

CONFIDENTIAL

# Bulletin

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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 30, 2015

Easily & Quickly Sort,  
Organize & Process Your  
Photos

#### July 31, 2015

Increase Your ROI on Sales  
Calls

#### August 13, 2015

Practical Use of eDoc

#### August 13, 2015

How to Craft an Engaging Lede

#### August 20, 2015

New Ways to Grow Audience  
Online: Social Stories for  
Snapchat, Periscope & Facebook

#### August 20, 2015

Inner Life of Grammar

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## Nominations sought for Women Journalists Hall of Fame

**Nominations are being accepted through Jan. 22, 2016**, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women to recognize women journalists who have made a difference for their profession and their communities. Nominees:

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support. See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines, or go directly to <http://nebraskapresswomen.org/>.

Contact: Cheryl Alberts Irwin, Nebraska Press Women Hall of Fame director, [rcirwin@windstream.net](mailto:rcirwin@windstream.net), 402-464-7955.

## Deadline is July 27 for Husker football season parking sign-up!

There's still time to sign up for Husker football season parking (NPA/NPAS office parking lot at 845 "S" St), but signed leases and payments **must be received at the NPA office by July 27.**

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).** Availability is on a first-come, first-serve basis. **Season parking letter and lease are attached to this Bulletin.**

**April NPA/NPAS meeting minutes available**  
April 16 board meeting and April 17 (convention) annual meeting minutes are available. Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com) to request copies.

**NPA 2015 Contest TABs still available**  
If you'd like additional copies, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## You're invited! Retirement celebration planned for Broken Bow Custer Co. Chief's Deb McCaslin

Family and friends invite you to attend a celebration for Deb McCaslin, who is retiring from the *Broken Bow Custer Co. Chief* to pursue other adventures.

After serving 12 years as publisher of the Custer Co. Chief, and the third generation of her family to serve as publisher, in April, 2014, Deb moved from publisher to executive editor of the paper, when Les Mann was hired as the Chief's new publisher.

Deb's retirement celebration is planned for Friday, August 7, 2015, starting at 5:00 p.m., at the Kinkaider (brewery) in Broken Bow. The Kinkaider is located one mile north of Broken Bow at 43860 Paulsen Rd.

Contact Penny Ashenfelter at 308-872-6010, or 925-784-6655, if you have any questions about the celebration.



The 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.

Check out the **three-day program** at  
<http://nnaweb.org/convention>



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



MISSOURI

## Tenopir named as NSAA interim executive director

In a special meeting of the Nebraska School Activities Association Board of Directors on July 17, the Board voted to hire Dr. Jim Tenopir to serve as interim NSAA executive director.

Dr. Tenopir has been the chief operating officer of the National Federation of High Schools since July 2010, responsible for the day-to-day operations of the national office in Indianapolis, providing service to the 51 member associations. Tenopir recently retired from that position to return to Lincoln to live. Prior to the NFHS, Tenopir was the NSAA executive director for nine years after serving over 30 years as a teacher, coach and school administrator.

Board Chairman Jay Bellar said: "The NSAA board of directors has been intentional in its deliberation this past month to move in a direction that provides the NSAA staff and member schools with the best leadership possible as we go forward. Dr. Tenopir's experience and his knowledge base of high school activities is unmatched. We are grateful for the fact that he is willing to lead us through this period of transition."

Dr. Tenopir will begin his duties August 1.



American Independent Business Alliance, AMIBA

Independent Retailer Month dedicates July to celebrate independent retailers across the country. Independent retailers are the backbone of our communities, the mom and pop shops adding diversity along the main street and the family-owned businesses where we come together to live, work, and play.

Throughout a range of in-store, online and community events and promotions Independent Retailer Month encourages consumers to shop at independent retailers; highlighting their positive social and economic impact – local, nationally and globally.

#### **Reasons to Celebrate Independent Retailers**

A dollar spent at an independent retailer is usually spent 6 to 15 times before it leaves the community. From \$1, you create \$5 to \$14 in value within that community. Shopping with an independent retailer supports local traders, their suppliers and the people they depend on to run their businesses. Buying from an independent retailer boosts your local economy, rebuilding confidence in the community, enabling local businesses to prosper and grow.

When you spend \$1 at a national chain store, 80% of the money leaves town immediately. When you shop with your local independent retailers you are doing your bit to keep your community ‘open for business’.

#### **Independent Retailer Month Objectives:**

**\*ENGAGE** independent retailer associations, small business organizations and retail thought leaders to demonstrate the importance of independent retail to the local, national and global economy.

**\*CONNECT** consumers and communities to local independent retailers reminding them of the benefits of shopping independent.

**\*IMPACT** community growth, the independent retail sector and the local, national and global economy.

#### **Get more about Independent Retailer Month at:**

- <http://indieretailermonth.com/>
- <http://independentretailer.com/>

## **“Shop Local” is More than a Good Idea – It’s Good Business**

The “shop local” movement isn’t new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.

Here are a few of the benefits of what shopping local can mean to a community:

- **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.

- **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community.

- **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.

- **Community uniqueness is enhanced.** Shopping locally can display what is special about a community.

- **Shopping locally generally provides a more personalized shopping experience.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.

- **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the annual sales schedule.

#### **To help in your promotions, here are some “shop local” websites that offer ideas and resources:**

- [www.independentwestand.org](http://www.independentwestand.org)
- <http://thinkshopbuylocal.com>
- [www.AMIBA.net](http://www.AMIBA.net) (American Independent Business Alliance)



# STAFF TRAINING

*Is on-site training a thing of the past? Two states say, "no!"*



Kevin Slimp  
The News Guru  
kevin@kevinslimp.com

**This** week marks the end of the what I call "the great experiment."

I wondered how many newspapers, if presented with an easy and affordable method of getting on-site training, would take the bait and make a financial investment to bring an expert in to train and motivate their staffs.

You may feel like you're back in middle school chemistry class by the time you finish reading this column, but stick with me while I explain the method, the group and the results.

I decided to begin with the papers in Minnesota and Iowa. I suppose I could have picked any states, but name recognition is important, and most newspaper folks in those states have known me for a long time. Plus, I hadn't traveled much to those areas, other than to speak at conventions, in a few years. Another reason I selected those states is they have a lot of community newspapers. Most papers in these states, it seems, are either independent or part of local newspaper groups.

When compared to newspapers in my home state of Tennessee, community papers in these states are much smaller in circulation. I was surprised to find many papers with a distribution less than 1,000. I visited both free and paid papers and had great fun meeting old friends along the way.

So I began the experiment in January, offering to cut my fees in exchange for combining multiple newspapers during individual trips. For instance, I would visit a paper in Southwest Minnesota on Thursday, another in Northwest Iowa on Friday, and still another a few hours away on Saturday.

I figured, at worst, I would do a lot of traveling and break even. But I hoped that I could get enough newspapers to schedule two or three trips to the area, making it profitable, plus giving these papers an opportunity to have on-site

training that they normally couldn't fit into their budgets.

Back to the experiment. In middle school chemistry, I learned that there are six parts to an experiment. We've discussed the first part, usually referred to as "the question." My question was, "Will community newspapers invest in training if it's affordable and helpful?"

Which brings us to the second part of the experiment, the hypothesis. My hypothesis was that some papers would make that investment. Probably not dozens, but possibly six or eight.

Area three: Research. Research was not only done on the road, but also in surveys completed by publishers over these months.

I've already discussed the fourth area of scientific method: the experiment. In this experiment, newspaper publishers were offered a significantly discounted rate, in return for their willingness to schedule visits that worked well with other area papers.

On to the fifth area of scientific method. In science, "analysis" is the record of what happened in an experiment, often referred to as "data." In this case, I was surprised by the results. In

all, I made 19 trips to the area. Most of these trips involved training groups of newspapers on-site. Wade Webber's papers in Minnesota was a good example. The staffs of his four (maybe there were five) community papers met together in one location, on a Friday, for training. There were approximately 25 folks in attendance.

About one-third of my visits were to individual newspapers, not groups.

The others varied in sizes of two newspaper staffs to more than 30 staffs at one stop. Yes, I was surprised.

In all, I trained more than 100 newspaper staffs in Minnesota and Iowa between January and June. Originally, I planned to complete these visits in February and March. I still have a few that are trying to work out dates (I extended my offer after it became clear that I couldn't fit all the requests in during the allotted period).

And finally, what you've been waiting for, the sixth area of scientific method:



The last week of Kevin's "great experiment." In Tipton, IA (bottom), Kevin trained the newspaper staff in the city hall. The next day, in Charles City, IA (top), the staff of the daily paper met in a local restaurant banquet room.

the conclusion. It seems my original hypothesis, that community newspapers would invest in staff training if it were offered in ways that made it affordable and easy to arrange, was partially correct.

What I didn't expect was the sheer number of responses. Nowhere in my wildest dreams would I have expected so many community papers, in two states, to get so excited about staff training.

A funny twist was that Minnesota Newspaper Association asked me to do a day of training on May 29 for their members. I honestly worried that no one would show up. After visiting so many papers on-site over the previous four months, I didn't expect there were many left. Probably the nicest part of this experiment was walking into a packed room, in a town just south of the Twin Cities, on May 29.

I still get email daily from publishers and others that I met during my experiment in Minnesota and Iowa. Most write to say how much their products have improved or how their staffs are still talking about the training days.

I'm thinking about trying this experiment again in other states in late 2015 or early 2016, if my schedule allows. You'll be the first to know how it goes.

**SCIENTIFIC METHOD**  
HOW WILL NEWSPAPERS RESPOND?

**QUESTION**  
STATE THE QUESTION

**HYPOTHESIS**  
PREDICT THE OUTCOME

**RESEARCH**  
ON-SITE AND ONLINE

**EXPERIMENT**  
DEVELOP A PROCEDURE

**ANALYSIS**  
RECORD THE DATA

**CONCLUSION**  
COMPARE THE HYPOTHESIS TO THE CONCLUSION

# Classified Advertising Exchange

July 20, 2015

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

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

## **Available through NPA:**

**Reporter's Guide to  
Media Law and  
Nebraska Courts (2005)**  
\$3.00 ea.

**Nebraska  
Open Meetings Act (2012)**  
\$1.00 ea.

*(plus postage)*

*To purchase copies, contact the NPA office,  
402-476-2851/(NE) 800-369-2850,  
or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)*

## **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).

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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.

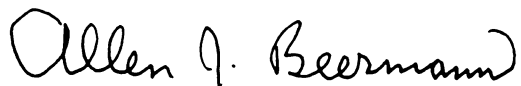
We will open our office door before and after the game so our member parkers can use the restroom facilities and meet guests. It might be difficult to sort out our members from other parkers or fans who walk by the lot but please note that this is not a public restroom – it is only available to our members!

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 9<sup>th</sup> 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 # \_\_\_\_\_

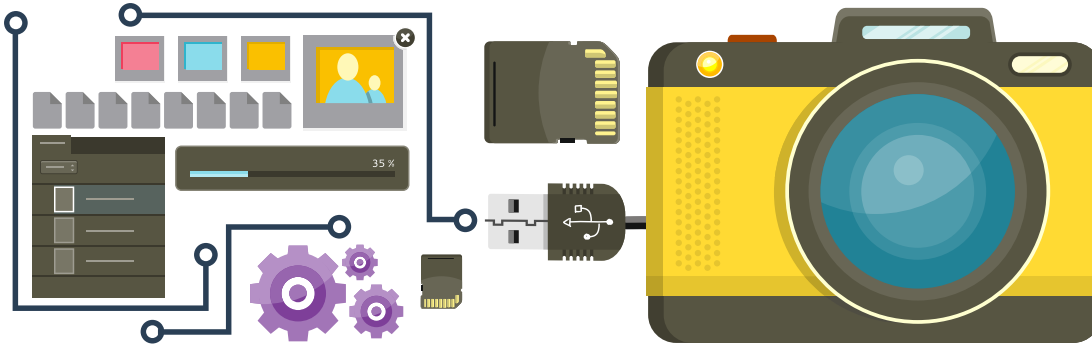
Car License # \_\_\_\_\_





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

## Easily and Quickly Sort, Organize and Process Your Photos



**Thursday, July 30**

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

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

Registration fee: \$35  
Registration Deadline:  
July 27

**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...***

Are you spending too much time looking through your digital photos trying to find the best ones, only to settle on whatever's "good enough" after a few minutes? With today's digital cameras, we should be taking LOTS and LOTS of photographs of every event. Taking them is easy... it's what to do next that can be a killer. With Adobe's Bridge and Photoshop, you already have one of the most powerful photo-processing duos on the planet. Learn how to use them together properly to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later.

You'll learn how to:

- View, sort and rank your photos quickly and easily.
- Add metadata to images for quick searches and to use in InDesign.
- Color adjust faster than you ever have before.
- Leave your photos "adjustable" for quick changes even after you've saved.
- Save images for multiple uses (print and online) in one easy step.
- And much more!

***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...***

#### **Russell Viers**



Russell Viers started his career as a staff writer/photographer in 1981, at the age of 16, for his local daily newspaper. Since then, he has been involved in most facets of the newspaper business, as well as printing and publishing.

For the past 11 years he has shared his vast knowledge of publishing production techniques as a speaker, trainer and workflow consultant. As an Adobe Certified Instructor, his expertise is in teaching publishers how to use Adobe and Quark software to create better documents faster.



Online Media  
Campus



OnlineMediaCamp

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



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

## Increase Your ROI on Sales Calls



**Friday, July 31**

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

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

**Registration fee: \$35**  
**Registration Deadline:**  
**July 28**

*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...***

Have you ever “winged” a sales call? Little to no preparation before meeting with a customer is the norm for many salespeople. Often, the result of those calls is not as successful or as profitable as it could be.

This webinar will focus on how to prepare for a sales presentation while not relying on a script or winging it. During the program, we will discuss:

- Interviewing techniques.
- Uncovering customer needs.
- Creating customized marketing campaigns.
- The 8 steps to a successful sales presentation.
- Tips to implement each step of the presentation process.

### ***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...***

#### **Tim Smith**



Tim Smith has been in the training and development field for more than 28 years and has worked in the newspaper and print industry for more than 10 years. He started out in circulation and was promoted to a supervisory role in production due to his work ethic and results. He also has worked on the sales side of the business, again being promoted to sales manager due to his results, repeat business and ability to develop new business.

Smith has delivered tailored training programs on management skills, customer service and sales to the newspaper industry for more than 10 years. He has helped several publications develop customer service models and increase sales through a more consistent consultative sales process with both outside display and inside classified salespeople.



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



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

## How to Craft an Engaging Lede

**Thursday, August 13**

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

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

Registration fee: \$35

Deadline: August 10

Presented  
by:



*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...***

In this webinar, we will cover everything from how to write a basic news story in inverted pyramid style to the emotion-filled feature piece. This presentation includes an overview of several common and effective styles of ledes, as well as tips for how to keep ledes concise and compelling.

We will focus on:

- The five basic ledes.
- Writing effective summary ledes.
- Second-day ledes.
- What to avoid.

*Who should attend: This is a basic to intermediate course for new reporters or small-paper editors, or for reporters who feel they're in a rut and would like some fresh ideas on lede writing.*

### ***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.

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