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South Loup River Valley

The Arnold Sentinel

CUSTER COUNTY, ARNOLD, NEBRASKA 69120

(USPS 032480)

THURSDAY, SEPTEMBER 1, 2011

VOLUME 95, NUMBER 10

AHS Grad Gets His Dream

State-wide publication now in its 22nd year

By Janet Larreau

In 1974, sophomore Bob Jensen was apparently daydreaming in study hall at Arnold High School. Although we can be sure he wasn't the only one, his thoughts were surely of a loftier nature than most. An obscure, junior high sports reporter for the local newspaper, Bob was wondering if one could cover ALL the high school football action in the state in one publication.

"I can remember talking to Terry Mills in study hall about it, and he said it seemed like a good idea," said Bob. "That was good enough for me. 'Some day,' I thought."

Starting in junior high, Bob had been given free reign by Arnold Sentinel publisher Bill Crosland to write a column, "From a Scrub's Standpoint," as well as to cover sports. When high school sports reporter Pat Prendergast graduated from AHS, Bob received his first promotion.

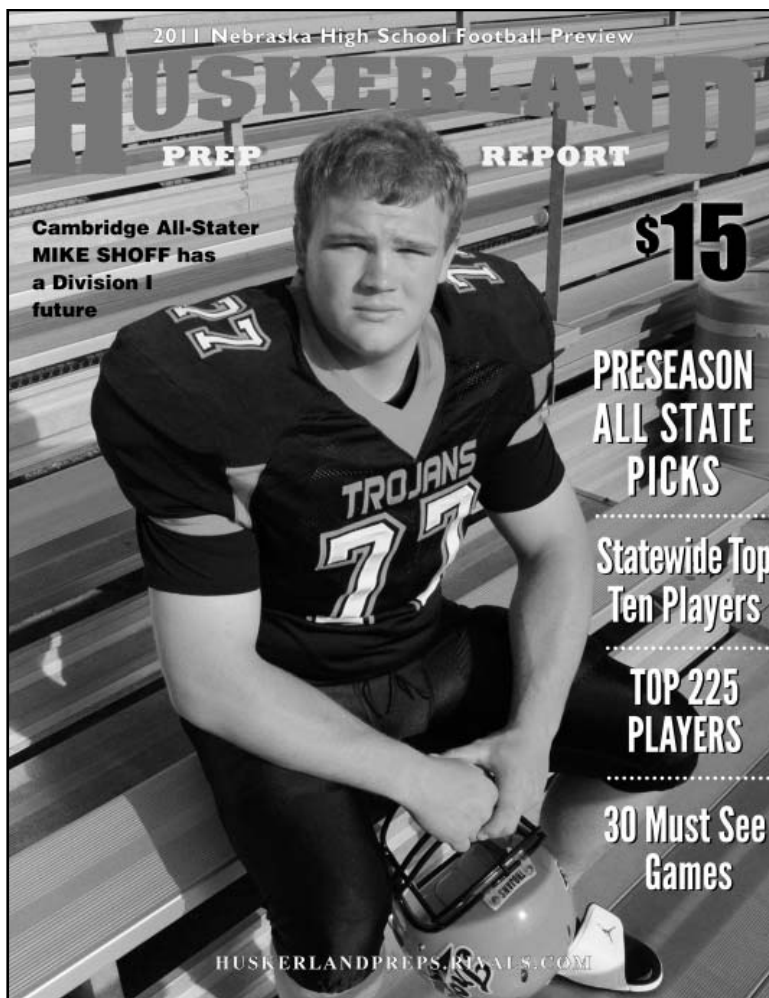
As for the name of the column, Bob said, "I mean, really, did you ever see me play?"

No, Bob didn't play, but he had an intense interest in sports and a natural gift for writing and delivering stats.

"My dad, Bud Jensen, was always a big sports fan, especially baseball, and that's got something to do with it, I suppose," said Bob. "I guess it's in the blood. But I can remember being interested in sports back when I was seven years old, watching the Dodgers beat the Twins in the 1965 World Series."

After graduating from AHS in 1976, Bob attended Kearney State College for one year before entering the workforce. He took a job at the Monroe Auto Equipment plant in Cozad. His folks also moved there, and Bob lived with them for the next two years before receiving the most important phone call of his professional life.

"Bill Crosland called and told me the Broken Bow paper was looking for a sports writer, and



COURTESY OF JENSEN PUBLISHING

The 2011 *Huskerland Prep Report* preview magazine, released the first week in August by Jensen Publishing, features Cambridge All-Stater Mike Shoff.

the owner had asked whatever happened to me," said Bob. "He was interested in offering me the job. Thanks to Bill's kind phone call, I got in touch with Harry Purcell, the Broken Bow publisher, and he hired me. If Bill hadn't made that call, I don't know what would have happened to me and my erstwhile career."

After three years at *The Custer County Chief* in Broken Bow, Bob worked one year at *The Alliance Times-Herald* and two years at *The Fairbury Journal-News*. He met his wife, Penni, in Fairbury, and after they were married, they moved to Callaway, where they

ran *The Callaway Courier* for four years before selling to Mike Wendorf in August of 1989. The couple moved to Central City, where they have published *The Republican-Nonpareil* for the past 22 years and *The Elm Creek Beacon-Observer* for the past two and change.

In 1987, while living in Callaway, Bob again shared his idea of a state-wide prep report with another AHS alum, coaching great Dan Keyser, who told him it would never work. Bob believed him, and didn't give it a try until three years later in 1990.

"I actually polled 12 coaches

via the phone on the first Sunday in August that year, explaining my idea and asking if they'd support it, and if they thought it would work. They did and they did, so we went for it," said Bob.

Jensen Publishing is now in its 22nd year of publishing Bob's dream - the *Huskerland Prep Report*. For the 160-page football preview magazine, Bob travels the state, conducting 20 interviews with high school athletes in all classes, face-to-face, for the player features. The magazine highlights the statewide top 10 players, the top 225 players and 50 "must see" games.

"The information used to create our team previews in the football preview magazine is submitted by schools, and we create the stories from there," said Bob. "Coaches are generally very helpful, which makes it possible to pull the whole thing off."

To get an idea of the magnitude of what the magazine covers, in 2011, the Jensens received some sort of form back from every school in 11-man and 8-man football in the state, with the exception of only five schools in various classes. That's 270 football programs to cover.

As for the statistics that the Jensens publish in the weekly newspaper tabloid, the schools are responsible for turning in the information, either by fax or E-mail. The Jensens then sort and typeset it all.

The football magazine is released the first week of August and the in-season publication is delivered each Friday.

In the preview magazine, the teams are ranked in all classes, and readers are given a comparison of Bob's rankings from one year to the next. Most of his predictions are close, if not right on.

In his Class D1, District 10, 2011 preview, Bob has the Arnold/Callaway South Loup Bobcats ranked as #1. The Bobcats went 10-1 in 2010, and reached the D1 play-off quarter finals in their first year as a cooperative.

"Clearly, the two schools developed some instant chemistry last year, and Andy



COURTESY PHOTO

Huskerland Prep Report publisher Bob Jensen came up with the idea for the prep report while a student at AHS.

Schwarz is a good coach, bringing the whole thing together," said Bob. "I am a big fan of Zane Ellis, Garrett Dockweiler, Aaron Stryker and Drew Bowers. They would seem a good bet to once again not only be good enough to win the district, but be a factor in the post season, again, which is great news for us AHS alums!"

So, daydreaming in study hall paid off for this once aspiring sports reporter, but Bob gives credit where credit is due.

"The most important person in my professional career was the late, great Bill Crosland," said Bob. "Not only did Bill give me the freedom to do a lot of writing - making room for stories he probably didn't have room for - he also made the call to get me hooked up with Broken Bow. Without that call, my career, and my whole life, would have turned out differently. And Bill was a good friend and a good man. I miss him."

Oh, and Bob knows when to keep a good thing. His column is still titled, "From a Scrub's Standpoint..."

Editor's note: A full season of Huskerland Prep Report includes the 160-page preview magazine and 12 issues. For subscription information, call 800-323-3929.

Johanns Encourages Nebraskans to Attend Pipeline Public Meetings

WASHINGTON - The dates and locations of two public meetings on the proposed Keystone XL pipeline requested in May by U.S. Senator Mike Johanns (R-Neb.) have been announced by the U.S. Department of State. Today Johanns encouraged Nebraskans to attend these meetings, which will be held on September 27 in Lincoln and September 29 in Atkinson.

"I spent the past two weeks visiting with people across Nebraska, and it became increasingly obvious that Nebraskans have concluded the proposed route is a bad deal for our state," Johanns said. "I encourage Nebraskans to attend these public meetings to have their voices heard

by the State Department. Many Nebraskans share the view that TransCanada has simply chosen the wrong route. I will reiterate that I'm not opposed to pipelines or utilizing tar sands as an energy source, but it is in the best interest of Nebraska to avoid a pipeline through the Sand Hills and the middle of the Ogallala Aquifer."

The Department of State is also expected on Friday to release its Final Environmental Impact Statement (EIS) on the pipeline. Within 90 days of release, the State Department will make a determination as to whether the pipeline is in the best interest of the country. The Department has indi-

cated they will accept public comments regarding this national interest question until midnight on October 9, 2011. Other federal agencies will have 15 days to agree or disagree with the State Department's national interest determination.

State Department public meetings in Nebraska follow:

Tuesday, September 27

Pershing Center

**226 Centennial Mall South
Lincoln, Nebraska 68508**

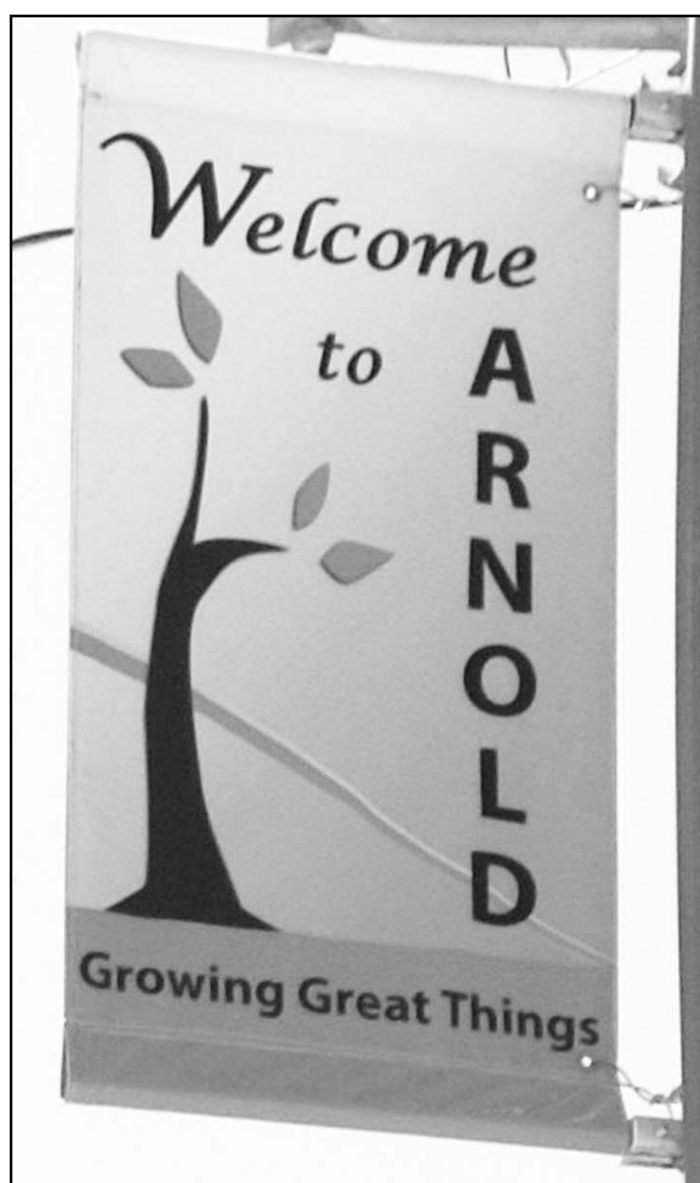
12:00 p.m. - 3:30 p.m.;

4:00 p.m. - 8:00 p.m.

Thursday, September 29

**West Holt High School
100 North Main Street
Atkinson, Nebraska 68713**

4:30 p.m. - 10:00 p.m.



TAMMY WEINMAN PHOTO

Welcome Banners

New banners are welcoming travelers to Arnold. The Arnold Economic Development Corporation purchased 12 banners, which have been placed on light poles on Highway 92.

Arnold ACT Scores A Cut Above

Once again, students taking the ACT test from Arnold Public School have scored above the Nebraska state average. Taken by Junior and Senior students, the test is a measure of potential for college success. Students are measured in the areas of English, Reading, Math and Science. APS students averaged a composite score of 25.3, compared to the state average of 22.1. Four out of the last five years, Arnold students have topped the state results. One area in particular stood out. APS students averaged a

score of 26.2 in Reading, compared to a state average of 22.3. Credit should be given to the excellent teachers at Arnold school who prepare the students well year after year.

Arnold School Announcements

• School pictures have been scheduled for September 21, from 8:00 a.m. to 10:30 a.m. Parents with preschool children are welcome to bring them for photos at 10:30 a.m.

• Football parents' night will be Friday, September 2, at the home game in Arnold. Parents will be announced pre-game, at about 7:00 p.m. The sophomore worker auction will be at half-time.

Weather Summary

Kendra Veirs
Cooperative Weather Observer
WEATHER STATION
LOCATED AT MILLS' SHOP, ACROSS
FROM ALL POINTS CO-OP

DATE	H	L	M
23	90	59	0
24	100	67	0
25	86	54	0
26	84	68	0
27	89	66	0
28	84	65	0
29	86	62	T

**The Early Deadline
for the September 8
Issue is September 2
at Noon.**