

CONFIDENTIAL

# Bulletin

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## Calendar of Events:

### 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:

### January 31, 2014

Deadline to submit entries  
for 2014 NPA Better Newspaper  
Contest

### February 7, 2014

Deadline to submit entries  
for 2013 Thomas C. Sorensen  
Award for Distinguished NE  
Journalism

### February 17, 2014

Deadline to submit nominations  
for 2014 NPA Awards

### March 3, 2014

Deadline to submit entries for  
Omaha World-Herald 2014  
Community Service & Service  
to Agriculture Awards

#### CONTACT INFO:

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Web Site: <http://www.nebpress.com>

## Participating Nebraska News Link newspapers have over five years of searchable archives online!

If your newspaper has been a participant in the Nebraska News Link (digital) project since it began back in June 2008, you now have **over five (5) years of your newspapers available online as keyword-searchable archives!**



Over 100 member newspapers participate in Nebraska News Link, with over 45% of the papers now providing PDF (versus scanned) pages for their archives.

If you're already providing PDF pages to your printer, or paginate your newspaper, it's easy to make the switch and improve the image quality of your archives.

Use Nebraska News Link: to send (billing) e-tearsheets to clients, offer a link to the archives on your website, or offer online e-subscription to your readers.

**Why not start the new year with a refresher demonstration on how to access and use the Nebraska News Link site! Susan Watson is available to walk you (or a staff member) through the site and answer any questions you might have. Call the NPA office, or email Susan at [nebpress@nebpress.com](mailto:nebpress@nebpress.com) to schedule a refresher demonstration today!**

## STILL MISSING ONE RATE & DATA FORM!

The following newspaper has not turned in their  
2014 Rate & Data form.

Please send to NPAS immediately to avoid receiving a bullet by your  
name in the Rate Book:

- **Crete News**

## Save the Dates!

**NPA Annual Convention, April 11-12, 2014,  
Holiday Inn-Midtown, Grand Island**

## **NPA/NPAS Staff**

### **Allen Beermann**

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

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### **Violet Spader Kirk**

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



The World-Herald was featured in the Best Sweepstakes and Best Large Market Contest Program, among others. For the full list of award winners, go to [www.secondstreetlab.com](http://www.secondstreetlab.com).

## **Grote named new editor of Gering Citizen**

Kay Grote has been named editor of the *Gering Citizen* after joining the Citizen in September 2013 as a part-time reporter. Grote's experience includes reporting, editing, layout and community service.

Raised in Wyoming, with a degree in agribusiness from Eastern Wyoming College and studies in agriculture and communications at Chadron State College, Grote began her career in newspapers and communications in 1996 at the *Mitchell Index*. From there she worked for the *Scottsbluff Business Farmer*, the *Scottsbluff Star-Herald* as a regional reporter and the Natural Resources District as an information and education coordinator.

In 2011, Grote returned to the *Scottsbluff Star-Herald*, where she was promoted to editor of the *Gering Courier*, where she worked until February 2013. After a short-lived hiatus from newspaper business, she joined the *Gering Citizen*.

## **Lewis joins David City Banner-Press**

Shelley Lewis has joined the *David City Banner-Press* as a part-time typesetter. A native of Butler County and a David City High School graduate, Lewis lived in North Texas the last 31 years, until moving back to Nebraska in early 2013. While in Texas, she was editor of the weekly *Archer County News* for 15 years.

In a recent *Banner-Press* article, Editor Larry Peirce said Lewis's experience with weekly deadlines and the newspaper's various roles will be a plus in her new typesetter job.

## **Local media personality, Mike'l Severe, joins new Omaha World-Herald Live online radio show in 2014**

Longtime local talk show host, reporter and media personality Mike'l Severe will join the Omaha World-Herald this spring for a new sports talk show, "The Bottom Line."

The new show will be broadcast exclusively online at [Omaha.com/bottomline](http://Omaha.com/bottomline). It will have a dedicated smart-phone app for listening on the go, and episodes will also be available in video and podcast form.

The new weekday show, set to launch on the new World-Herald Live network in March 2014, will focus on sports news, feature guests from the sports world, listener call-in questions, daily news updates and special segments from the local entertainment scene.

Severe describes the online radio show as the next generation of sports talk. He entered the Omaha market in 2002 as a KETV morning show reporter before joining the radio show, "Unsportsmanlike Conduct," as a co-host two years later.

## **Marik joins Aurora News-Register staff**

Steve Marik has joined the staff of the *Aurora News-Register* as a full-time reporter. A native of Howells, Marik graduated in December from Wayne State College with a bachelor's degree in journalism. As a general assignment reporter, he will be covering sports, news, feature stories and helping with photography and page design.

In addition to his college degree, Marik has work experience as an intern with the *Wayne Herald* and as a promotions intern with the Sioux City Explorers baseball team. In his new position, Marik replaces Nick Benes, who is now a sports reporter with the *Norfolk Daily News*.

## **Omaha World-Herald honored in online promotions awards**

The *Omaha World-Herald* was featured in the 5th Annual Second Street Online Promotions Awards held Dec. 12, 2013.

The presentation honors media companies across North America in 27 categories for their outstanding contests, ballots and deals programs.

# Contests and Awards

**Congratulations, Verdigre Eagle! You were the first newspaper to submit BNC entries to the NPA office!**

## NPA Better Newspaper Contest entries deadline is January 31

It's time to begin selecting the items you want to submit for the 2014 NPA Better Newspaper Contest! **The deadline for contest entries is Friday, January 31, 2014.**

Better Newspaper Contest Call for Entries and Contest Entry Guide are available on the NPA website, [www.nebpress.com](http://www.nebpress.com). Login to the MEMBER AREA and look under MEMBER NEWS for a link to the contest guidelines.

**Be sure to read the contest rules carefully since some details have changed from previous years.** If you have any questions, please contact Carolyn Bowman in the NPA office, [cb@nebpress.com](mailto:cb@nebpress.com).

## Omaha World-Herald 2014 Community Service & Service to Agriculture Awards

Contest rules and guidelines are included in the 2014 PA Better Newspaper Contest Guide. **Entry deadline (postmarked by) March 3, 2014.**



## Nominations now open for 2014 NPA Awards

**Now through February 17, 2014**, nominations are being accepted for the 2014 Nebraska Press Association Awards:

- **Master Editor-Publisher Award**
- **Hall of Fame**
- **Harpst Leadership Award**
- **Outstanding Young NE Journalist Award**
- **Golden Pica Pole**

Nomination forms are available on the NPA website, [www.nebpress.com](http://www.nebpress.com). **Login to the MEMBERS area of the site and scroll down to MEMBER NEWS (award nominations), click on READ MORE to link to each form.** If you have questions about these awards, please contact Susan Watson at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

## Newspapers invited to enter competition for 2013 Thomas C. Sorensen Award for Distinguished Nebraska Journalism

The University of Nebraska-Lincoln College of Journalism and Mass Communications invites entries for the 2013 Thomas C. Sorensen Award for Distinguished Nebraska Journalism. Any story distributed through Nebraska's mass media, including broadcast or cable television, newspaper, magazine or online, or radio, between Jan. 1, 2013, and Dec. 31, 2013, is eligible for entry.

All entries should include a cover letter that provides background information and reasons for the story's assignment. Print entries should submit one copy of the story along with the cover letter. Video and audio stories should submit a flash drive, DVD or URL with the cover letter. Up to three entries may be submitted per journalist. Non-English entries must be accompanied by an English script or overview.

**Please submit entries by February 7, 2014**, to Haley Bush, College of Journalism and Mass Communications, 147 Andersen Hall, Lincoln, NE, 68588-0443 or [hbush2@unl.edu](mailto:hbush2@unl.edu). Winner will receive a cash prize and invitation to attend an event honoring award winners at the College of Journalism and Mass Communications.



# GETTING COLOR RIGHT

*It may be easier than you think*



Kevin Slimp  
The News Guru

kevin@  
kevinslimp.com

## Color.

It seems to be on the minds of newspaper publishers and production managers everywhere.

Without a doubt, the second most requested task I've been given by newspapers in recent months is to improve the quality of the color in their print products.

As I jump on a plane this week to head to Minnesota, I realize that a good number of folks at the event, sponsored by a major newspaper printer in that part of the country, are hoping to improve the way photos print in their publications. That was also the case in Tennessee, where I visited with the staff of the *Shelbyville Times-Gazette* last week. There, Hugh Jones, publisher, and Sadie Fowler, editor, tasked me with improving the quality of photos in their daily newspaper.

I sometimes feel ill equipped for the job. I mean, I don't show up with measuring devices, densitometers or other tools. Heck, I don't even bring a computer for the assignment.

As we were looking over the final print tests in Shelbyville, Hugh Jones said something quite memorable to me, "We've had technical support specialists from several press, paper and ink companies over the years. They come in with

all kinds of measuring devices and tools, but when they leave, we rarely see any real improvement in our photos. You came in for one day and taught us that all that really matters is what we see on the page and the improvement in our photos is pretty remarkable."

Don't get me wrong. There is nothing wrong with measuring devices. Standards are important. But when it comes to photos, the proof is in the pudding. What our readers see on the page is what matters. Most of them don't know the difference between a dot gain and Rogaine.

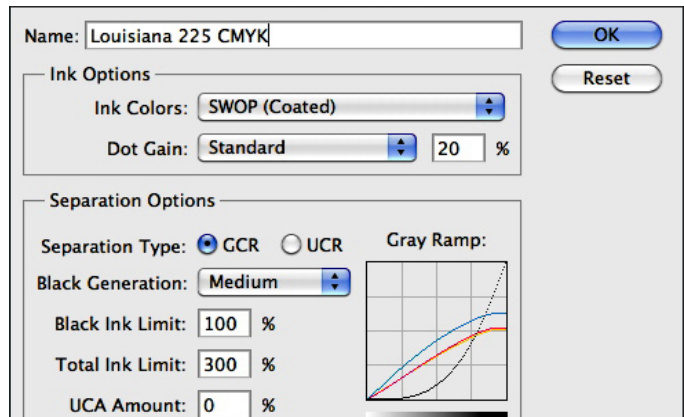
So what do all these pre-press and printing terms really mean? Here's a primer for my friends who want to know more about color:

**Color Settings:** Since the early days of Photoshop, there have been ways to build color settings into photos. This is true of other photo editing applications, as well. Color settings, when used correctly, are built into each photo. They include information like the dot gain, the black ink level, the color ink level and more. If you want to see how your color settings are set, go to Edit>Color Settings in Photoshop.

When you first open the Color Settings window, you'll see options for RGB, CMYK, Gray and more. Even though we don't print in RGB, getting this setting right makes a big difference when converting your colors from RGB to CMYK, so don't take it lightly.

**CMYK Settings:** The most important color setting is the CMYK setting. Here, you let the application know what dot gain, separation type and ink limits should be built into each photo.

Remember looking at pictures in books and magazines when you were a kid? Remember those white dots that you would see in the photos? That's your



One of the keys to getting good results from Photos on newsprint is to find the perfect color settings for your press.

dot gain. They are there for a reason. These dots give your ink someplace to go when it lands on the page. Setting dot gains for newsprint used to be easier. Most web presses tended to be about the same. Not any more. I've seen dot gains from 20 to 40 percent on presses the past six months. And the only way to know for sure what the perfect dot gain is on a press is to run test after test. That's what we were doing in Shelbyville last week.

There are two separation types in CMYK printing: Grey Component Replacement (GCR) and Undercolor Removal (UCR). I used to find that UCR, which primarily mixes Cyan, Magenta, Yellow and light amounts of black to create gray areas of a photo, worked best on newspaper presses.

That's not always the case anymore. It seems like about a third of the presses I test print better on newsprint using GCR, which uses less Cyan, Magenta and Yellow and more black ink when printing gray areas.

Black Ink Limit refers to the amount of black used to print something solid black in a photo.

Because newsprint is thin, this number is generally less than 100 percent, because grays usually print darker than they appear on the screen.

Total Ink Limit refers to the total ink used on the Cyan, Magenta and Yellow plates. Quite often, someone will tell me that their printer told them to keep their total ink limit under a particular number. This is what they are referring to.

I could go on for hours, and I have, explaining the concept of color in photos. However, it seems I've reached my 800 word limit for this column.

Let me suggest that, if you haven't already, you talk to whoever runs your press, whether you print in-house or send PDF files off-site, to figure out what the best color settings are for your pages.

It can be the difference between dull, lifeless, pictures and photos that make your readers say, "Wow!"

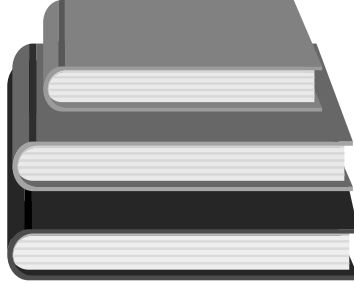
*"We've had specialists from several press, paper and ink companies over the years. They come in with all kinds of measuring devices and tools, but when they leave, we rarely see any real improvement in our photos."*



## **New book, “From Picas to Bytes,” explores Seacrest newspapers in Nebraska**

A new book by Nebraskan, Faith A. Colburn (Prairie Wind Press) entitled, “From Picas to Bytes: Four Generations of Seacrest Newspapers Service to Nebraska,” is available January 15.

*EDITOR’S NOTE: The idea for the book began almost 20 years ago when Colburn was working on her MA in journalism and heard about the Seacrest family, who had done some innovative things with technologies, that allowed them to keep publishing a mid-sized daily newspaper when, all over the country, such papers were closing their doors. She conducted an interview with Joe R. Seacrest, not knowing that it would be her first, and last interview with him, when he died in 1995.*



*Years later, after Colburn conducted close to 30 interviews from people who knew about the Seacrest newspapers, she realized that in that one interview with Joe years before, he had already given her the entire structure of her technology story, and it became apparent that the Seacrest newspaper legacy reached far beyond keeping a newspaper in business.*

*One of Colburn’s pre-publication reviews of the book was written by longtime Nebraska newspaperman and recipient of NPA’s 2010 Master Editor-Publisher Award, Gil Savery.*

### **Savery’s review of the book follows (reprinted with permission):**

If you are thinking this splendid book is only about the Seacrest newspapers in Nebraska embracing new technologies and providing community service that would be diminishing its larger and more powerful message.

Its subtitle is: Four Generations of Seacrest Newspapers Service to Nebraska. It is all that, but skillfully woven into the text is the importance of accurate, reliable news, so essential in creating a well-informed electorate to guide American democracy.

This reviewer feels a personal disclosure is important. I worked with and for four generations of the Seacrest family. That spanned 44 years starting as a police reporter and retiring as managing editor of the Lincoln Evening Journal. Be assured, this book accurately recounts the way in which the Seacrests edited and published newspapers they owned.

You will read of transition from handset letter-by-letter typesetting to Linotypes, paper-tape activation of Linotypes, and on through a multitude of changes that have brought newspapers to techniques of pagination, wonder-

ful graphics and beyond.

The author quotes many persons – including competitors -- familiar with the multitude of civic involvements of Joe Rushton Seacrest. He immersed himself in the mechanics of publication, securing laws ensuring access to public records and public meetings for all citizens, not just news media. He was a leader in the legal battle to keep all courts open to the public and media.

Joe R. brought to the table service in the U. S. Navy, a degree from Yale and a law degree from University of Nebraska.

His education and enthusiasm to make his city, state and nation better are well documented. The author has emphasized the civic role that the very first of the family, Joseph Claggett Seacrest (known as J.C.), set for himself and his heirs. His sons, J. W. and Fred Seacrest, embraced his standards. As generations passed, Joe R., (J. W. Seacrest’s son) and Mark T. Seacrest (Fred’s son), guided the destiny of the Lincoln Journal and others acquired by the family.

The Great Depression of the 1930s drove the Nebraska State Journal, The Lincoln Evening Journal and The Lincoln Star to jointly sell advertisements, which appeared in each paper. They agreed to publish a combined paper one day a week -- The Sunday Journal-Star. It was a decision based on the need to remain afloat in troubled economic waters.

You learn of Joe R.’s heavy involvement of removing the Rock Island Railroad’s track running through the center of Lincoln, his focus on health care, open meetings, open records, open courts and other issues vital to a growing capital city. Parks and recreation were notable Seacrest involvements.

It would be interesting, indeed, to see how Joe R. Seacrest would have dealt with all of the electronic gadgetry of today and how it has impacted not only newspapers, but all forms of mass communication.

Colburn writes of Joe R. Seacrest: “He could see the electronic means of dissemination might take the place of paper, but he also saw the existing organization of newspapers. He recognized the training and experience of today’s editors and reporters as the raw materials of the future. He saw the Internet as a labyrinth of information and misinformation. What better people to navigate that labyrinth than the folks who made order out of chaos that comes into the newsroom every day, he wondered.”

Further, she writes: “He visualized some kind of delivery system that would allow a reader to print and read a news story, but also to click on an icon to get the rest of the story – previous stories filed in the newspaper’s archive, for example, or the transcript of an interview.”

***continued on pg. 6***

## 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 1/13:

#### 2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)

Hebron Journal Register — Christy Farnstrom (paper made \$150.00)

Hickman Voice News — Linda Bryant (5 ads) (paper made \$900.00)

#### NCAN

Arapahoe Public Mirror — Tammie Middagh (paper made \$126.50)

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Hebron Journal Register — Christy Farnstrom (paper made \$112.50)

Hickman Voice News — Linda Bryant (2 ads) (paper made \$225.00)

Kimball Observer — Penny Merryfield (paper made \$123.00)

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$484.50)

## Book Review - continued from pg. 6

A message comes through in this well-researched book that newspapers historically played important key roles in the development of Nebraska communities and that the Seacrests were outstanding models.

Persons familiar with today's Internet and social media will learn from this book that providing information instead of misinformation is essential to public discourse. Journalism educators often refer to editors as gatekeepers – helping ensure relevancy and fairness. Seldom is that function applied in the social media.

“From Picas to Bytes” accurately recounts how one family of publishers and editors applied technologies – often a step ahead – while embracing—through four generations—a strong commitment to community service. EXTRA, EXTRA -- Read All About It!

“From Picas to Bytes” is available January 15 in paperback at Nebraska independent bookstores, as well as in Kindle edition. Available from other e-booksellers in mid-April 2014. Contact Faith Colburn at [faithanncolburn@gmail.com](mailto:faithanncolburn@gmail.com).

## UNL selects Maria Marron as journalism dean

Maria Marron, chair of the Department of Journalism at Central Michigan University, has been selected as the new dean of the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Ellen Weissinger, UNL's senior vice chancellor for academic affairs, announced the appointment January 6. Marron will take over her duties as dean on June 1, 2014, pending approval by the University of NE Board of Regents.

Marron succeeds Gary Keibel, who stepped down June 30, 2012, to lead a university-wide mobile media initiative. James O'Hanlon is the interim dean of the journalism college.

Marron has been chair of Central Michigan's journalism department since 2002. Her teaching areas are in journalism, media law and ethics, and her research spans journalism pedagogy, investigative journalism and health and aging issues in the media.

## Corn Tab articles available on NPA website!

Are you planning to run a Corn Section soon? Articles and graphics from the Nebraska Corn Board are now available on the NPA website. **Login to the MEMBERS area, under MEMBER DOWNLOADS click on SPECIAL SECTIONS.**



## 'Postal guru' Heath begins career phase out

*National Newspaper Association (NNA), January 2014*  
The National Newspaper Association this month announced an expanded “Postal Protection Team” to serve the community newspaper industry and broaden services for its members.

The team will consist of longtime NNA Postal Chair, Max Heath, NNA CEO and General Counsel, Tonda Rush, NNA representative on the Postal Service's Mailers Technical Advisory Committee, Brad Hill, and a second NNA representative on the U.S. Postal Service MTAC yet to be named.

The team was formed by a request from Heath to continue the postal work but to eliminate the need for him to travel the country. His plans call for him to phase out his postal affairs during the coming years while others increase their involvement.

Heath said he is starting his cutback by ending state and regional postal seminars this year after 25 years of doing them. He expressed his willingness to continue with webinars and conference calls for NNA if requested. He agreed to serve through 2014 on the Mailers Technical Advisory Committee.



# Classified Advertising Exchange

Jan. 13, 2014

**FT ADVERTISING SALES CONSULTANT** for Lincoln and several villages south of Lincoln. Skills required: outgoing, energetic, self-motivated, organized, self-confident person to call on existing customers and build new business, selling and designing ads with new and existing customers. Selling ads in Lincoln and small towns as well as selling statewide newspaper ad network to businesses small and large, across the state. Sales experience preferred. 75% phone calls in Hickman office, 25% in person sales calls.

Salary plus commission, benefits + 401K. Now the largest independent weekly newspaper in southeast Nebraska. EOE. Send resume to: [voicenews@inebraska.com](mailto:voicenews@inebraska.com).

**GENERAL ASSIGNMENT NEWSPAPER REPORTER:**

The Chadron Record, a weekly newspaper in rural northwest Nebraska, has an excellent opportunity for a full-time General Assignment Reporter. The candidate should have a demonstrated ability at writing, research and analysis; a willingness to work flexible hours (may include nights and weekends), be a self-starter, motivated individual with a basic knowledge of sports, agriculture and government as a plus. Basic photography skills desired, along with a familiarity with QuarkXpress, Adobe Photoshop and InDesign, Microsoft Office products also a plus. Capabilities with social media, including Facebook and Twitter also desired.

This full-time position offers a competitive wage and one of the best benefit packages in the area 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."

**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).

**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).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange; Thomas C. Sorensen Award flyer; Online Media Campus webinar 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](mailto:nebpress@nebpress.com).



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

## How to find, close and keep more customers

### Three-part webinar series

#### Prospecting Digitally: How to Warm-up Leads and Quit Cold-Calling

Thursday, January 9 • 2-3 p.m. EST ~ 1-2 p.m. CST

People are harder to reach today through traditional approaches. Social selling and business-to-business selling are working today and you need those tools in your tool box. Social media selling is all about opening doors to people and opportunities. In this session, we'll introduce simple and easy ways to execute tactics you can put to use immediately, including how to warm up leads, how to get known for what you do and how to create credibility.

**Registration deadline January 6**

#### Qualifying Opportunities: Quit wasting time on deals that won't close

Thursday, January 23 • 2-3 p.m. EST ~ 1-2 p.m. CST

We've all been there. The prospect asks for a proposal, claims they want to do it, promises you're the one they'll buy from, and as soon as they get your proposal, they disappear. Qualifying is about asking questions. In this session, we'll identify the specific questions that must be asked in order to completely qualify your opportunities. You'll learn how to feel more confident about opportunities closing, understand the possible threats to an opportunity, be more consistent closing, move opportunities in your pipeline and better understand solutions.

**Registration deadline January 20**

#### Preventing Competitors From Stealing Your Customers

Thursday, February 13 • 2-3 p.m. EST ~ 1-2 p.m. CST

Your best customers are your competitor's best prospects. Today there is increased competition for your customer's budget and it is harder to protect your customers from being swayed by the "new latest thing." In this session we'll identify account management opportunities and requirements and develop strategies to accomplish both. You'll learn how to retain and grow more accounts, develop your relationships, generate referrals and introductions, cross-sell and up-sell and ultimately, generate more revenue.

**Registration deadline February 10**

**Pick the session(s) best suited for you or take them all for one low price!**

Registration fee:  
\$35 per session or  
\$99 for the entire series

**Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.**

.....  
**The presenter...**



**Jim Lobaito**

Jim Lobaito, founder and president of the Performance Group, started his sales career during the 1980 recession. In a market where the unemployment rate went to 17.8 percent and interest rates skyrocketed to 20 percent, he

became one of the top sellers in his industry. Since then he has set sales records and successfully grown companies during the recessions of 1991 and 2001. This track record of success during turbulent times makes him uniquely qualified to provide insight into how to grow a company regardless of the economic conditions. Lobaito is known for his ability to take what appears to be complex issues around sales, marketing, and personnel performance and give easily executable real world solutions.

.....  
**Presented in partnership with:**



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

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*



**You Are Invited To Enter Competition for the  
2013 Thomas C. Sorensen Award  
for  
Distinguished Nebraska Journalism**

**Thomas C. Sorensen** was a former Nebraska journalist who left the state to pursue a career in government service. Sorensen was graduated from the University of Nebraska-Lincoln with a degree in journalism and political science. He was assistant night editor at the Lincoln *State Journal* and later served as news director and commentator on KLMS radio in Lincoln. Sorensen served with the United States Information Agency. Later he was an investment adviser, first with The Advest Group, Inc., and then with The Capital Group Companies, Inc. Sorensen came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels.

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**Eligibility:** Any story distributed through Nebraska's mass media, whether cablecast, telecast, printed in a newspaper, a magazine or online or broadcast over the radio, from January 1, 2013, through December 31, 2013.

**To Apply:** **For print entries:** Submit one copy of the story with a letter of entry that provides background information and reasons for the story's assignment.

**For video and audio entries:** Submit a flash drive, DVD or URL for work published to YouTube, Vimeo or any other website with a letter of entry that provides background information and reasons for the story's assignment.

***YOU MAY SUBMIT UP TO THREE ENTRIES.*** Non-English entries must be accompanied by an English script or overview

**There is no entry fee and winners will receive cash awards.**

Entries should be mailed to the following address or emailed to [hbush2@unl.edu](mailto:hbush2@unl.edu):

College of Journalism and Mass Communications  
University of Nebraska-Lincoln  
Attn: Haley Bush  
147 Andersen Hall  
Lincoln, NE 68588-0443

**Deadline:** **Entries must be received by February 7, 2014.** The winner will be notified by March 15, 2014, and invited to attend an event to honor winners at the College of Journalism and Mass Communications.

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***For additional information contact: Haley Bush, Special Projects Coordinator at [hbush2@unl.edu](mailto:hbush2@unl.edu) or 402-472-3341.***