

CONFIDENTIAL

Bulletin

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

Calendar of Events

Events

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

Webinars

July 9, 2015

Spectacular Special Sections
Revenue-generating ideas
for any market
(PubAux Live/Online Media
Campus)

July 23, 2015

Community Faces Photography*

July 30, 2015

Easily & Quickly Sort,
Organize & Process Your
Photos*

July 31, 2015

Increase Your ROI on Sales
Calls*

*Online Media Campus

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"Where liberty dwells, there is my country".

~Benjamin Franklin

21 travel writers, journalists impressed with western Nebraska and North Platte Valley

21 syndicated travel writers and journalists from across the country converged on Nebraska's western area North Platte Valley in mid-June and were awed by the many attractions and rich history.

This is the third year that local tourism professionals have hosted travel writers. The program was started by the Nebraska Tourism Commission.

The group visited Scotts Bluff National Monument and had an unplanned chance to interview a group of riders from the National Pony Express Association, who had stopped at the monument to change horses on their way to California. From there the group headed to the Legacy of the Plains Museum, hiked Wildcat Hills, and visited Chimney Rock, Robidoux Trading Post and the Agate Fossil Beds.

When asked what surprised them most about the area, the group said it was the landmarks, overall geography of the area and the diversity of the experiences. They had a preconceived idea that Nebraska was flat and full of corn fields. Seeing the real state was a big surprise for them.

Some of the syndicated journalists had originally planned for one story about their trip, but when they left, some were already planning to write six or seven stories about the areas they visited.

**The NPA/NPAS office will be closed Friday, July 3,
for the July 4th holiday.**

NPA/NPAS Staff

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Longtime writer, editor and publisher, Shirley Bogue, dies

Shirley Brown Bogue died at her home on the lake at Hideaway Acres near Crofton, NE, June 24, 2015. She was 96.

A pioneer in weekly journalism, she was inducted into the NPA Journalism Hall of Fame in 2009, was the first woman elected president of the Interstate Editorial Association and continued to be a strong and active role model for women journalists.



Born and raised in Minnesota, and a graduate of Hamline University, St. Paul, MN, in 1941, Shirley also received the Theta Sigma Phi Woman of the Year for superior achievement on a weekly newspaper, as well as the Nebraska Press Women Award and the National Editorial Association Award. She wrote an award-winning column, "More or Less Personal," for decades, formed and led the Nightingales, a singing group of journalists that enlivened many national press association meetings and published three books.

In 1952, Shirley and her husband, Bob Bogue, purchased the *Oakland Independent*, Oakland, NE, and became joint editor-publishers. Through the years, they also published the *Madison Star*, *West Point Republican*, *Lyons Mirror Sun* and the *Craig News*.

In 1983, the couple retired to Hideaway Acres and Shirley began devoting her energy to relaxation and recreation, but continued to play a part in her community.

She was preceded in death by her husband of 61 years, Bob, and is survived by her son, Jeffrey of Denver, CO, and daughter, Barbara of Alexandria, VA and their families.

A service to celebrate her life was held June 26, at the Wintz & Ray Funeral Home in Crofton, NE. Burial will be in the Yankton Cemetery.

Cards can be sent to her daughter, Barbara Bogue, 7316 Rippon Road, Alexandria, VA 22307. Memorials may be made to the Bob and Shirley Bogue Scholarship for Journalism at Hamline University, 1536 Hewitt Ave., St. Paul, MN 55104, The Avera Sacred Heart Foundation, or the Yankton Senior Citizen Center.

Top NEHires.com contributors for June announced

Good job! The following newspapers deserve a shout-out for uploading the most ads to NEHires.com during the month of June:

Wauneta Breeze
Albion News
Central City Republican-Nonpareil
Creighton News
Ord Quiz
McCook Gazette
Chadron Record
Superior Express
Elkhorn Douglas Co. Post Gazette
Neligh News & Leader
Ravenna News
Valentine Midland News

To learn more about NEHires.com and how your newspaper can participate in this unique career posting website, contact Violet Kirk at 1-800-369-2850 or email sales@nebpress.com.

April board and annual meeting minutes available

Minutes from the April 16 NPA/NPAS board meetings and the April 17 NPA/NPAS annual (convention) meetings are now available. Contact Susan Watson in the NPA office, nebpress@nebpress.com, to request a copy of the minutes.

Have a Legal Question??

**Questions about editorial policy,
journalism ethics or a legal notice?**

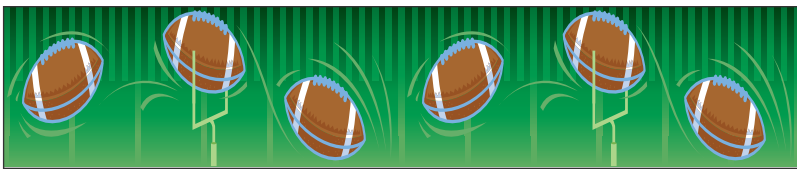
**Call the Nebraska Press Association
Legal Hotline.**

Contact Shawn Renner or John Hewitt at
**Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.**





Illinois Press Association is 150 years old and the association held a Gala Dinner, June 11, 2015. Speakers included Howard G. Buffett and Allen Beermann, Nebraska Press Association executive director, in a one-hour Question and Answer Session. On the left is Dennis DeRossett, Illinois Press Association executive director and former publisher of the Beatrice Sun in Nebraska. (Courtesy photo, Stan Schwartz, NNA, taken at the Illinois Press Convention in Bloomington, IL).



2015 Husker Football Season Parking Passes Now Available!

The NPA/NPAS board of directors have decided to lease parking stalls for the entire 2015 Husker football season at a cost of \$225.00 per pass.

Because the NPA lot (845 "S" St.) is in the shadow of Memorial Stadium, it is a prime location. After-game departure is quick and easy. Our lot is lighted at night, so you can find your car after a night game, and we provide lot security during the game.

The enrollment period deadline for NPA members is July 27, 2015. (First home game is Sept. 5). If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular monthly parkers by some type of lottery. Season parking pass for our members includes complimentary pre-game meal and restroom facilities in the NPA offices.

This is a one season lease and all parkers, including NPA members, must re-apply each season. (Football tickets don't come with the parking stall!)

The \$225.00 fee MUST accompany the signed parking lease (checks only, no credit cards). If you're interested in securing a season parking pass for \$225.00, please contact the NPA office no later than July 27. Availability is on a first-come, first-serve basis. **Season parking letter and lease are attached to this Bulletin.**

Interactive guide helps boost online readership

A group of senior capstone students at the Missouri School of Journalism have created a guide to help newspapers — particularly those with small newsrooms — expand their online audiences. The guide covers tools, tips and strategies for improving website design, presence on social media and an understanding of analytics.

Although the students worked closely with members of the Hoosier State Press Association to determine their needs, the guide would be useful for any newsroom. By following the how-to guides, reading up on best practices and learning the importance of an online presence, any publisher will be able share content and grow a digital audience in simple ways.

Link to explainer text and guide on RJI site: <http://www.rjionline.org/news/interactive-guide-helps-newspapers-boost-online-readership>.

Postal Service makes changes to standards for military mail

The Postal Service revised addressing standards for military mail to APOs and FPOs effective May 31, in order to be compliant, reported NNA Postal Committee Chair, Max Heath.

All military mails pieces (APO and FPO) must show the correct "UNIT," "CMR" (Community Mail Room) or "PSC" (Postal Service Center) and number, plus the box number as part of the addressing elements.



Military addresses "must contain specific standardized elements that are used to check the validity and deliverability of a mailing address in a database, which will return the applicable ZIP Code or ZIP+4 Code." This was announced in the April 30 Postal Bulletin.

Addresses must also include the correct AA, AE or AP designation. AA, AE and AP are used for addresses with the 3-digit ZIP Code prefixes 340, 090-098, and 962-966 respectively.

Line 1 will contain the full name, with rank, if desired. Line 2 is the delivery address line, which must show the information in the second graph of this item above. Line 3, or bottom line, is the APO or FPO ("city") designation and the appropriate two-letter AA, AE or AP ("state") abbreviation followed by the ZIP Code or ZIP+4 Code.

Bridge to the Fast Lane

Using something you already have to make work easier



Kevin Slimp
The News Guru
kevin@kevinslimp.com

When a person visits as many newspapers as I do, he starts to notice similarities. It used to be that most papers wanted staff training in InDesign (or QuarkXpress in years past) and Photoshop. I usually convince clients that they should get a little training in Acrobat while I'm around, and probably an hour's education in layout and design. After all, I'm usually on site for a full day or more.

Lately, I've noticed some interesting trends. With the inception of Adobe Creative Cloud, I began noticing more papers were interested in learning how to use the InCopy/InDesign workflow. I even dedicated a column to one such paper back in February. InCopy's not the only application getting renewed interest these days.

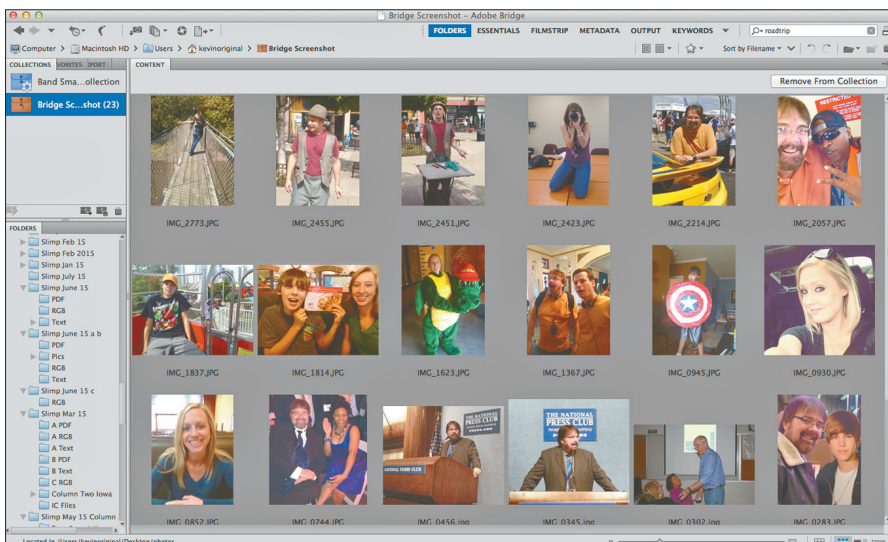
Last week, I spent a day with a weekly newspaper in Eastern Ohio. I even took a pic of the big building shaped like a basket to prove it. After lunch, the publisher asked something I've heard quite often in my visits with 100-plus newspapers this year, "Could you take a little time to teach us some things about Bridge?"

Adobe Bridge isn't exclusive to the latest version of Adobe products. The Bridge and its predecessor, the Photoshop Browser, have been around since Photoshop 7.0. Ask your parents or grandparents about it. They probably remember the Browser.

With the advent of Creative Suite in 2003, the Photoshop Browser made way for Adobe Bridge, which worked in much the same way. The difference is that Bridge works with more than just Photoshop, although it's still most commonly used in association with the photo manipulation application.

Why the sudden resurgence of interest in Bridge? My guess is that word has gotten around that Bridge is one of the most useful tools in Adobe's arsenal, especially when it comes to automating processes to save time. And while your newspaper may have all the time in the world, a lot of folks are looking for ways to save time, without cutting corners when it comes to quality.

Let's look at a few of my favorite Bridge features:



Batch Rename

Upon opening Bridge and selecting a folder, the user sees thumbnails of each of the items in that folder on the screen. When selecting a camera or card reader, the user will see thumbnails of the pics on the camera card. When selecting all, or a select group of files on a card, thumbnails will appear in Bridge. By right-clicking on any of the images, a list appears which includes the option, "Batch Rename."

Batch Rename makes it easy to quickly rename all the images at once and save them to a place you designate on the computer or server. For instance, let's say you took 200 photos at a ball game. You might name them "tigersfoot-001," "tigersfoot-002," and so on. You could even include the date in the filename, using something like "150812-Tigersfoot-001."

Keywords

Jean Matua, Minnesota, once asked me how she could easily create a photo archive of her pics, without purchasing expensive software to do it. The answer was a no-brainer, "Use Adobe Bridge."

Bridge allows the user to include hidden information inside photos that can be used to simplify the search process days, months or even years from now. Let's say you took the 200 football pics from the previous example and wanted to add keywords to them. One option would be to add specific words to every image. "Football" or "Tiger" would be examples of keywords the user would want included in each pic. This could be done by two clicks of the mouse.

Other keywords, such as "quarter-

back" or "Smith," wouldn't be needed in every photo, but would be helpful in pics that included a quarterback or someone named "Smith." These could be added individually to the appropriate images.

Begin adding keywords to each image and before long you will have the ability to search through years of photos in seconds, using just a few clicks on the keyboard.

Image Processor

The Image Processor tool in Bridge is actually based on a script in Photoshop, not that you need to know that to use it. Bridge contains dozens of tools to speed up your workflow. The Image Processor speeds things up by automating many tasks that could take hours manually.

For instance, let's say I've just receive 200 images of houses for a real estate guide that's due yesterday. I could open each pic individually and resize and save in Photoshop. An option might be to use image processor to open, resize, convert each pic to CMYK (using an Action, which is accessible by Image Processor), then saving the images as TIFF files, with LZW compression, in a designated folder. Instead of spending three hours to prepare the photos, I've spent two minutes.

That's a very brief rundown of a few of the tools in Adobe Bridge. When I spoke with Jerry Tidwell yesterday, about my trip to Texas this week, he asked me to cover a little InCopy information while at his paper. Once I arrive in Granbury, I won't be surprised if he says, "Hey, Kevin. Could you cover a little Bridge while you're here?"

How writers can do better

By Ed Henninger

I have often stated—both on my blog and during presentations—that I am not a friend of writers.

I am a friend of readers.

Years ago, during a workshop I gave for a client, a reporter blurted out: “But we’re in the business of writing.”

“No, we are not,” I said, slowly and carefully mouthing each word to make my position clear. “We are in the business of bringing meaning to readers’ lives.”



Now, that wasn’t my statement. It’s actually the single most important sentence in “On Writing Well,” by William Zinsser. I recommend Zinsser’s book time and again—and many of those who have taken my advice and read it have thanked me for it.

We are in the business of bringing meaning to readers’ lives. But just how do we do that?

Here are some points I’d share with those who write for newspapers:

DO A STORY LINE. Write the gist of your story in one line (or less) across the screen of your computer. That one line will help you stay on topic as you write. If you can’t put it into one sentence, then you’re going to struggle.

BE BRIEF. You may think your story has to be long for it to be complete. Nope. It has to be as brief as possible. Why? Because readers will see that your article goes on...and on...and on...and they will stop reading (if they ever start). They will decide they don’t have time to read your entire piece. If you can’t be brief...

BREAK IT UP. Find ways to cut your story into pieces that make it easier to follow, easier to read. If, for example, you have a story about five people running for office, it’s much better to run a package of five separate stories—one on each of the candidates—than one long piece on all of them.

BE CLEAR: Throw the jargon in the junk bin. Just what is a “feasibility study,” really? And what does “ubiquitous” mean? If it’s something your 12-year-old daughter doesn’t understand, odds are your reader won’t, either.

PUT THE BIG STUFF FIRST. Readers want to know what your story is all about—without having to wade through several paragraphs to read it. So put the important points first. Save the less important material and the background paragraphs for later in the story.

USE QUOTES. I recall hearing time and again the maxim: “Quotes write the story for you.” That’s true. Also, quotes bring a humanity and credibility to the story.

USE INFOBOXES. A newsroom quip that goes w-a-a-y back suggests: “Never let the facts get in the way of a good story.” That’s exactly what an infobox can do for you. Use the infobox to list the cold, hard facts wherever possible, saving the text for narrative, quotes and overview.

USE BY-THE-NUMBERS BOXES. Like infoboxes, by-the-numbers boxes can help you clear the story of details that get in the way of the narrative. And they often serve as a great hook to get readers into your story.

WRITE FOR YOUR READER. Remember who your boss is. Your boss is not your editor. Your boss is not your publisher. Your boss is not your source. Your boss is...your reader.



I could spend hours talking with reporters and writers. I respect who they are and I respect how hard they work. But I really want to share with them that they need to pay less attention to how they write—and more attention to how readers read.

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com, 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed’s books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed’s books, you’ll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed’s web site: www.henningerconsulting.com.

Classified Advertising Exchange

June 29, 2015

REPORTER/PHOTOGRAPHER: The Voice News is looking for a FT or PT reporter/photographer who can also edit photos, layout special sections, cover hard news and feature stories, as well as take quality photos at local events and for news stories. Must have experience with InDesign and Photoshop. Voice News is a regional independent weekly in Hickman, 15 min. south of Lincoln. Email cover letter, resume and writing samples to: voicenews@inebraska.com ASAP.

AD/PRINTING DESIGNER: The Voice News is looking for a FT ad and printing designer who can also edit photos and layout ads in newspaper pages. Must have experience with InDesign and Photoshop and be ready for fast-paced work environment. Voice News is a regional independent weekly in Hickman, 15 min. south of Lincoln.. Email cover letter and resume to: voicenews@inebraska.com ASAP.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 2015 Husker Football Season Parking Letter/Lease, PUBAUX/Online Media Campus Webinar Flyer.

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.



ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:

PUB AUX LIVE

Revenue-Generating Ideas for Any Market Spectacular Special Sections



Thursday, July 9

11:00 a.m. EDT / 10:00 a.m. CDT

About this program:

Learn the ins and outs of creating special sections that drive traffic and revenue to your newspaper. Steve and Cynthia Haynes, owners of Nor'West Newspapers in Kansas, operate two daily and three weekly papers that have found success in creating niche special sections. They will be taking a look at two of their most recent and profitable programs, a Fall Hunting Guide and Spring Hospital Section, to walk you through the process from idea creation to distribution.

Registration fee: \$30

Registration deadline: Monday, July 6

Registrations submitted after the deadline will be subject to a \$10 late fee.

**Register now for this webinar at
www.regonline.com/NNAGuides**

PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.

Follow us:  Online Media Campus

 OnlineMediaCamp

Leading the Discussion:

HOST Stan Schwartz,
National Newspaper Association

GUEST STARS
Steve and Cynthia Haynes, Nor'West Newspapers

**PUB AUX LIVE
first Thursdays at
11 a.m. EDT/
10 a.m. CDT**

Questions? Contact Ryan Rohlf at 515-422-9052 or rrohlf@inaneews.com

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Nebraska Press Association

Nebraska Press Advertising Service

June 29, 2015

Dear NPA Members,

One of the amenities of the 845 "S" property is a rather large hard-surfaced parking lot. The lot has 33 regular stalls which are all rented for daily use (month to month). For many years, the lot has been one of the most sought after places for Saturday parking during the Big Red Football Season. In fact, there is a long waiting list for those wishing to park. The lot takes on a slightly different configuration for football Saturdays and 33 cars can be parked there. The lot has always been rented for the entire season of games.

The NPA/NPAS boards of directors have decided to lease stalls for the entire season at a cost of \$225.00 per pass. **The enrollment period for the 2015 football season will end on July 27, 2015.** If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular parkers by some type of lottery. They, likewise, will have only a one season lease and must reapply the same as our members.

NPAS will contract with a person to manage the lot and stalls. Because our lot is in the shadow of Memorial Stadium, it is a prime location. After game departure is quick and easy. Our lot will be lighted at night, so that you can find the car after a night game.

IF YOU KNOW IN ADVANCE THAT YOU WILL NOT BE USING YOUR STALL FOR A PARTICULAR GAME, PLEASE NOTIFY THE NPA/NPAS OFFICE. WE CAN EASILY SELL THE STALL FOR OUR FOUNDATION SCHOLARSHIP PROGRAM.

We will adopt most of the same rules that have applied to the lot over the past years--these rules are tested and have worked. The rules are as follows:

1. The stalls are pre-assigned, and held for parkers as they arrive for the game. **IF YOU ARE NOT PARKED IN YOUR ASSIGNED STALL 15 MINUTES BEFORE KICKOFF AND HAVEN'T NOTIFIED US THAT YOU ARE RUNNING LATE, WE ANTICIPATE SELLING THE STALL FOR THAT GAME FOR THE SCHOLARSHIP PROGRAM.**
2. Each person who has leased the stalls for the season will be issued a special pass. It is good only for the season and is to be in the custody and control of the person who leased the stall. Any assignment of the pass for a given game is the decision of the

- person who leased the stall and the lessee assumes all responsibility for the pass.
3. Any loss of a pass must be reported in writing to the NPA/NPAS office with the details of how the pass was lost or stolen. A \$10.00 replacement fee is required.
 4. Tailgate parties are permitted but must be kept within your leased parking space--the use of hot charcoal grills is PROHIBITED.
 5. The year-to-year lease price could vary, usually depending on the number of home games, and/or the cost of lot management.
 6. Other details and rules will appear in the lot lease for the football season. The \$225.00 lease fee must accompany the application for the parking stall (checks only, no credit cards). If NPAS oversubscribes with its members, then a lottery will be conducted to determine who gets stalls for the season.

Prior to all games each season, we will be hosting a pre-game breakfast/brunch or supper for all of our members.

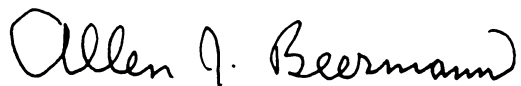
We will open our office door before and after the game so our member parkers can use the restroom facilities and meet guests. It might be difficult to sort out our members from other parkers or fans who walk by the lot but please note that this is not a public restroom – it is only available to our members!

Oh!! Be further advised that football tickets do not come with the lease for a parking stall. The football tickets are the responsibility of the person wishing to attend the game.

Enclosed is an application form for the lease of a stall for the 2015 football season. Questions and inquiries can be directed to the NPA/NPAS office. If you have comments, suggestions, or advice, please do not hesitate to direct them to the board(s), or the Executive Director.

Go Big Red!

Respectfully submitted



Allen J. Beermann
Executive Director
"Chief car parker"!

See enclosed football parking lease

2015 FOOTBALL SEASON GAME DAY PARKING LEASE

THIS PARKING AGREEMENT, executed at Lincoln, Nebraska, this ____ day of _____, 2015, by and between Nebraska Press Advertising Service hereinafter referred to as the "Lessor" and _____, hereinafter referred to as the "Lessee",

(Please Print)

WITNESSETH:

Lessor does lease unto Lessee a parking space or stall numbered _____ located in the parking lot at 9th and "S" Street, adjacent to the office building located at 845 "S" Street, Lincoln, Nebraska, commencing on the 5th day of September, 2015, until each scheduled home game has been played by UNL. **A consideration of \$225.00 per parking stall shall be paid by Lessee on or before July 27, 2015.** A service fee of \$20.00 will be due to Lessor for any check(s) of Lessee returned by a financial institution.

Lessee must at all times display in Lessee's vehicle the parking permit provided by the Lessor. If parking permit is not displayed, Lessee's vehicle is subject to towing at Lessee's expense. If parking permit is lost, a replacement fee of not to exceed \$10.00 will be charged to the Lessee.

All personal property, including all motor vehicles and items of personalty contained therein on Lessor's premises, shall be at the risk of the Lessee only. The Lessor shall not be or become liable for any damage to Lessee's personal property, or to Lessee or to any other persons or property arising from any act of neglect, including theft and vandalism of other tenants, occupants, employees of Nebraska Press Advertising Service or arising by reason of the use of, or any defect in, the said parking lot or any of the fixtures, equipment, or appurtenances thereon, or by the act or neglect including injury, theft and vandalism of any other person or caused in any other manner.

If rent or any part thereof shall not be paid when due, or if the Lessee shall at any time fail or neglect to perform or observe any of the covenants, conditions or agreements herein contained on the part of said Lessee to be performed and observed, then in any such case this lease shall thereupon terminate at once, without any formal notice or demand; notice and demand being hereby expressly waived, and the said Lessor shall be entitled to recover the amount herein named as rental during the time said property is withheld from the Lessor and is not wrongfully detained.

IN WITNESS WHEREOF, the said parties have executed these documents on the date first above written.

NEBRASKA PRESS ADVERTISING SERVICE, LESSOR

LESSEE

By: _____

Signature: _____

Print Name: _____

Parking Permit # _____

Parking Stall # _____

Mailing Address _____

Cell Phone _____

Home Phone _____

Work Phone _____

Email _____

Newspaper _____

Car License # _____

Car License # _____