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Holtz joins Polk Co. News staff

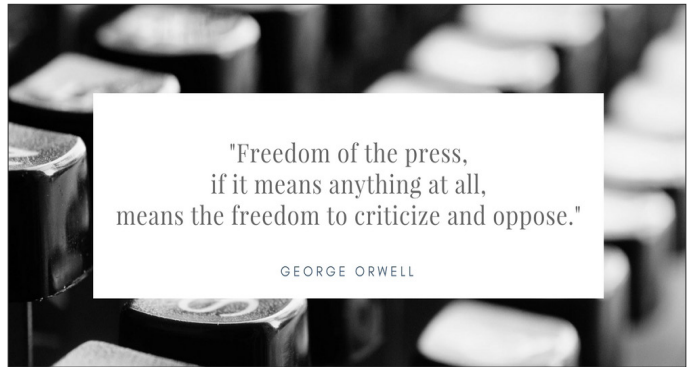
Polk Co. News, June 9, 2022

Rick Holtz joined the Stromsburg Polk Co. News staff on May 20, after working the past 15 years for newspapers in Indiana. Most recently he was the advertising manager at the Journal Review in Crawfordsville, IN.

Holtz, 39, got his start in newspapers in Crawfordsville at The Paper of Montgomery County in 2006. Crawfordsville is unique in that it has two daily newspapers in a county that has fewer than 38,000 residents. The Paper opened in 2004, while the Journalism Review has been in business for more than 179 years. Holtz also spent time at The Paper's sister newspaper, The Times in Noblesville, IN.

He has worked as a reporter, editor, page designer, ad builder, public notice clerk, bookkeeper and advertising manager between the three newspapers.

Holtz and his wife, Kimberly have four children. Kimberly is the sister of new Polk Co. News Co-Owner, Alan Sparrow. Alan and his wife, Beth Sparrow just purchased the Polk Co. News on June 1 from Dave and Sandy Thompson.



Sutton Clay Co. News named 2022 Grand Marshal of annual parade

Clay Co. News, June 1, 2022

Sutton, NE, celebrates it's 151st anniversary this year, and the Clay County News has been named 2022 Grand Marshal of the annual parade, set for Saturday, July 2.

"Start Spreading the News" is the theme set by the Sutton Area Chamber of Commerce for the 2022 Dugout Days parade.

"We're thrilled and honored by this," said Tory Duncan, managing editor of the Clay County News. "Our staff through the years, since I came on board back in June 2009, has worked hard, working many hours to deliver hometown community news to our readers. This is an absolute honor for our current staff," shared Duncan.

George named managing editor of Council Bluffs Daily Nonpareil

Effective May 23, Rachel George is the new managing editor of the Council Bluffs Daily Nonpareil, and will also oversee four western Iowa weeklies and four Omaha-area weeklies.

George has been with the company for nearly eight years, starting out covering Papillion before taking over the editor role for the Gretna Breeze. She was most recently the news editor in charge of the Omaha suburban weeklies.

Nebraska native returns to Lincoln to join Journal Star, HuskerExtra

Omaha World-Herald, June 8, 2022

Amie Just, a native Nebraskan and Lincoln Southeast graduate, is returning to Lincoln, the Journal Star and HuskerExtra as a columnist and writer.

She comes to Lincoln from the New Orleans Times-Picayune, where she covered the Saints for almost three years and LSU. Before that, she was the beat writer assigned to the University of Montana in Missoula for the Missoulian and a statewide network of publications owned by Lee Enterprises, parent company of the Journal Star and The Omaha World-Herald.

Just was an Associated Press Sports Editors Top 10 finisher in beat writing in 2018 and 2020. In 2021, she was honored by the Pro Football Writers of America as a finalist for the Terez A. Paylor Emerging Writer Award and with a third-place finish for the Bob Oates Beat Reporting Award.

She will pick up where former Husker columnist and reporter Steve Sipple, left off. Just will also appear with Sam McKewon, World-Herald sports editor, on The Showdown, a HuskerExtra-exclusive video podcast, and will provide content that appears on HuskerExtra and in The World-Herald.

Kruger joins News-Chronicle full-time

Part-time Wisner News-Chronicle sports correspondent, Dusty Kruger has accepted an offer from Publisher Chris Rhoades to join the paper as a full-time employee. Kruger has been working as a part-time correspondent since 2021.

Kruger will continue to focus on sports for Wisner-Pilger and Bancroft-Rosalie, and also help cover city council, school, education and community news.

Summer exhibit in David City honors longtime newspaperman, Jack Tarr

Hannah Schrodt, David City Banner-Press, May 19, 2022

An exhibit at the Butler County Historical Society's Depot Museum in David City will honor longtime Banner-Press editor and community member, Jack Tarr.

The exhibit - which features an advertising memorabilia collection of Tarr's - opened Memorial Day weekend and continues through August 2022.

Included in the exhibit are close to 40 front pages from old newspapers (close to 19 different papers) that existed in Butler County from the 1800s to present day.

Butler County Historian, Jim Reisdorff created the exhibit, which has special meaning since he has been a correspondent for the Banner-Press since graduating from college in 1978 and moving back to the community.

2022 NPA Member Benefit

www.onlinemediacampus.com
use code: **NEtraining**

Access to all live and archived Online Media Campus webinars, free of charge



Thanks to funding from the NPA Foundation!

Nearly 150 archived webinars!

Questions? Contact Susan Watson
nebpress@nebpress.com

Jack Tarr started his career at the former The People's Banner newspaper in about 1953 and remained when The People's Banner merged with the Butler County Press, which then created The Banner-Press.

Tarr left in the late '50s to work in public relations at Doane University in Crete, but returned to the Banner-Press in about 1960. In 1970, he became the editor/publisher, a title he kept until retiring in 1990. Tarr died in 2004.

Tarr served as NPAS president in 1977 and NPA president in 1988. He received the Master Editor-Publisher Award in 1991 and was inducted into the Nebraska Journalism Hall of Fame in 1994.

Butler County Historical Society Depot Museum, 402-367-7907; butlerco.ne.history@gmail.com.

2022 DEPOT MUSEUM SUMMER EXHIBIT

JACK TARR

COLLECTION

LOCAL MEMORABILIA & NEWSPAPERS

OPEN EVERY WEEKEND
SATURDAY & SUNDAY

From 1 - 4pm



Visit the Butler County Historical Society Depot Museum this summer to view longtime Banner-Press editor, Jack Tarr's memorabilia collection. Our summer hours will continue through September.



Community newspapers
the original social networking site



Relevance Project

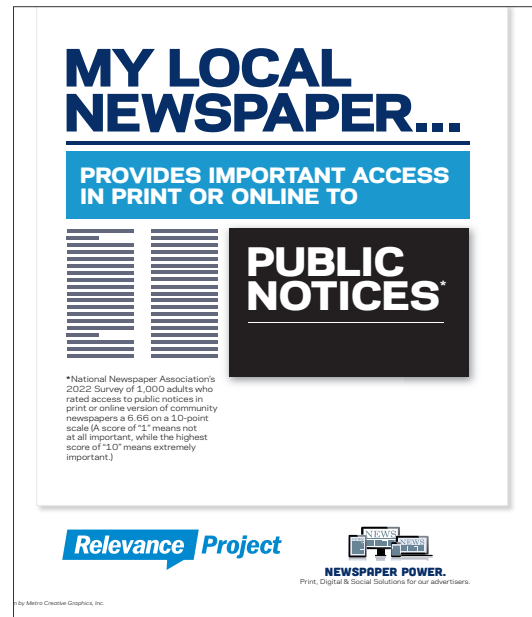
The Relevance Project adds new promo ad touting ‘Consumers Trust Newspapers’

The Relevance Project — The Relevance Project recently shared information about the Nielsen Co. 2021 Trust in Advertising Study. **Check out the following for more information:** Here’s further proof that advertisers and marketers seeking a trusted media should hire newspapers: Products in a newspaper’s portfolio show up in the Top 5 “trusted advertising channels” rated by U.S. customers. So says Nielsen’s 2021 Trust in Advertising Study in a special excerpt granted to The Relevance Project.

Seven out of 10 consumers said they either trust completely or trust somewhat these four channels, a term Nielsen uses to distinguish where ads show up or are referenced:

- **Ads in newspapers (No. 5 at 68.5%)**
- **Editorial content, such as newspaper articles (No. 4 at 68.7%);** a nice endorsement for branded or sponsored content.
- **Branded websites (No. 3 at 71.1%),** which certainly includes newspapers.

- **Emails “I signed up for” (No. 2 at 71.7%),** a tout to newspapers offering e-newsletters and marketing emails sent to newspaper readers.
- **And the No. 1 channel: “Recommendations from people I know” (89.2%).** What better trusted source than newspaper readers who are informed consumers.



Find more helpful tips from the The Relevance Project here: <https://relevanceprojectnet.wordpress.com/blog-2/>

Ridings - cont. from 1

So why is it so critical for Congress to pass the LJSA now? Quite simply, the future of local newspapers in many areas of the country hangs in the balance. In the past 15 years, more than a quarter of all newspapers have disappeared, and many more have been forced to make staff reductions that have diminished the coverage of topics that impact local citizens. The way people get their information and advertise their local businesses is quickly moving to digital, and local newspapers continue to be impacted by the Big Tech companies that use their original content without fair compensation. To make matters worse, newspapers, like many other industries, were financially impacted by the pandemic, even though the coverage provided by local newspapers was more vital than ever.

The current economic challenges have only hastened the need for Congress to act on the LJSA quickly. As inflation is impacting everyone, it has made the environment for local newspapers even more challenging. The cost of retaining employees has gone up. The cost of newsprint has increased 30% over last year, and the cost of gas used to deliver the newspaper is up more than 50% in the past two years. Many newspaper carriers drive hundreds and even thousands of miles each week. These increases have driven many local newspapers closer to making further reductions or even ceasing operations.

Who wins with the passage of the Local Journalism Sustainability Act? Clearly, local newspapers win by obtaining the support needed to continue their invest

ments in reporting on local news. But the real winners are the communities that keep their local newspaper. From watching the actions of local government, reporting on the state of local schools, tracking local health trends or providing the latest restaurant reviews and sales information, local newspapers keep a community connected and informed.

We encourage everyone to reach out to their representatives in Congress and ask them to support local journalism. Whether it is inclusion of the LJSA in the budget reconciliation bill, or a stand-alone bill, the time for action is now. It’s a rare opportunity for government to act on something that benefits us all.

America’s Newspapers is the trade association for thousands of newspapers across the United States. www.newspapers.org

For key components of this legislation, and to learn three things to help move this effort forward, go to:

<https://newspapers.org/ljsa/>

Classified Advertising Exchange

June 13, 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.

MANAGING EDITOR - Enterprise Media Group is seeking a managing editor for its western Iowa trio of publications (Missouri Valley, Mapleton, Dunlap). This position is responsible for coordinating all local content for print, on-line, and visual elements.

Ideal candidates will have a journalism degree, at least three years experience in the newspaper industry, are familiar with Mac computers, is a capable photographer, and have experience with managing people. In addition to the weekly responsibilities of putting out high-quality newspapers, the managing editor will work with staff members to continually improve existing products, services, procedures, etc.

Benefits include competitive salary, 401(k), health insurance, paid time off, and more. The Enterprise Media Group is a progressive regional publishing company based in Blair, Nebraska and is one of the largest private weekly newspaper groups in the area.

Individuals who can take traditional journalism rules and procedures and combine them with fresh, new, ideas are strongly encouraged to apply with our rapidly growing company. Email Chris Rhoades crhoades@enterprisepub.com with questions or to apply! www.enterprisepub.biz

WEEKLY EDITOR - County Publications, located in Southeast Nebraska, is seeking an editor for the Nemaha County Herald publication. This position would be responsible for local news content in the Nemaha Co. Nebraska region.

Individual will be working in an Adobe environment on Apple computers. Experience with InDesign and PhotoShop a must.

Salary will be commensurate with experience. Small town community journalism is the flavor of this publication. Email: kendall@anewspaper.net for more information or to apply.

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Join our great team at Northeast Nebraska's

progressive, established, family-owned news organization. Flexible, family-oriented, hours Monday through Friday. Competitive salary/commissions; insurance available; 401K, holidays.

Please send cover letter and resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977, Norfolk, NE 68702, or email vhrabanek@norfolkdailynews.com.

LOOKING FOR AN INTERESTED APPRENTICE OR BUYER - Nebraska's 4th oldest weekly newspaper, established in 1871, is looking for an apprentice - someone with an interest to eventually acquire the newspaper. Or anyone, for that matter, who might wish to buy the paper.

The Nebraska Journal-Leader is a county seat newspaper near Sioux City, IA, in Ponca, NE. It is an ongoing successful enterprise and will continue to be so.

Qualified prospects inquire to this private telephone number, 402-755-2643, or email deditor@gpcom.net.

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.

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. Contact 402-762-5352, or reporter@voicenewsnebraska.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.