

Bulletin

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

Calendar of Events:

Sept. 4-Nov. 26, 2013

Nebraska Tax Modernization Forums (see attached flyer for dates & locations)

September 12-15, 2013

NNA Annual Convention
Phoenix, AZ

October 4, 2013

NPA/NPAS Board Meetings
Lincoln, NE

October 4, 2013

Hall of Fame Awards Banquet
Nebraska Club, Lincoln, NE

November 15, 2013

Niagara Foundation Media Awards Banquet (NPA will be an award recipient)
Cornhusker Marriott, Lincoln, NE

March 12-14, 2014

NNA Summit
Washington, D.C.

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

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Plan to attend Legislative Forums this fall

This fall, the Nebraska Chamber of Commerce, in coordination with more than 30 local chambers, will begin its annual Legislative Forums tour. These forums provide a great opportunity for employers, employees and community leaders to get a firsthand look at the legislative process, learn the issues and meet their elected representatives.

The State Chamber is counting on your participation to help us keep Nebraska's business climate strong!

This fall's Legislative Forums are especially important for NPA member newspapers to attend because of this year's Tax Modernization study and the tax exemptions that affect the newspaper industry.

See the flyer attached to this Bulletin for Legislative Forum dates and locations near you!



National Newspaper Association (NNA) writes letter to Adobe about pricing

New cost pressure on smaller newspapers showed up from a surprising quarter last month: it came from the software company that has led the industry into the great graphics that are the hallmark of many community newspapers.

Adobe Systems Inc. announced that it is phasing out Creative Suite 6 and pushing its customers into monthly membership fees for Creative Cloud—if they want to continue using Adobe's key products: InDesign, Illustrator and PhotoShop.

The change is designed to help Adobe solve a historic revenue problem: its income soars just after the release of a new version and then falls rapidly after the early adopters have made their purchases. The long-term, reliable customers who find what they need in older versions of the software present an unpredictable revenue model.

Newspapers currently using CS3 or above would pay \$29.95 per month during the first year and teams would pay \$39.99 per seat. The pricing is apparently designed to be roughly the equivalent of the single purchase cost for companies accustomed to regular upgrades.

But for smaller newspapers on CS2, 3 or even 5.5 that have not upgraded to CS6, the cost could hit the bottom line hard. Upgrades involve higher

(continued on page 2)

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NNA also has written to Shantanu Narayen, Adobe chief executive officer, to express NNA's dismay at the new pricing policy.

"The disruption to community newspapers and the towns they serve from the new Creative Cloud plans will be substantial if Adobe does not provide alternatives that help smaller customers survive," NNA said in its letter. Narayen was asked to extend the start-up period for Creative Cloud initiation and to consider a more favorable price for newspaper customers using older versions of the Creative Suite software.

"There is a lesson within our industry that has long guided our own sustainability. The newspaper that depends upon its large advertisers and neglects the small ones, and the town that depends on its large industries and abandons the small ones are enterprises designing their own demise. We want Adobe to take this lesson to heart as well," NNA told Narayen.



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

(Adobe pricing - continued from page 1)

software prices and may also mean expensive new computers with faster operating systems. Though the company intends to continue offering CS6 for an undefined period, it will be sold only through online downloads. Public statements indicate it will support CS6 only to correct bugs and maintain compatibility with operating systems.

Nothing stops a newspaper from continuing to use older software until it breaks down. Once the upgrade is required, the Creative Cloud membership will be the next move.

National Newspaper Association President Merle Baranczyk said the news arrived in the industry just in time for NNA's board of directors meeting in June.

"We were grappling with likely postal rate increases, public notice challenges and the usual fare. Then Andrew Johnson, one of our newest directors from Mayville, Wisc., laid the Adobe requirements on the table. It was like unleashing a new wildfire on our board table," said Baranczyk, who has been covering Colorado's recent fires from his home in Salida, Colo. "We realized NNA needed to educate itself quickly on this change and what it meant."

Upcoming webinars:

- **Time-Saving Tips for In-Design Users**
Friday, July 19 - 1:00-2:00 p.m. (CDT)
Registration Deadline - Tuesday, July 16
Cost - \$35.00
- **Reinvent Your News Media Brand**
Friday, August 16 - 1:00-2:00 p.m. (CDT)
Registration Deadline - Tuesday, August 13
Cost - \$35.00
- **The Latest Apps for News Reporting**
Wednesday, August 28 - 1:00-2:00 (CDT)
In this webinar, explore the iPhone as a mobile reporting tool. Learn about the latest tools for reporting, creating and publishing content using your mobile device.
Registration Deadline - Friday, August 23
Cost - \$35.00

For details on webinars, certificate programs and webinar packages go to:

www.onlinemediacampus.com

Lake McConaughy landmark dedication recognizes former Ogallala Keith Co. News publishers, Jack and Bev Pollock

By Jeff Headley, Co-Publisher, Ogallala Keith Co. News

A significant Keith County landmark was dedicated on Saturday, July 13, 2013, when Central Nebraska Public Power and Irrigation District officials formally announced the Jack and Bev Pollock picnic shelter and plaque.

About 30 attended the dedication on the south end of Kingsley Dam near the morning glory on a point visited by thousands each year as they first reach the state recreation area.



The late Jack Pollock, former publisher of the Ogallala Keith Co. News.

The shelter, which overlooks Lake McConaughy from a cliff perch, features a sturdy, wood-post shelter and concrete base. A heavy cement picnic table is located under the shelter and an accompanying plaque dedicates the promotional efforts of Jack and Bev Pollock.

Tom Plummer, longtime friend of the Pollocks, served as master of ceremonies. He said, "No one's endeavors

were truer or reached further than Jack and Beverly Pollock in supporting Nebraska, Keith County and Lake McConaughy.

"Their passion for Lake McConaughy was of the purest kind. They lived next to it for 40 years, their children played and grew up on its shores, Jack loved to sail and fish on it, Bev wrote and shared experiences about it, and they have a grandson named after it.

"Jack and Beverly's desire to promote tourism in Nebraska, with special emphasis on Keith County and Lake McConaughy, was unparalleled. Their desire was to promote projects of distinction, not be distinguished by them."

Plummer introduced several dignitaries attending the event. They included Sen. Ken and Deb Schilz, former Sen. Jerry and Leellen Matzke, Central board member Marty Mueller, Central Public Information Officer Tim Anderson and Game and Parks Superintendent Colby Johnson.

Anderson said the Pollocks, former publishers and owners of the Keith County News, were true promoters of Lake McConaughy through their newspaper, which he called one of the best in the state.

Anderson explained how Central annually sets aside about \$150,000 for projects at Central's lakes and this is one of the projects the board decided to do.

"I've been up here (visiting Lake McConaughy) a bunch and all but one time, this shelter has had people using it," Anderson said. "It was a great idea."

Speaking on behalf of the Pollock family, Beverly said, "This is a perfectly fitting and appropriate memorial for Jack. He understood the importance of water."

Bev said Jack understood before many others did and long before the many others who still don't understand that there is "an adjunct benefit" of water for tourism. He understood the benefit of tourism, for both Keith County and the state, Bev said.

"We love it here (Lake Mac). We love Keith County. We love Nebraska," Bev said.

As part of the ceremony, Plummer read the dedication plaque, which says, "Jack and Beverly Pollock, co-publishers of the Keith County News from 1966-2000, were enthusiastic and creative promoters of Lake McConaughy and Keith County. They uniquely grasped the potential to fuse the past and the present – continuing to emphasize the colorful cowboy history of the area, as the crossroads of cattle and settler trails, while recognizing the amazing recreational opportunities of Big Mac. Jack and Bev's passion for the lake, the land and its history and their decades of dedication in pursuing that passion have played a noteworthy role in making Keith County what it is today."



Landmark Dedication - Bev Pollock (center), wife of the late Jack Pollock, and the couple's children, Allison and Andy, are pictured in front of the plaque recognizing Jack and Bev's longtime efforts in promoting Lake McConaughy and Keith County.

Why kids and newspapers?

By Vicki Whiting, President, Editor and Founder of Kid Scoop News, a weekly newspaper feature geared to children ages 7-12 that appears in more than 300 newspapers with a combined circulation of more than 7.5 million.

Editor's Note: Newspapers have permission to reprint this column if they choose to do so. For a link to the column, go to www.sonomanews.com/News-2013/No-time-for-the-newspaper-Think-again/

Reading the newspaper with your child promotes reading skills, a connection to the community and some quality time of togetherness.

All too often, busy parents tell me that they don't subscribe to the newspaper because they don't have time to read it. My response is to let them know that having a newspaper in the home is important for their children's success in school. Children who come from homes rich with printed materials – newspapers, magazines, books – perform better on achievement tests.



A 2001 study by Dan Sullivan at the University of Minnesota showed that when students read a newspaper once a week or more, they score higher on achievement tests. The report on this study, "Measuring Success," can be downloaded at <http://www.americanpressinstitute.org/docs/Foundation/Research/measuresuccess.pdf>.

An American Press Institute study from 2007 showed that newspapers play a role in encouraging young people to get involved with their communities. To read this report, go to www.njpa.org/NIE/CivicReaders.pdf.

The new common core standards emphasize non-fiction reading, so finding ways to foster newspaper reading is critical in the change to the new standards.

My experience as a teacher and a parent makes it clear that reading the newspaper with your child can be an enjoyable time to talk, share and boost academic skills. Here are a few activities to try:

Language Arts

- Choose a headline in the newspaper and rewrite it so it has the opposite meaning.
- Look at a photo in the newspaper. Talk about what you think happened before that picture was taken and what happened after the photo was taken. Read the article or caption that goes with the photo and discuss whether or not you changed your mind about the before and after.
- Read a newspaper article aloud. Have your child clap his or her hands each time you read an adjective. Repeat with an advertisement. Which has more adjectives?

Math

- Study the pictures in the newspaper. Count how many men are in the pictures, how many women, how many children, how many animals, how many cars. Create a graph to show the results.
- On the front page of the newspaper circle all of the numbers you can find. Create a math problem with some of the numbers.
- Measure the sides of three pictures. Calculate the area of each picture.

Each week on Kid Scoop, we offer one or more fun activities that use the newspaper as a learning resource. Look for the Extra! Extra! and Beyond Kid Scoop sections of the page and launch a time to have fun, read and promote a lifelong habit of civic connection.

Social Studies

With your child, read the paper each week to identify the names of the city council members and the mayor. Keep track of each time they are mentioned and what they are saying or doing. Together come up with a definition of the jobs these elected officials do for our community.

I started the Kid Scoop newspaper 25 years ago with the express purpose of getting kids excited about news and newspapers. Ultimately, involved citizens are newspaper readers and I wanted to get children started on this citizenship path early on. The extra-added benefit I discovered is that when kids read the local newspaper, they also get more excited about reading and their academic achievement grows.

About Kids Scoop

Kid Scoop believes kids want to learn and that learning is fun! Our educational activity pages teach and entertain. Our learning resources are used by both families and schools.

Teachers use the page in schools to promote standards-based learning. Parents use the Kid Scoop materials to foster academic success, a joy of learning and family discussions.

Over 20 years of experience in the field has taught us that children learn when they are engaged in the subject. We know that our puzzles and activities draw children into the page. This stimulates the child's interest and they then read the text. Every section they read and complete furthers their mastery of an academic skill. When parents show an interest and read the page with their child, they establish the value of this educational tool.

Kids Scoop Mission Statement

The mission of Kid Scoop is to enable children to express their basic desire to know about, and become active participants in their local community.

Kid Scoop enlists the active use of the community newspaper in the classroom to accomplish its mission. The program features an in-paper section for and by children, as well as a unique team approach that involves newspapers, schools, and community supporters.

*This team approach provides children with the powerful message that their community is committed to helping each of them become an informed and involved citizen. **Go to www.kidscoop.com for details.***

Good Work!

Congratulations to the following newspapers who sold Network ads for the week of 7/15:

2x2

Blair Enterprise — Lynette Hansen
Hartington News — Rob Dump
Hickman Voice News — Linda Bryant (6 ads)
Hickman Voice News — Stephanie Doeschot
Sutherland Courier-Times — Trenda Seifer
Tecumseh Chieftain — Rachelle Grof
Wayne Herald — Jan Stark

NCAN

Aurora News-Register — Dave Bradley
Broken Bow Chief — Pat Jackson
Henderson News — Judy Ross
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz

ONLINE EXTRAS

Check out these online resources!

- **New source for editorial content**

Content That Works, a syndicated content provider for local media outlets since 2001, has opened The Content Store, where content can be purchased. Visit <http://store.contentthatworks.com>. The Content Store allows customers to preview and purchase all Content That Works products, from 24-page special sections to 1-page feature sections. The material is designed for you to gather local sponsors.

- **Best Practices for journalists on Facebook**

Facebook pages are a great way for media organizations to share stories, connect with readers and create an ongoing dialog around current events. Your page can be a powerful tool that can help you distribute content and inform existing readers while helping you reach new audiences.

To learn more about how your media organization can best utilize Facebook, visit: <https://www.facebook.com/notes/facebook-journalists/best-practices-for-journalists-on-facebook/593586440653374?id=206736659338356>.

- **State of the Art in Designing Content for Tablets**

In the three years since Apple debuted the iPad, tablets have become the fastest growing digital technology ever introduced. As of January 2013, nearly a third of adults owned some brand of tablet, a 24 percent leap from just three months prior and 63 percent higher than a year earlier, according to the Pew Research Center.

A growing body of data also suggests tablets are adding to how much news people consume — particularly from familiar trusted sources. People read more in depth and for longer spans on tablets, turn to familiar brands more frequently and read their devices in a “lean back” style more akin to a magazine experience than a quick news alert glance on a conventional computer. These behavioral findings have created hope among some publishers that the tablet represents a significant digital reset — a chance for media producers to deepen engagement, charge for content and for advertising to work more effectively, among other goals.

To read the report, go to: www.naa.org/Topics-and-Tools/SenseMakerReports/Designing-Content-for-Tablets.aspx.

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.



Did you make the news?

Do you have a new hire, or promoted a staff member? Had an anniversary or won an award? Maybe you've written an op-ed piece that you think your newspaper friends would enjoy reading? We'd like to know about it!



Please send any news that you would like to share with other member newspapers to Susan Watson, nebpress@nebpress.com.

Classified Advertising Exchange

July 15, 2013

SOUTH CENTRAL NE NEWSPAPERS FOR SALE:

The Arapahoe Public Mirror and Elwood Bulletin, weekly newspapers, are for sale. Located in south central Nebraska, with good schools and business districts. Solid, turn-key operations with updated equipment and software.

For more information contact Gayle Schutz, 308-962-7261 or 308-962-6305 or email arapmir@atcjet.net.

CLASSIFIED ADVERTISING MANAGER:

The Grand Island Independent has an opening for Classified Advertising Manager. This position has responsibility for managing a talented team of classified advertising sales representatives in a dynamic, fast paced, goal-driven media environment.

The Classified Advertising Manager will train and develop staff and create and execute advertising promotions for print and Internet publication. Ideal candidate will have a college degree or success in previous sales position with a minimum of two years managerial experience. Previous media experience and working knowledge of the Internet desirable. This is a full-time position with benefits. Compensation commensurate with experience.

Please send resume and references to: Molly Holcher, HR Coordinator, Grand Island Independent, 422 W. First Street, Grand Island, NE 68801, or email: molly.holcher@theindependent.com.

REPORTER/WRITER:

The Catholic Voice in Omaha is seeking an experienced journalist to join our award-winning news team. All types of news writing - features, straight news, breaking news, plus photography - involved in this position. Duties also include writing for special sections, the online issue and assisting with page design and production. Candidates should have a degree in journalism or mass communication, plus two years of publication experience and a solid understanding of the Catholic Church. Experience with InDesign a plus.

Send cover letter and resume to Randy Grosse, Editor and General Manager, at the Catholic Voice, P.O. Box 4010, Omaha, NE 68104, or email ragrosse@archomaha.org.

PAGINATOR/GRAPHIC ARTIST:

The Catholic Voice newspaper in Omaha is seeking a graphic artist combining technical expertise and creative flair. Duties include production of the newspaper pages, advertising, ongoing website support, and work on a directory publication and other printed materials. Must be a self-starter with the ability to multi-task and an openness to a creative, team environment. Degree (bachelor or associate) in graphic arts, plus one year of experience (newspaper work preferred).

Contact Randy Grosse, editor and general manager, at ragrosse@archomaha.org or P.O. Box 4010, Omaha, NE 68104.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange. NE State Legislative Forums flyer, Online Media Campus flyers.

FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.
Contact NPA for more information.

Reporter's Handbooks For Sale

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

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.

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.

Plan To Attend The 2013

LEGISLATIVE *Forums*

To help our members garner a better understanding of recent legislation and Nebraska's economic climate, the State Chamber – in coordination with more than 30 local chambers – will soon begin its annual Legislative Forums tour. These forums provide a great opportunity for employers, employees, and community leaders to get a firsthand look at the legislative process, learn the issues, and meet their elected representatives. The State Chamber is counting on your participation to help us keep Nebraska's business climate strong! Plan to attend the forum nearest you. See dates and locations on the back of this form.

Forum reservations should be made through the hosting local chamber of commerce.

Nebraska Chamber of Commerce & Industry

1320 Lincoln Mall
Phone (402) 474-4422

P.O. Box 95128

Lincoln, NE 68509
Fax (402) 474-5681

(over)

2013 Fall Legislative Forums

Wednesday, Sept. 4

Wahoo (Lunch), noon
Heritage Inn
Contact: Doug Watts, (402) 443-4001

Monday, Sept. 9

Aurora (Lunch), noon
Bremer Center
Contact: Heather Hurt, (402) 694-6911

Tuesday, Sept. 10

Beatrice (Lunch), noon
Aunt Mary's Center (111 South 8th St.)
Contact: Angie Bruna, (402) 223-2338

Monday, Sept. 23

O'Neill (Lunch), noon
The Blarney Stone
Contact: Tracy Abler, (402) 336-2355

Ainsworth (Dinner) 5:30 p.m.

Ainsworth Conference Center
(606 East 4th St.)
Contact: Kristin Olson, (402) 387-2740

Tuesday, Sept. 24

Broken Bow (Breakfast), 8 a.m.
Bonfire Grill (509 S. 9th Ave.)
Contact: Donnis Bullock,
(308) 872-5691

Cozad (Lunch), noon
Elks Club (820 J St.)

Contact: Sandy Bappe, (308) 784-3930

Wednesday, Sept. 25

Columbus (Breakfast) 7 a.m.
Picket Fence Café (2714 13th St.)
Contact: K.C. Belitz, (402) 564-2769

Fremont (Lunch), noon

Midland University (Private Dining Room)
Contact: Jessica Fickbohm,
(402) 721-2641

Monday, Sept. 30

Norfolk (Lunch), 11:30 a.m.
J's Steakhouse
Contact: Dennis Houston,
(402) 371-4862

Tuesday, Oct. 1

Kearney (Breakfast), 8 a.m.
Kearney Chamber Conference Room
Contact: Marion McDermott,
(308) 237-3101

Grand Island (Lunch), noon

Riverside Golf Club
Contact: Cindy Johnson,
(308) 382-9210

Hastings, 5 p.m. (Social) and 6 p.m. (Dinner)

Taylor's Steakhouse
Contact: Tom Hastings, (402) 461-8400

Wednesday, Oct. 2

Holdrege (Lunch), noon
Holdrege Country Club
Contact: Katie Madsen, (308) 991-3297

Thursday, Oct. 3

Sarpy County & Bellevue (Lunch), noon
Bellevue Medical Center
Bellevue
Contact: Doris Urwin, (402) 898-3000
Sarpy County Contact: Wendy Richey,
(402) 339-3050

Tuesday, Oct. 15

McCook (Breakfast), 7:30 a.m.
Weeth Theater at Tipton Hall, McCook
Community College Campus
(402 East M St.)
Contact: Tacie Fawver, (308) 345-3200

Scottsbluff (Lunch), noon

Scottsbluff Country Club
Contact: Karen Anderson,
(308) 632-2133

Wednesday, Oct. 16

Ogallala (Breakfast), 7 a.m.
TBA
Contact: Brenda Ketcham,
(308) 284-4066

Sidney (Lunch), noon

Sidney Holiday Inn
Contact: Glenna Phelps-Aurich,
(308) 254-5851

Thursday, Oct. 17

North Platte (Breakfast), 7 a.m.
Holiday Inn Express
Contact: Kathy Swain, (308) 532-4966

York (Lunch), noon

Chances R
Contact: Todd Kirshenbaum,
(402) 362-5531

Tuesday, Oct. 22

Falls City (Lunch), noon
Konstantino's Pizza
Contact: Eric Barr, (402) 245-4228

Wednesday, Oct. 23

Lincoln (Breakfast), 7:30 a.m.
N-Club
Contact: Ashley Schroeder,
(402) 436-2355

Nebraska City (Lunch), noon

Avenue Grill
Contact: Rebecca Turner, (402) 873-6654

Thursday, Oct. 24

South Sioux City (Lunch), noon
Marina Inn
Contact: Lori Warner, (402) 494-1626

Friday, Oct. 25

Plattsmouth (Lunch), 11:30 a.m.
Plattsmouth State Bank
Contact: Max Kathol (402) 296-6021

Monday, Oct. 28

Blair (Lunch), noon
Fernandos (1600 Washington St.)
Contact: Harriet Waite, (402) 533-4455

Friday, Nov. 1

Omaha (Breakfast), 7:30 a.m.
Security National Bank (1120 S. 101 St.)
Contact: Joseph Young, (402) 474-4960
or Christine Fortier, (402) 233-7146

Tues., Nov. 26

Western Douglas County (Lunch), 11:30 a.m.
Indian Creek Golf Course
(3825 N. 202nd St.)
Contact: Jim Tomanek, (402) 289-9560

Nebraska Chamber of Commerce & Industry

1320 Lincoln Mall
Phone (402) 474-4422

P.O. Box 95128

Lincoln, NE 68509
Fax (402) 474-5681



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

Time-Saving Tips for InDesign Users

Friday, July 19

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

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

Registration fee: \$35

Registration deadline:

Tuesday, July 16

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...

Do you find yourself digging through menus and panels to find the commands you need in InDesign? Are you spending time on repetitive setup tasks that could be spent more productively? InDesign has a variety of features that allow you to speed up your workflow without compromising the quality of your design. Learning to use these features effectively will help you on your way to becoming an InDesign expert. In this session, we'll look at:

- Using Master Pages effectively
- Placing images/image grids
- Customizing your InDesign workspace
- Using paragraph, character and object styles
- Table of contents
- Preflighting and packaging
- Keyboard shortcuts

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...

Sherry Berghefer



Sherry Berghefer is a lecturer in visual communication at the Greenlee School of Journalism and Communication at Iowa State University. Her educational background is in journalism and mass communication, at both the undergraduate and graduate levels. She is a seasoned communications professional, with experience in document design, graphic design and web design and development. In addition to teaching visual communication theory, she also teaches basic and intermediate techniques in InDesign, Photoshop and Illustrator, and has recently developed a course in publishing for mobile devices. Attendees will find the material to be informative and applicable to their everyday workload.



Online Media
Campus



OnlineMediaCamp



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

HOW TO

Reinvent Your News Media Brand

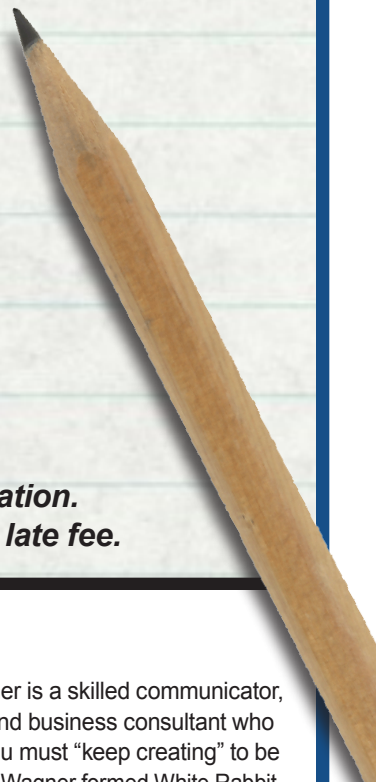
Friday, August 16

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

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

Registration fee: \$35

**Registration deadline:
Tuesday, August 13**



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...

How viable is your brand and the business model it is built upon? Does your audience recognize your website, Facebook page, Twitter account and blogs as part of your newspaper brand?

All industries require businesses to be able to reinvent their brand during times of dynamic change. Newspapers are no exception and we want to help guide you through the process of rebranding your company.

This webinar will show leaders, owners and managers how to elevate branding to organizational strategy. We will discuss how to connect the public to each of your news outlets so they are recognizable as arms of your newspaper brand. This session will supply you with simple brand strategies for connecting all employees to your vision and brand success, from CEO to front-line employee.

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...

Mike Wagner



Mike Wagner is a skilled communicator, facilitator and business consultant who believes you must "keep creating" to be successful. Wagner formed White Rabbit Group 10 years ago to inspire and assist organizational leaders in creating remarkable customer experiences that set them apart from their competition.

Wagner develops engaging presentations, trainings and facilitations for clients from his vast work experiences with small - and medium - size enterprises, Fortune 500 companies and leading non-profit organizations. He brings ideas to life through compelling stories to help clients see their path to success.

Wagner speaks and trains across the nation on leadership, creativity and personal development, while also working on-site with organizational leaders to facilitate the creation of remarkable customer experiences.



Online Media Campus



OnlineMediaCamp