

CONFIDENTIAL

# Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

## Calendar of Events

### Events

#### June 18, 2015

NPA/NPAS Summer Board Meetings  
(conference call)

#### August 13, 2015

NSAA Media Meet & Greet  
(Includes continental breakfast)  
9:00am, NSAA Office, Lincoln, NE

#### October 1-3, 2015

National Newspaper Association  
(NNA) Convention & Trade Show  
St. Charles, MO

#### October 23, 2015

NPA/NPAS Fall Board Meetings  
Lincoln, NE

#### October 23, 2015

Journalism Hall of Fame Banquet  
Nebraska Club, Lincoln, NE

**The NPA/NPAS office  
will be CLOSED  
MONDAY, MAY 25  
in observance of  
Memorial Day.**

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## USPS responds to NAA's concerns and walks back steep rate increase

*Newspaper Association of America (NAA), first published May 12, 2015*

On May 7, 2015, the Postal Regulatory Commission (PRC) approved the U.S. Postal Service's proposed rate increases for Standard Mail and Periodicals. The new rates take effect on May 31. (The PRC had previously approved new First Class rates, which also take effect on May 31).

The PRC's approval of the rates comes after it denied previous USPS proposals that were filed on January 15 and March 12, respectively. The regulatory agency sent those proposal back to the Postal Service because discounts for commercial and non-profit mail were not "equal" as required by the Postal Accountability and Enhancement Act of 2005, and the rates contained numerous other errors.

When the USPS responded on March 12 to the first remand of its January 15 rate proposals, newspapers were surprised that the new proposal would have significantly increased the rates for Total Market Coverage products that are mailed at High Density Plus rates. Specifically, USPS proposed a 5.75 percent increase in the per-piece charge for flats packages weighing over 3.3 ounces. Depending upon the carrier route, newspapers' TMC packages typically weigh above 3.3 ounces. In addition, there has been a movement within the industry in recent years to increase the number of advertisers (thus, increasing the weight) in TMCs to increase margins for non-subscriber programs.

In response to this dramatic and surprising increase on heavier weight TMCs, NAA contacted Postal Service officials to express concerns and remind them that, in 2014, USPS lowered rates for High Density Plus mail by 11 percent in an effort to encourage newspapers to keep TMCs in the nation's postal system and not shift this mail to private delivery. To its credit, the Postal Service recognized that the 5.75 percent per-piece increase would have had the effect of reversing the "stay-in-the-mail" incentive USPS had implemented in the previous year. On April 16, USPS submitted revised rates to the Postal Regulatory Commission that replaced the 5.75 percent per piece increase with a below rate-of-inflation 1.2 percent increase.

To view a chart with the new rates that go into effect later this month, including rates for "Within County" Periodicals used by community newspapers, go to <http://www.naa.org/Public-Policy/Government-Affairs/Postal-Affairs/USPS-Rate-Changes.aspx>. This chart includes the 4.3 percent "exigent" surcharge - imposed in 2014 - which will remain in effect until later this summer. The PRC has directed the Postal Service to eliminate the surcharge when the agency has collected \$2.8 billion in revenue that was lost due to the Great Recession. The Postal Service has filed an appeal of this decision to "sunset" the surcharge. NAA joined other mailer organizations to oppose the Postal Service's appeal which currently sits before the DC Circuit Court of Appeals.

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## **Good work!**

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

### **Week of 5/11:**

#### **2x2**

Bridgeport News-Blade - Beverly Erickson (paper made \$487.50)  
Columbus Telegram - Tryci Greisen (paper made \$325.00)  
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)  
Hickman Voice News - Austin Roper (paper made \$150.00)  
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$787.50)  
Ravenna News - Nancy Jackson (paper made \$162.50)

#### **NCAN**

Nebraska City News-Press - Erin Johnson (2 ads) (paper made 228.50)

### **Week of 5/18:**

#### **2x2**

Blair Enterprise - Tom Jelinek (paper made \$162.50)  
Columbus Telegram - Trycie Greisen (paper made \$325.00)  
Elkhorn Post-Gazette - Mike Overmann (paper made \$325.00)  
Hickman Voice News - Linda Bryant (3 ads) (paper made \$475.00)  
Hickman Voice News - Austin Roper (2 ads) (paper made \$325.00)  
Hooper-Scribner Rustler-Sentinel - Kathy Lodl (paper made \$162.50)  
Norfolk Daily News - Mari Ortmeier (paper made \$162.50)

#### **NCAN**

Minden Courier - Jim Edgecombe (paper made \$298.00)  
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$228.50)

## **Plan to attend NNA convention, October 1-3, in St. Charles, MO**

The National Newspaper Association's 129th Annual Convention & Trade Show, October 1-3, 2015, will be at the Embassy Suites Hotel in St. Charles, MO, just eight miles from the St. Louis Airport (STL).

"Show Me the Future of Newspapers" is this year's theme for the annual conference.

The room rate is \$139 plus tax per night, and the hotel is located adjacent to the St. Charles Convention Center, where all the meetings will take place.

**For all the details, visit:**

**<http://naweb.org/convention>**

“ The recipe for perpetual ignorance is:  
Be satisfied with your opinions and  
content with your knowledge. ”

- Elbert Hubbard



## **REGISTRATION'S OPEN!**

*"Show Me the Future of Newspapers"*

National Newspaper Association's **129th Annual Convention & Trade Show, Oct. 1-3, 2015**, will be at the Embassy Suites Hotel in St. Charles, MO, just eight miles from the St. Louis Airport (STL).

The room rate is \$139 plus tax per night, and the hotel is located adjacent to the St. Charles Convention Center, where all the meetings will take place.  
For more info, visit

**<http://naweb.org/convention>**



**MISSOURI**

[www.HistoricStCharles.com](http://www.HistoricStCharles.com)

# MEMORIAL DAY

*Honoring the memory of those who served*

## Twenty-four notes, TAPS - A bugle's cry to rest and remember

By Erin Dickey, Stromsburg Polk Co. News

Harrison's Landing, Virginia, July 1862, the fields of the Civil War are separated by the clashing lines of General Lee's Confederates and Major General McClellan's Union. In the midst of a week of high casualty battles, tensions were high as a fallen Union soldier's funeral is closed by a discreet twenty-four notes played on a bugle in lieu of the customary firing of three rifle volleys. Taps, an uniquely American somber call for rest and remembrance enters the revered and glorious process of military funerals. Within months of the Union soldier's funeral, Taps was being used by both the Union and Confederate forces, a patriotic reminder that regardless of what side of the Civil War you stood, a majority would end their fight on the same side of the grave being lulled to rest by the same twenty-four notes.



A sullen melody that toes the line between haunting and glorious, causes all within hearing range to stand a little taller, breath a little deeper and hearts to swell with patriotism and respect. Three notes is all it takes. Blurry eyes, saluted hands, covered hearts, chills and prayer-filled thoughts respond to the strength of each drawn-out note. A variation to an early bugle call, Taps is often claimed to have been derived from 'Tattoo', a call for soldiers to return to their barracks. After the sounding of the Tattoo, three single, slow drum beats were struck to call to extinguish lights. This signal was known as the 'drum taps', thus leading to the soldier's slang of 'taps'.

Taps' melody, made of a harmonic triad of notes, is played at military funerals, sunset, flag ceremonies,

Boy and Girl Scout meetings, camps, non-deployed military locations and during each of the 2,500 military wreath ceremonies conducted at the Tomb of the Unknown Soldier every year. American military schools such as The Citadel, Texas A&M University, New Mexico Military Institute, Norwich University and Virginia Tech play 'Silver or Echo Taps' as part of traditional ceremonies to tribute fallen graduates and undergraduates. Played by more than one bugler, Silver or Echo Taps posts buglers to the north, south and west. Candles are posted to the east, extinguished one-by-one in honor of the soldier who will never have the east sun rise on them again.

Valor, honor and respect are woven in and out of the reflective melody that honorably binds mourning and pride into the final close of a dignified life. Stirring emotions of young and old, civilian and service men alike, Taps holds the powerful cadence to the strength of an American soldier. A rifle volley, a flag at half-staff, a shuddering fly-over and a precise salute of white gloves all mark the unity felt between the soldier and their country. As the red and white stripes fold over each other into a sacred star-laden triangle, Taps plays into every emotion of those standing on the hallowed ground of one of our fallen heroes.

"Day is done, gone the sun,  
From the lakes, from the hills,  
from the sky,  
All is well, safely rest  
God is nigh."

*Editor's note: Erin is the daughter of a veteran. This article is reprinted here with permission.*



## Wetzel, Suttles join Grand Island Independent sales team

The Grand Island Independent has hired Doug Wetzel and Kyle Suttles as multimedia sales representatives.

Their job duties include working with customers, building relationships and offering them solutions for their business in print and digital marketing.

Wetzel earned a bachelor of science in business administration from the University of Nebraska-Lincoln and has been self-employed for 15 years.

Suttles earned a bachelor's degree in business marketing from Kansas State University and has six years of sales experience.

## Norfolk Daily News editor, Warneke, elected to Humanities Nebraska board

Kent Warneke, editor of the Norfolk Daily News since 1987, was one of five board members recently elected to the Nebraska Foundation for the Humanities. Warneke was also awarded the 2015 Volunteer Fundraiser of the Year by the Philanthropy Council of Northeast Nebraska.

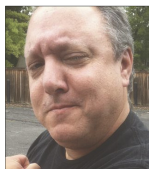
Humanities Nebraska, a nonprofit affiliate of the National Endowment for the Humanities, based in Lincoln, NE, creates and supports public humanities programs with the goal of engaging the public with history and culture. Some of their programs include Chautauqua, Capitol Forum, Prime Time Family Reading Time and Museum on Main Street.

The top newspaper gurus in the world gather together once each year for three days of incredible training at the

# INSTITUTE OF NEWSPAPER TECHNOLOGY



Rob Heller



Kevin Schwartz



Kevin Slimp



Ed Henninger



John Hatcher



Danny Wilson



Lisa Griffin

October 15-17, 2015

University of Tennessee • Knoxville, Tennessee

## Contest TABs still available!

Additional copies of the Better Newspaper Contest TAB are still available.

If you'd like more copies, contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



## Prepare now for 2016 Contests

As you'll recall, in March of this year, the NPA Contest Committee announced that beginning in 2016, NPA's Better Newspaper Contest will switch to a digital/online format for contest entries and judging. At our convention last month, the Illinois Press Association, who designed and will implement the online contest program that NPA will use, demonstrated how the electronic contest will work, for newspapers that were able to attend.

To make the transition (from hard copy to digital entries) as smooth as possible, we recommend that newspapers begin now to prepare for the 2016 Nebraska Better Newspaper Contest:

- **Create an electronic folder on your desktop or serve and name it CONTEST ENTRIES 2016.**
- **As you put together each issue of your newspaper, pay attention to the excellent investigative reporting, the unique ad designs, promotions, photos, columns and website video, create PDFs of your work, label them for easy identification and put all of them into the folder. (You might also want to include the issue date that the item was published, for easy reference).**
- **Then, when you receive the Call for Entries for the 2016 Nebraska Better Newspaper Contests, your newspaper will be well ahead of the game.** Entering the contest will be easy and, better yet, you won't overlook that first-place winning entry because you forgot about it or couldn't find it.

These steps should help the transition go smoother as we make the switch to electronic contests!



# Content That Works, KidScoop donating proceeds to Save The Children

Content That Works/KidScoop is donating 100% of the proceeds of the sale of this page to Save The Children's Nepal earthquake disaster-relief efforts. **To purchase this page (below) to publish in your newspaper, go to:**

<http://store.contentthatworks.com/products/kidscoop-earthquake-in-nepal> for details, or contact Dan Dalton, [dan@contentthatworks.com](mailto:dan@contentthatworks.com), 909-793-9890.

**THE AWARD-WINNING PRINT & ONLINE FAMILY FEATURE**  
**SPECIAL EDITION**  
**Kid Scoop**  
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Many lives were lost and many people need help following Nepal's earthquake. Kids everywhere are saying:

**Kids Can Help, Too!**

There are LOTS of ways kids like you can help. This special Kid Scoop page tells you how!

**Earthquake in Nepal**  
An earthquake is one of the most powerful forces on earth. On April 25, 2015 a major earthquake in Nepal destroyed buildings throughout this mountainous nation located between China and India (see map below). Thousands of lives were lost and thousands more were injured.

**Try This**  
Scientists use an instrument called a seismograph to measure earthquakes. Try this activity with a friend to find out how a seismograph works.

- On a table place a small toy car on a piece of paper.
- One person holds a pencil with the lead lightly resting on the paper.
- The other person moves the paper back and forth very slowly. What kind of line does the pencil make? Does the car move?
- Now move the paper so that the car starts to slide around. What kind of line does the pencil make now?

**Where is Nepal?**  
The country of Nepal is located in the Himalayan Mountains between China and India.

**First Red Cross Youth Activity**  
When the Ohio and Mississippi Rivers flooded in 1884, a group of six children put on a play, raised money and sent it to the American Red Cross. The money helped a family that suffered greatly from the flood.

To find out how much money the children raised, add up all of the even numbers on the red crosses below.

**Double Double Word Search**  
Find the words in the puzzle, then in this week's Kid Scoop stories and activities.

**Earthquake Disaster**  
POWERFUL SUPPLIES PLATES DONATE FORCES ASSIST NEPAL MONEY RAISE IDEAS CRUST KIDS CARE

**How I Helped**  
Send us a letter or an e-mail telling us what you did to help people affected by the earthquake in Nepal. How did helping make you feel? We may even share your letter with other Kid Scoop readers at [www.kidscoop.com](http://www.kidscoop.com) in the weeks ahead.

**Write On!**  
Send your letters to: **Kid Scoop/How I Helped P.O. Box 1802 Sonoma, CA 95476**

**The Power of the Paper**  
Newspapers provide more than just news about disasters. They also bring people together to help those suffering from disasters like Nepal's earthquake. Newspapers help people support each other in their own communities. As you complete this special newspaper page, look around and get to know how your paper delivers news and hope. In print and online, newspapers make the world a better place.

**Volunteering**  
Find volunteer opportunities in the newspaper in your area. Identify the value, both personally and to the community, of doing a "good turn" in this situation.

**Standards Link:** Civics: Understand the importance of volunteering as a characteristic of American society.

**Creative Corner**

**Create a Poster!**  
Several organizations are asking the public to donate money to help get the supplies they need to assist people affected by the earthquake.

Make a poster, or several posters, that includes these words:

**HELP NEPAL'S EARTHQUAKE VICTIMS!**  
Please donate what you can to: (name of organization) (Web address) (phone number)

Illustrate your poster with helping hands, smiling faces, or people saying "Thank you!"

Ask local businesses, doctors and dentists offices and more if they will display your poster in their windows.

Your artwork will attract attention in a very special way!

**American Red Cross**  
The American Red Cross provides help to victims of disasters and helps prevent, prepare for, and respond to emergencies. [www.redcross.org](http://www.redcross.org) 1-800-733-2767

**UNICEF**  
UNICEF is helping in Nepal by providing children with clean water, food and emergency security services. [www.unicef.org](http://www.unicef.org) 1-800-FOR-KIDS

**CARE**  
CARE is providing emergency food, shelter and medical aid following the earthquake that killed nearly 4,000 people in Nepal. [www.care.org](http://www.care.org) 1-800-422-7385

**Oxfam**  
After a disaster like the Nepal earthquake, disease can spread quickly without proper sanitation and clean drinking water which Oxfam helps to provide. [www.oxfamamerica.org](http://www.oxfamamerica.org) 1-800-776-9526

**Write On!**  
Send us a letter or an e-mail telling us what you did to help people affected by the earthquake in Nepal. How did helping make you feel? We may even share your letter with other Kid Scoop readers at [www.kidscoop.com](http://www.kidscoop.com) in the weeks ahead.

**How I Helped**  
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**Write On!**  
Send your letters to: **Kid Scoop/How I Helped P.O. Box 1802 Sonoma, CA 95476**

**Standards Link:** Civics: Understand the importance of volunteering as a characteristic of American society.

# NIE Memorial Day page available through May 22

Through the Newspapers In Education (NIE) program, Content That Works and Kid Scoop are offering this MEMORIAL DAY page for a one-time cost of \$95.00. Designed to have a sponsor ad across the bottom, you could recoup some of the cost with a local sponsor. Three page sizes offered: full-pg broadsheet, half-pg broadsheet and TAB page.

**The page is only available for two weeks - now through Friday, May 22. To purchase and download the page, go to: <http://store.contentthatworks.com/products/kid-scoop-memorial-day-2015>**  
Contact: Dan Dalton, Content That Works, [dan@contentthatworks.com](mailto:dan@contentthatworks.com), 1-909-793-9890.

**Kid Scoop**  
HONORING THOSE WHO GAVE ALL  
**MEMORIAL DAY**

Draw and color the American flag here.

**Replace the missing words.**

REMEMBER MILITARY FLOWERS  
SLOWLY MOON FLAGS BARRAGE

The last Monday in May was chosen for the holiday since this is the time that most \_\_\_\_\_ are in bloom. In many places, flowers are used to decorate the graves of fallen service men and women. In other ceremonies, American \_\_\_\_\_ are placed on gravesites.

Memorial Day should not be confused with Veterans Day. Memorial Day is a day to \_\_\_\_\_ and honor those who died while serving their country. Veterans Day celebrates those who served in the \_\_\_\_\_.

**History of Memorial Day**  
Memorial Day was originally a day to honor the nation's Civil War dead by decorating their graves.

It had a different name to begin with. To find out what Memorial Day was originally called, circle every third letter on the flagpole. The first one is done for you. Write the letters on the lines below.

**Annual Tradition**  
Every year, Memorial Day is observed at Arlington National Cemetery with the president or vice-president laying a wreath at the \_\_\_\_\_.

**TOMB OF THE UNKNOWN SOLDIER**

Replace the missing vowels to reveal this honored location.

**USS Arizona Memorial**  
The USS Arizona Memorial is the final resting place for many of the ship's 1,177 crewmen who lost their lives on Dec. 7, 1941. The 194-foot-long Memorial structure is above the mid portion of the sunken battleship which still rests below the water's surface. The names of those killed are engraved on a marble wall.

**Puzzling Picnic**  
Memorial Day weekend is seen as the start of the summer vacation season. Many people spend the weekend outdoors, enjoying barbecues and picnics.

Write the name of each picnic food shown in the correct boxes on this picnic blanket.

**Design a Memorial Day Flag!**  
Use pictures and words cut from the newspaper to design your own Memorial Day flag. Display your flag in your classroom or in a window at home.

**Kid Scoop Puzzle**  
Do you see four American flags here? Look again. Only one of them is correct - the other three each have something missing or in the wrong place. Which one is the real deal?

**Double Double Word Search**  
Find the words in the puzzle. Then look for each word in this week's Kid Scoop stories and activities.

**From the Lesson Library**  
**Memorial Day Collages**  
Create a collage of newspaper words and pictures to illustrate Memorial Day. Display the collages and discuss how they honor the past and the memories of fallen soldiers.

**Write On!**  
"Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices."  
- President Harry S. Truman (1884 - 1972)

**Write On!**  
**A Grateful Nation**  
Many men and women have given their lives to protect our freedom. Write about what this means to you.

**Kid Scoop Together: How to Observe Memorial Day**  
This information is from [www.memorialday.org](http://www.memorialday.org)

Memorial Day should be observed:

- by visiting cemeteries and placing flags or flowers on the graves of our fallen heroes
- by visiting memorials
- by flying the US Flag at half-staff until noon
- by flying the POW/MIA Flag to honor soldiers who are Prisoners of War or Missing in Action
- by participating in a "National Moment of Remembrance" at 3:00 p.m. to pause and think about the true meaning of the day and to listen to "Taps"
- by renewing a pledge to aid the widows, widowers and orphans of our fallen dead and to aid disabled veterans

**How will you and your family observe Memorial Day?**

**Kid Scoop VOCABULARY BUILDERS**  
This week's word DESIGNATE  
The verb designate means to choose for a particular job or purpose.  
The last Monday in May is designated as Memorial Day.  
Try to use the word designate in a sentence today when talking with your friends and family members.

# Classified Advertising Exchange

May 18, 2015

**ADVERTISING MANAGER** for suburban Omaha weekly community newspapers. Looking for a sales manager with a proven track record who is a leader. Our newspapers are located in two of the fastest growing communities in Nebraska. The potential is waiting for you. Email resume to: [penny@dcpostgazette.com](mailto:penny@dcpostgazette.com), or [mike@gretnaguide.com](mailto:mike@gretnaguide.com).

**SPORTS REPORTER:** McCook Gazette is looking for a reporter to join our Sports team. The successful candidate will:

- Be responsible for sports content for daily (Mon-Fri) afternoon newspaper and newspaper web site
- Cover all local and regional sports activities including 15 high schools and one community college
- Design, manage photos and assist in paginating the sports pages
- Write game stories while working on a deadline
- Be capable with a camera
- Recruit & oversee stringers and help them develop into productive writers and photographers
- Maintain regular contacts and relationships with coaches, players and athletic officials

McCook is located in Southwest Nebraska, 275 miles east of Denver and 290 miles west of Omaha. It is a very rural community where high school sports is King. Send resume, cover letter, and clips to Shary Skiles, [sskiles@ocsmccook.com](mailto:sskiles@ocsmccook.com) or mail to Publisher, McCook Gazette, PO Box 1268, McCook, NE 69001.

**RETAIL AD SALESPERSON** needed at Holdrege Daily Citizen. Earn salary and commission. Position is open May 1. If interested, call Bob King, 308-995-4441, or email job application to [holdregecitizen@yahoo.com](mailto:holdregecitizen@yahoo.com).

**FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin**, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: [bgsfarms80@gmail.com](mailto:bgsfarms80@gmail.com).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Online Media Campus Webinar Flyers.

### **ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

**Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which 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.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).





# ONLINEMEDIACAMPUS

*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*

Presented  
by:

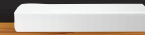


## AP Style Crash Course

Thursday, June 18  
2:00–3:00 p.m. EDT  
1:00–2:00 p.m. CDT

Registration Fee: \$35

Deadline: June 15



**Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.**

### ***In this webinar...***

The Associated Press wrote the book on style – literally. The AP Stylebook is the industry standard, used by thousands of newsrooms and considered the best guide for achieving clean, consistent copy across publications or sections. This course delves into the most common style points journalists should know. It is a good refresher for the seasoned journalist or guide for the new reporter.

### ***Presented in partnership with:***

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### ***The presenter...***

#### **Carlene Cox**



Carlene Cox is the director of newsroom development for GateHouse Media.

Cox is a member of GateHouse Media's News & Interactive division, which provides training and support to newsrooms throughout the country.



Online Media  
Campus



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*





# ONLINEMEDIACAMPUS

*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*

## Quickly Create Slideshows and Galleries

### A guide to working with YouTube

**Friday, June 26**

**2:00-3:00 p.m. EDT**

**1:00-2:00 p.m. CDT**

**Registration fee: \$35**

**Registration Deadline:**

**June 23**



#### ***In this webinar...***

Having knowledge of how to quickly upload photos to the ever-growing list of platforms you use as a journalist is an extremely valuable skill. In this session, we will take a look at the features of YouTube.

During this program, you will learn how to:

- Use YouTube for more than just video.
- Quickly upload photos and galleries to your paper's YouTube channel.
- Create engaging slideshows and galleries.

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.

#### ***Presented in partnership with:***

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

#### ***The presenter...***

##### **Jaci Smith**



Jaci Smith, managing editor of the Faribault Daily News, is the project leader for Adams Publishing Group of Southern Minnesota's 2014-2015 institutional fellowship at the Donald W. Reynolds Journalism Institute. Her goal through the fellowship is to create a native advertising model that can be implemented easily and successfully by smaller community papers.

Smith also developed the Digital Ninja School, a series of 17 classes designed to take reporters and editors through beginning, intermediate and advanced social media usage sessions. As a former reporter, copy editor, designer, city editor and now managing editor, Smith has worked for news operations across the country including the Wall Street Journal, Thunderdome at Digital First and the Minneapolis Star Tribune.



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## Getting the Best Out of Yourself and Your Sales Team



Thursday, June 25

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35  
Registration Deadline:  
June 22

**Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.**

### ***In this webinar...***

Like many managers, it is possible you fell into coaching. While you are energized by helping people become their best selves, you may have had a few challenges with training along the way.

This webinar will focus not on sales coaching, but on building the right foundation to make for a more successful sales employee and manager. National trainer Tom Stoyan will discuss sales philosophies and coaching tools that you can implement immediately.

In preparation for the webinar, the below survey enables you to clarify what you need to get the best out of yourself and your team (resulting in improved sales, reduced stress and clearer communication).

<https://www.surveymonkey.com/s/TFBTD6Q>

### ***The presenter...***

#### **Tom Stoyan**



Coaching and Sales Institute (CSI) founder Tom Stoyan specializes in sales coaching training for business-to-business sales and contact center sales. CSI is a company dedicated to helping corporate professionals coach and sell more profitably and ethically.

Stoyan's focus is on helping others become better prepared and learn more quickly from experiences. His approach has resulted in increased sales and coaching results for clients. Stoyan was recently honored by the Canadian Speaker's Hall of Fame for being one of the most referred sales coaching trainers for 25 years. Air Canada, IBM, KPMG, Royal Bank, Direct Energy and GE have all hired and referred Stoyan to other clients.

### ***Presented in partnership with:***

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