

NPA/OnePress Staff



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Husker Football Single Game Tickets (pair) & Parking!

- **Separate drawing for each home game**
 - Winner of each drawing pays:
\$145.00/game total (\$120.00 per pair
+ \$25.00 parking)
- **7 Home Games - you choose the games
you're interested in**
- **Click on this Formstack link to register
for the drawings & select games of
interest:**

https://nna.formstack.com/forms/go_big_red

- *Tickets sold only in pairs. Parking pass at Pinnacle Bank Arena
Garage only. No parking in NPA lot.*
- *Tickets/parking MUST BE PAID FOR IN ADVANCE by check or
(online) credit card.*
- *Sign-up will be closed two weeks prior to the game & a name will
be drawn for purchase of the tickets.*

GO BIG RED!



Save the dates: MobileMe&You Conference at UNL Oct. 20-22

This year's annual MobileMe&You Conference (<https://mobileme-you.com/>), in association with the College of Journalism and Mass Communications, will be at the UNL Student Union Thursday-Saturday, Oct. 20-22.

Because many of you will be in Lincoln for the Journalism Hall of Fame Presentations, this would be a perfect opportunity to also attend the MobileMe&You Conference. This is a save-the-date-note, and we will send registration information later.

One theme of this year's conference is the coming of 5G capabilities, and what that will mean for journalism. We also will have experts from around the country talk about mobile news gathering, platforms like TikTok and Snapchat, using voice assistants for news, texting the news, targeting ultra-local information using phones' geo-locations, and other topics.

We are seeking volunteers for a working group that would examine how 5G could help coverage of presidential and state elections. We'd like the group to report the following year in 2023. We are offering an honorarium for your work. If you are interested in being part of this group, please contact Gary Kebbel at garykebbel@unl.edu.

We will provide FREE Google Tools Training by UNL College of Journalism and Mass Communications alumnus Mike Reilly, who conducts these trainings for the Society of Professional Journalists and for Google. This year's Google Tools Training will be 9 a.m. to noon, Thursday, Oct. 20, and will cover the topics, "What's New With Google Tools," "Data Journalism," and "Business Tools and Investigating Companies."

Thursday afternoon we will offer a FREE workshop on design thinking by Damon Kiesow, Knight Chair in Digital Editing and Producing, from the University of Missouri School of Journalism. Tickets to Friday and Saturday's conference cost \$95. One-day tickets cost \$50.

NPA/OnePress staff, board members, nearby newspapers enjoyed 'Nebraska Press Tasting Bash,' July 21 in Stapleton!

On July 21, the staff of the Stapleton Enterprise/Thedford Thomas Co. Herald hosted a 'Tasting Bash' at Herbie's Speakeasy, located in the Enterprise newspaper's office. NPA/OnePress staff, board members and newspapers in the surrounding Stapleton area were invited to the event, which featured a Nebraska wine and (Lazy RW) whiskey tasting, a walking tour of Stapleton's main street shops and businesses, followed by a steak fry dinner. Special guests at the event were State Senator (42nd District) Mike Jacobson and his wife, Julie.

The NPA/OnePress board held their summer joint board meeting the following day, July 22, in North Platte at the Prairie Arts Center. Thank you Enterprise staff Marcia, Kendra and Megan for hosting this fun event!



(Above l to r): Stapleton Enterprise staff Marcia Hora, publisher; Kendra Cutler, editor; and Megan Amos, reporter and circulation editor.

(Right): Herbie's Speakeasy, located in the Enterprise newspaper office, has received regional and national press as the only liquor store in the U.S. that is owned and operated by a newspaper.

(Below): Over 30 NPA/OnePress staff, board members and newspapers from the surrounding Stapleton area enjoyed the steak fry dinner at the Community Center.

(Below): Rob Dump, co-publisher, Hartington Cedar Co. News; Dennis DeRossett, NPA executive director; and Donnis Hueftle-Bullock, general manager, Broken Bow Custer Co. Chief, visit and browse in the Enterprise office gift shop.



Attracting New Readers

But don't forget about your current readers in the process



by Kevin Slimp
kevin@kevinslimp.com

Three Target department stores and two Walmart are within four miles of my home. Let me be upfront: I do not shop at Walmart. It's not because I'm a snot. I made a deal with Walmart 20 years ago that if they didn't want to advertise in my newspaper, I didn't want to shop in their stores. I've kept my end of the bargain for 20 years.

For reasons that wouldn't interest anyone reading this, last week I found myself in need of a dolly – the kind used to move heavy objects – at 10:00 in the evening. Normally, I would have waited and found an Ace Hardware or local store where I could purchase a dolly the following day, but I needed it that night. You guessed it. I made my way to Walmart.

I've read sociological studies indicating that society can be broken down innumerable ways. Some studies have demonstrated that the population can be divided between Walmart and Target shoppers. If true, I would fit into the Target segment.

I hadn't been to a Walmart in a long time and immediately noticed several differences between this Walmart and the Target I usually visit. One was the age of the shoppers. Targets tend to draw younger shoppers, especially college-age shoppers. A quick look at start.io indicates Target shoppers have a significantly higher income than Walmart shoppers and are likely to be college educated.

Yes, I'm getting to my point.

It's not an accident that Target draws a different customer than Walmart. The aisles are more expansive. The lights are brighter. The grocery section – which accounts for half of Walmart sales – is much

smaller at Target. Target is looking for the younger customer in need of small kitchen appliances, upscale electronics, TVs, toys, and hip clothes. No one can argue with the success of Walmart, but after one visit, it was obvious to me they are going after a different shopper. I believe Target knows there can only be one Walmart, so they've made the conscious decision to go after a different customer. And it's evident they are serious about keeping their current customers happy.

Over the past few weeks, I've done online consulting sessions with publishers in New York, Florida, North Dakota, Michigan, South Dakota, Tennessee, Texas, Nebraska, and probably a few places I've forgotten to mention. Looking back, I realize that each of these visits came down to answering one question: How can we keep the readers and advertisers we have while attracting new readers and advertisers?

For a moment, consider your readers. What do they love about the paper? What do they hate about the paper? What would you dare not change – or at least not change too much – in fear of upsetting your current customers?

Now, let's consider the potential readers and advertisers who aren't attracted to your paper. Are they looking for wider aisles, brighter lights, and trendier clothing styles (not literally, but figuratively)?

Interestingly, I met with the publisher of an excellent paper in Florida a few days ago. Her paper was undoubtedly focused on younger readers. There were lots of pictures and stories aimed at 20 and 30-somethings. This newspaper definitely attracts the Target shopper. I incorrectly assumed the publication was purposely going after the younger reader. However, I learned this was probably due to a very young staff who tend to write for a younger demographic. While most publishers I visit with are (intentionally or unintentionally) going after an older audience, this paper



Both Walmart and Target know the importance of keeping their current customers happy, then looking for ways to attract new customers.

caused me to focus, along with the publisher, on a different question: How can we appeal to an older audience, as well as the young audience we have currently?

I think I was almost as excited as this publisher as we began discussing how revenue could increase significantly with the addition of older readers. In Florida, there are a lot of potential readers in the "senior" age range. I believe her paper, which is already successful and widely read, will grow significantly in the not-too-distant future.

I've had a blast working with so many new (to me) publishers in these consultations over the past few months. Even though many of the papers have similar concerns, every community is unique, and every newspaper should be unique. Finding ways to keep our current customers while attracting new customers should be of prime importance to all of us.

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

Classified Advertising Exchange

August 15, 2022

REPORTER/PAGE DESIGNER - The Norfolk Daily News has immediate, full-time newsroom openings that involve reporting, writing and editing, with opportunities for page design if desired.

The current openings include city government reporter whose job it would be to investigate stories, attend events and research happenings within the field of city government. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to call 1-877-371-1020, or email editor@norfolkdailynews.com

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. 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@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 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.

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.

Six to be inducted into 2022 Nebraska Journalism Hall of Fame

Six inductees will join the Nebraska Journalism Hall of Fame during ceremonies to be held Saturday, October 22, 2022, at The Graduate Hotel, 141 N. 9th St., in Lincoln, NE.

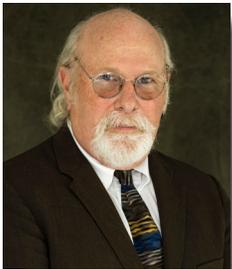
2022 inductees are Tim Anderson, associate professor emeritus, UNL College of Journalism and Mass Communications; John Bender, associate dean and journalism professor, UNL College of Journalism and Mass Communications; Lee Ostdiek, former editor of the Blue Hill Leader; Russ and Lori Pankonin, former co-publishers of the Imperial Republican, Grant Tribune-Sentinel and Wauneta Breeze; and Tom Southard (posthumously), longtime sports writer for the Kimball Western Nebraska Observer. Russ and Lori Pankonin are the first husband and wife team to be inducted into the Nebraska Journalism Hall of Fame.

The Nebraska Journalism Hall of Fame is sponsored by the Nebraska Press Association and the University of Nebraska-Lincoln College of Journalism and Mass Communications. This award honors those distinguished persons who have made significant contributions to journalism in their communities, the state, or the nation. Since the first Hall of Fame ceremony in 1975, 118 honorees have been inducted. Russ and Lori Pankonin are the first husband and wife team to be inducted into the Nebraska Journalism Hall of Fame.

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

TIM ANDERSON

A native of Oakland, NE, Tim taught news design, advanced editing, magazine editing and design, beginning reporting, depth reporting, and a graduate seminar in media management at the University of Nebraska-Lincoln College of Journalism and Mass Communications.



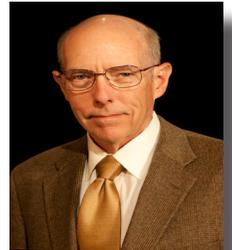
Before returning to teach at UNL in 2005, he worked for more than 30 years in newspapers in Nebraska, Missouri, Florida and New York. He got his start at his hometown weekly newspaper, the Oakland Independent, and also worked for the Albion News and the Seward County Independent. In addition, Tim worked for the Lincoln Journal and the Omaha World-Herald, the Kansas City (MO) Times, the Fort Myers (FL) News-Press and the Rochester (NY) Democrat and Chronicle. He later spent nine years at New York Newsday, eventually becoming

executive news editor, and another nine years at The New York Times, where he served as the news design editor.

Tim is author of *Lonesome Dreamer*, a biography of John G. Neihardt, published in 2016. The Neihardt Foundation honored him with the Word Sender Award in 2017, presented annually to someone dedicated to the preservation and promotion of the life and works of Neihardt. Tim earned a bachelor's degree in journalism from UNL in 1974 and a master's degree in history from UNL in 2007.

JOHN BENDER

John Bender is associate dean, professor of journalism and advocate for the First Amendment at the University of Nebraska-Lincoln College of Journalism and Mass Communications, and has taught at the college or university level for more than 35 years. He joined the faculty of UNL in 1990, and before that he was an assistant professor of journalism at Culver-Stockton College in Canton, Mo.



In 2007, Bender received the College Distinguished Teaching Award. In 2011, he received the James A. Lake Academic Freedom Award for his work in promoting academic freedom 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. The Pankonins sold their newspapers in November, 2021 to Montana-based Mullen Newspaper Company.

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.