

CONFIDENTIAL

Bulletin

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

Calendar of Events

Events

October 1-3, 2015

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

October 4-10, 2015

National Newspaper Week

October 23, 2015

NPA/NPAS Fall Board Meetings
Lincoln, NE

October 23, 2015

Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars

August 20, 2015

New Ways to Grow Audience
Online: Social Stories for
Snapchat, Periscope & Facebook
(Online Media Campus)

August 20, 2015

Inner Life of Grammar
(Poynter's News University)

September 17, 2015

Investigative Reporting Tools
for Any Newsroom
(Online Media Campus)

September 24, 2015

Photography for Reporters
(Online Media Campus)

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Nominations sought for Nebraska Press Women

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, 402-464-7955.

Hickman Voice News changes hands after 33 years

Cassie and Darren Ivy have purchased the 4,000-circulation *Hickman Voice News* from Linda and Bill Bryant, who have owned the paper for 33 years. The Ivys have owned three weeklies - the *Sutton Clay County News*, *Blue Hill Leader* and *Doniphan Herald* - and have journalism degrees from the University of Nebraska-Lincoln. They bought the three Hastings-area weeklies in 2004, and sold them between 2009 and 2012, after the recession hit.

They wanted to move closer to Lincoln, and landed in Hickman in 2013, with their three daughters. Darren, who joined the *Voice News* in November 2014 as office manager, is also general manager of *Huskies Illustrated*. Cassie is a page designer for the regional design center that operates from the *Lincoln Journal Star*. The couple heard the Bryants wanted to retire and were looking for a buyer. Discussions began in April 2014.

In a recent *Lincoln Journal Star* article, Bill Bryant said the No. 1 reason he and his wife chose to sell the Hickman-based newspaper now was to keep it independently owned. "That was really important to my wife and I. There are not many newspapers in the state that are independently owned. It was important to us and our advertisers and to our subscribers to keep it independently owned and keep it in a family," he said.

The Ivys plan to continue the tradition of local news and sports coverage and photography established by the Bryants, but they will update the design of the newspaper and its website and use more social media.

Linda Bryant believes the newspaper will be in good hands. "Yes, they're young. They kind of remind us of ourselves," she said. Bill Bryant was 28 and Linda

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NPA/NPAS Staff

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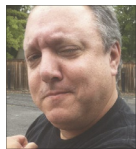


The top newspaper gurus in the world gather together once each year for three days of incredible training at the

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

newspaperinstitute.com



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 7/27:

2x2

Blair Enterprise - Zach Hall (paper made \$162.50)
Hickman Voice News - Linda Bryant (8 ads) (paper made \$2,037.50)
Imperial Republican - Jana Pribbeno (paper made \$487.50)
Nebraska City News-Press - Erin Johnson (paper made \$487.50)
Tecumseh Chieftain - Elaine Karel (paper made \$150.00)
Wayne Herald - Jan Stark (paper made \$487.50)

NCAN

Broken Bow Chief - Les Mann (paper made \$149.50)
Cambridge Clarion - Cody Gerlach (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Norfolk Daily News - Lisa McGill (2 ads) (paper made \$112.50 + NCAN Special Free Ad)

Week of 8/3:

2x2

Blair Enterprise - Zach Hall (paper made \$162.50)
Crete News - Pat Hier (paper made \$300.00)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$612.50)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
York News-Times - Paula Miller (paper made \$300.00)

NCAN

Broken Bow Chief - Les Mann (paper made \$149.50)
Cambridge Clarion - Cody Gerlach (paper made \$112.50)
Imperial Republican - Jana Pribbeno (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Norfolk Daily News - Lisa McGill (paper made \$112.50)

Week of 8/10:

2x2

Hickman Voice News - Linda Bryant (5 ads) (paper made \$775.00)
Hickman Voice News - Austin Roper (7 ads) (paper made \$1,725.00)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)

NCAN

Broken Bow Chief - Les Mann (paper made \$149.50)
Cambridge Clarion - Cody Gerlach (NCAN Special Free Ad)
Imperial Republican - Jana Pribbeno (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Norfolk Daily News - Lisa McGill (NCAN Special Free Ad)

Week of 8/17:

2x2

Broken Bow Chief - Les Mann (paper made \$162.50)
Crete News - Pat Hier (paper made \$150.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$1,100.00 + \$100.00 out of state)
Hickman Voice News - Austin Roper (paper made \$162.50)
Wayne Herald - Jan Stark (2 ads) (paper made \$650.00)

cont. on pg. 3

Sales - cont. from pg. 2

NCAN

Broken Bow Chief - Les Mann (paper made \$149.50)
Hebron Journal Register - Mike Edgcombe (paper made \$112.50)
Imperial Republican - Jana Pribbeno (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Stapleton Enterprise - Marcia Hora (paper made \$112.50)
Trenton Hitchcock Co. News - Amy Frederick (paper made \$189.50)

Bricks with threats thrown through Ashland Gazette's office window

Omaha World-Herald

Two bricks bearing messages that police called "terroristic threats" were thrown through the window of the *Ashland Gazette's* office late August 4 or early August 5.

The bricks caused about \$1,500 worth of damage. A computer monitor was also damaged.

Police Chief Joe Baudler asked the newspaper not to disclose what was written on the bricks because the investigation is ongoing.

The department asked anyone with information in the case to call 402-944-2222. Tips can also be called in to Saunders County Crime Stoppers at 402-443-8181, or www.saunderscountycrimestoppers.com. The Ashland Area Chamber of Commerce is also offering a \$500 reward for tips about the brick throwing incident.

Organizational changes announced at Omaha World-Herald/BH Media Group

Rick Thornton was recently named Vice President of Marketing & Strategy for the *Omaha World-Herald*, owned by BH Media Group. While Thornton's primary role for the World-Herald will be working with groups responsible for marketing, communications and community events, he will also handle some digital assignments for BH Media Group.

Before arriving in Omaha, Thornton was V.P. of Strategic Initiatives for the *Richmond (VA) Times-Dispatch*, which is also owned by BH Media Group. He holds a degree in communications from Salisbury (MD) University and an MBA from the University of Richmond.

Mike Reilly, Executive Editor at the *Omaha World-Herald* was promoted to V.P. In addition to leading Omaha's newsroom, he will counsel other editors at BH Media Group newspapers.

David Klemencic, Digital Advertising Operations Director for BH Media Group, will have expanded duties as the Advertising Operations Director for the *Omaha World-Herald*. He will oversee ad production for the *Omaha World-Herald* as well as digital ad scheduling, analytics and digital agency services for all of BH Media Group.

Voice News - cont. from pg. 1

Bryant was 27 when they bought the Voice News in 1982. The paper was declining in readership and declining in advertising, but over their 33 years, the Bryants boosted the circulation from about 900 to 4,000. They also put in long hours each week to get the paper out by Thursday. That's something Linda Bryant said she won't miss.

The Bryants plan to help the Ivys during the transition and write occasional columns. "It's really exciting for us, and it's going to be fun to watch what they can do," Linda Bryant said.



Upcoming Webinars

Investigative Reporting Tools for any Newsroom
Thursday, September 17
Presenter Erin Jordan,
Cedar Rapids Gazette/KCRG TV9

Photography for Reporters
Thursday, September 24
Presenter Lizzie Jespersen,
GateHouse Media

Miss one of Online Media Campus's great webinars? Don't worry ... You can view past webinars at onlinemediacampus.com!

Register at onlinemediacampus.com

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

NPA Executive Director, Beermann, receives NE Broadcaster's 2015 Chairman's Award

Nebraska Press Association Executive Director, Allen Beermann, was honored at the 2015 Nebraska Broadcaster's Hall of Fame banquet, held August 11, at the Ramada Plaza in Omaha.

Beermann received their 2015 Chairman's Award, in grateful appreciation for his support of broadcasting in Nebraska.

“Small town” community newspapers should step up to improve relationship with NSAA

Dear NPA/NPAS Member Newspapers,

I write today in a sense of worry after returning from Lincoln early in the afternoon of Thursday, August 13, following the Third Annual Nebraska School Activities Association Media Meet & Greet event.

My worry is simple! We as members of the Nebraska Press Association, oftentimes hold a bit of a chip on our shoulders in regard to the NSAA. We at times, feel that the NSAA has in the recent past, shrugged their shoulders at the media as a whole-print media, broadcast media, as well as, social media.

Last Thursday, the NSAA opened the door to their world for all media types and, quite frankly, small community newspapers were poorly represented!

In no way am I “tooting my own horn,” but as the only “small town community newspaper-person” on hand Thursday, I found myself a tad bit disappointed, even embarrassed, by our membership for not stepping up and making time for this important event, as I see it.

Allen Beermann and myself represented our association in an event that very well could have allowed us, as the Nebraska Press Association, to show OUR support for the NSAA and to help improve our relationship with them.

If we expect the NSAA to treat us better during state tournament times, or for that matter, throughout the school year, Thursday’s event was, in my eyes, a very important event. It should have had a far greater representation by print media, and specifically us “small town” community newspapers that are oftentimes guilty of complaining that the NSAA “doesn’t do this, or doesn’t do that” to help us in our line of work of reporting the news; in this case, the sports and activities news.

Sports and activities are certainly not the only thing we as newspaper people report on, but, in an effort to improve our relationship with the NSAA, Thursday’s doors wide open event, in which we were invited by the NSAA, was a true let down, in my mind, for us as members of the Nebraska Press Association.

Numerous notices were emailed out to NPA members. It was posted in several “Green Sheet” Bulletins, and to have ONE community newspaper represent the NPA was truly disheartening to myself. Embarrassing, if you will.

Members of the Broadcasters Association “blew us out of the water” so to speak last Thursday, with broadcast members from Alliance, Superior and many other agencies attending this event that was set up to openly welcome the media into the “Home of the Nebraska School Activities Association.”

I certainly do realize that many members are still in the midst of county fairs, and we are ALL gearing up for fall sports seasons, as well as the start of school, but sometimes we ALL have to make a sacrifice to help improve the working relationship between the media and the NSAA.

If we “expect” better response and assistance from the NSAA, WE also have to step up and give back in the form of appreciation and support to those that open their doors to us.

Sincerely,

Tory Duncan
Managing Editor, Clay County News, Sutton, NE,
and NPAS Board Member
402-773-5576, ccntory@gmail.com

Deadline to request NSAA 2015-16 media credentials is October 1!

Fall is right around the corner and the NSAA (Nebraska School Activities Association) is ready to begin processing 2015-16 media credential requests. Credentials from previous years will no longer be accepted. **Please review the 2015-16 NSAA MEDIA MANUAL and submit your credential requests by October 1, 2015.** After the deadline, no requests will be processed for the remainder of the school year. Submit all staff portrait shots at the same time as your request form to avoid any delays in processing. (NSAA will wait until all credentials

are complete before mailing them). **NSAA SCHOOL DIRECTORIES (Yearbooks)** are scheduled for production around Labor Day and one complimentary copy will be sent to each media organization. Additional copies will be available to order at the same rate as NSAA Member Schools. **Please review your respective information in the “MEDIA DIRECTORY”** and let NSAA know if you have any changes. Go to www.nsaahome.org and click on MEDIA. **Also, A COPY OF “Working with the Media”- A Media Relations Guide for Activities Directors IS ATTACHED TO THIS BULLETIN.**

Four advantages to using mobile journalism technology in the newsroom

Mobile journalism has its strengths and weaknesses. As Judd Slivka, an assistant professor at the Missouri School of Journalism and a MobileVideoDIY instructor, has learned, many journalists quickly find the weaknesses of shooting photos and videos on their mobile devices when they expect too much from the devices. When the devices don't produce the results they want, they often decide to throw in the towel, he says.

In Slivka's latest blog post, he encourages journalists to not give up, know that mobile journalism is limited, and to remember to focus on what mobile journalism is good at. He shares four advantages to using the technology in the newsroom. Read his blog at:

<http://www.rjionline.org/blog/were-doing-mobile-journalism-wrong-here-are-4-ways-do-it-right>.

Interactive guide helps newspapers 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 the Donald W. Reynolds Journalism Institute site: <http://bit.ly/1TxdCyy>.

2015 Freedom of Information Summit, October 9-10, in Denver

Join the National Freedom of Information Coalition and the Colorado Freedom of Information Coalition for the 2015 FOI Summit on Friday, October 9th, and Saturday, October 10th at The Curtis hotel in downtown Denver, Colorado. Each year, the FOI Summit features ideas, experiences and discussions about the latest issues and trends around freedom of information laws, policies and practices at the state and local levels across the U.S. The summit delivers two days of panel discussions, presentations, and group interaction featuring experts, advocates and champions of transparency and open government. For FOI Summit information and registration, go to: <http://www.nfoic.org>.

Seven journalists inducted into Omaha Press Club Journalists of Excellence Hall of Fame

The 2015 OPC Journalists of Excellence Hall of Fame ceremony was held June 6, 2015, in Omaha. Omaha Press Club President, Todd Murphy, was emcee for the evening's event.

Hall of Fame inductees included: Steve Jordon, Omaha World-Herald; Robert "Bob" Hoig, Midlands Business Journal; John "Jack" McBride, NETV (1926-2008), represented by his son, Dave McBride; Gary Sadlemyer, KFAB; Arnold Peterson, WOW-TV/Radio (1913-2000), represented by his daughter, Charlotte Hall; Chuck Roberts, KMTV and CNN Headline News; and The Rev. Don Doll, S.J., Creighton University.



Associated Press Media Editors seeking your great ideas

Does your newspaper or media company do something extraordinarily well? Something that makes you proud? Something readers love? Something that drives page views? If so, please share the thing you do well with the Associated Press Media Editors' "Great Ideas of the Quarter," which features the best and brightest ideas from around the industry. Your great idea can be for print or digital. It can be something new and innovative and thrown in from left field, or it can be a fresh new take on something we do every day.

Past Great Ideas books have featured ideas on audience engagement, multimedia, niche products/sections/sites, quick-turnaround packages, holidays coverage, revenue generators, social media, streaming live/broadcast, video, alternative story forms, database reporting, diversity and more. Even better, it's free to enter the contest, and nominating your idea is quick and simple.

Go to www.apme.com/?page=GreatIdeasform for a form to submit entries and upload images to accompany your idea. All entries will be included in the Great Ideas book, available at the ASNE-APME conference Oct. 16-18 at Stanford University in Palo Alto, California. **The deadline for submitting ideas for the book is Aug. 31.**

Verdigre Eagle's "mini museum" brings back great memories!

The *Verdigre Eagle* celebrated their 50th-year-of-publication on July 17 with an open house for their loyal readers and advertisers. Part of the celebration included a "mini museum," of some of the old printing equipment to show people where the newspaper came from and how the printing process has progressed.



It was a reunion for Marv Ziska of O'Neill and this old machine. Marv worked on this and other Linotypes for Dan and Glenna Pavlik when they began 50 years ago.

Dan and Glenna Pavlik purchased the *Verdigre Eagle* in 1966. Dan was a self-taught printer/publisher, with a desire to provide the community he loved with a newspaper. Linotypes were replaced with computers in 1980.

Lisa Wessendorf is now publisher of the paper and along with her husband, Jason, they carry on the legacy of providing the weekly *Verdigre Eagle* to their community.



Linotype and old printing tools, type cases, type and lead engravings (left and above) used for advertisements. One of the old Phil-Gas ads boasted of the benefits of using propane fuel in your tractor.



The Rosback "Extra Heavy Foot Power" Perforator and original user's manual (right), thought to be from the late 1800s, was in the building when Dan and Glenna Pavlik purchased it. The Paviks saved all of the original manuals and literature from their equipment.



Classified Advertising Exchange

August 17, 2015

NEWS REPORTER or NEWS EDITOR WANTED:

Competitive salary and benefits at an award-winning newspaper, that is moving in a new direction and wanting someone to help guide us in that direction. Send resume to fred@mcbattascompanies.com, or Fairbury Journal-News, P.O. Box 415, Fairbury, NE 68352.

FULL-TIME REPORTER: The Norfolk Daily News is seeking to add a full-time reporter to its 19-person staff. If you like to write and report on a variety of topics and also be involved in editing, multimedia and social media efforts, this could be the position for you. A journalism degree is preferred or actual newspaper writing experience. Competitive wages and excellent fringe benefits. If interested, please email cover letter, resume and writing samples to Kent Warneke at editor@norfolkdailynews.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, NSAA "Working With The Media" Manual.

Available through NPA:

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

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

(plus postage)

*To purchase copies, contact the NPA office,
402-476-2851/(NE) 800-369-2850,
or 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.



NEBRASKA SCHOOL ACTIVITIES ASSOCIATION “WORKING WITH THE MEDIA” FOR ACTIVITIES ADMINISTRATORS

A. VALUE OF WORKING WITH THE MEDIA

Positive exposure in the news media is not simply a by-product of having a winning program. It is often the result of preparation, good communication and providing the media with information necessary to cover your school programs. The following information and templates should serve as a basic guide to assist with media relations.

When an interscholastic activities program or event site has positive interaction with the media, the value is immeasurable, both in terms of “positive press” and building lasting relationships with the media. It also plays an integral role in influencing public opinion.

Nebraska is fortunate to not only have a rich tradition of successful and talented interscholastic activities programs, but also a large media following. While media coverage continues to evolve, it has not changed the need to know the basics of working with the media and strive to create positive working relationships for the benefit of all.

The following information and suggestions may better equip you, your coaches and staff to build positive relationships with the media which will inevitably assist in the promotion and coverage of your program, teams and students.

B. TIPS FOR EFFECTIVE MEDIA RELATIONS

Cooperation and a positive attitude are essential in developing relationships with the media and receiving good exposure for your respective activities. Basic needs of good communication, promptness, following through on scheduled interview times, providing statistics or access to student-participants all go a long way to having a positive relationship with the media. In return, that should result in cooperation from the media when their help is needed for making public announcements or getting exposure for a good story.

- **Media Needs** - Timely reporting of contest results, highlights, available statistics and any important information such as game time changes, site changes etc. are essential for basic coverage.
- **Consistency in Results Reporting** - Event Administrators, Coaches, Team Managers should promptly report event results after each contest – win or lose.
- **Schedules/Stats** - When schedules are finalized, alert your local media or let them know it is posted on school web site especially those that are not currently posted through the NSAA web site. Rosters and statistics can be a tremendous help. If you keep stats for your teams, this information can be extremely valuable in providing further excitement around your teams.
- **Site Accommodations** - Facilities across the state vary in what amenities and space are available for media use. Making intentional efforts to create a proper work space goes a long way in attracting more media to cover and promote your school events. When reviewing your facility it is important to inventory what IS available and to communicate those specifics to media members.
- **Availability** - Eliminate some problems by simply letting media know when you are available and how best to communicate with you (email, phone, etc.)
- **Negative News** - Sometimes there will be negative news about an activities program. During these times it is best to communicate the position of your school with all parties involved and

designate a main point of contact. In addition, assume that everything you say will be quoted. At no time is any statement “off the record.”

- **Additional Information** – If your school, team, coaches communicate valuable information via social media, create a list of Twitter handles, facebook pages for them to follow. It must also be noted that if social media is utilized for fan, parent communication, a social media policy should be reviewed within you school.

C. EXPECTATIONS FOR WORKING WITH THE MEDIA

- If possible, assign a Media Coordinator at your events to help answer questions and assist with logistics.
- **Seating** at your events should be reserved in the press box/row for members of the working media. If needed, assign seats and other available amenities. **Signage/labels can be useful.** Your space availability will determine how many seats can be given to each media outlet. Have your Media Coordinator assist in monitoring professional courtesies and conduct between fans, media members or any others working within the same space.
- Working phone lines are appreciated by many radio stations. If you have lines available, labeling the lines with the proper dialing information can eliminate broadcast delays and confusion.
- Be sure that electrical outlets are available. Set out power strips, if needed.
- Explain what wireless internet signals are available and be prepared with the password. Wireless internet access is increasingly important for media, especially for those required to provide updates during the contest. Have Network/Password information readily available.
- Provide media with teams rosters, and if possible, programs, statistics, and any other information available prior to the game. These additional details elevate the quality of broadcasts or stories.
- When providing additional opportunities for radio and television stations covering events on either a live or tape-delay basis. Communicate set-up time and contact information for the onsite personnel to allow for adequate set-up time. Prior communication and planning should be requested by all parties.
- Explain to photographers where they may shoot from. These specifics vary from facility to facility and across the board depending on the activity. Having a printout detailing these areas that photographers can refer to throughout the year may be helpful.
- Explain postgame interview procedures to coaches and media before the game. When possible and applicable, a specific area should be set aside for post-game interviews with coaches and athletes.
- Depending on the contest, site and game time, some media members appreciate the opportunity to continue working after the contest to finalize their work and to transmit stories back to the newspaper/television station. Communicating how long the press area will be available and also what alternate sites are available for media use if the press box/row is not available after an event is helpful.

D. OVERVIEW

The media are professionals who have a job to do. They are guests of your school and also the NSAA. Treating media members as professionals and finding ways to assist them with the coverage of your program will benefit your school, your teams and students.

