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## **Bellevue Leader, Papillion Times, Gretna Breeze merge into one expanded publication**

Effective with their January 26 edition, three Lee Enterprises newspapers - *Bellevue Leader*, *Papillion Times*, and *Gretna Breeze* will merge into a new expanded print publication called the *Sarpy County Times*.

The announcement was made to their readers on January 19. The *Sarpy County Times* will include stories, photos, advertising and more from the Bellevue, Papillion, LaVista, Gretna and Springfield communities. *The Air Pulse* (Offutt Air Force Base newspaper) will continue to publish unchanged.

## **Nebraska City News-Press reduces print editions from two to one day per week**

CherryRoad Media CEO/Publisher, Jeremy Gulban announced that the Nebraska City News-Press will reduce its print frequency from twice a week (Tuesday/Friday editions) to just once a week (Friday edition).

Readers were notified of the change in the January 17 edition, which was the last Tuesday edition to be

### ***pool photogs - from pg. 1***

If your local schools are competing at the NSAA Wrestling Championships, the Nebraska Press Association and the NSAA both urge you to consider taking advantage of this service, considering the extremely limited workspace available mat-side.

Utilization of the service would certainly decrease the number of non-professional media members in media areas, which has been a common complaint/issue over the years at the NSAA Wrestling Championships.

**If this is a service your newspaper would like to utilize, please email Jeff Stauss ([jstauss@nsaahome.org](mailto:jstauss@nsaahome.org)) at NSAA directly to be added to the coverage list.**

As individuals qualify for the State Wrestling Championships, additional information will be emailed to those that sign-up for the pool photog service.

## **Have a Legal Question?**

Call the Nebraska Press  
Association Legal Hotline

**Max Kautsch,**  
Attorney at Law  
Phone 785-840-0077  
Fax 785-842-3039  
[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)  
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Max Kautsch

# **785-840-0077**

### **NPA Legal Hotline: free service for member newspapers**

The Nebraska Press Association's **LEGAL HOTLINE** is provided **FREE** to newspapers as part of their annual NPA membership dues - providing solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

***If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, contact Max Kautsch, NPA's LEGAL HOTLINE attorney.***

printed. The News-Press will continue with Friday editions after January 17, and also refocus energy on digital news delivery. Because of this change, subscribers will see an extension of their expiration date.

The frequency changes are directly related to economic and digital realities that challenge community newspapers across the country. Increases in newsprint, the cost of delivering papers through USPS, and gas prices have made it more expensive to print and delivers newspapers to homes.



photo by Kathryn Friedrichsen/Alliance Times-Herald

The Alliance Times-Herald made a recent donation to the Nebraska Veterans Cemetery in Alliance. The donation, totaling \$850 was raised from the proceeds of the Times-Herald's Veterans Day special section, published in 2022. Pictured are Cemetery Manager, Jim Goodwin (left) and Times-Herald Copublisher, Shaun Friedrichsen during the check presentation.

The Times-Herald has been giving this Veterans Cemetery donation for several years, and they also donate proceeds raised from their breast cancer awareness special section, called "Giving Hope," to someone in their community who is battling cancer.

## Longtime Kimball newspaperman, Bob Pinkerton, dies at 90

Robert "Bob" Pinkerton passed away in Anthem, AZ on January 22, 2023, at the age of 90.



Bob was born in Madison, NE, and his family moved to Kimball, NE, when Bob was an infant so his father could open a dental practice there. Bob graduated from Kimball Co. High School in 1950 and from the University of Nebraska in 1954, where he majored in Journalism.

Bob married Carol Jean Patterson, a fellow University of Nebraska student, in 1954. Prior to college graduation, Bob received a commission as Second Lieutenant in the U.S. Air Force and he and Carol reported to duty at Lackland Air Force Base in San Antonio, TX in the summer of 1954. Bob and Carol welcomed daughters Becky and Pam there. The family returned to Kimball after Bob's two-year stint in the Air Force, and Bob began his long career at The Western Nebraska Observer. Daughters Linda and Sherry were born in Kimball, leaving Bob surrounded by a household full of females.

Bob bought The Observer from Art Henrickson in 1962 and was the editor and publisher until he sold the paper

to daughter Sherry in 1993. During his years as editor/publisher, the Observer won several state and national newspaper association awards, including awards for his weekly column, "On the Bobsled."

Bob received many newspaper honors and awards throughout his career including his induction into the Nebraska Journalism Hall of Fame in 2005, his proudest professional accomplishment. He received the Master Editor-Publisher Award in 1995 (highest honor bestowed upon members by the Nebraska Press Association), and the Golden Pica Pole in 2004. He served as a board member for the Nebraska Newspaper Association (NNA), and as president of both the Western Nebraska District Press Association and the Nebraska Press Association in 1972.

Bob was a Jaycee, Kimball Chamber of Commerce member, Kimball Country Club board member, a member of the American Legion, a charter member of the Kimball Public Schools Foundation, and a member of the school board. He served on the Kimball Hospital Foundation Board, and served on the University of Nebraska President's Advisory Council.

In later years, he split his time between Kimball and Anthem, AZ, before making Arizona his permanent home in 2015. If you knew Bob, you knew that one of his greatest gifts was his sense of humor, and he enjoyed a good laugh until the end.

Bob is preceded in death by Carol, his wife of 62 years. He is survived by his four daughters: Becky (Hoke) MacMillan of Anthem, AZ; Pam (Fred) Mavroudis, of Anthem, AZ; Linda Davis (partner Andy Fullmer), of Fulton, MO; and Sherry (Alex) Blanche, of Anthem, AZ. He is also survived by nine grandchildren and numerous great-grandchildren.

Memorial donations may be made in Bob's name to the Kimball Hospital Foundation, 505 S. Burg Street, Kimball, NE, 69145, or online at [www.kimballhealth.org](http://www.kimballhealth.org).

## Plattsmouth Journal ceases publication

The Plattsmouth Journal published its final print edition on January 26, 2023. The announcement to readers was made in January 26 final edition.

Local news coverage of Cass County, including the Plattsmouth area, will now be covered by the new print publication, Sarpy County Times, created to merge the Bellevue Leader, Papillion Times and Gretna Breeze into one expanded publication effective January 26 (see pg. 2).

The Sarpy County Times will also offer an online edition, [sarpycountytimes.com](http://sarpycountytimes.com).

## Restrictions apply to unauthorized use of the words “Super Bowl”

# THE BIG GAME



The Super Bowl is a couple of weeks away, which means NPA member newspapers should be cautious about using NFL trademarked words and logos in advertising promotions.

The NFL has more than 100 federally registered trademarks, including “Super Bowl” and “Super Sunday.” The Super Bowl logo, NFL shield and team names and designs are also trademarked.

**Without the express permission of the NFL, marketers and advertisers may not use the terms below in their promotions:**

### **Ads cannot contain:**

- “Super Bowl”
- “Super Sunday”
- “National Football League” (NFL)
- “National Football Conference” (NFC)
- “American Football Conference” (AFC)
  - Any NFL logo or uniform
- Any specific team name or nickname

### **Ads can contain:**

- “The Big Game”
- “The Football Championship Game”
  - The date of the game
- The names of the team’s home cities
- A generic football picture or graphic

*It is acceptable to use these words and graphics in news stories about the Super Bowl.*

**If you have specific questions about the legality of an ad or promotion, contact**

**NPA’s Legal Hotline Attorney, Max Kautsch:**

**Ph: 785-840-0077**

**Email: [maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)**

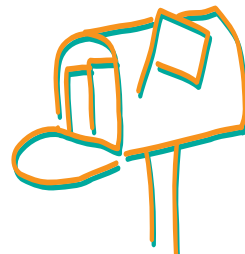
***“If you can’t be kind, at least be vague.”***

-- Judith Martin  
*(Known by the pen name,  
Miss Manners)*

## USPS gives 30-day grace period

*National Newspaper Association (NNA), Jan. 11, 2023*

The USPS has agreed to an extension period for the elimination of sacks for Periodicals and Marketing Mail. The Postal Service announced late Jan. 6 that it concluded mailers needed more time to make the adjustment.



**Sacks will now be accepted through Feb. 21, 2023.**

Mailers are reminded that exceptions will remain.

- For Periodicals and Marketing Mail: sacks can be accepted when they are carrier route containers, 5-digit scheme containers or 5-digit carrier route containers.
- For mail entered at Delivery Units: no container is needed, bundles can be entered directly.

To mitigate the impact on larger mailers, the 100 pound weight minimum for pallets destined for mixed ADC destinations will be eliminated so mailers can put bundles on pallets for these sparsely-distributed destinations.

## Prairie Doc Perspectives offer free, weekly columns with focus on rural health topics



Prairie Doc® Perspectives’ health care columns provide the public with free, accurate information written by trusted, local health professionals. Their weekly columns are published in more than 170 newspapers across SD, ND, NE, KS, WY and MT.

Several Nebraska newspapers already publish these free columns as a service to their readers - and they’ve given the columns high marks. Papers can publish the columns on a weekly basis, or as you have space available.

**To sign up to receive the free, weekly Prairie Doc columns - sent directly to your newspaper each week, email: [contact@prairiedoc.org](mailto:contact@prairiedoc.org).**

Their mailing address: Healing Words Foundation, PO Box 752, Brookings, SD 57006. **To view past Prairie Doc columns, go to: <https://www.prairiedoc.org/blog>**

# Classified Advertising Exchange

Jan. 30, 2023

**EDITOR SOUGHT:** The newly merged Cedar Valley News is seeking an editor. The position will be based in either Greeley or Cedar Rapids, Nebraska.

The successful candidate will work with the publisher for news and sports coverage. This newspaper is part of the Pitzer Digital media family and the editor will be collaborating often with those from the Antelope County News, Knox County News and Stanton Register.

There is opportunity for advancement with the company. Benefits include vacation time, sick pay and supplemental insurance. Pay is highly competitive. Please send resume to [carrie@pitzerdigital.com](mailto:carrie@pitzerdigital.com).

## **DIGITAL MARKETING MANAGER - FULL-TIME**

**POSITION:** *Build your career with this fast-paced position! JOIN OUR TEAM AT A COMMUNITY-ORIENTED FAMILY ORGANIZATION.*

Must love people and have a desire to learn and think outside the box for company and client growth and success. Work with our sales staff and Northeast Nebraska businesses to create comprehensive marketing packages.

Job duties include, but are not limited to: • Social media management for the company and clients • Maintaining company website and social media platforms, website ads and client websites • Work closely with established vendors • Educate/train sales staff on digital offerings • Accompany sales presentations when needed • Some sales of multimedia offerings • Stay current on new digital products, and lead innovative change in how sales team can grow advertising revenue The ideal candidate would possess • Prior sales experience preferred; but willing to train the right person with a great work ethic and desire to succeed • Good communication skills are necessary. • The ability to multi-task and stay organized. • Family friendly hours, Monday-Friday • Salary and commission, with room for growth based on performance • 401K • 11 paid holidays • Paid vacation.

Send resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977 Norfolk, NE 68702, or email [vhrabanek@norfolkdailynews.com](mailto:vhrabanek@norfolkdailynews.com).

**FULL-TIME ADVERTISING EXEC:** *Join our established sales team at a Community-Minded FAMILY Organization!*

Build your career with Northeast Nebraska businesses by helping them succeed with print, digital and social media. Want a job that's never boring?

We're looking for someone with a desire to learn and be part of a great team. Great communication skills necessary, both by phone and email. Must be organized and able to multi-task. Flexible, family-oriented, hours Monday through Friday. Aggressive compensation package (salary + commissions); paid vacation; 401K; 11 paid holidays. Northeast Nebraska's progressive, established, family-owned news organization.

Send resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977 Norfolk, NE 68702, or email [vhrabanek@norfolkdailynews.com](mailto:vhrabanek@norfolkdailynews.com).

**Our newsroom -- covering Sarpy County, Nebraska weeklies (Bellevue Leader, Papillion Times and Gretna Breeze), as well as Council Bluffs and Southwest Iowa -- is looking to hire a full-time person to help us boost our digital products as well as a part-time person to provide reporting and editing support on Saturdays. Contact Rachel George at [rachel.george@nonpareilonline.com](mailto:rachel.george@nonpareilonline.com) for more information on either posting:**

**DIGITAL REPORTER (FT):** Do you possess a versatile skillset including the ability to write snappy stories, produce engaging new videos, and craft inviting social media posts to engage and grow our audience? Do you have experience with interactive graphics and/or digital journalism, prior journalism experience, and are familiar with AP style? If so, this could be the role for you! Primary job duties include:

- Write and post urgent, breaking news stories on the website.
- Shoot, edit and post video to accompany content.
- Manage social media and website posts to grow our digital audience.
- Prepare stories and content from others for online presentation and debut.
- Monitor the police scanner and local agencies' social media and websites to assess potential news stories.
- Interpret web analytics to enable colleagues to respond to trends.
- This position work primarily work day hours Monday through Friday, although some evening and weekend work will be required on occasion.

**Find the full job posting here:** [https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/SITE/CANDIDATEPORTAL/Posting/View/20075?fbclid=IwAR2OQ8lkjVVTikUCFEFZLv1pafC0Sa11WzQ5VirL-Svzi\\_T1p-NQMo0zv5A](https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/SITE/CANDIDATEPORTAL/Posting/View/20075?fbclid=IwAR2OQ8lkjVVTikUCFEFZLv1pafC0Sa11WzQ5VirL-Svzi_T1p-NQMo0zv5A)

**SATURDAY EDITOR (PT):** The Daily Nonpareil, a Lee Enterprises, Inc. publication is seeking a PT Editor to work on Saturdays in order to support the production of the Sunday edition. This position works an 8-hour flexible day on Saturdays and may work part of the shift remotely. Are you adept at proofing, multi-tasking, writing news stories, taking photos, and shooting videos? Are you familiar with AP, interactive graphics and data journalism?

- Cover one to two events/stories on Saturdays within coverage area.
- Write stories, take photos and shoot video.
- Monitoring breaking news.
- Proofing/editing pages on Saturday evenings by deadline, primarily between 8-10 PM which can be done remotely.
- Other duties as assigned.

**Find the full job posting here:** <https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/Posting/View/20079?fbclid=IwAROntg8tooJvjyijOQpcNqGIN6lpLqavGFEEy5uUJAvjZjrms-7Ku6ve4HWU>

**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).