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***Writing well means never having to say,  
'I guess you had to be there'.***

-- Jef Mallett

## **New NPA, NPAS officers elected for 2022**

Kevin Peterson, publisher of the Wayne Herald, was elected president of the Nebraska Press Association, at the 2022 NPA Convention April 29-30, in Kearney, NE. He succeeds Amy Johnson, publisher/editor of the Springview Herald, who will serve as immediate past-president.

Other officers elected were Willis Mahanna, editor of the West Point News, as vice-president; and Rob Dump, co-publisher of the Hartington Cedar Co. News, as treasurer.

Continuing their terms as board of directors of NPA are: John Erickson, publisher of the Bridgeport News-Blade; and Cody Gerlach, publisher, Cambridge Valley Voice and the Curtis Frontier Co. Enterprise. New to the board for a three-year term is Patrick Ethridge, publisher of the Beatrice Daily Sun.

Elected to the Nebraska Press Advertising Service/OnePress are: President, Vickie Hrabanek, advertising manager of the Norfolk Daily News; and Vice-President, Marcia Hora, publisher of the Stapleton Enterprise and the Thedford Thomas Co. Herald.

Continuing their terms on the board of directors of NPAS/OnePress are: Dee Klein, publisher of the North Platte Telegraph; Lynell Morgan, co-editor of the Elgin Review; and Timothy Linscott, publisher of the Fairbury Journal-News. Randy Sadd, co-publisher of the Doniphan Herald will serve as immediate past-president. New to the board for a three-year term is Carrie Pitzer, publisher of the Orchard/Neligh Antelope Co. News, Bloomfield/Creighton Knox Co. News, and the Stanton Register.

Dennis DeRossett is executive director of both organizations.

## **A note from Kevin Slimp to his friends at Community Newspapers**

*It might be time to redesign your newspaper*



Since speaking at the Nebraska Press Association Convention last week, my thoughts have often revolved around the topic of newspaper redesigns. While I was with my friends in Nebraska, I had more than a dozen requests to visit member papers about redesigning their publications.

Trust me, I'd love to redesign every community paper in the country. Still, a redesign is a big project and not practical for many small papers (often one or two people) to bring in a consultant to redesign their pages. That's when it dawned on me. Lately, I've been doing a lot of virtual consulting for newspapers - and this could be the perfect way to help community papers redesign their publications without breaking the bank.

If your paper needs a design update (and most do), I want to help. Send me a message at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com), and we'll make plans for you to send a copy (or copies) of your pages to me. I'll spend time going through each page, then meet with you (or you and your staff) to review my findings and suggestions.

It's a process that's affordable to every paper, allows me to help a lot of community newspapers, and is a win-win for your paper and me.

Just send me an email message with the following information:

- Average page count
- Total copies printed of each issue

Please send information about each title if you have more than one newspaper you'd like me to critique. I'll return your message within 48 hours with details, including your cost to complete the process described above.

Thank you - and thanks for continuing to support [newspaperacademy.com](http://newspaperacademy.com). After six years, our numbers continue to grow each month.

Kevin Slimp, The News Guru

View Better Newspaper Contest VIDEO here:

<https://youtu.be/jv1c1dPZTzs>

Please complete the post-convention survey!

Survey link: <https://www.surveymonkey.com/r/PFNB8MV>

*Your feedback, comments and suggestions are important - so we can provide the convention events and breakout sessions that are helpful and relevant to you and your staff.*

Want extra copies of the Better Newspaper Contest TAB?

Email Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com)



## Pieces of Me

By Gerri Peterson, publisher/editor, Mullen Hooker Co. Tribune, May 5, 2022

They say you become a lot like the people you spend time with. If that's true, I hope I absorbed as much as I possibly could from the crowd I hung around this past weekend.



For the first time since 2019, we got to hold the Nebraska Press Association Convention in person.

After two full days of sessions, amazing food (shout out to the Younes Conference Center North and Crowne Plaza Hotel in Kearney - what a great facility - and I didn't even try the water slides!), and networking with old and new newspaper industry friends, I came home feeling inspired and refreshed.

While the person I spend the most time with, my husband Dane, is definitely my biggest fan, I just can't talk to him about things such as my newspaper computer software programs without his eyes glazing over.

Newspaper people gather together and give their money-making ideas to their fellow peers, share tips on how to make photos look sharper in every issue and cheer for everyone in the annual Better Newspaper Contest.

We're all representing different businesses, but we aren't afraid to share what's working or not working for us. We aren't each other's competition. We're each other's cheerleaders.

I'm already looking forward to the 2023 convention!

# NPA members, friends honored Allen J. Beermann at convention Friday evening, with retirement 'Roast and Toast'

Emcee for the evening was Mark Thomas (top left), executive director of the Oklahoma Press Association. Nebraska Secretary of State, Bob Evnen (top center) presented Allen with a personalized "NE Relic" license plate. Steve Haynes (lower right) owner/publisher of the Oberlin (KS) Herald, traveled down memory lane with Allen and Linda Beermann. A larger-than-life-size cut-out of Allen shaking hands with Elvis Presley, was made from an original photo ('70s) when the two met in person. Two (mystery) mini-Elvises joined Allen on-stage to help him relive the 'blast from the past' meeting with 'The King.' NPA Executive Director, Dennis DeRossett, NPAS President, Randy Sadd, and NPA President, Amy Johnson presented Allen with a check for \$12,000 made payable to the Allen J. Beermann Scholarship Fund - his retirement gift from NPA, NPAS and NPA Foundation. The first Beermann scholarship will be timed to be presented at NPA's 150th Anniversary convention in April 2023.



### 'Roast and Toast' closing remarks from Allen Beermann:

"Special guests and fellow Nebraskans,  
 One is never prepared for a moment like this... You have all created for me a magic moment, a quick trip down memory lane. My family and I are awash in memories. Tonight we are warmed by your friendship and we are truly grateful for wonderful friends we have made over the years in our association with the Nebraska Press Association.  
 Your tribute to us tonight is a gift we shall never forget. Thanks for making the evening unfold in grand style with your many kind gestures. **EVERYTHING THAT REALLY MATTERS IN LIFE IS REPRESENTED IN THIS ROOM TONIGHT...**wonderful people, life-time friends, professional men and women of high integrity, great decency and a powerful commitment to service. We are proud to have been a part of an organization whose caring and compassion knew no bounds, members who shared initiative, conviction and courage.  
 I observe that all of you always have a clear understanding that service to others is both a privilege and an obligation. I have watched you always serving with poise as well as power, having wisdom in your decisions, understanding in your thinking, love in your attitudes and mercy in your judgements.  
 The Beermann family is thrilled to be with a gathering of citizens in which we can really observe that everything you touched...improved.  
 I am hopeful that all of you can remember our service to humankind... hoping that you would find our service to have been constructive, beneficent, enduring and always an influence for good.  
 I am hopeful that all of you might conclude that my life was somewhat like a snowflake...which leaves a mark, but never a stain.  
 I am hopeful that you would conclude that our work was never FOR recognition, but rather was WORTHY of recognition.  
 When we depart this place tonight, and go out into the vineyard of service, the Beermann family is too proud to walk behind you, too humble to walk ahead of you, so please give us the honor of walking side by side with you."

Photos by Kosuke Yoshii, UNK student photographer

# Rambles & Remarks

By Amy Johnson, NPA Immediate Past President & Editor, Springview Herald, May 4, 2022



Early in my working career I was constantly in awe of people in sales where they could pitch a product and get others to buy into it. Their sales pitches were full of zest and charisma. They believed in what they were selling and that it was the best option for the client, you could sense that when they spoke.

I've always wondered what it would feel like to be that passionate about something that I just had to share it with others and want them to buy in.

I do now. It's newspapers.

For the past two years, I have served as the Nebraska Press Association's executive board president. This has allowed me to work alongside fellow newspaper professionals who share the same passion of putting community news first.

There have been outstanding journalists, publishers, editors and the like preserving the First Amendment that protects freedom of the press. This association is 149 years young, and from my viewpoint, going strong for another 150 and beyond. How that news will be delivered over the next century may continue to evolve, but one thing is for sure, a newspaper staff is where that community news will come from.

It has been an honor to serve in this capacity and represent Nebraska on a national level. As the president, I've had the opportunity to connect with Nebraska newspaper publishers, help educate and influence

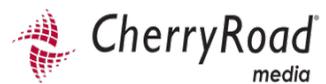
legislation at the state level, and dive deeper in the importance of what newspapers are doing in the communities they serve.

Last weekend was the annual state convention for the Press Association. It was at that convention that I passed along the gavel and became the immediate past president of this noble association. As I looked back at my two years I'm proud to have played a small part in seeing the association emerge from a global pandemic, all while welcoming a new executive director, refreshing the online presence of the association, partnered with Kid Scoop News to provide child friendly newspapers to students in the state, and updated public notice legislation that was 26 years in the making. It took a dedicated team to make all of that happen but I know that some of the sharpest publishers in the state were able to help make all of these things happen.

In my speech Saturday evening, I shared how important it was for me as I began my journey as a newspaper owner, to publish a newspaper that my community would be proud of. From the start I hit the ground running, sometimes I fail, sometimes I succeed, but each time I learn. My successes are because of the investment that other Nebraska newspaper owners have cultivated in me, and from the support of readers and advertisers like you.

Now I know what it feels like to be so passionate about something that you want to sell it to others. What it feels like to know that what I'm doing or what I'm selling is the best option for the client. That buying into the importance of what newspapers mean to a community is paramount to transparent government, the connectivity of the people who live there, and the acknowledgement of all that is good and fair. It's newspapers. I strongly believe this and will continue with my sales pitch to others.

## THANK YOU 2022 NPA Convention Sponsors



## Minden Courier sold to Syndicate Publishing

After 28 years as owners of the Minden Courier, Jim and Michelle Edgcombe have sold the newspaper to Syndicate Publishing, based out of Gothenburg, NE, effective the end of May.

Courier Editor, Cindy Ramsey and Sports Writer/Proofreader, Roger Hansen will remain on staff and will assist in the transition to the new ownership team.

Syndicate Publishing is owned by Colten Venteicher and John Bell of Gothenburg. In 2019, the two men started the Gothenburg Leader, and over the last three years have expanded the business to include the Callaway Courier, Cozad Local, and now the Minden Courier.

Leading the new team at the Courier will be Terrie Baker, COO/Regional Publisher for Syndicate Publishing, and Alisa Mullen, General Manager and Marketing Director.

Baker has more than 40 years' experience in the newspaper business. Before recently joining Syndicate Publishing, she was regional publisher for Lee Enterprises. Prior to that, she was publisher of the North Platte Telegraph and the Lexington Clipper-Herald, continuing a career that began at the Clinton (IL) Daily Journal, where she worked for more than 22 years.

A Kansas native, Mullen has 20 years of farming and ranching marketing experience. She joined the Syndicate Publishing team in Gothenburg in 2020 as a writer, and moved into her current role as general manager in 2021.

## Wymore Arbor State newspaper to cease publication on May 26

Arbor State Owner/Publisher Tiffany Henrichs announced on May 12 that the newspaper's final edition will publish May 26.

In 2016, Tiffany and her husband Matt, purchased the Arbor State as it was on the brink of closing. Losses sustained during the pandemic and increased operating costs led to their decision to cease publication.

With the closure of the Arbor State, Timothy Linscott, owner of the Fairbury Journal-News announced that his paper will expand its coverage area to Wymore and Blue Springs - to cover sports, general news, features and more beginning immediately. The Journal-News is offering a special subscription rate to Arbor State readers, with plans for a special circulation campaign in the next few weeks.

## Longtime editor, publisher Clarence "Clancy" Hebda dies

Nance County native and longtime newspaperman Clarence S. "Clancy" Hebda died March 30, 2022 at McClelland Veterans Hospital in Little Rock, AR. He was 92.



Hebda, along with his wife Mary Ann, owned and operated the Nance County Journal newspaper in Fullerton, NE, where he was editor and publisher for almost three decades.

Born and raised in Nance County, Hebda was educated in Fullerton Public Schools, graduating in 1946. He entered the U.S. Navy serving as a gunner's mate aboard the USS Henrico, a troop transport in the Pacific, before being honorably discharged from active duty in 1951.

He returned to central Nebraska where he married Mary Ann (Krzycki), and in 1961, Hebda purchased the Nance County Journal weekly newspaper and commercial printing operation from W.H. Plourd.

During his career, some of Hebda's professional accomplishments included serving as president of the Nebraska Press Association in 1974. Through the NPA, he was also awarded the Golden Pica Pole in 1999, Master Editor Publisher in 2003, and was inducted into the Nebraska Journalism Hall of Fame in 2014.

Hebda was equally committed to many local organizations and their causes advancing the health and vitality of his hometown.

Following the sale of the newspaper in 1990, the Hebdas stepped into retirement, travelling the world and visiting nearly 25 countries. They moved to Lincoln, NE, in 1995, and in 2017 moved to Little Rock, AR. Since 2019, Hebda had resided at the Arkansas State Veterans Home in North Little Rock, AR.

Hebda is survived by his wife, Mary Ann, of Little Rock, AR; five daughters, Diane Bechtold of Margate, NJ; Dorene (Leonard) Logan of Vinita, OK; Debra (Jeff) Leth of Colorado Springs, CO; Donna Hebda of Vinita, OK and DaNell Mulvey of New York, NY; one son, Dwain (Darlene) Hebda of Little Rock, AR; 13 grandchildren and 8 great-grandchildren.

A memorial Mass was held May 14 in Little Rock. Interment with military honors will be conducted at 11 a.m. June 4, 2022, at Lincoln Memorial Cemetery, 6800 South 14th Street, Lincoln, NE. In lieu of flowers, memorials are suggested to Nebraska Press Foundation, 845 "S" Street, Lincoln, NE, 68508 (nebpress.com), or Villa Marie Home and School for Exceptional Children, 7205 N 112th Street, Waverly, NE 68462 (villamarieschool.com).

### Have a Legal Question?

Editorial Policy or Journalism Ethics? Closed Meetings or Courts?  
Public Records Denied? Employment Law Issues?

Call the Nebraska Press Association Legal Hotline.

Your Nebraska Press Association prepays the LEGAL HOTLINE service for solid, prompt legal advice aimed at preventing trouble and helping your newspaper do its job.

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



# Classified Advertising Exchange

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May 16, 2022

**DO YOU KNOW...** how to sharpen and change the blades of a Peerless Gem paper cutter? The blade is 37" long. If you can help, please contact Tonya Evans, Clarkson Colfax Co. Press and Leigh World, 402-892-3544, or [tonya@colfaxcopress.com](mailto:tonya@colfaxcopress.com).

**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).

**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: [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.

**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).