

CONFIDENTIAL

# Bulletin

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

## Calendar of Events:

### October 2-5, 2014

National Newspaper Assn. (NNA)  
128th Annual Convention &  
Trade Show  
Grand Hyatt, San Antonio, TX

### October 24, 2014

NPA/NPAS Board Meeting  
NPA Office, 845 "S" St.  
Lincoln, NE

### 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

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The NPA/NPAS office will be CLOSED  
Friday, July 4,  
in observance of Independence Day.

## Krier retires from Main Street Media, Mercer named new publisher

Jack Krier, president of Main Street Media, has announced that Frank Mercer is the new publisher of their Nebraska and Kansas newspapers, effective June 1, 2014. Main Street Media owns the *Alma Harlan County Journal*, *Blue Hill Leader*, *Franklin Co. Chronicle* and *Red Cloud Chief*. Krier retired effective May 31, but will continue to write his column, *One Man's Opinion*, as well as editorials.

Krier and Mercer have been partners in the newspaper business since 1995. Mercer has run the Missouri side of Main Street Media's operations, which has grown to include 13 weekly newspapers and six shoppers. Prior to that, he was publisher of the *Marshall Democrat-News* and the *Carrollton Daily Democrat*.

Mercer said he will continue Krier's practice of allowing local management to set the content and direction of their publications. His wife of over 30 years, Elaine, will be working with him out of the Russell (KS) office. She is a recently retired elementary school teacher and spent seven years as editor of the *Carrollton Democrat*.

Krier, and his wife Kathy, will live in Warsaw, MO, and continue to oversee their commercial printing department.

## New reporter joins Blair Washington Co. papers

North Platte native Tammy Bain has joined the staff of the *Blair Washington County Pilot-Tribune and Enterprise* as a reporter. A 2009 graduate of North Platte High School, she earned an associate degree in arts from Mid-Plains Community College in North Platte in 2011 and then enrolled as a junior at UNL, where she worked at the *Daily Nebraskan* student newspaper as a features and general reporter. She will graduate from UNL in December.

*continued page 4*

Watch next week's Bulletin (July 7 issue) for details on 2014 Husker football season parking!

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
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### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: jp@nebpress.com

### **Rob James**

Sales Manager  
email: rj@nebpress.com

### **Carolyn Bowman**

Advertising Manager  
email: cb@nebpress.com

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: nebpress@nebpress.com

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: sales@nebpress.com



## Good work!

The following newspapers sold network ads. **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

### Week of 6/16:

#### 2x2

Hastings Tribune — Jennifer Whitely (paper made \$975.00)  
Hickman Voice News — Linda Bryant (paper made \$150.00)  
Hickman Voice News — Austin Roper (paper made \$34.00 out of state)

#### NCAN

Aurora News-Register — Dave Bradley (paper made \$112.50)  
Aurora News-Register — Dani Lemburg (paper made \$207.00)  
Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Hebron Journal Register — Christy Farnstrom (paper made \$140.50)  
Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$344.50)  
Verdigre Eagle — Lisa Wessendorf (paper made \$112.50)

### Week of 6/23:

#### 2x2

Hickman Voice News — Linda Bryant (2 ads) (paper made \$300.00)  
Hickman Voice News — Austin Roper (5 ads) (paper made \$750.00 + \$50.00 out of state)

#### NCAN

Aurora News-Register — Dave Bradley (paper made \$112.50)  
Aurora News-Register — Dani Lemburg (NCAN Special Free Ad)  
Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Hebron Journal Register — Christy Farnstrom (NCAN Special Free Ad)  
Nebraska City News-Press — Roxy Schutz (4 ads) (paper made \$344.50 plus NCAN Special Free Ad)

## Real Estate Advertising: watch out for DO NOT USE words and phrases due to Fair Housing Act

Even though we are guaranteed Freedom of Speech and Freedom of Press in our Constitution, there are "Do Not Use" words and phrases a person may want to avoid using in Real Estate advertising to avoid being fined.

Some words and phrases make sense and you wouldn't think of using them anyway - like negative words having to do with race, religion, sexual orientation, etc. But if you innocently use certain words or phrases prohibited by the Fair Housing Act, you could still face a punishing fine.

The Fair Housing Act prohibits housing discrimination based on race, sex, color, handicap, familial status, marital status, national origin, amongst other things. If you advertise a Real Estate listing that states the homebuyer can walk to shopping - a person in a wheelchair might not agree. And if you suggest a young couple should purchase the home, are you suggesting you don't want mature or retirees to purchase it?

**See the attached list of DO NOT USE words and phrases you might want to avoid using in Real Estate For Sale or For Rent Advertising.**



## Husker (home) football tickets available

NPA has a pair of football tickets to each of the following home games for 2014. Cost is \$60.00 per ticket/\$120.00 for the pair-per game. The tickets are in the North Stadium, Section 39, Row 82, Seats 9-10.

**Pre-payment is required by Visa or MasterCard only. No checks. No holding tickets for later payment. Also, the limit is one pair per newspaper/group.**

### Home game tickets available:

August 30 - Florida Atlantic  
October 25 - Rutgers  
November 1 - Purdue  
November 22 - Minnesota

Please contact Jenelle at the NPA office (800-369-2850), if you are interested in any of the above tickets.

## NPA members asked to help locate photos for “Faces Never Forgotten”

### Vietnam veteran project

Newspapers across the country are being asked to help in a national project, “Faces Never Forgotten,” sponsored by the Vietnam Veterans Memorial Foundation. Their goal is to complete the quest to obtain the missing photos of every U.S. Vietnam soldier killed in action. **For details go to <http://www.vvmf.org/Wall-of-Faces/>**



The National Newspaper Association (NNA) is coordinating with state newspaper associations to participate by forwarding this information on to their member newspapers in an effort to locate the missing photos from their readership area.

NNA President, Robert Williams, noted that community newspapers are uniquely qualified to reach the smaller towns all across the country to get the word out about the goals of this project. According to the VVFM website, there are 160 missing photos of Nebraska Vietnam veterans killed in action. Help complete a great tribute to our veterans. Thank you for your support of this project!

**The goal is to get the photos to the VVMF by Veteran’s Day, November 11, 2014.**

## **HOW YOU CAN HELP - “Faces Never Forgotten”**

The Vietnam Veterans Memorial Foundation project “Faces Never Forgotten” needs help obtaining missing photos of Vietnam veterans from Nebraska. These photos will help complete an electronic “Wall of Faces” in the new education center at the Vietnam Memorial Wall. View the gallery in progress at <http://www.vvmf.org/Wall-of-Faces/>. These are effective and moving tributes to fallen soldiers from your area.

If there is a soldier missing from your area, perhaps they attended one of your schools and you have a photo in your newspaper archive? Or a simple short story in your newspaper is going to reach someone who knows someone who has a picture of the soldier. Some have submitted a high school graduation photo, a picture of the soldier as an athlete, even a page from the high school annual showing the soldier as a student.

### **Guide to Accessing the Most Current Information on Photos Needed**

The following are instructions on how to get the most updated status of the photos:

1. Go to: <http://www.vvmf.org/Wall-of-Faces/>
2. Click Advanced Search, to the right of the search box
3. Input a city, county, or state name based on the desired search
4. Scroll to the last box and check: Does Not Have a Default Photo
5. Hit Submit

This will yield the most current results for the names that are missing.

### **Photos can be submitted to VVMF by mail or online.**

For details on submitting photos, go to:

<http://www.vvmf.org/Wall-of-Faces/>. **VVMF does not want original photos and cannot be responsible for returning photos to donors. A high resolution scan of the photo is recommended.**

## UNL J-School project produces community stories on diversity issues for local Nebraska newspapers

An ambitious collaboration to enhance coverage of diversity issues in Nebraska is underway at the University of Nebraska-Lincoln College of Journalism and Mass Communications, in partnership with the Asian American Journalists Association and the National Lesbian and Gay Journalists Association.

Bobby Caina Calvan, who has covered national politics for the Boston Globe’s Washington bureau and covered the war in Iraq for McClatchy Newspapers, serves as the lead reporter for the Heartland Project.



*Bobby Calvan, lead reporter for UNL’s diversity reporting project*

Calvan, who grew up on a dairy farm in Hawaii, hopes to extend the collaboration to news organizations across Nebraska to produce stories and multimedia projects about the state’s communities of color, as well as lesbian, gay, bisexual and transgender issues.

The project intends to explore the lives of Nebraskans, with particular emphasis on access to health care, immigration, domestic violence and economic recovery.

**Calvan will work with news outlets across the state, free of charge, to identify and produce stories relevant to their specific communities. Calvan will also work with newsrooms to help bring voices of diversity to the outlet’s day-to-day work. He hopes to enlist wide participation among the state’s news media.**

The Heartland Project, funded by a \$200,000 grant from the Ford Foundation, makes Calvan’s experience, as well as freelancers, available to news outlets across the state. Prior to his work with the Heartland Project, Calvan reported in Washington for the *Boston Globe* focusing on national political stories. He reported from 13 states – from Colorado to Maine – as part of his coverage of the 2012 presidential elections. As a foreign reporting fellow for the International Center for Journalists, he traveled to Laos to report on the millions of unexploded U.S. bombs that still menace the country. At the *Sacramento Bee*, he wrote about the policy, politics and human consequences of health care. He also covered the war in Iraq for McClatchy Newspapers during the height of violence.

**Calvan is based out of Lincoln, but will travel to communities across the state, through 2014. To discuss potential stories, reach Calvan at [bobbyc@heartlandproj.org](mailto:bobbyc@heartlandproj.org) or 916-384-6750.**

### ***New Reporter - cont. from pg. 1***

Bain recently finished an *Omaha World-Herald* Fellowship through UNL, where she was paid and earned credit hours for working in Omaha and from the Lincoln bureau. She also interned at radio stations in the North Platte area and worked as a part-time reporter for the weekly newspaper, the *North Platte Bulletin*.

## **Roberts new sales rep for Grant Tribune-Sentinel**

Grant native Arielle Roberts is the new sales representative for the *Grant Tribune-Sentinel*. Roberts, a recent graduate of the University of Nebraska-Kearney, will handle day-to-day sales, selling promotional items through Johnson Publications, as well as selling specialty pages.

Sales Manager Brooke Pankonin turned over ad sales responsibilities to Roberts after office duties changed and were redistributed in recent months. Pankonin is now in charge of billing, front office duties and overseeing the marketing and sales department at the newspaper.

## **Omaha World-Herald city editor, Joe Brennan, dies at 57**

Longtime *Omaha World-Herald* newsman, Joe Brennan, died June 17, 2014, at the age of 57. He was injured in a June 8 fall outside Holy Cross Catholic Church in Omaha and died at the Nebraska Medical Center without ever regaining consciousness.

Brennan joined The World-Herald in 1987 as a general assignment reporter and later covered politics and city hall. He moved to an assignment editor role, first working with the paper's regional and bureau reporters, and, for the past several years, served as the night city editor.

Survivors include his wife of 31 years, Patricia, and children Rose, Molly and David. Funeral services were held June 20 at Holy Cross Catholic Church, Omaha. John A. Gentleman Mortuaries.

## **NPA members invited to attend Ad Skills for Community Newspapers Workshop, July 23-24, in Pierre, SD**

David Bordewyk, executive director of the South Dakota Newspaper Association, has extended an invitation to NPA members to attend an Ad Skills for Community Newspapers Workshop, July 23-24 in Pierre, SD.

The fee is \$75 per person. The workshop will run from 1-5 p.m. on Wednesday, July 23, and from 8:30 a.m. to 3 p.m. on Thursday, July 24. Thursday lunch is included in the registration fee. **See the attached flyer for workshop details. Go to [www.sdna.com](http://www.sdna.com) to register. Contact David Bordewyk at [daveb@sdna.com](mailto:daveb@sdna.com) for information about overnight accommodations in Pierre.**

## **NNA President addressed community newspapers at NPA annual meeting**

National Newspaper Association (NNA) President, Robert Williams, attended the NPA convention in April. Here are his remarks to those attending the April 11 annual meeting:

"Thank you for what you do for community newspapers. You give up your time to attend meetings and events and report on them to your community, so they rely on you to

keep them informed. Thank you for being the strong link between your readers and the leaders in power. And thank you for being transcribers of your community's history. As your convention theme says, newspapers were social media before it became cool, before Facebook & Twitter. We've reported it all for generations."

"Through NNA we work together; there's only one place to get your local news - the newspapers. That is your local franchise - no one else can beat us for offering local news. In America we talk about the value in every human life. Nowhere are those values glorified more than in the local newspaper - we follow a person through their life - from their birth announcement, to pictures of classrooms; when the math team wins or the athletic teams win; we follow them through to high school graduation. We document it - no one else documents lives like local newspapers; and then the cycle starts again. We preserve American life for generations to come. No one cares more about success and prosperity of local businesses than local newspapers; "strong newspapers build strong communities."

"Thank you for being so supportive of your state newspaper association and of the NNA. We are working diligently for Congress to do the right thing to help preserve the postal service. No one has more to lose than rural communities; the postal service is a government monopoly and it has a lot of problems with federal bureaucracy, but we need a viable postal service for our industry and our communities. NNA is the only group working on your behalf to help make your desires known on Capitol Hill. Also, there is an eminent threat to end business tax exemptions on advertising, which could damage advertising in the newspaper industry. This issue is getting serious consideration, so help us fight this fight. NNA is your voice on the federal level; how many of you have had to call Max Heath for postal issues? We have a postal expert to work on your behalf. It's a constant battle and we appreciate your help. We also want to thank Allen Beermann for his work and support of NNA."

### **Minutes available to NPA members:**

#### **April board and annual meetings**

Minutes from the April 10 NPA/NPAS board meeting and the April 11 NPA/NPAS annual (convention) meetings are available to NPA members by request. Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to request a copy of the meeting minutes.

### **1/2-Price Subscription Offer to the NIE Institute!**

**Consider subscribing to the Newspapers In Education (NIE) Institute on their half-price offer of \$125 or 62.50 for small papers (under 20K circ.). \***

The NIE Institute provides you a FREE subscriber website with over 340 NIE and editorial resources. The site was recently redesigned. Your website also includes Election Central, a Serial Story & Reader's Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page. **ALL RESOURCES ARE FREE WITH YOUR SUBSCRIPTION!** Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at: [www.nieteacher.org/testnie](http://www.nieteacher.org/testnie). Learn more at: [www.nieinstitute.org](http://www.nieinstitute.org). To subscribe, e-mail your full contact information to: Doug Alexander, President, NIE Institute, 202-636-4847, [dalexander@nieinstitute.org](mailto:dalexander@nieinstitute.org).

*\* Offer for new subscribers only.*

# Holding court with your news sources

By Jim Pumarlo, [jim@pumarlo.com](mailto:jim@pumarlo.com)

A newsroom's lifeblood is its ability to keep a pulse of the community and deliver timely reports. Uncooperative news sources often create detours and roadblocks.

Editors and reporters routinely are challenged in tracking down information from public officials, even when the laws governing open meetings and public data are on your side. What were the real reasons for not renewing a superintendent's contract? Why is a developer threatening lawsuit against the city council? Why won't the county board release the proposed sites for storage of hazardous waste?

The challenges can be even greater in the private sector, where individuals and companies are not subject to the same rules as public bodies for releasing information. Yet the news can often be more compelling to share with readers than what transpires at a city council meeting. What was the margin of the vote to strike at the paper mill, the city's largest employer? What caused the plant explosion, and how many people were hurt? Will current employees be affected by the announced merger of the local hospital and clinic?

Editors can readily add to the list of their everyday frustrations in recording the living histories of their communities. Blood pressure rises for good reason.

But all editors should ask themselves: When's the last time you sat down with news sources – in a calm and nonconfrontational atmosphere – and had a conversation about why you press so hard for information, why you believe your community is better for sharing this information? Some opportunities are ready-made. I recall when a new law firm was selected to represent our city. The attorneys conducted an orientation for members of boards and commissions. Topics included public meeting procedures, liability exposure for elected and appointed officers, the open meeting law, and ethics in government. I attended and was pleasantly surprised that our newspaper and the attorneys were aligned on many interpretations of the state's public access laws. But not in all cases. I shared our observations in a column, letting readers know what that meant in terms of gathering and delivering the news we believed they were entitled to know.

Newspapers also are wise to take the initiative. For example:

- Our policy was to identify high school athletes who were suspended from contests due to violations of high school league or school district policies. Not surprising, the policy had its detractors among coaches, parents and athletes. I attended a quarterly meeting of the coaches to explain and discuss our rationale, and addressed the topic in a column to readers.

- We frequently fielded complaints from law enforcement as to why we were aggressive in our pursuit of "bad" news – for example, the suspension of a firefighter – but came up short in recording their heroics. We connected, and, after a brief discussion, discovered that the opportunities for coverage – for example, firefighters battling a fire – often occurred "after hours" in the middle of the

night. We immediately armed the department with 24/7 contact information for our staff.

- The local manufacturers association invited me to present at their monthly meeting. My remarks focused on the importance of businesses sharing bad news as well as good news. The interaction with business leaders made for an excellent column.

In a nutshell, newsrooms ought to lay out a plan for regularly connecting with news sources. The mindset should not be to convince others that your pursuit of news is the right way or the only way. Rather, you should strive for a common understanding of why it's important to share all the news – the routine and the sensitive.

Journalists are equipped with many tools under the letter of the law to gather information. Reporters should be equally aggressive in advancing their requests based on the spirit of openness. The opportunity to deliver the facts – straight from the source – is one of the strongest arguments editors can present to those otherwise hesitant to share information important to your community.

*Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*

## NewsU offers free online math training for journalists

Poynter's NewU online training portal is offering a free self-directed course for journalists thanks to support from the Knight Foundation.

Explore several of the most important math tools that journalists encounter — and have fun doing it.

This course covers everything from reducing fractions and other math essentials to topics specifically for journalists, such as calculating cost of living and estimating crowd sizes. The goal is to make routine math routine.

The course is for anyone who wants to get better at the routine math every journalist needs when writing or editing a story, covering an event or creating infographics. If you don't know how to calculate a crowd estimate or don't know the difference between percentage points and percents, this course is for you.

**This course takes about three hours to complete, but you can start and stop whenever you like, progressing entirely at your own pace and going back as many times as you want to review the material. View specific course topics and register for Math for Journalists at <http://www.newsu.org/courses/math-for-journalists>.**



# Classified Advertising Exchange

June 30, 2014

**ADVERTISING DIRECTOR:** The Council Bluffs (IA) Daily Nonpareil is seeking an advertising director with a successful track record of driving revenue in a team environment. This position requires previous industry leadership and management experience and would be responsible for the overall supervision and direction of the advertising department, including the retail, classifieds, digital and creative operations.

The successful candidate will have demonstrated competencies in building budgets, developing and executing revenue strategies, and skill in developing creative solutions in both the print and digital environments.

Personal skills include the ability to work collaboratively with peers and associates, negotiate contractual agreements with key national clients, have a working knowledge of Microsoft Office - especially Excel, the ability to forecast and project revenues, think strategically and to identify revenue opportunities, be able to multi-task, follow directives from upper management in a timely fashion, be organized, and positively represent the newspaper in the community.

A bachelor's degree is preferred along with at least five years of proven management success in print and digital advertising sales. Compensation based upon candidate's skills and experience, includes a strong benefit package. Position is open due to recent retirement. The Council Bluffs Daily Nonpareil is a member of the BH Media Group, a Berkshire Hathaway company. Submit resumes with cover letters to: Tom Schmitt at [tom.schmitt@nonpareilonline.com](mailto:tom.schmitt@nonpareilonline.com).

**Entry level opening! F.T. REPORTER,** Photographer, Computer graphics w/PageMaker and PhotoShop skills plus photo and newspaper layout. Some office and proof-reading duties. Pay commensurate w/experience. Benefits inc. vacation and sick time, 401K retirement, pleasant, fun working environment. Challenging, fast-paced, ever-changing experience at independently owned community weekly newspaper. Must be willing to relocate in one of 25 bedroom communities the Voice covers. TO APPLY: Submit sample of writing, resume and cover letter to [voicenews@inebraska.com](mailto:voicenews@inebraska.com). Offices located in Hickman and Bennet.

**PRINTING/AD DESIGNER** for ad, printing, and newspaper page layout of the VOICE NEWS of southeast Nebraska, the largest weekly newspaper in southeast Nebraska, independently owned. Need experienced ad/page designer for weekly newspaper ads, shopper ads and web ads. Must be quick, creative and skilled at design on Pagemaker/Indesign and Photoshop. Benefits inc. vacation and sick time, 401K retirement, pleasant, fun working environment. TO APPLY: Submit resume and cover letter to [voicenews@inebraska.com](mailto:voicenews@inebraska.com). Offices located in Hickman and Bennet.

**EXPANDING NEWSPAPER and need AD SALES CONSULTANT** at the VOICE NEWS of southeast Nebraska, the largest weekly newspaper in southeast Nebraska, independently owned. Need experience or degree in sales/marketing. Must enjoy fast paced working environment and enjoy talking to and helping business people in Lincoln and surrounding area. Base plus commission. Benefits inc. vacation and sick time, 401K retirement, pleasant, fun working environment. TO APPLY: Submit resume and cover letter to [voicenews@inebraska.com](mailto:voicenews@inebraska.com). Offices located in Hickman and Bennet.

**POSTAGE PRODUCTS FOR SALE:** One and a half boxes of Avery 4013 white continuous form computer labels, 3.5x15/16 inches for address labels; partial box of Universal brand continuous form computer paper; Premier QuickPick label dispenser, Model #QP10. If interested in all or some of these products, call Amy Johnson, Springview Herald, 402-497-3651.

**FOR SALE: Central City Republican-Nonpareil.** County seat weekly newspaper for sale in town of 2,900. Business is good, facility is sound and the equipment is outstanding. Veteran staff in place. Owner is wanting to try something else. For more information contact Bob Jensen, PO Box 26, Central City NE 68826 or call 308-940-2136.

**FOR SALE: Wausa Gazette in Knox Co. Nebraska.** This purchase would be a great way for a young couple to get started in publishing or for a general assignment reporter to take the step into ownership. Current owner would consider helping with financing if necessary. If interested, please contact Rob Dump: Northeast Neb. News Co., POBox 977, Hartington, NE 68739. Or email [ccnews@mac.com](mailto:ccnews@mac.com).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Real Estate Advertising Watch Words, Basic Ad Skills Workshop Flyer, Online Media Campus Webinar Flyers.

<b>FOR SALE:</b>
Luggage Tags: \$1.00
Credit Card Case \$1.00

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 accepted.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



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

## InDesign Basics & Beyond

### Three-part webinar series

#### **InDesign 101: Introduction to InDesign**

**Thursday, June 12 • 2-3 p.m. EDT ~ 1-2 p.m. CDT**

If you're new to "desktop publishing" or converting to InDesign from Quark or PageMaker, this class will get you started in the right direction. Reduce the stress and fumbling around by learning where things are and how InDesign "thinks." Some of what you'll learn:

- *Where is everything?* Understanding the Interface.
- Opening, saving and creating documents with ease.
- Using InDesign with other file formats like PDF, Word, Excel, images and more.
- Much more!

**ARCHIVED** at [www.onlinemediacampus.com](http://www.onlinemediacampus.com)

#### **InDesign 201: Become a Type Superhero**

**Thursday, July 10 • 2-3 p.m. EDT ~ 1-2 p.m. CDT**

It's easy to put type on a page in InDesign. But using basic techniques on a large document can be VERY time consuming. Explore Master Styles and other techniques that will allow you to create, place and format text quickly and with more exciting designs than you might be doing now. Some of what you'll learn:

- Creating basic Character and Paragraph Styles.
- Format an entire page or ad in seconds with Next Styles.
- Amplify your designs -- and save time -- with Nested Styles.
- Much more!

**Registration deadline July 7**

#### **InDesign 301: Working with Images and Graphics**

**Thursday, August 21 • 2-3 p.m. EDT ~ 1-2 p.m. CDT**

InDesign offers MUCH more than just placing photos. Are you interested in taking your ads and editorial pages to the next level of design? Then this class is for you. You'll also see some of the many features that integrate InDesign with Illustrator and Photoshop for additional power. Some of what you'll learn:

- Working with Photoshop files in InDesign.
- Using Illustrator files and tools in InDesign.
- Cool design tricks that are fun and easy.

**Registration deadline August 18**

***Pick the session(s) best suited for you or better yet ... take them all!***

**Registration fee:  
\$35 per session**

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

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



#### **Russell Viers**

Russell Viers started his career as a staff writer/photographer in 1981, at the age of 16, for his local daily newspaper. Since then, he has been involved in most facets of the newspaper business, as well as printing and publishing. For the past 11 years he has shared his vast knowledge of publishing production techniques as speaker, trainer and workflow consultant. As an Adobe Certified Instructor, his expertise is in teaching publishers how to use Adobe and Quark software to create better documents faster.

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***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*



## SDNA Basic Ad Skills for Community Newspapers Workshop July 23 & 24 / Pierre

Go to [www.sdna.com](http://www.sdna.com) to register.

The fee is \$75 per person. The workshop will run from 1-5 p.m. on Wednesday, July 23, and from 8:30 a.m. to 3 p.m. on Thursday, July 24. Thursday lunch and break refreshments included in the registration fee.

### Among the topics to be covered at this workshop:

- The basics of making effective sales calls
- Finding extra dollars on Main Street
- Ad ideas that work
- Creating a good sales presentation
- ABCs of digital advertising
- Staying motivated
- Overcoming rejections
- And more

We have an impressive lineup of presenters and topics shaping up.

**Mike Gackle and Jill Denning Gackle** own BHG Inc., based in Garrison, No.D. They publish 12 North Dakota newspapers and two shoppers. They also print other newspapers and have a screen printing and embroidery business. Mike is the financial manager while Jill is the people manager.

**Chris Rhoades** works for Enterprise Publishing Company in Blair, a family-owned company with 13 newspapers in Nebraska and Iowa. He is the associate publisher, with his main duties focused on new revenue opportunities and sales. Chris was named "Outstanding Young Journalist" by Nebraska Press Association in 2011.

Also presenting at the workshop will be **Publisher Steve Baker and Advertising Director April Thompson** of the Pierre Capital Journal, plus **Tara Brandl**, advertising director at the Marshall Independent in Marshall, Minn.

Contact SDNA's David Bordewyk ([daveb@sdna.com](mailto:daveb@sdna.com))  
for information about overnight accommodations in Pierre.





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## MOBILE GADGET LAB

# Creating Great Video

**Thursday, July 31**

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

**Registration fee: \$35**

**Registration deadline: Monday, July 28**

*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...***

Drake University professor Chris Snider spent three months testing and researching hardware and software tools to improve the quality of video you can produce with an iPhone or other smart phone.

This webinar will uncover his findings and teach you how to create and edit high-quality video with your smart phone. We'll introduce you to tools for stabilizing your video, adding external lights, adding external lenses and getting crystal clear audio (and a few tools to add creativity to your videos). We'll also discuss the best apps for shooting and editing on your phone.

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



#### **Chris Snider**

Chris Snider joined Drake University in 2010 as an instructor of practice in multimedia journalism. He moved to Des Moines in 2005 to work as editor of Juice magazine, a weekly publication for readers age 25-34. In

2007, he became assistant managing editor for digital at the Des Moines Register. At the Register, Snider was a leader for media companies in using social media, live content and mobile. He was named the top digital editor in the Gannett company in 2008 and was named to Presstime Magazine's 20 under 40 list the same year.

He began his career as a designer at the Baltimore Sun, then worked as a designer and news design director at the St. Louis Post-Dispatch for six years.

### ***Presented in partnership with:***

#### **CANCELLATION POLICY:**

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



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