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*"Of all the paths you take in life,  
make sure a few of them are dirt."*

-- John Muir

## **135th Annual NNA Convention, Sept. 30-Oct. 2, Hyatt Regency, Jacksonville, FL**



135th NNAF Annual  
Convention & Trade Show 2021  
Jacksonville, Florida • September 30 - October 2

**We were  
local**  
*before local was cool*

NNA's Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

NPA President, Amy Johnson, is scheduled to lead one of the Flash Sessions at this year's NNA Convention!

To view the agenda or register for the upcoming convention, go to: <https://www.nnafoundation.org/convention>.

## **MobileMe&You Conference, Oct. 22-23, University of NE Lincoln campus**



**mobile  
me&you**  
technology+journalism

"If the Machines Come for You, Will It Help?" That's just one part of Jeremy Gilbert's session at the upcoming MobileMe&You conference this fall at the University of Nebraska-Lincoln. Gilbert, who is the Knight Professor in Digital Media Strategy at the Medill School of Journalism, Media, Integrated Marketing Communications, is one of 15 speakers from top journalism outlets across the country headlining this year's conference.

Other sessions include "TikTok for Journalism", "Community Media Storytelling", "Innovations in Augmented Reality" and the "Future of Interactive Journalism" from industry leaders. All total there are 13 masterclass sessions in mobile journalism you won't want to miss!

Our upcoming MobileMe&You Conference, Oct. 22 and Oct. 23, is the only national conference for mobile and emerging media. MobileMe&You is a platform to educate and engage industry professionals and students in the exploration of mobile media.

### **Check out this year's speakers at:**

<https://mobileme-you.com/2021-speakers/>

### **Register now for early-bird pricing at:**

<https://www.eventbrite.com/e/mobilemeyou-2021-tickets-148064995387>.

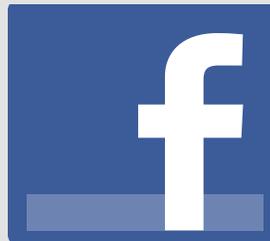
The annual conference provides an opportunity to hear from national speakers discussing new mobile media trends. Since its inception in 2015, MobileMe&You has helped over 700 industry professionals and students learn how to better use mobile and digital tools in reporting. The conference continually aims to disseminate best practices and innovative techniques to a diverse and media-connected audience.

### **Meanwhile, stay up to date on the most recent media news by following us on social media:**

- Facebook: @mobilemeyou
- Twitter: @mobilemeyou
- Instagram: @mobilemeconference

**For more information contact: Gary Keibel/UNL;  
[garykeibel@unl.edu](mailto:garykeibel@unl.edu); 703.582.6758**

## **NPA Facebook group invite**

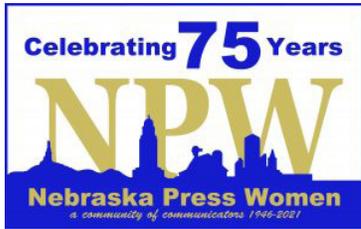


We've created a Facebook group for NPA members - all staff are invited - to create another opportunity for conversation and collaboration. If you have a Facebook account, search for "Nebraska Press Association" in Groups and request to be added.

# Nebraska Press Women to celebrate 75th Anniversary at fall conference, Oct. 9, in Grand Island

By Lori Potter, NPW president

Nebraska Press Women invite you to join us Oct. 9 at the Ramada Midtown Conference Center in Grand Island for our fall conference and 75th anniversary celebration.



The program will start with “We Should Start a Podcast” by Kaci Richter of the University of Nebraska-Lincoln College

of Journalism and Mass Communication. Richter says attendees will learn how to start a podcast, from equipment and planning to distribution and analytics. She also will cover best practices in podcasting and discuss how to grow your podcast.

Next will be “The Illusion of Control in the Digital Era” by attorney, educator, TV arts program producer, newspaper columnist, travel writer and author Sherri Burr, who is New Mexico Press Women president and the 2021 National Federation of Press Women Communicator of Achievement.

Burr also will be the keynote speaker for the 75th anniversary celebration’s evening banquet. In “The Story Behind the Book,” she will talk about “Complicated Lives: Free Blacks in Virginia, 1691-1865,” published in 2019, which was nominated for a Pulitzer Prize in the history category. The banquet program also includes the 2021 Nebraska Press Women Communicator of Achievement announcement.

The lunch program will feature inductions to the Marian Andersen Nebraska Women Journalists Hall of Fame for 2020 and 2021, plus recognition of winners in the national high school and professional communications contests, and NPW scholarship recipients.

Mary Jane Skala of the Kearney Hub will be both moderator and contributor for the afternoon panel discussion, “Unmasking COVID-19: Journalists, health director share the challenges of covering COVID.” Other panelists will be Tammy Real-McKeighan of the Fremont Tribune, freelancer Irene North of Scottsbluff and Central District Public Health Department Director Teresa Anderson of Grand Island.

For conference details and registration: <http://nebraskapresswomen.org/?p=2198>. Registration deadline is Sept. 27 with the following rates: Full day, \$75 for NPW members and \$85 for non-members; day only with lunch, \$45; lunch only, \$20; and evening banquet only, \$30. Registrations and payments can be sent to NPW Treasurer, Barb Batie, 43590 Road 761, Lexington, NE 68850-3729, or completed online at the website. For more information contact Lori Potter at [potterspix@gmail.com](mailto:potterspix@gmail.com), or at 308-234-5974.

## Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

**Max Kautsch,**  
Attorney at Law  
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[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://kautschlaw.com)



Max Kautsch

**785-840-0077**

## NNA Foundation establishes Max Heath Postal Institute



A new postal education program from National Newspaper Association Foundation will be named after its longtime mentor and trainer Max Heath of Kentucky.

The Max Heath Postal Institute becomes the new umbrella to train newspapers and printers for best uses of the mail in a rapidly-changing postal environment.

NNAF President Matt Adelman, publisher of the Douglas (Wyoming) Budget, said the NNAF board decided the most appropriate way to recognize the lifelong work of Heath, who died in July, would be to continue his mission. Memorial donations to NNAF will be dedicated to a fund for postal training.

“No one in this industry has to look very far to find a newspaper whose essential work has been protected by Max,” Adelman said. “He understood that the best newspaper imaginable has little value unless people are able to receive it. Max spent decades training us, fighting for us and leaping into the fray of postal policy. An entire industry is indebted to his selflessness.

“Now, as the Postal Service is pushing massive changes out to mail users, we face a daunting frontier without our leader. But National Newspaper Association and its partner foundation, NNAF, have known for years that this sad day would come. Our postal team is ready for it. We’ll be launching new training programs within MHPI, even as NNA continues to advocate for universal postal service.”

Adelman said the first program in the Institute would be October 21 with a presentation by USPS National Customer and Support Center in Memphis. The topic will be “Liberating your Newspaper from Costly Address Change Notices.” It will be designed for publishers, circulation professionals, printers and mail service providers. More

**cont. pg. 4**

**postal - from pg. 3**

information on this program will be provided in the weeks ahead. MHPI will also become the host of Postal Tips, a regular column in Publishers' Auxiliary.

Adelman said NNAF expressed its condolences to Heath's wife, Ruth Ann, and son, Jason. "They have blessed this new design, even as they both often had to share Max with a wide world of newspaper people who called and wrote him at all hours of the day for help," he said. "We thank them for their generosity."

NNAF has established a donation link for industry professionals who wish to contribute to carrying on Heath's legacy. Donations: <https://www.nnafoundation.org/mhpi>

**AP releases back-to-school topical guide**



The Associated Press has compiled a style guide of essential words, phrases and definitions related to the return to classes.

Terms are from the AP Stylebook, usage in AP stories and Webster's New World College Dictionary, Fifth Edition.

Go to: [https://apstylebook.com/topical\\_most\\_recent](https://apstylebook.com/topical_most_recent)

**Mueller and Robak recognized in Best Lawyers in America list**

*Lincoln Journal Star, Aug. 29, 2021*

William Mueller and Kim Robak, of Mueller Robak, LLC, in Lincoln, NE, have been named to the 2022 Best Lawyers in America list.

Kim Robak was also named Best Lawyers 2022 Government Relations Practice "Lawyer of the Year." Both Mueller and Robak have been named "Best Lawyers" in each of the past 14 years.

Recognition by Best Lawyers is based entirely on peer review. This year's Best Lawyers rankings were based on an analysis of over 9.4 million peer nominations submitted earlier this year, which are divided by geographic region and practice areas before evaluation on the basis of professional expertise. Those who receive high peer reviews undergo an authentication process to make sure they are currently practicing and in good standing.

Mueller and Robak are both graduates of UNL and the University of Nebraska College of Law.

Mueller Robak, LLC is the premier lobbying and government relations firm in Nebraska, and represent both the Nebraska Press Association and Media of Nebraska.

**NPA regional meetings held Aug. 12 in Bridgeport; Aug. 13 in North Platte**

NPA Executive Director, Dennis DeRossett headed west earlier this month for two in-person regional meetings - in Bridgeport on August 12, and North Platte on August 13.

Dennis updated attendees on the new Kid Scoop project that NPA will launch next month in Northeast and North Central Nebraska. (Project roll-out into other regions planned for 2022.) Attendees were also updated on the new NPA public notice website.

In between regional meetings, Dennis also visited the newspaper offices of the Ogallala Keith Co. News and the Bridgeport News-Blade.

Thank you to those members who attended the Bridgeport and North Platte meetings!



*(Left) Jeff Headley, publisher of the Ogallala Keith Co. News*



*(Below) John Erickson, publisher of the Bridgeport News-Blade and NPA board member.*

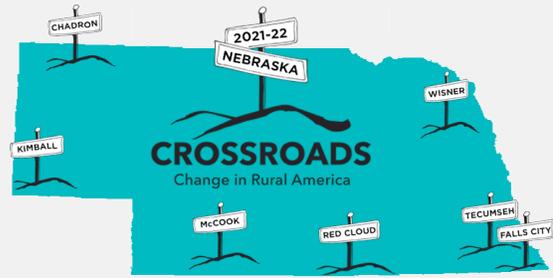
# Smithsonian exhibit “Crossroads: Change in Rural America” gives Nebraska communities a chance to celebrate local progress

*Exhibition begins September, 2021 through June, 2022, with openings in seven Nebraska communities*

*Humanities Nebraska, Spring 2021*

“Crossroads: Change in Rural America” offers small towns a chance to look at their own paths to highlight the changes that affected their fortunes over the past century. Designed and offered by the Smithsonian, the exhibition prompts discussions about what happened when America’s rural population became a minority of the country’s population and the ripple effects that affect our communities to this day.

In 1900, 40% of Americans lived in rural areas. By 2010, that population measured less than 18%. Significant economic and social changes led to massive growth of America’s urban areas. Many Americans assume that rural communities are endangered and hanging on by a thread - but that perception is far from true in many areas. In Nebraska, communities have become destinations for dining, tourism, entertainment, and unique cultural offerings. Nebraska rural towns and villages have shown creative thinking and a work ethic that enables them to thrive.



The Smithsonian, which has expertise in storytelling and technology, is providing educational resources, and financial support to bring “Crossroads” to the seven host sites.

## “Crossroads” Schedule 2021-2022:

- **Sept. 11 - 30, Kimball, NE**  
Plains Historical Society Museum
- **Oct. 8 - Nov. 12, Tecumseh, NE**  
Johnson County Historical Society
- **Nov. 19 - Dec. 27, Falls City, NE**  
Falls City Library & Arts Center
- **Jan. 3 - Feb. 11, Wisner, NE**  
Wisner Senior Center
- **Feb. 18 - Mar. 31, Red Cloud, NE**  
National Willa Cather Center
- **Apr. 8 - May 25, McCook, NE**  
Keystone Business Center
- **June 1 - 26, Chadron, NE**  
Dawes County Historical Society

**For more information, visit:**

<https://humanitiesnebraska.org/programs/museum-on-main-street/>



**New READ LOCAL ad campaign is now available to newspapers — at no cost — in print, digital format**

America’s Newspapers is making a new marketing campaign available to all newspapers that encourages readers to: **Shop Local. Eat Local. Read Local.**

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them. **Downloads ads:**

Local businesses and restaurants need your support more than ever. Whether you visit stores, get delivery or shop online, keep your spending local and keep your community healthy.

Newspapers are LOCAL. We are dedicated to keeping you informed, safe and connected and care about the issues that are important to our neighbors, our schools and our businesses.

When you support your local newspaper, you support your community.

**SUPPORT LOCAL**  
SUPPORT YOUR NEWSPAPER  
SUBSCRIBE TODAY

America’s Newspapers

America’s Newspapers is a national association supporting journalism and healthy communities in our local communities. Find our store at [www.newspapers.org](http://www.newspapers.org) or follow us on Twitter @newspapersorg or on Facebook @americasnewspapers.

<https://newspapers.org/marketing-read-local/>

**Great NPA member benefit!**  
**Free 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 OMC live webinars, and you must include ‘NEtraining’ in the ‘discount code’ field on the registration form. (Otherwise you’ll be charged for the webinar!)**
- The cost for most OMC webinars is \$35.00 per person (\$45.00 p/person to register after deadline) - so please take advantage of these FREE

**Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to see upcoming live (and archived) webinars.**

# Classified Advertising Exchange

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## **NEWS EDITOR-GRAND ISLAND INDEPENDENT:**

The award winning Grand Island Independent, a Lee Enterprises Inc. publication, is seeking a News Editor to lead our news team. The editor assigns coverage and special projects, works with designers and copy editors to develop appropriate headlines and cutlines, and drives day-to-day newsroom activities. The editor will promote the use all tools available to publish news digitally such as via videos, our website, on social media platforms, and print with the emphasis on our growing digital audience. As a team player, this position may also be called upon to assist their team working "hands on" by pitching in as needed to write news stories.

The successful candidate will have the ability and the knowledge to determine appropriate content in addition to the ability to deliver news on current and evolving digital media platforms, possess strong editing and story development skills and, demonstrate the ability to lead and develop a team. If you are deadline driven, flexible, a strong leader, well-versed in AP style, and possess advanced writing, research and editing skills, this may be the job for you! Three to five years of daily newspaper experience is required, and a bachelor's degree in Journalism, English or related field is preferred.

Lee Enterprises offers competitive wages in a supportive, dynamic work environment with career growth opportunities. We offer a comprehensive and affordable benefit program, which includes medical, dental, vision, LTD, STD, and life insurance; a time off program and a 401K plan. Candidates must pass a post offer drug screen, driving record check, and background check. Lee Enterprises is an equal opportunity employer and we participate in E-Verify. If YOU have the talent for this role and want to be, where the action is, apply at <https://lee.net/careers/> and search in Grand Island, NE. Submit your resume, cover letter and samples of you work as you apply. Lee Enterprises is an equal opportunity employer.

**NEWS EDITOR-SCOTTSBLUFF STAR-HERALD:** The Scottsbluff Star-Herald, a Lee Enterprises Inc. publication, is seeking a News Editor to lead our news team. The editor assigns coverage and special projects, works with designers and copy editors to develop appropriate headlines and cutlines, and drives day-to-day newsroom activities. The editor will promote the use all tools available to publish news digitally such as via videos, our website, on social media platforms, and print with the emphasis on our growing digital audience. As a team player, this position may also be called upon to assist their team working "hands on" by pitching in as needed to write news stories.

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**SPORTS REPORTER-LEXINGTON CLIPPER:** The Lexington Clipper is seeking a talented Sports Reporter to develop compelling, timely and well-sourced sports stories that accurately reflect the nature of the events covered. The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a degree in journalism and/or two years of experience. Candidates who have completed internships will be considered. Driving and being available to cover local sports events is required.

This hourly, FT reporter position includes an attractive benefits program including medical/dental/vision and life insurance options; LTD, STD, parental leave, vacation, sick, and holiday pay; and 401K retirement.

If you have the talent we are looking for and want to join the action, you are encouraged to apply. Please include a cover letter, resume and three to four work samples and apply at <https://lee.net/careers/>.

We are a drug-free workplace and all applicants considered for employment must pass a post-offer drug screen and background/motor vehicle check prior to commencing employment. Lee Enterprises is an Equal Opportunity Employer and we participate in E-Verify.

**CLASSIFIED ADVERTISING EXCHANGE - cont.**

**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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# Classified Advertising Exchange

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**COMMUNITY NEWSPAPER EDITOR:** Do you want to put your journalism skills to work and still earn a reliable paycheck? Are you passionate about investigative reporting, but get just as excited about pursuing feel-good features? Work for us as a community newspaper editor. Enterprise Media Group is in search of a fun, dedicated, adaptable team player with a positive attitude to help us create amazing content for our readers through stories, video and photography story packages for its newspaper group in Seward, just west of Lincoln.

This person would oversee three of the newspapers located in Crete, Friend and Wilber. This news team produces five weekly newspapers with a steady stream of story material, which means we're never bored. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations. We own 12 community papers in Nebraska and Iowa. We offer competitive pay, paid vacation and benefits. Tell us why you should work for us. Contact Managing Editor Greg Forbes with your resume and a link to your portfolio or several published clips attached as PDFs at [editor@sewardindependent.com](mailto:editor@sewardindependent.com). No calls, please. EOE.

**SPORTS REPORTER:** Do you want to join the action? The Wahoo Newspaper is seeking a talented Sports Reporter to develop compelling, timely and well-sourced sports stories that accurately reflect the nature of the events covered. The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a degree in journalism and/or two years of experience. Candidates who have completed internships will be considered. Driving and being available to cover local sports events is required.

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**INVESTIGATIVE REPORTER/TEMPORARY ASSIGNMENT:** Looking for an investigative reporter on temporary assignment for Nebraska community. Must understand quasi governmental entities. Three references from established news media organizations required. 1-2 month position. Salary plus expenses. Please send writing samples and references to [josh@indydailyreporter.com](mailto:josh@indydailyreporter.com).

**PRESS FOR SALE:** Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: [mrhoades@enterprisepub.com](mailto:mrhoades@enterprisepub.com).

**OWNERS RETIRING:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and smaller newspaper in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing. You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News and Boone County Tribune, Albion, NE, Call 402- 741-5071, or email to: [jim@albionnewsandboonecountytribune.com](mailto:jim@albionnewsandboonecountytribune.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:** 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:** Small award-winning weekly newspaper located in the heart of Custer County, Nebraska in the village of Callaway serving Callaway, Oconto and the surrounding area. Region poised for growth. A very attractive price includes all office furnishings and professional equipment (cameras, computers, software leases, phone number, email address, etc.). New owner will need to seek own office space but does not require much. Courier also has online presence. Progressive family community with great school, hospital/clinic, business climate and room to grow in a rural setting. High-speed optical fiber internet available. Owners seek retirement and exploration of new horizons after nearly 34 years of operation. New energy, eyes and ideas are needed for this business. Serious inquiries only, please, but will consider all offers. Call Mike Wendorff at 308-870-2109 or email at [ccourier@gpcom.net](mailto:ccourier@gpcom.net).

**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](mailto:reporter@voicenewsnebraska.com).

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