

NPA/OnePress Staff



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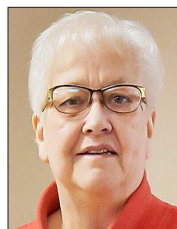
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Longtime Wisner News-Chronicle employee, Marilyn Raabe, 'gave far more than she took'



Marilyn Raabe started working at the News-Chronicle just after graduating from high school, and in her 49 years working at the newspaper, she cared about getting things right.

In a March 3 News-Chronicle tribute to Marilyn, Publisher Tom Kelly wrote that Marilyn wouldn't place a story on a page until she was certain it had been proofread, corrected, and checked a second time for errors. The same went for people's names, and for every ad that went into the paper. She wanted what was best for the newspaper, even if it meant extra work and effort.

Marilyn passed away February 26, 2021, at Faith Regional Hospital in Norfolk at age 66 - just weeks after retiring from the News-Chronicle on January 31.

She was born in West Point and graduated from Wisner Pilger High School. She is survived by sisters Linda (Lyle) Kruse of Omaha; Alice (Roger) Brand of Wisner; brother Paul (Bev) Raabe of Wisner; and many nieces and nephews. She was preceded in death by her parents and an infant brother.

Funeral services were held March 1 at Zion-St. John's Lutheran Church in rural Wisner, with burial in St. John's Church Cemetery, rural Beemer. Arrangements by Minnick Funeral Services, Wisner, NE.

*"I have not failed. I've just found
10,000 ways that won't work."*

- Thomas A. Edison

UNO's Andy Award for International Reporting is now accepting applications

Named in honor of former Omaha World-Herald Publisher Harold W. Andersen, the Andy Award recognizes the best international reporting by Nebraska-based news organizations. The Andy Award is a grant program to encourage and fund international reporting projects. A total of \$1,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

This award is open to Nebraska-based print, broadcast, and electronic news outlets, and a news outlet may submit multiple applications. Freelance reporters may also apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.

**The deadline for applications is April 15, 2021.
Winners will be announced April 30, 2021.**

For more details and to apply, please visit the UNO website: <https://www.unomaha.edu/international-studies-and-programs/engagement/andy-award.php>

Questions? Contact:

Emily Krueger, Asst. Director of Global Learning
402.554.5933, ekrueger@unomaha.edu

Wiita promoted to Lincoln Journal Star regional vice president of sales and marketing

Lincoln Journal Star, February 28, 2021

Natalia Wiita has been promoted to regional vice president of sales and marketing at the Lincoln Journal Star. In her new role, Wiita adds Western Nebraska markets: Grand Island, Kearney, North Platte and Scottsbluff to her current responsibilities which include Lincoln, Beatrice, Columbus and Fremont.

Wiita began her career with Lee Enterprises at the Lincoln Journal Star in 2004. Prior to being named advertising director in 2012, she spent much of her career in a digital capacity. In 2016, she was named one of Editor and Publisher's '25 Under 35' and has won numerous Lee President's awards in innovation and revenue growth.

Wiita, a native Nebraskan, grew up in North Platte and graduated from the University of Nebraska-Lincoln.

Oral history project captures journalism during a pandemic

By Kristen Hare, Poynter Institute, March 2, 2021

A new project preserving the history of the impact of COVID-19 on community journalism in the middle of the country is now live on Poynter's website.

About 700 pages worth of interviews with journalists from North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Arkansas and Louisiana capture the challenges and opportunities faced by rural newspapers in the early days of the pandemic.



Journalism historian Teri Finneman of the University of Kansas said the project primarily examines the impact at locally-owned and family-owned weekly newspapers.

"I really believe that community newspapers are the heart of journalism in America," said Finneman, who is publisher of a community newspaper in Kansas and worked in journalism in North Dakota and South Dakota. "And to see how this substantial moment in history is impacting the lifeblood of information in rural communities, we feel, is really important.

The project includes:

North Dakota: Steve Andrist, Jill Friesz, Kevin Schnepf, Cecile Wehrman, Amy Wobbema (and former Forum reporter Benny Polacca, now in Oklahoma).

South Dakota: Alaina Beautiful Bald Eagle, Dave Bordewyk, Letti Lister, Jeremy Waltner

Nebraska: Bill Blauvelt, Amy Johnson, Carrie Pitzer, Dennis DeRossett

Kansas: Emily Bradbury, Bonita Gooch, Cynthia Haynes, Matt Tait, Joey Young

Arkansas: Wes Brown, Lori Freeze, Jeannie Roberts, Ashley Wimberley

Historian Will Mari of Louisiana State University, who co-authored the project, said it was important to capture these stories while history was happening and memories were still fresh. "Many of them were about survival and getting through just the day-to-day

life of a small town or a small region's newspaper," he said. "But also a lot of really profound and interesting things as publishers and editors struggled with how to pay their bills and serve as a resource for their communities and take care of their news workers."

Oral history allows for the capturing of history that would never otherwise

make textbooks but is critical to preserve to tell a more accurate picture of the nation's past, Finneman said. Materials collected in the project, including transcripts, audio, photos and examples of news coverage, are now housed in each state's historical society in addition to Poynter's new site.

Finneman is also working on research papers related to the interviews to examine how journalistic routines more broadly were impacted, as well as newspapers' business models.

"These rural community journalists have played just an essential role at this pivotal moment in U.S. history, and this project is about capturing their stories," she said.

Find the Poynter collection of the project at <https://www.poynter.org/the-essential-workers/>

Free 2021 Online Media Campus webinars for NPA members, thanks to a grant from the NPA Foundation

- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- **You still need to register for their live webinars, and you must include 'NTraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)**
- This is a great member benefit, since OMC webinars are priced at \$35.00 per person (\$45.00 per person if you register after deadline).

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

NPA website has a new look!



The NPA website (www.nebpress.com) has a different look, thanks to an update approved by the NPA and OnePress boards.

New features of interest to members include:

- Expanded legal and advertising guidelines
- Update newspaper search tool
- Newspaper member homepage spotlight, and
- Photography gallery to feature Nebraska photojournalists' work

Watch for additional resources being added to the Member Resources area (login required) in the coming weeks.

"The member download area to access weekly 2x2s and classified ads will be the same as the old site, with a fresher look," said Violet Spader, OnePress sales and marketing director. **Members will not need to change their user names or passwords to download ad.**

The website was last updated in 2021. Updates were done by Nebraska Digital, a Lincoln-based web design firm.

If you would like to have your newspaper's photo featured, or if you have questions about the new website, contact Violet Spader, vs@nebpress.com, or 402-476-2851.



Avoid NCAA trademarked words in ads for March Madness



March Madness is around the corner (March 18 - April 5), so time for a reminder of what words are trademarked by NCAA. **Here's a list of some protected words to avoid in your print and digital ad campaigns:**

- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- March Madness®
- NCAA Sweet 16®/NCAA Sweet Sixteen®

View the full list of trademarked words here: <https://www.ncaa.org/championships/marketing/ncaa-trademarks>

Upcoming Kevin Slimp Webinar:

Advanced Photoshop for Newspaper Editors, Photographers & Designers

Friday, March 19, 2021 @ 10:00 a.m. CT
\$69.00 p/person (90-min. session)

Join Kevin for this 90-minute webinar as he teaches both basic & advanced skills to make your photos pop right off the page!
Great for novice & experienced photo editors.

A few topics:

Using scripts to speed productivity; creating & using Tables in In-Design; Using Find/Changes to edit specific text styles throughout a document - and more! **To register, go to:**
<https://newspaperacademy.com/webinar/advpho/>

Prairie Doc health columns provide free, weekly resource for your readers

If you'd like a rural/community-focused health column to provide for your readers, check out Prairie Doc® Perspectives - free, weekly columns written by doctors and healthcare professionals, and published in more than 140 newspapers across SD, ND, NE, KS, WY and MT.



Several Nebraska newspapers are already publishing these free columns as a service to their readers - and they've given the columns high marks. Papers can publish the columns on a weekly basis, or as you have space available.

To sign up to receive the free, weekly Prairie Doc columns - sent directly to your newspaper each week, email: contact@prairiedoc.org. Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006. To view past Prairie Doc columns, go to: <https://www.PrairieDoc.org/blog>.



SUNSHINE WEEK

Open government is good government.

MARCH 14-20, 2021

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 2/1/21:

2x2

Blair Enterprise – Jahde Osborn (paper made \$150.00)
Crete News – Nichole Javorsky (paper made \$150.00)
Hartington Cedar Co. News – Kellyn Dump (Network Special Free Ad)
Wakefield Republican – Brook Curtiss (Network Special Free Ad)

Week of 2/8/21:

2x2

Blair Enterprise – Jahde Osborn (Network Special Free Ad)
Crete News – Nichole Javorsky (paper made \$150.00)
Tekamah Plaindealer – Pam Duden (paper made \$162.50)

NCAN

Bridgeport News-Blade – John Erickson (newspaper made \$75.00)

Week of 2/15/21:

2x2

Blair Enterprise – Jahde Osborn (paper made \$487.50)
Crete News – Nichole Javorsky (paper made \$150.00)
Hickman Voice News – Wendy Jurgens (paper made \$150.00)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)

NCAN

Bridgeport News-Blade – John Erickson (paper made \$75.00)

Week of 2/22/21:

2x2

Blair Enterprise – Jahde Osborn (paper made \$162.50)
Crete News – Nichole Javorsky (2 ads) (paper made \$300.00)
Hickman Voice News – Wendy Jurgens (2 ads) (paper made \$1,275.00)

NCAN

Valentine Midland News – Dana Anderson (paper made \$120.00)

Allen Beermann receives NSAA 2020 Distinguished Service Award

Retired NPA Executive Director, Allen Beermann, was presented with the Nebraska School Activities Association's 2020 Distinguished Service Award on March 6, at Pinnacle Bank Arena during halftime of the NSAA Girls State Basketball Championships.



During the awards program nine Nebraskans, including Allen, received the award, which recognizes those who have contributed greatly to the activities of the NSAA. NSAA Executive Director, Jay Bellar presented the awards.

Allen has served many years on the NSAA Media Advisory Committee.

Congratulations, Allen!

Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

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



785-840-0077



\$2,000 Scholarships

Nebraska Press Association Foundation

Selection based on:

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing print journalism and/or advertising/marketing education at Nebraska colleges/universities.

Applications must be post-marked by March 26, 2021.

For more information and application form,
www.nebpress.com

Classified Advertising Exchange

Mar. 08, 2021

SPORTS & NEWS WRITER: The Fairbury Journal-News is looking for a multi-talented individual to write sports and help with news coverage. Competitive wages, 401k, paid vacation, health insurance. Not much traveling, limited nights/weekends, no layout required. Call Timothy at (402) 729-6141 or email inquiries to timothy@fairburyjournalnews.com.

NEWSPAPERS FOR SALE: Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

NEWSPAPER FOR SALE: Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at dt2036st@gmail.com, or call 402-580-2136.

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@albionnews.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 402-762-5352, or reporter@voicenewsnebraska.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange.

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.

This current Open Meetings booklet (updated in 2020) is available for \$1.00 each (plus postage).

To purchase booklets, contact Susan Watson, 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.