



## NPA/OnePress Staff



### **Dennis DeRossett**

Executive Director

Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper

Email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Violet Spader**

Sales Manager

Email: [vs@nebpress.com](mailto:vs@nebpress.com)

### **Carolyn Bowman**

Advertising Manager

Email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin./Press Release Coordinator

Editor, NPA Bulletin

Email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Allen Beermann**

Emeritus Executive Director

Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

**The 2020 NPA contest/awards video  
is available to view through  
(at least) July 25.**

**View the video on YouTube at:  
<https://youtu.be/Fdqj3Lz2BFY>**

## **Trio of longtime Norfolk Daily News employees combine talents to lead editorial staff**

*Norfolk Daily News, June 25, 2020*

When longtime editor Kent Warneke decided to retire from his position at the Norfolk Daily News last summer, the Daily News' publisher, Bill Huse, was faced with the challenge of replacing the veteran newsman.

Warneke would leave a large void at the Daily News, with a distinguished career that included several journalism awards and honors. In 2012, he became the youngest person to be inducted into the Nebraska Journalism Hall of Fame at age 52. In 2019, he received the Nebraska Press Association's highest honor - the Master Editor-Publisher Award. In 2019, he was also among the inductees into the Omaha Press Club's Journalists of Excellence Hall of Fame.

As Huse began a nationwide search for Warneke's successor, he included longtime employees Jay Prauner, Tim Pearson and Jerry Guenther as potential candidates for the position, and named the three as interim editors.

At a company meeting on June 24, Huse announced that the trio would combine their individual strengths and talents to create a new leadership team. He named Prauner as managing editor, Pearson as chief editor and Guenther as newsroom editor. All three will contribute editorials as part of an expanded editorial board. Kent Warneke, as editor emeritus, will continue to oversee editorials, as well as contribute himself.

Prauner has been with the Daily News for 34 years - including the past 23 as sports editor. He is a 1979 graduate of Battle Creek High School, a 1981 graduate of Northeast Community College and 1983 graduate of Midland Lutheran College in Fremont.

Pearson has been with the Daily News since 1996, starting as an assistant wire editor, then moving into his position as news editor. He is a 1992 graduate of Millard North High School in Omaha and a 1996 journalism graduate of the University of Nebraska-Lincoln.

Guenther has been with the Daily News for 30 years, including the past 17 as regional editor. He is a 1982 graduate of Central Catholic High School in West Point and 1988 (business) and 1990 (journalism) graduate of the University of Nebraska-Lincoln.

The Daily News is the only independent, family-owned daily newspaper in Nebraska, with 15 full-time newsroom employees, three part-time employees and numerous correspondents throughout Northeast and North Central Nebraska.



## Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### Week of 5/4:

**2x2**

Hickman Voice News – Wendy Jurgens (newspaper made \$150.00)

Ainsworth Star Journal – Rod Worrell (newspaper made \$312.50)

Blair Enterprise – Jahde Osborn (Special Free Ad + \$32.50 out of state)

### Week of 5/11:

**2x2**

Hickman Voice News – Wendy Jurgens (2 ads) (Newspaper made \$325.00 + Special Free Ad)

Ainsworth Star Journal – Rod Worrell (newspaper made \$312.50)

Blair Enterprise – Jahde Osborn (newspaper made \$487.50 + \$85.00 out of state)

**NCAN**

Aurora News-Register – Kurt Johnson (paper made \$315.00)

### Week of 5/18:

**2x2**

Ainsworth Star Journal – Rod Worrell (newspaper made \$312.50)

Tekamah Burt Co. Plaindealer – Mike Wood (newspaper made \$487.50)

Hickman Voice News – Wendy Jurgens (newspaper made \$312.50)

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$32.50 out of state)

**NCAN**

Aurora News-Register – Kurt Johnson (newspaper made \$315.00)

### Week of 5/25:

**2x2**

Ainsworth Star Journal – Rod Worrell (Special Free Ad)

Tekamah Burt Co. Plaindealer – Mike Wood (newspaper made \$487.50)

Hickman Voice News – Wendy Jurgens (newspaper made \$312.50)

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$32.50 out of state)

**NCAN**

Aurora News-Register – Kurt Johnson (NCAN Special Free Ad)

### Week of 6/1:

**2x2**

Tekamah Burt Co. Plaindealer – Mike Wood (newspaper made \$487.50)

Blair Enterprise – Jahde Osborn (Special Free Ad + \$32.50 out of state)

### Week of 6/8:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$42.50 out of state)

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

Norfolk Daily News – Suzie Wachter (newspaper made \$325.00)

Norfolk Daily News – Denise Webbert (newspaper made \$162.50)

Tekamah Burt Co. Plaindealer – Mike Wood (Special Free Ad)

Wakefield Republican – Brook Curtiss (newspaper made \$162.50)

### Week of 6/15:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$150.00 + \$85.00 out of state)

Wakefield Republican – Brook Curtiss (newspaper made \$162.50)

**NCAN**

Greeley Citizen – Marty Callahan (newspaper made \$112.50)

### Week of 6/22:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$487.50 + \$32.50 out of state)

Norfolk Daily News – Suzie Wachter (newspaper made \$162.50)

Wakefield Republican – Brook Curtiss (newspaper made \$162.50)

**NCAN**

Greeley Citizen – Marty Callahan (newspaper made \$112.50)

### Week of 6/29:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$32.50 out of state)

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

Hickman Voice News – Wendy Jurgens (newspaper made \$325.00)

**NCAN**

Greeley Citizen – Marty Callahan (NCAN Special Free Ad)

### Week of 7/6:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$150.00 + \$32.50 out of state)

Hickman Voice News – Wendy Jurgens (2 ads) (newspaper made \$1,275.00)

### Week of 7/13:

**2x2**

Blair Enterprise – Jahde Osborn (newspaper made \$162.50 + \$32.50 out of state)

Fairbury Journal News – Jennifer Smith (newspaper made \$150.00)

### Week of 7/20:

**2x2**

Blair Enterprise – Jahde Osborn (Special Free Ad + \$85.00 out of state)

## Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

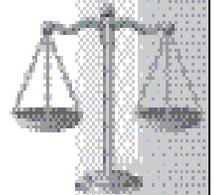
Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:

Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.

Bank Building, Lincoln, NE 68508, 402-474-6900,

srenner@clinewilliams.com



### Legislation - from pg. 1

American communities in a malevolent cycle. It forced the shuttering of many local businesses that stopped advertising in their local paper. Newspapers, which have seen their revenues plummet, responded by laying off the people who bring the news or dropping the days they publish. That threatens the access to vital news by people in the community who themselves may be out of a job temporarily or permanently and can no longer afford newspaper subscriptions.

Here's how the Local Journalism Sustainability Act would help everyone caught in this vicious circle:

- **Credit for advertising in local newspapers and local media.** Businesses with fewer than 1,000 employees would be eligible for a five-year non-refundable tax credit to spend on advertising in local newspapers or local radio or television stations. The credit, up to \$5,000 in the first year and \$2,500 in each of the next four years, would cover 80% of advertising costs in the first year and 50% annually thereafter. This provision helps local businesses as well as local media companies.

- **Credit for local newspaper subscriptions.** The act provides for a non-refundable tax credit of up to \$250 per year to help cover the costs of subscriptions to local newspapers, in print or digital form, that primarily produce content related to news and current events. The credit would cover 80% of subscription costs in the first year, and 50% thereafter and helps consumers while incentivizing support of local news organizations.

- **Payroll credit for journalists.** This five-year refundable tax credit could be used by local newspapers on compensation of its journalists up to \$50,000 a year. The credit would cover 50% of compensation, up to \$50,000, in the first year and 30% of compensation, up to \$50,000, in each of the subsequent four years. This provision will go a long way toward ensuring that communities keep their local news coverage.

This simple yet comprehensive legislation helps the three keys to trustworthy, fair and accurate local journalism: citizens, business owners and journalists.

This is not a bailout or handout to any of these elements of a thriving community — but an urgently needed assist with a strictly limited timeframe responding to an unprecedented public health and economic crisis.

**Please contact the office of your local U.S. representative to ask them to support your local businesses, your local news media and your access to the trustworthy local news that only your community newspaper provides by co-sponsoring the Local Journalism Sustainability Act.**

**To see how to contact these legislators by email, phone or mail, just go to:**  
<https://www.usa.gov/elected-officials>

You'll be taking another important step toward helping your community and its small businesses, including the local newspaper, emerge healthy from this crisis.

**Newspapers are encouraged to publish this opinion piece and the accompanying editorial cartoon — or write their own editorial — to educate the public about this important issue.**

## Download cartoon and editorial

### Download editorial in Word format:

<http://newspapers.org/local-journalism-sustainability-act/>

### Download editorial cartoon in color:

<http://snpa.static2.adqic.com/static/Uncle-Sam-color.jpg>

### Download editorial cartoon in black & white:

<http://snpa.static2.adqic.com/static/Uncle-Sam-BW.png>

**There is no cost to newspapers to run these materials.**

*On behalf of its approximately 1,500 newspaper and associate member companies, America's Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life.*

*We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses. Learn more: [www.newspapers.org](http://www.newspapers.org).*

For more information, contact: Dean Ridings, CEO, America's Newspapers, [dridings@newspapers.org](mailto:dridings@newspapers.org).

## Public Notices: Indispensable to survival?

*Poynter Institute, article by David Westphal, July 6, 2020*

Despite growing legislative challenges, newspapers have managed to retain nearly all their public notice business. And for many, it has become indispensable to survival, but publishers are cautiously optimistic.

**Read more about this conversation at the link below:**

[https://www.poynter.org/business-work/2020/defying-forecasts-newspapers-have-retained-public-notice-and-theyve-grown-ever-more-critical-to-small-papers-survival/?utm\\_source&mc\\_cid=f7402272e4&mc\\_eid=eb7a175146](https://www.poynter.org/business-work/2020/defying-forecasts-newspapers-have-retained-public-notice-and-theyve-grown-ever-more-critical-to-small-papers-survival/?utm_source&mc_cid=f7402272e4&mc_eid=eb7a175146)



# Classified Advertising Exchange

JuLY 20, 2020

**SPORTS EDITOR:** Platte Valley Media, LLC is seeking a sports editor that has an interest in writing and photography. Experience is a plus but absolutely not necessary. Interested parties can send resumes to [news@gothenburgtimes.com](mailto:news@gothenburgtimes.com).

**GRAPHIC DESIGNER:** To design ads and pages for West Point News and Elkhorn Valley Shopper, and design commercial print jobs. Advanced knowledge and skills in Adobe Creative Suites, especially InDesign and Photoshop, are required. Must be versatile and a team player since we are a small business and employees help in various aspects of the business. Some writing and reporting will be required. Contact: Tom Kelly, West Point News, [publisher@wpnews.com](mailto:publisher@wpnews.com), 402-380-0784 (cell).

**NEWSPAPER FOR SALE:** Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at [jensenpub@hamilton.net](mailto:jensenpub@hamilton.net) or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsonline.com](mailto:jim@albionnewsonline.com).

**NEWSPAPER FOR SALE:** Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

**NEWSPAPER FOR SALE:** The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

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

## Updated 2020 Nebraska Open Meetings Act booklets available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

**An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is available for \$1.00 each (plus postage).**

**To purchase booklets, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.** Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).