



#100 John Gottschalk  
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The Press Club went searching for a special newsmaker to be the historic 100<sup>th</sup> Face on the Barroom Floor and found him only two blocks away. Then-*Omaha World-Herald* publisher John Gottschalk's "Face" was unveiled with the help of a prestigious lineup of roasters. Roaster Sen. Chuck Hagel said that when Gottschalk was elected mayor of Sidney, Neb., he also was still the publisher of the local newspaper. "He endorsed himself. An interesting concept of separation of press and state." The roasters also praised the civic-minded newsman. Mike Yanney included Gottschalk's wife, Carmen, when he said: "They have touched a lot of people with compassion and concern, keeping our city a great place to live. The leadership John has given the World-Herald from the business sense has been outstanding and remarkable. The principles he has espoused have given citizens of this region reasons to applaud and toast this great American citizen." Gottschalk came from Rushville, Neb., where his father and grandfather were both editors of the family-owned newspaper. He bought his own newspaper at the age of 24, the Sidney Telegraph. He later acquired two other newspapers in Nebraska and Wyoming. He joined the World-Herald in 1974 as a general management executive. Gottschalk led his company's growth from a single newspaper to nearly 70 publications and diversification into the direct marketing sector. Gottschalk is a member of the Omaha Business Hall of Fame and is a director for Cabela's and McCarthy Group Inc. He is involved in numerous community groups, including as chairman of the Omaha Performing Arts Society.