

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

### **Sept. 4-Nov. 26, 2013**

Nebraska (Tax Modernization) Legislative Forums (dates & locations throughout NE)

### **November 15, 2013**

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

### **January 31, 2014**

NPA/NPAS Joint Board Meeting  
Conference Call - 10:00AM (CDT)

### **March 12-14, 2014**

NNA Leadership Summit  
Washington, D.C.

### **April 11-12, 2014**

NPA Annual Convention  
Midtown Holiday Inn  
Grand Island, NE

## Deadlines:

### **October 31, 2013**

Deadline to submit photos for 2014 NPA Directory cover

#### CONTACT INFO:

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## Nebraska Press Association begins year two of Rural Health News Service "Thinking About Health" columns

The Nebraska Press Association has partnered with the South Dakota Newspaper Association and the Colorado Press Association for year two of the Rural Health News Service, "Thinking About Health" columns, written by Trudy Lieberman.

Columns for year two continue through 2013 and all of 2014. The next "Thinking About Health" column (WEEK 3) will be distributed to newspapers on October 18.

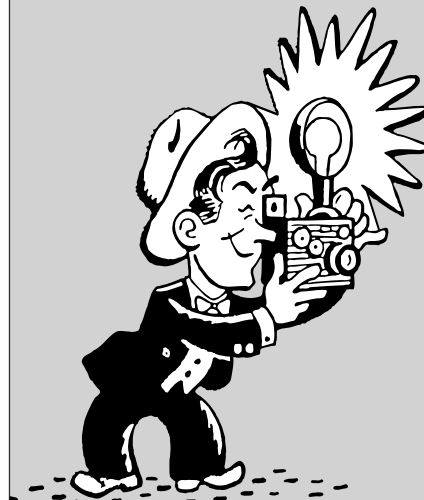
**We encourage our newspapers to publish these columns, provided to you free of charge, as a service to your readers.**

Funded by a grant from The Commonwealth Fund and distributed through NPA, the Rural Health News Service will continue to provide Nebraskans with unbiased health-related information, designed to help better understand the health issues facing our communities, state and nation.

**RHNS columns will also be available on the NPA website. Go to MEMBER LOGIN on top red bar on homepage, once logged on click MEMBER DOWNLOADS, then click RURAL HEALTH NEWS SERVICE folder.**

If you have any questions about the Rural Health News Service, please contact the NPA office.

## October 31 is deadline to submit photos for 2014 NPA Directory cover!



Your newspaper is invited to submit a great photo you think is worthy of being published as the front cover of the 2014 NPA Directory/Ratebook.

Photos that your paper may have entered in the 2013 NPA contest categories *can* be submitted for front cover consideration, as well as other photos taken within the last year.

**Submit a high resolution JPEG to [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Include a brief description of the photo and the location where the photo was taken.** The winning photo will receive mention in the 2014 Directory.

## NPA/NPAS Staff

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High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices. **Cost is \$35.00 p/webinar.**

## Upcoming webinar:

### Developing a Competitive Sales Advantage Thurs., Nov. 7 - 1:00-2:00pm (CDT)

Advertising options are great; competition is fierce. This session will cover how newspaper salespeople can effectively become the media consultant of choice in their market. Recommending the right combination of options and solutions to clients, at the right time, is key to producing the right results you want.

Registration Deadline - Tues., Nov. 5

## Webinar Packages:

### The Core of Selling (advertising sales)

This package takes you through four different course offerings, more focused on the basics of sales and advertising. The individual webinars have all been previously recorded and include:

- Return to Sales Basics**
- Selling Against Your Competition**
- Anatomy of a Sales Call**
- Extending Ad Campaigns...Looking Past "Now"**

Package price for The Core of Selling is \$99

### Online Sales & Digital Monetization

This webinar package focuses on the digital and online side of newspaper advertising and includes:

- Online Sales: We've Got the Butter!**
- Digital Monetization: The Five Faces of a Multi-Media Salesperson**

Package price for the Online Sales Package is \$49

Once registered for either of these webinar packages, you'll receive a confirmation page with links to download each program. Watch the programs whenever/wherever you like, there's no specific date or time that these packages will be aired.

**For details & to register, go to:**  
**[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**

## Did you promote National Newspaper Week in your paper or community?

### If so, let us know!

If you had an article, promotion or community event promoting National Newspaper Week, we'd like to hear about it! Please email details and/or samples to Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com) and we'll share them in a future issue of the Bulletin.



# **National Newspaper Association Opposes Lifting Inflation-Cap on Postage Rates**

September 25, 2013

The National Newspaper Association today expressed its dismay that the U.S. Postal Service Board of Governors plans to increase postage rates beyond inflation levels. NNA President Robert M. Williams, Jr., SouthFire Newspaper Group, Blackshear, GA, said the rate increase would have a negative impact upon jobs and local businesses served by community newspapers.

“The Great Recession hit America’s small businesses and their communities hard. All of us in business have had to cut costs and make many adjustments to stay afloat. Now that the recession is supposedly over, an above-inflation postage increase may seem to make sense to the Postal Service, but it simply passes along the pain to our own workforce and our local communities. This increase will not help us keep jobs alive and products moving in local communities,” Williams said.

The Postal Service today said it would ask the Postal Regulatory Commission for its usual annual inflation-based price increase, presently at 1.6 percent, and an additional 4.3 percent that it calls an “exigent” or emergency rate. USPS said in today’s announcement that the “precarious financial condition” of the Postal Service and the “uncertain path toward enactment of postal reform legislation” were primary reasons for seeking price changes above the price cap. The increase would take effect Jan. 27.

NNA understands the Postal Service’s legislative predicament, in which several sessions of Congress have elapsed while discussions of postal reform continue. But trying to solve a financial problem by cutting services and raising rates is a solution that worsens USPS’s difficulties rather than helping them, according to Williams.

“We are doing our best to get Congress to understand that the Postal Service desperately needs help from Congress to address its cost structure, particularly in wrestling with the high cost of health care, as we all must. Congress must make it possible for the Postmaster General to seek a more affordable path for retirees by realistically using the Medicare benefits that USPS is already paying for. We would hope Congress will see that this rate increase is going to simply make it tougher for all businesses and consumers to stay in the mail, he said.”

Williams said NNA would join with the Affordable Mail Alliance, a coalition of major mailers’ organizations, to emphasize to USPS’s regulators, the Postal Regulatory Commission, that the inflation cap is critical to businesses that use the mail.

The National Newspaper Association is a 2,200 member organization of community newspapers. Founded in 1885, it represents newspapers in every state and encompasses weeklies and small daily newspapers providing local news and information to their communities.

# **Attorney: Postal Regulatory Commission only ‘speculated’ impact of Negotiated Service Agreement on competitors**

By Tonda F. Rush, CEO & General Counsel, National Newspaper Association (NNA), Oct. 1, 2013

The impact upon fair competition from discounted postage rates for Valassis Direct Mail Inc., was analyzed only through “armchair speculation,” by the Postal Regulatory Commission, an attorney for the National Newspaper Association told the U.S. Court of Appeals for the DC Circuit in September.



Steven Douse, partner with the Nashville law firm King & Ballou, represented NNA in its appeal of the PRC’s decision last year to grant 22 percent to 34 percent postage discounts to Valassis so it could partner with the Postal Service to pull advertising inserts out of newspapers. The PRC approved the discounts in a Negotiated Service Agreement between USPS and Valassis. The Newspaper Association of America promptly appealed. NNA joined the appeal.

The PRC did not sufficiently understand its duty to examine the effects upon competitors when it approved the deal, according to Robert Long of Covington and Burling, attorney for NAA. Douse

told the court that the PRC’s grasp of the antitrust laws was like someone trying to drive in unfamiliar territory without a map or a GPS: they are guaranteed to get lost. That is what happened to the commission, which rarely considers antitrust matters, in its review of the NSA, Douse said.

The NSA was intended to produce a new weekend direct mail product for Valassis that it was to name “Spree.” The product has not been rolled out into the 10 or so markets Valassis said it intended to target, but Long told the court that the impact of the competitive threat had harmed newspapers nonetheless.

Senior Judge A. Raymond Randolph, sitting as part of a three-judge panel, asked the PRC’s attorney, Jeffrey Clair, whether the commission should have analyzed both the effects of the deal upon competitors of USPS as well as the competitors of Valassis. Clair replied that the commission determined that the discounted postage was not below USPS costs and therefore was not predatory. He did not address whether the PRC had examined the effects upon the two different marketplaces: the distribution markets as well as the advertising markets.

An opinion from the court is expected either late 2013 or early 2014.

# aMUSEing Tale

*Adobe offers intriguing web design app*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

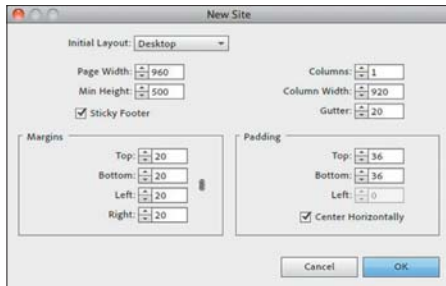
**B**ack in the days of CS5, it became relatively simple for an InDesign user to design a website in InDesign, then export it as a Flash file that could be viewed online.

Although it worked well, it wasn't very long before Flash files became problematic, primarily due to Apple's refusal to support them on iPads and iPhones. So even though I'd created several websites in InDesign, I quickly changed that practice.

Then came InDesign CS5.5 and CS6, which made it possible to export HTML5 directly from InDesign. Frankly, though, the process always seemed to work with less than perfect results, so I gave up on that idea.

When I subscribed to Adobe Creative Cloud a few months ago, I looked around the site for apps available through the normal subscription. Along with InDesign, Illustrator, Photoshop and other applications I used regularly, there was a name I hadn't thought of in a while: Muse.

I've done a lot of beta testing for companies through the years. With Adobe, some of the titles included InDesign (we called it "K2" back then), Acrobat and more. Some-



where around 2010 or 2011, I remember beta testing an app called "Muse," which purported to be the easiest website tool ever developed. I had my doubts, but I remember being quite impressed with Muse as I went through the beta.

Fast forward a couple of years and I'm looking through the Creative Cloud options and, lo and behold, there is Muse CC.

Wanting to find new apps for professional designers who are already subscribed

to the Cloud, I decided to take Muse for a spin. It was a nice ride.

To do a full review of the project would take pages, so let's take a quick overview and you can decide if it's worth downloading Muse and trying it out for yourself.

## Creating New Documents

The first thing I noticed about Muse was that the process for creating a new website was much the same as creating a new document in InDesign. I simply entered the size (in pixels instead of inches), the margin and a few other details. When I hit the OK button, there appeared before me a white page, much like I would see in InDesign.

## The Muse Desktop

For an InDesign or Illustrator user, Muse is very straightforward. Most of the same shortcuts work that work in those apps. Most of the same panels that we're used to are in the same place. You'll find the Character Panel, various styles and more.

## Working with Tools

The toolbar in Muse looks surprisingly similar to the toolbar in InDesign. Placing files on the page works the same. Elements can be copied and pasted from InDesign and other applications.

Want to place a photo? Place it like you do in InDesign or Illustrator. Want to place a video? Place it like a photo.

## All That HTML Stuff

HTML code. That's what separates the design from the web guru. Not to fear. I wanted to place a Google Map right on my page. I simply went to maps.google.com in my browser and copied the HTML code by clicking a button on the site. I then went to Muse, entered Object>Insert HTML, and there it was. A Google Map on my page. I could move through the map on my website just like I could on maps.google.com. I was nothing short of amazed.

## Text

I'm a Dreamweaver hack from way



back. I always hated working with text in Dreamweaver. It never seemed to look the way I wanted when I saw the final product. Not so with Muse.

Text works like text in InDesign. Even more amazing, you can choose from thousands of web safe fonts using Type Kit, a service included in Creative Cloud. You don't even have to leave the application to visit a website. It's built right into Muse.

## Exporting HTML

I'm not one for hyperbole, but seriously, this is nothing short of fantastic. Not only will Muse export the HTML, which it does just

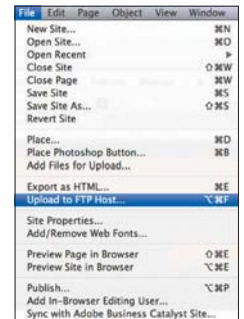
fine, but it will FTP it to your web host for you. Just enter the necessary information and password and, boom!, you're online.

And if that's not enough, Adobe will host the site for you. When you finish designing a Muse site, it's already online, so others can view it. You're given the necessary URL so others can find it. If you want, and probably do, you can purchase your own URL (KevinSлимп.com, for instance) and point it to Adobe's server. A Creative Cloud subscription includes hosting up to five Muse sites.

Listen, I don't work for Adobe. It matters not to me whether you subscribe to the Creative Cloud or not. But I'm guessing, for smaller papers, we could pay for our Cloud subscriptions in web hosting fees alone.

That should be enough to whet your appetite. For more information, visit Adobe.com to download a free trial version of Muse.

I was so impressed with Muse that I decided to add it to the curriculum of the Institute of Newspaper Technology. I must really like it.



# Mobile boosts digital newspaper audience 27 percent - executive summary

*Newspaper Association of America (NAA), SenseMaker Report, September 2013*

Mobile technology is substantially and rapidly expanding the audience of newspaper media and making the audience younger and more balanced between male and female readers, according to a new SenseMaker Report by the Newspaper Association of America.

This NAA SenseMaker Report is derived from new data that allows a more detailed picture of the mobile and non-mobile digital audience of newspapers, collected from more than 300 newspapers for NAA by the media measurement firm comScore.

## Among the findings:

- Smartphones and tablets have increased the overall digital audience for newspaper content by 27 percent, to 127 million people vs. 100 million accessing newspaper media on laptops and desktop in June 2013.
- Half of all digital readers to newspapers now access that content on mobile devices.
- One in five of digital newspaper users, or 21 percent, access newspaper media exclusively on mobile devices. The term mobile-only or mobile-exclusive in this report refers to using only a smartphone or tablet and not a desktop or laptop computer to access newspaper digital content during the month. Usage of the traditional printed newspaper is not captured in this comScore dataset.
- Mobile technology is making the audience for newspaper content younger. The median age of cohort of mobile-exclusive users is in the 35-44 age range, while the media age group of newspaper readers on PCs is 45-54.
- The mobile-exclusive audience is also more female (57 percent) than the PC audience (52 percent).
- The data suggests that publishers will need to design for mobile using both applications and for browsers. More mobile device users access newspaper digital content via browsers, but the total time spent by mobile users engaging with content is evenly split between applications and browsers.

**To download the entire report go to [www.naa.org/Topics-and-Tools/SenseMakerReports/Mobile-Boosts-Digital-Newspaper-Audience-27-Percent](http://www.naa.org/Topics-and-Tools/SenseMakerReports/Mobile-Boosts-Digital-Newspaper-Audience-27-Percent).**

- **Next issue of NPA Bulletin: Oct. 28**
- **Watch for Hall of Fame Award Banquet highlights & photos in October issue of Nebraska Newspaper**

# DNRs (Did Not Run) for August 2013

**Total cost for DNRs for the month of August was \$2,286.52.**

When an ad does not run as ordered, there is a cost to everyone involved including the advertiser, the advertising agency handling the account, the newspaper and NPAS. Publishers and Advertising Managers need to stress the importance of getting ads in their newspapers as ordered. If there is ever a question about an order, newspaper representatives should contact NPAS.

## 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 10/7:

#### 2x2

Aurora News-Register — Kurt Johnson (paper made \$150.00)  
Blair Enterprise — Lynette Hansen (paper made \$162.50)  
Broken Bow Chief — Deb McCaslin (paper made \$312.50)  
Grand Island Independent — Pat Bell (paper made \$162.50)  
Hickman Voice News — Linda Bryant (4 ads) (paper made \$762.50)  
Hickman Voice News — Stephenie Doeschot (2 ads) (paper made \$300.00)  
Hickman Voice News — Nick Noren (2 ads) (paper made \$600.00)  
Kearney Hub — Penny Parker (paper made \$162.50)  
Scottsbluff Business Farmer — Craig Allen (paper made \$467.50)  
Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)  
Tecumseh Chieftain — Sarah Grof (paper made \$150.00)  
York News-Times — Megan Thomas (paper made \$150.00)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Broken Bow Chief — Deb McCaslin (paper made \$112.50)  
Chappell Register — Michael Talbott (paper made \$392.50)  
Fairbury Journal News — Jennifer Lewis (paper made \$112.50)  
Hebron Journal-Register — Christy Farnstrom (paper made \$112.50)  
Kearney Hub — Becky Hilsabeck (paper made \$112.50)  
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$295.00)

### Week of 10/14:

#### 2x2

Broken Bow Chief - Deb McCaslin (2 ads) (paper made \$630.00)  
Hickman Voice News — Linda Bryant (4 ads) (paper made \$912.50)  
Norfolk Daily News — Denise Webbert (paper made \$325.00)  
Scottsbluff Business Farmer — Craig Allen (paper made \$467.50)  
Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)  
Wayne Herald — Jan Stark (paper made \$467.50 + \$180.00 out of state ads)  
West Point News — Paula Nesladek (paper made \$325.00)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Broken Bow Chief — Deb McCaslin (paper made \$112.50 + 1 free NCAN special ad)  
Hebron Journal-Register — Christy Farnstrom (Free NCAN Special ad)  
Hickman Voice News — Linda Bryant (paper made \$112.50)  
Kearney Hub — Becky Hilsabeck (Free NCAN Special ad)  
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)  
Verdigre Eagle — Lisa Wessendorg (paper made \$112.50)

# Classified Advertising Exchange

Oct. 14, 2013

## **GENERAL ASSIGNMENT NEWSPAPER REPORTER:**

The Chadron Record, a weekly newspaper in north-west Nebraska, seeks a full-time General Assignment Reporter with skills in writing, research and analysis; a willingness to work flexible hours; a basic knowledge of sports, agriculture and government; basic photography skills, and familiarity with QuarkXpress, Photoshop, InDesign, Microsoft Office products and social media a plus. Full-time position offers a competitive wage and excellent benefit packages including health, dental, vision, and 401(k). Applications are only accepted online at [www.rapidcityjournal.com/workhere](http://www.rapidcityjournal.com/workhere). Location: choose South Dakota; click on "search for job."

## **CENTRAL NE NEWSPAPER FOR SALE:**

The Palmer Journal, a weekly newspaper, is for sale. Located in Merrick County with a good school, great community support. The editor is wanting to retire. Priced to sell, great opportunity for the right person. For more information, contact Dale Kirkpatrick, 303-894-3025.

## **NORTH CENTRAL NE NEWSPAPER FOR SALE:**

The Holt County Independent, a weekly newspaper, is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operation with equipment and software. For more information, contact Tom or Terry Miles, 402-336-1220, or email [news@holtindependent.com](mailto:news@holtindependent.com).

## **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](mailto:arapmir@atcjet.net).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Iowa Newspaper Contest Judging flyer, Online Media Campus webinar flyer, NNA's Leadership Summit flyer.

## **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](mailto:nebpress@nebpress.com).



# Calling All Judges!!!

The **Iowa** annual Newspaper contest is coming up in November, and they need judges.

**WHEN? November 1 – November 25**

**WHERE? In front of your own computer or in your office/home**

The entire contest will be online with the exception of a few categories (total newspaper design, special section, community leadership, headline writing, newspaper marketing, etc.) that will be mailed out to select judges.

Info will be sent to judges at the beginning of the judging to explain how the website works.

Judges Needed for Best Editorial Page, Best Front Page, Best Sports Section, Best Feature Page,

Coverage of Government & Politics, Coverage of Education,

Coverage of Agriculture, Coverage of Business, Best Special Section-Editorial, Total Newspaper Design,

Community Leadership, Best Headline Writing,

Best Use of Graphics, Best News Photo, Best Breaking News Photo, Best Sports Photo,

Best Feature Photo or Photo Story, Best News Story, Best Breaking News Story,

Best News Feature Story, Best Personality Feature Story, Best Sports Story, Best Series,

Excellence in Editorial Writing, Master Columnist, Best Sports Columnist, Best Newspaper Website, Best Video,

Best Slideshow, Best Blog, Best Newspaper Marketing, Advertising, Best Web Ad, Best Ad Designer,

Photography, Investigative Reporting, Innovation, Young Journalists

What a great way to gain new ideas for your newspaper!

---

\_\_\_\_\_ YES, I can judge.

Name \_\_\_\_\_


Newspaper: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Judging Preferences: \_\_\_\_\_

Return immediately to:  
Carolyn Bowman  
Nebraska Press Association  
845 "S" St.  
Lincoln, NE 68508  
FAX: 402-476-2942  
cb@nebpress.com

A close-up portrait of Bob Schieffer, an older man with white hair, smiling. He is wearing a dark suit jacket, a white shirt, and a purple and blue striped tie. The background is a blurred blue and white pattern.

# Schieffer will address NNA at March Leaders' Summit in DC

One of the most recognized faces in American journalism will keynote NNA's "We Believe in Newspapers" Leadership Summit set in Washington, D.C. March 13-14. Bob Schieffer, Chief Washington Correspondent for CBS News and a former newspaper reporter in Texas, will speak to the group at the National Press Club that Thursday evening.

"We are pleased Bob will be with us," said NNA President Robert M. Williams, Jr. "Bob's reputation as a journalist with high standards, no doubt, goes back to his roots in newspapers, where, as a new reporter he was "accidentally" drawn into covering the Kennedy Assassination in Dallas. That's just one of countless fascinating stories about Bob that come from his decades on the front line of journalism.

2013 marks Schieffer's 56th year as a reporter and his 44th year at CBS News. He is one of the few broadcast or print journalists to have covered all four major beats in the nation's capital – the White House, the Pentagon, the State Department and Capitol Hill.

Schieffer has served as the moderator of FACE THE NATION, CBS News' Sunday public affairs broadcast, since 1991. He anchored the CBS EVENING NEWS from March 2005 to August 2006. He is also CBS News' chief Washington correspondent, a post he has held since 1982. Schieffer has received virtually every award in broadcast journalism, but feels the greatest honor was bestowed upon him in 2005 when his alma mater, Texas Christian University, created the Schieffer School of Journalism. Last year he moderated his 3rd Presidential debate between President Barack Obama and Governor Mitt Romney.

***MARK YOUR CALENDAR NOW FOR THE LEADERSHIP SUMMIT NEXT MARCH!***





# ONLINEMEDIACAMPUS

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

# Developing a Competitive Sales Advantage

**Thursday, November 7**

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

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

**Registration fee: \$35**

**Registration deadline:  
Monday, November 4**

*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...***

Advertising options are great; competition is fierce. This session will cover how newspaper salespeople can effectively become the media consultant of choice in their market. Recommending the right combination of options and solutions to clients, at the right time, is key to producing the results you want.

In this webinar, Kelly Wirges will cover:

- What your competitive advantage is and how you develop it.
- Multi-media advertising options for your clients.
- Developing customized packages for your clients.
- How to evaluate, compare and prepare media plans.
- Strategic timing for businesses to advertise.
- When, why and how businesses should incorporate various advertising options in their plans to increase sales.

## ***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...***

### **Kelly Wirges**



Kelly Wirges has enjoyed a career in media sales, marketing, training and management. For more than 25 years, Wirges has assisted media companies of all sizes increase sales and revenue in every facet of the business. She has received

national acclaim for her program development, interactive and fun workshops, as well as content-rich materials. Wirges understands the challenges and opportunities that exist in media sales in today's competitive environment. With this knowledge, she prepares and shares practical techniques that can be put to work immediately for increased sales success. Wirges has a degree in advertising and marketing and has been a partner at an advertising agency.



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



# ONLINEMEDIACAMPUS

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

## NEW TRAINING OPPORTUNITY!

## Advertising Sales Webinar Package

This webinar package takes you through four different course offerings that focus on the basics of sales and advertising.

### **\$99 registration fee**

Gain **unlimited access** to archived links to view **at your leisure**.

To register for this package, please visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com)

*Presented in partnership with:*



### **Anatomy of a Sales Call** Presented by Jim Elsberry *Monfort College of Business*

Anatomy of a Sales Call is perfect training for the new account executive or the seasoned professional who'd like a good review of the fundamentals of an effective sales call.



### **Extending Ad Campaigns ... Looking Past "Now"** Presenter Chris Edwards *SourceMedia Group*

Breaking the habit of chasing "tomorrow's ad" or scrambling to meet section deadlines are versions of the non-productive routine some sales people find themselves in. This webinar will discuss specific ways to break this cycle and increase revenue and client satisfaction.



### **Selling Against Your Competition** Presented by Landy Chase *Author of Competitive Selling*

This webinar will illustrate the proper approach to positioning yourself as the best possible media option – and how to consistently win media buying decisions.



### **Return to Sales Basics** Presented by Larry Maynard *NGM Partners*

Every sales organization is struggling to elevate its sales performance and results. That challenge becomes greater every day as we add new products, require people to be multi-media experts and try to sell in an ever-expanding competitive market. This session outlines the steps each newspaper needs to ensure success.



## NEW TRAINING OPPORTUNITY!

### Online Sales Webinar Package

Get access to two programs with one easy registration!

This webinar package takes you through two different course offerings that focus on digital and online newspaper advertising.



**Online Sales:  
We've Got the Butter!**  
Presenter Zach Ahrens  
*Grand Forks Herald*

This digital media session focuses on how to go from successful print sales to successful online sales answering the questions:

- What do reps need to know to sell online?
- What do managers need to know to lead it?

Whether you're a rookie, veteran sales professional or manager, this session will provide tools that you can take back to your weekly or daily to get results.



**Digital Monetization:  
The Five Faces of a Multi-Media Salesperson**  
Presented by Kristin McKnight  
*WebFilings*

We've been selling print for YEARS so why is this online thing so difficult?

This session will focus on building upon a foundation of successful audience-based sales by taking a look at roles within other industries that provide a framework for the salesperson of the future. Regardless of market size or digital opportunities, you are guaranteed to walk away with actionable insights and tools for increasing revenue.

*Presented in partnership with:*

**\$49 registration fee**

Gain **unlimited access** to archived links to view **at your leisure**.

To register for this package, please visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com)