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- **The Eagle (Chadron State College student newspaper)** won six awards, including 1st Place - Best Sports Column (Daily & Non-daily Division, circ less than 3,000)
- **Imperial Republican** won two awards, including 3rd Place - General Excellence (Non-daily Division, circ less than 3,000)

2022 Nebraska newspaper winners ADVERTISING CONTEST:

- **Antelope County News (Neligh)** won five awards, including 1st Place - Best Single Ad Idea, Color (Non-daily Division, circ less than 5,000); and 1st Place - Best Small-Page Ad (Non-daily Division, circ less than 5,000)
- **Stanton Register** won three awards, including 1st Place - Best Series Ad Idea, Color (Daily & Non-daily Division)

There was a total of 1,561 entries - 1,333 entries in the Better Newspaper Editorial Contest and 228 entries in the Better Newspaper Advertising Contest. There were 586 awards won by 92 newspapers in 40 states.

The Wyoming Press Association was awarded the third annual "Best of NNA" Award for their 81 winning entries, beating out Iowa with 51 wins and New Mexico with 48 wins.

Lists of winners by categories and by newspaper are available here: <https://www.nnafoundation.org/better-newspaper-contest>

Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Judge Larry Hochberger, associate publisher of The Ithaca (New York) Times said, "Thanks for the opportunity to judge this contest. It is great to see that in the already-challenging world facing newspapers and then a pandemic, these papers are surviving and thriving and doing great work for their communities.."

Established in 1885, the National Newspaper Association (NNA) is the voice of America's community newspapers and is the one of the largest newspaper associations in the country. The NNA Foundation (NNAF) is the educational arm of the NNA. Its mission is to promote news literacy, protect the First Amendment, and enhance the quality, role and capabilities of community newspapers and community journalists.

NNAF 2022 Better Newspaper Contest winners include Nebraska papers

Winners of the National Newspaper Association Foundation's 2022 Better Newspaper Editorial Contest and Better Newspaper Advertising Contest were announced July 1. Only five Nebraska newspapers earned national honors across both categories.



Winners will be recognized at the awards ceremony held Saturday, October 8, 2022, during NNAF's 136th Annual Convention & Trade Show in San Francisco.

2022 Nebraska newspaper winners EDITORIAL CONTEST:

- **Antelope County News (Neligh)** won 11 awards, including 1st Place - Best Breaking News Story Series (Non-daily Division, circ less than 3,000); 1st Place - Best Use of a Double-Truck (Daily & Non-daily Division); and 1st Place - Best Sports Photo (Non-daily Division, circ 2,000-2,999)
- **Cedar County News (Hartington)** won four awards, including 1st Place - Best Headline Writing (Daily & Non-daily Division)
- **Stanton Register** won six awards, including 1st Place - Best Serious Column (Daily & Non-daily Division, circ less than 3,000); 1st Place - Best Localized National Story (Non-daily Division, circ less than 2,000)



Hall of Fame - from pg. 1

in high school journalism programs, his teaching and his involvement in faculty governance at UNL.

Bender is lead author of "Writing & Reporting for the Media," one of the best-selling college textbooks on news reporting and writing. The 12th edition of the book was published by Oxford University Press in the fall of 2018. He is also author of "Law for Media Professionals," an electronic textbook for undergraduate media law students, which was published in 2018 by Great River Learning.

His teaching and research areas include news reporting and writing, mass media law, media history and controls of information. Also, for nearly 16 years he was executive director of the Nebraska High School Press Association. He is secretary of the Nebraska state convention of the Association of American University Professors.

Before he started teaching, Bender worked for six years for the Pittsburg (KS) Morning Sun. He started as a reporter covering local government and politics, then became the paper's assignment editor, news editor and then managing editor.

As an undergraduate, Bender majored in sociology at Westminster College in Fulton, MO. He holds a master's degree in journalism from the University of Kansas and a doctorate in journalism from the University of Missouri at Columbia.

LEE OSTDIEK

Lee Ostdiek grew up in a newspaper office while his parents Hubert and Louise Ostdiek were publishers of the Lawrence Locomotive. He graduated from Lawrence High School in 1953, and from Teachers College at the University of Nebraska in 1957. With the printing knowledge he learned from his father, Lee worked his way through college working at newspapers in McCook, Superior, Lincoln and Falls City.



In 1960, Lee and his wife, Joyce purchased the Blue Hill Leader, where he served as editor for over 50 years.

He mastered a wide range of printing presses and printed the Blue Hill Leader, Lawrence Locomotive and Nelson Gazette, as well as commercial printing. As a skilled craftsman of the printing trade, Lee greeted the new age of print technology in the 1960s and 1970s with enthusiasm. His vision and leadership made it possible for newspapers to be printed in central printing plants.

From his first days in Blue Hill, community was always important to Lee, and he served on various local committees and governing boards in South Central Nebraska, including the Little Blue Natural Resource District. Lee served as president of the Nebraska Press Advertising Service in 1980, and president of the Nebraska Press Association in 2006.

**TOM SOUTHARD
(posthumously)**

Tom Southard was born in Dix, NE, attended school in Dix and Kimball, graduating from Kimball in 1953. From a young age he was very involved in sports, earning numerous honors in track, basketball and football. He received a full ride football scholarship to Chadron State College. After serving



in the U.S. Navy in 1956-57, he returned to Kimball and married his wife, Karen in 1958.

His sports writing began after he served in the Navy and returned home. A sports fan and an athlete, he saw a need for better coverage of Kimball High teams in The Observer. He made his case to management to be the one providing it. He was never a full-time Observer employee, but the number of his bylines in the paper, week in and week out over the decades, suggested otherwise. He covered sports and wrote his weekly column, 'Jock Talk,' for 56 years, never retiring. "I tried to retire two or three times," Tom had said, "but that didn't seem to work."

Tom was still at it in the year 2020 – as always, typing his stories on a typewriter and hand delivering them to The Observer's downtown office for publication. Tom died December 6, 2020, at the age of 84.

RUSS and LORI PANKONIN

Russ Pankonin grew up on a farm in rural Grant, NE, graduated from Perkins Co. High School, and earned a business degree from Kearney State College in 1980.

Lori Pankonin grew up in Imperial, NE, graduated from Chase Co. High School and earned a business degree from Kearney State College in 1981. The couple joined Lori's Johnson family newspaper business as co-publishers of the Wauneta Breeze in 1982.



Russ and Lori worked as a team their entire 39-year journalism careers. Both wrote personal columns throughout their careers ('Shootin' the Breeze' and 'Another Perspective'), creating a sense of connection with their readers. Russ also wrote lead editorials for the Wauneta, Imperial and Grant newspapers.

After 15 years in Wauneta, Russ and Lori moved to Imperial with their daughters and purchased Johnson Publications, Inc., with Lori's sister, Brenda Brandt, from Lori's parents, Loral and Elna Johnson in 1999. Their roles as co-owners included oversight of The Imperial Republican, Wauneta Breeze, Grant Tribune-Sentinel and The Holyoke (CO) Enterprise, along with a diverse commercial printing business. They sold Johnson Publications in November of 2021.

Russ and Lori were integrally involved in their community in many ways, which gave them insight to the needs and priorities of the towns they served, using the newspaper forum to promote public involvement. They were devoted to their industry, both serving on NPA board of directors and various committees. Russ served as president of the Nebraska Press Advertising Service in 1998, and president of Nebraska Press Association in 2007.

NPA members are invited to attend the Hall of Fame banquet October 22 in Lincoln. Watch for more information in the Bulletin and on the NPA website, www.nebpress.com, in the coming weeks.

Pay Attention to Readers

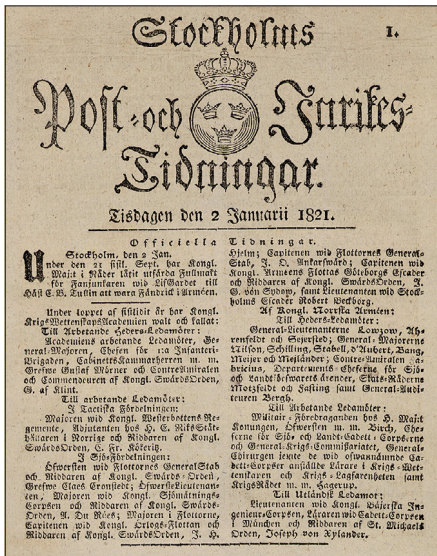
Increasing eyes on the page might be simpler than you think.



by Kevin Slimp
kevin@kevinslimp.com

In 1849, French writer Jean-Baptiste Alphonse Karr wrote, “plus ça change, plus c’est la même chose.” (The more things change, the more they stay the same). That’s certainly the case in the newspaper business. While newspapers have evolved and changed in many ways, some of the most fundamental concepts continue to apply to growing papers. I suspect that is just as true for the Swedish newspaper, *Post-och Inrikes Tidningar* (Post and Domestic Times), today as it was when first published in 1645.

I don’t keep a log of such things, but it seems like I’m getting more calls from newspapers than I ever have. The calls run the gamut of just about every area of the publishing business, but more times than not, the callers want advice on ways to improve their newspapers. Most weeks, I meet for an hour or more online with three or four publishers (and often their staff) to review their papers and suggest improvements. Jean-Baptiste Alphonse Karr probably wouldn’t be surprised to learn that



The Post-och Inrikes Tidningar, still in publication after 378 years.

most of these newspapers have a lot in common regarding areas of potential improvement.

Since 2016, I’ve conducted five surveys of thousands of newspaper publishers to learn how things are going at their papers. At the same time, I’ve conducted national surveys and dozens of focus groups to find out what readers think of their papers and suggest improvements. The results of these focus groups are almost identical, no matter their locations. The results of these focus groups might not surprise you, but it’s interesting how consistent their primary suggestions are:

- Keep the focus on local news
- Run plenty of human-interest stories
- Design attractive pages

There are always dozens of additional suggestions, but these three seem always to top the lists.

As I critique newspapers for publishers each week, one of the most common recommendations I make is to increase the number of human-interest stories. Readers love them. They are easy to write and, with a good photo, are guaranteed to draw eyes to the page.

Three years ago, a young reporter in Canada wrote me in a panic. “I just walked out of the news meeting, and it’s the first time I’ve not been assigned a story. I’m supposed to go out and find my own! What should I do?”

I couldn’t help but giggle. We’ve all been young, and most of us have faced similar trials.

“Go find someone in your community,” I told her, “that is at least 90 years old. Ask the person to tell you their life’s story.”

The following week I heard back from the reporter. You guessed it. Her story about the local citizen was her most popular story ever. She was getting emails from readers. She learned a valuable lesson.

I’m amazed at the stories behind people I meet daily. I stopped a man at a local food bank not long ago. He looked to be in his 90s. In conversation, I learned he spent his life in the military, and I eventually learned that he had spent several of his younger years as a spy, traveling the world.



The Standard-Banner, community paper in Jefferson City, Tennessee, does a great job of including human interest stories in each issue.

Traveling down a lonely road in Colorado not long ago, I stopped at a “motel and restaurant” to grab a bite. No other customers were around, so I invited the owner to sit with me. We talked for about an hour, and I learned he was once a golden-glove (boxing) champion long before he went into the motel and restaurant business.

Great human-interest stories are everywhere. Everyone indeed has a story. Pulitzer winner Frank McCourt wrote, “Everyone has a story to tell. All you have to do is write it.”

I agree with McCourt. I’ve already met with two newspapers this week, and they left those meetings with hundreds of suggestions. We discussed design, fonts, content, photos, ads, and more. One bit of advice, however, I mention to almost every client is to emphasize human interest stories. It’s perhaps the best way I know – other than a redesign – to increase a paper’s readership.

Who knows? Maybe, like the *Post-och Inrikes Tidningar*, your newspaper will still be in business 378 years from now.

Contact Kevin at:
kevin@kevinslimp.com
newspaperacademy.com

Classified Advertising Exchange

July 11, 2022

GENERAL ASSIGNMENT REPORTER - CherryRoad Media is seeking a general assignment reporter for its three papers in southeast Nebraska with those papers being the Nebraska City News-Press, the Syracuse Journal-Democrat and the Hamburg Reporter. For more information about this opportunity, visit this link: <https://phg.taleo.net/phg03/ats/careers/requisition.jsp?org=CHERTECH&cws=37&rid=2607>. Kirt Manion, Editor, Nebraska City News-Press, kmanion@cherryroad.com.

SPORTS REPORTER - Syndicate is looking for a talented writer with an affinity for sports to fulfill the open position of sports reporter. Duties include:

- Covering sports events as needed for Gothenburg, Cozad, Brady and Callaway areas.
- Corresponding with coaches and athletic directors for comments, schedules, and photos.
- Sports event photography
- Writing to include recaps of games, statistics, feature stories, and columns as required.

The ideal candidate will be skilled in communication & organization, have a positive attitude, and be comfortable working to a deadline. Flexible schedule with some evenings and weekends required. Experience with writing or photography preferred, but willing to train the right person!

Send resume to: Publisher, Terrie Baker, cell: 308-325-4521, terrie@syndicatepub.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@enterpriseub.com with questions or to apply! www.enterpriseub.biz

WEEKLY EDITOR - County Publications, located in Southeast Nebraska, is seeking an editor for the Nemaha Co. 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.

FULL-TIME ACCOUNT EXECUTIVE - Help businesses be successful with an offering of digital, social media and print marketing!

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.

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.