebraska City, NE 68410, or [kmanion@ncnewspress.com](mailto:kmanion@ncnewspress.com).

## **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).