

**Calendar of Events:**

**October 2-5, 2014**  
 National Newspaper Assn. (NNA)  
 128th Annual Convention &  
 Trade Show  
 Grand Hyatt, San Antonio, TX

**October 24, 2014**  
 Nebraska Journalism Hall of Fame  
 Banquet  
 Nebraska Club, Lincoln, NE

**April 17-18, 2015**  
 Annual NPA Convention  
 Holiday Inn-Downtown  
 Lincoln, NE

**CONTACT INFO:**  
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 402-476-2851  
 FAX: 402-476-2942,  
 Legal Hotline: 402-474-6900  
 E-mail: nebpress@nebpress.com  
 Web Site: <http://www.nebpress.com>

**Let us know: how did you like convention?**

We'd really like to get your comments on this year's convention, along with any suggestions to make next year's convention even better! **If you didn't get a chance to fill out a convention evaluation form, one is attached to this Bulletin.** Please email your evaluation form to [nebpress@nebpress.com](mailto:nebpress@nebpress.com), or fax it to our office at 402-476-2942.

**Were you a Better Newspaper Contest winner?**

Click on this link for a PDF logo of the "Prize Winning Newspaper 2014" to publish in your newspaper to promote winning to your readers!  
[http://www.nebpress.com/wp-content/uploads/2014/04/PrizeWinningNewspaperLogo\\_2014.pdf](http://www.nebpress.com/wp-content/uploads/2014/04/PrizeWinningNewspaperLogo_2014.pdf)

A copy of the  
**2013 Better Newspaper Contest TAB**  
 was mailed out to every member newspaper on Friday, April 18  
*Watch for your copy!*

**CONVENTION RAFFLE WINNERS:**  
 2 NE Husker home game football tickets - Pilar Konz, Kearney  
 2 NE home men's basketball tickets - Mike Edgecombe, Hebron Journal-Register  
 2 KC Royals home baseball tickets (Crown Club level seats) on July 12, 2014 - Connie Thompson, St. Paul Phonograph-Herald  
**WORKSHOP ATTENDANCE DRAWING WINNER:**  
 iPad - Laura Lovejoy, Central City Republican-Nonpareil  
**CONGRATULATIONS!**

**CONVENTION COLLEGIATE AWARD WINNERS:**  
**Omaha World-Herald Photojournalism Shoot-Out**  
 1st Place - Stacie Hecker, UNL, \$300 & Plaque  
 2nd Place - Shelby Wolfe, UNL, \$200  
**Butch & Nancy Furse Foundation Writing Competition:**  
 1st Place - Vanessa Daves, UNL, \$300  
 2nd Place - Zach Fulciniti, UNL, \$200

The winner of **2 FREE CONVENTION REGISTRATIONS (\$20 value) for the 2015 NPA Convention in Lincoln is:**  
**JULIE PFISTER, Chadron Record!**

## **NPA/NPAS Staff**

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## **Three to be inducted into Nebraska Press Women's Hall of Fame, May 3**

"It's a Woman's World" is the theme for the 2014 Nebraska Press Women's Annual Spring Conference, May 3, on the Ogallala campus of Mid-Plains Community College.

In addition to several speakers, the day-long conference will include the induction of three women into the Marian Anderson Nebraska Women Journalists Hall of Fame during the noon luncheon.

2014 inductees will include Leta Powell Drake, Lincoln, NE; Gwen Lindberg, West Point, NE; and the late Elia Peattie, who wrote for the Omaha World-Herald in the 1800s.

The Marian Andersen Nebraska Women Journalists Hall of Fame was established in 2011 to recognize working women journalists who, through talent, initiative, intelligence and stamina, made a difference for the profession, for the community and for those who followed in their footsteps.

## **Marian Andersen Nebraska Women Journalists Hall of Fame Honorees include:**

2011 - Wilma Crumley, Bess Furman Armstrong, Lynne Grasz, Marjorie Marlette, Beverly Pollock, Deanna Sands  
2012 - Mildred Brown, Harriet Dakin MacMurphy, Mary McGrath  
2013 - Clara Bewick Colby, Maxine Moul

Nominations are open to the public, and honorees are selected by the NPW Board of Directors.

The Marian Andersen Nebraska Women Journalists Hall of Fame is located on the second floor of Andersen Hall at the University of Nebraska College of Journalism and Mass Communications in Lincoln.

## **Broken Bow Custer Co. Chief welcomes new sports editor**

Tim Conover, a native of Sargent, NE, has joined the staff of the Broken Bow Custer Co. Chief as sports editor.

Conover graduated from Milford (NE) High School in 1982 after his family moved to Milford when his father became Nebraska's first state director for Fellowship of Christian Athletes (FCA). Growing up as a coach's son, he learned to love sports, and after college was a walk-on for UNL's freshman football program.

After graduating from UNL with a bachelor of science degree in Criminal Justice, Conover worked as a probation officer in Douglas County for 12 years, before moving to Custer County with his family to "get back to basics."

## **Omaha World-Herald writers earn awards**

For the second straight year, Omaha World-Herald copy editor Rich Mills is a first-place winner in the American Copy Editors Society's Annual Headline Contest. Mills' portfolio was honored in the category for individuals who work at newspapers with a circulation between 100,000 and 200,000.

Two other members of the World-Herald news copy desk were also recognized in the category: Tom Sacco was awarded third place and Courtney Mattern earned an honorable mention.

The contest saluted good headline writing in 2013 in newspapers, non-newspaper publications, websites and even Twitter. Contest results were announced in March during the 18th annual ACES national conference in Las Vegas.

Earlier this month, World-Herald columnist Matthew Hansen was awarded third place in the local column writing category of the National Headliner Contest. The contest, sponsored by the Press Club of Atlantic City, NJ, is one of the oldest and most prestigious in the U.S.

First place went to a Boston Globe columnist and a Cleveland Plain Dealer writer took second place. Last year, Hansen placed second in the same contest's feature writing competition.

# Getting it right

What we can learn from six small papers in Nebraska



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

So many topics, so little space. This morning, I created a poll on my Facebook wall, which includes thousands of newspaper friends, and asked for help in deciding among three potential topics for this column. The poll looked like this:

I need your thoughts. Help me pick a topic for my column today. Select one of the following:

1. A few new tools out there to help newspaper folks get their jobs done.
2. The fallout from my previous Digital First column and their announcement to close down their Thunderdome division.
3. What I learned from working with six small papers in Nebraska this month about running successful papers.

Within minutes, I received 40 or so responses. I was a little surprised at the results. Almost 60 percent selected “What I learned from working with six small papers in Nebraska.”

Approximately 22 percent chose “A few new tools,” while 19 percent selected a column concerning the Digital First fallout.

I wasn’t surprised that the column on successful small newspapers was selected, but I didn’t expect a blowout. Making the results even more surprising, I could tell who voted for what and it was clear that people at large dailies are just as interested in what the papers in Nebraska are doing to be successful as are people in small community papers.

So let me tell you a little about Nebraska. Rob Dump and his wife, Peggy, own six

small papers in rural northeast Nebraska. The largest is *Cedar County News* in Hartington. According to US Census Bureau numbers, Hartington has dropped in population from 1,662 in 1990 to approximately 1,500 today.

The circulation of *Cedar County News* is 2,000. The circulation of the five smaller papers averages 900 each, with the smallest, *The Coleridge Blade*, reporting a circulation of 312. Total circulation for all six papers is 6,500.

Scenes for the movie “Nebraska” were filmed at the *Osmond Republican*.

Rob, along with Peggy, attended the Institute of Newspaper Technology years ago and has been contacting me ever since about my coming to work with their papers. The obvious problem was the cost associated with flying a consultant across the country to spend a few days in Hartington.



I learned years ago, when Jean Matua (another Institute alum) had both Ken Blum and me at her newspaper, a 1,300-circulation weekly in a Minnesota town of 700, in the same week to work with her and her staff of one, that such problems are opportunities for people like Rob and Jean. So I wasn’t surprised when Rob called me a few months back to let me know he had received a government grant to bring me to Nebraska.

After arriving in Sioux Falls and making the 90-minute drive to Hartington on Wednesday, I spent Thursday training Rob’s impressive staff. Most seemed to be graduates of journalism schools in or near Nebraska. His daughter, Kalee, shares time between school at The University of Nebraska, in Lincoln, and working with the paper in Hartington. Most of the staff had worked at the papers for extensive periods and seemed to thoroughly enjoy their work.

The staffs of all six papers gathered on



the town’s primary street, in a former store that has since been converted to a home for the newspaper press, with a conference area in the front.

We spent most of the day improving the photo editing process for the papers and training the staff in advanced skills using Adobe InDesign. We worked on improving their method of creating ads for their websites and making the printing process go more smoothly.

On day two, I worked individually with several of the staff members. Peggy and I created a new system for streamlining her classifieds, using nested styles in InDesign. Rob and I began the work to create a photo archiving system for the papers. I worked with other staff members to solve PDF problems, get all the fonts to work together in all six papers and streamline the entire process.

At the end of day two, Rob and I sat in his office and discussed the time we’d spent together. He was amazed at how much we’d gotten done. “I never imagined we could do so much in just two days,” he told me a few times.

Then it was my turn to ask questions. In our conversation I learned that all of his papers were written and designed in the communities they served.

All six papers have editors who lives in, or near, the towns they serve. And get this: All are profitable.

I asked Rob how he could afford to have a paper with a circulation of 312.

“Well, people ask me that question a lot,” he said, “and I look at it this way. We’re able to pay for our staff and to make a little profit.” He continued, “And it’s good for the community to have its own newspaper.”

Rob pretty much summed up what I say are the three qualities that exist in most successful newspapers:

- Focus on local content, produced locally
- Support and training for staff
- A quality sales staff that understands the role and benefits of newspaper advertising

Maybe next month, we can discuss those new tools.





**NNA members, including Nebraska delegates, visited Capitol Hill on March 13 and took their concerns to Congress.**



*Nebraska NNA delegates that visited Capitol Hill on March 13 and met with Nebraska Senators Deb Fischer and Mike Johanns, were Deb McCaslin, NNA Government Relations Chair; John Edgecombe, Jr., NNA Vice-President and Allen Beermann, NPA Executive Director. UNL student Robbie Korth, an NNA Foundation News Fellow, was part of the NE delegation and was sponsored by Nebraska Press Association.*

National Newspaper Association members converged on Capitol Hill on March 13 carrying two main messages: don't deregulate the U.S. Postal Service and don't blow up local economies by taxing advertising. Delegations of publishers were briefed on the status of postal reform, focusing primarily upon S. 1486, which is poised for consideration on the Senate floor.

Jim Davidson, director of The Advertising Coalition and an attorney with the law and lobbying firm Polsinelli, said all media are facing "the most serious threat to the deduction of advertising costs that I have seen in my whole career, and I've been doing this a long time." The threat, he said, is from the overhaul of the tax code, which is being driven by 42 multinational corporations that want to move their profits to the U.S. without paying taxes on those profits. He estimates that would amount to about \$3 trillion. "In order to do this," he said, "other people are going to have to pay the costs. And I can't tell you how many industries are going to be affected by these tax reform proposals."

Publishers concluded their day on Capitol Hill with dinner at the National Press Club to hear CBS TV correspondent Bob Schieffer. When addressing the eight collegiate journalists in attendance with the NNA Foundation News Fellows program, Schieffer said, "Journalism is a great way to spend a life." He urged the young journalists to stick with their craft. The NNA Foundation News

Fellows program is supported by the Ethics and Excellence in Journalism Foundation in Oklahoma City, OK.

The surprise addition of a proposed change in recognition of advertising expenditures in House Ways and Means Committee Chairman David Camp's draft of sweeping tax reform also energized publishers to educate their members of Congress. Davidson told publishers that the proposed advertising tax was a part of the Camp proposal, which would make companies amortize half of their advertising expenses each year, spreading the deduction of that half over a 10-year period. He added that this idea was hatched by people who have never sold advertising.

"This bill would be an accountants' boon and a local retailer's nightmare," NNA Government Relations Chair Deb McCaslin, publisher of the Custer County Chief in Broken Bow, NE, said. "It would immediately choke off advertising, which would reduce sales, decimate the state and local sales tax and generally slow local economies. I cannot think of a worse place to look for new revenues to offset tax breaks for multinational giants." McCaslin said publishers learned on Capitol Hill that action on tax reform is unlikely this year. But Davidson warned that once proposals take root, they wind up in future versions of major bills. "The time to kill this bad idea is now," he said.

# Set your ground rules now for the coming barrage of election letters

Election season poses a host of questions for editors as they sift through the natural upsurge in letters. For those in the midst of spring elections, editors are likely making many decisions on the fly. For late primaries and the November general election, it's not too early to set the ground rules.

Be sure to share your policy with as broad an audience as possible, including candidates and their campaign managers. It's an excellent topic for a column to readers.



by Jim Pumarlo

Election season can be a mixed blessing for community newspapers. It's an excellent opportunity to get fresh voices on your page, and the season's letters serve the electorate by offering a lively debate on the pros and cons of candidates and issues. At the same time, editors face the headache of sifting through organized letter-writing campaigns.

Here is one list of dos and don'ts that newspapers should consider when offering their "advice to readers" for editorial page submissions.

**Stick to local authors.** Unless the circumstances are extraordinary, it's reasonable to reject letters from residents outside your readership area.

**Focus on local issues.** Election coverage on your news pages predominantly focuses on local issues. The strongest letters should highlight the local perspective of issues.

**Make letters substantive.** We're all familiar with the standard litany of candidate attributes – trustworthy, hardworking, honest, accessible, dedicated to family and committed to representing the interests of their constituents. Such endorsements shed little light on the candidates and likely do little to advance their electability. Feel free to aggressively edit these letters and reserve space for letters that address meaningful issues.

**Keep the exchanges civil.** Encourage writers to focus on the issues and provide the appropriate sources for their facts. It's well within newspapers' purview to reject those letters that are strictly personal in nature.

**Set ground rules for rebuttal.** Space is too precious to allow long-running exchanges among candidates and their supporters. Consider allowing each individual two letters; each has an opportunity for a rebuttal after the initial exchange. Someone always will have the "last word."

**Don't ramble.** Readers grow tired of lengthy letters on the same subjects and letters columns dominated

by the same writers. A short, to-the-point letter has greater impact than a rambling letter repetitive in its message.

**Limit target of letters.** Exceptions might arise, but as a general rule, newspapers should be careful about allowing candidates to write letters in response to issues raised in paid ads. The best guideline is that candidates respond to the message in the same avenue as the original message. Campaigns are right to be upset if their paid ads are rebutted on a regular basis in the free letters column.

**Allow candidates to submit letters – with restrictions.** Keep in mind that candidates have the opportunity to advance their positions on issues in a variety of avenues – and not just through paid advertising. They routinely issue press releases and participate in forums. Editors should be attentive to the savvy candidates who methodically submit letters as a strategy to supplement or replace paid advertising.

**Verify all letters.** The process is tedious and time consuming, but the possibility of fake authors is not far-fetched. One of the most important guidelines is the deadline for letters that raise new issues that might warrant a response from the other side. Eleventh-hour charges fall into two camps, each prompting a different handling: Some letters are strategically lobbed in the final days; the information is known well in advance but surfaces late with the hope that it might deliver a knockout punch. Editors are well within their bounds to reject this type of letter altogether – even if the point might have proved legitimate had the letter arrived earlier.

In rare cases, letters might raise an issue that truly just came to light and warrants public attention. In the worst-case scenario, a letter might arrive with only one edition prior to the election. Editors have a couple of options: One avenue is to do a news story. The reporter can contact all the parties involved, noting the circumstances of how the issue was raised. Or the newspaper might decide to publish the letter, but let the "opponent" see the letter in advance and write a response. Both letters would be published alongside each other with an explanatory editor's note. The "other side" may not want to respond, but the offer should be extended.

Editors can be subjective in deciding whether to publish these letters. At the core is whether the newspaper has time to do justice with the information, despite how compelling it might be.

Editors' best defense is their offense: Publish the letters policy early and often, so writers cannot complain with any basis that they weren't aware of deadlines.

*Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper." He can be contacted at [www.pumarlo.com](http://www.pumarlo.com). Reprinted with permission of Jim Pumarlo.*

# Classified Advertising Exchange

Apr. 21, 2014

**PRODUCTION MANAGER:** Full time position available at the VOICE NEWS of southeast Nebraska in our Hickman office. Need experienced graphic designer/office manager to oversee daily operations in our busy newspaper office. Design ads, coordinate printing projects, create PDF's, update our website, handle accounts receivable, payroll, provide technical support to staff, assist customers on the phone and in person.

Experience in Quickbooks, Microsoft Office, PhotoShop, PageMaker, InDesign preferred. IT experience helpful - Windows Server 2003, Windows 7, network hardware, etc. We offer competitive wages, benefits, Simple IRA retirement plan, and a pleasant working environment. Send resume to [voicenews@inebraska.com](mailto:voicenews@inebraska.com) or call Kevin, 402-792-2255.

**EXPERIENCED PRESSMAN:** to work with 4 unit Goss Press at a weekly newspaper in Northeast Nebraska. The work includes process color and black and white runs. This is a full time position. Call 1-800-672-3418. Melissa Urbanec, General Manager, Wayne Herald/Morning Shopper.

**REPORTER/ADVERTISING SALES/SOCIAL MEDIA:** The Arapahoe Public Mirror/Elwood Bulletin has an opening for a reporter/advertising sales/social media person. The Arapahoe Public Mirror and Elwood Bulletin are located in south central Nebraska. This is an excellent opportunity for developing skills for writing and sales in the newspaper industry. Candidates should have the ability to write general news and take pictures and some basic sales knowledge. Candidates should be familiar with Adobe InDesign, Adobe Photoshop and capabilities of social media. For more information or to send resume please contact Gayle Schutz, Co-Publisher, Arapahoe Public Mirror and Elwood Bulletin, [arapmir@atcjet.net](mailto:arapmir@atcjet.net).

**PLATE PROCESSOR WANTED:** The Holdrege Citizen needs a new plate processor, or a good used one. We have an Iconics Model ICM-25 made by Iconics Control, Inc. of Troy, OH. If you know of one, or Iconics' address, call Bob King, Publisher, at 308-995-4441.

**REPORTING POSITION WANTED:** Kassaundra Hartley of Spalding, NE, is seeking a reporting position. Recent Creighton University graduate in journalism with a double track in news and public relations. Contact her at [kassi.hartley@gmail.com](mailto:kassi.hartley@gmail.com).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Convention Evaluation Form, Online Media 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).



## 2014 Nebraska Press Association Annual Convention

### Overall Evaluation Form

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Please take a moment to complete this form to help us plan for future conventions.

Circle the option that best reflects your opinion of each item listed.

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Fair</u>	<u>Poor</u>
<b><u>Hotel</u></b>					
Rooms	5	4	3	2	1
Staff	5	4	3	2	1
<b><u>Food</u></b>					
Overall	5	4	3	2	1
Friday Luncheon	5	4	3	2	1
Friday Banquet	5	4	3	2	1
Saturday Breakfast	5	4	3	2	1
Saturday Luncheon	5	4	3	2	1
Saturday Banquet	5	4	3	2	1
<b><u>Other</u></b>					
Great Idea Exchange	5	4	3	2	1
Better Newspaper Contest (Video Show)	5	4	3	2	1
Met Expectations	5	4	3	2	1

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Please feel free to voice any comments, questions, or suggestions that may help us in planning for next year's convention, April 17-18, at the Holiday Inn-Downtown, Lincoln.

Complete Reverse Side







# ONLINEMEDIACAMPUS

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

## Taming the E-mail Beast

Friday, May 9  
2:00-3:00 p.m. EDT  
1:00-2:00 p.m. CDT

Registration fee: \$35  
Registration deadline:  
Tuesday, May 6

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...

- Understand the nature of e-mail and information overload in today's workplace.
- Have a strategy for "splitting" work, personal and junk/spam e-mails for greater efficiency.
- Use a very simple "rule" for managing all incoming e-mail that allows for both greater speed and prioritization of those messages and embedded tasks.
- Learn how to convert e-mails quickly into tasks, contacts and calendar items.
- Use embedded functions inside of your e-mail that allow you to "automate" certain common activities/messages.
- Build a personal file "infrastructure" that can assist in achieving greater organization and possibly even "e-mail ZERO"!
- Better manage both sent and received CC's, forwards and replies to reduce confusion and increase communication capabilities.

### 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...

#### Randy Dean



Randy Dean, the "Totally Obsessed Time Management Tech Guy and E-mail Sanity Expert" and author of the recent Amazon e-mail bestseller, "Taming the E-mail Beast: 45 Key Strategies for Managing Your E-mail Overload," is a national speaker and trainer on advanced time management using technology. He focuses on managing the mess of e-mail and information overload with related topics including smart phone and tablet usage and ending office clutter. He has more than 20 years of experience using and teaching advanced principles of time and project management and personal organization. He combines humor with relevant and useful content while providing strategy-rich information on finding and saving time, taming the e-mail beast and getting the most out of your devices both at home and work.



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



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

## Selling the Digital Value Proposition Laying the Groundwork & Giving the Pitch

**Thursday, May 15**

**2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT**

**Registration fee: \$35**  
**Registration deadline:**  
**Monday, May 12**

*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...***

Many companies are now spending over a quarter of their marketing budget on digital pursuits. Are you and your sales staff prepared to sell online and capture the lion's share of that revenue?

This webinar will focus on trends in online advertising, internet marketing standards, building the relationship online and selling the digital value proposition.

This webinar will cover:

- Preparing for online ad sales.
- The Needs Analysis approach.
- Maximizing your effectiveness.
- Building a presentation that gives you the best chance for success.

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

#### **Allan Barmak**



Allan Barmak leads The Barmak Group, a sales consulting and training firm which leverages 20 years of sales experience in digital media. He has worked with a variety of companies across multiple industries, helping each of them expand their sales operations by optimizing existing revenue streams as well as building new ones.

He has been training newspaper sales teams for the last ten years and has unmatched experience selling the digital value proposition. Prior to starting his own consulting firm, he worked at AOL, where he was the top sales rep in the country for five of seven years and second to the lead the other two.



Online Media Campus



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