

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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## **NNA 2014 Better Newspaper Contest winners include three Nebraska papers**

Judging results have been processed and winners of the National Newspaper Association (NNA) 2014 Better Newspaper Contest and Better Newspaper Advertising Contest have been announced. Three Nebraska newspapers are included in the winners list:

### Hartington Cedar Co. News

- 3rd Place - Best Serious Column, daily and non-daily division, circ. less than 3,000, credit: Rob Dump

### Imperial Republican

- 1st Place - Best Breaking News Story, non-daily division, circ. less than 3,000, credit(s): Jan Schultz and Russ Pankonin
- 3rd Place - Best Breaking News Photo, non-daily division, circ. less than 5,000, credit: Jan Schultz
- Honorable Mention - Best Editorial, daily and non-daily division, circ. less than 3,000, credit: Jan Schultz
- General Excellence - Best Newspaper Editorial (places and comments revealed at awards reception during NNA convention)

### West Point News

- 2nd Place - Best Editorial Page(s), daily and non-daily division, circ. less than 6,000, credit: Willis Mahannah
- 3rd Place - Best Local News Coverage, daily and non-daily division, circ. less than 3,000, credits: Staff

Winners will be recognized at the award reception, October 4, during NNA's 128th Annual Convention and Trade Show at the Grand Hyatt San Antonio, October 2-5.

There were 1,862 entries in the Better Newspaper Contest and 383 entries in the Better Newspaper Advertising Contest for a total of 2,245 entries. Judging was performed primarily by active community newspaper editors and publishers and included retired university journalism professors and retired or former newspapermen and women. For the lists of winners by division and newspaper, go to [www.nnaweb.org](http://www.nnaweb.org).

## **Book about life and times of longtime North Platte Telegraph editor, Keith Blackledge, being written**

Individuals are being invited to share personal stories and memories of longtime *North Platte Telegraph* editor, Keith Blackledge, for a book being written about the community journalist.

Blackledge began his career as a young reporter for the *Telegraph-Bulletin* in North Platte in 1952. He left North Platte to try big-city journalism for several years before returning to Nebraska in 1967 to serve as executive editor of the *North Platte Telegraph*.

**cont. on page 4**

## NPA/NPAS Staff

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## **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 6/30:**

#### **2x2**

Hickman Voice News — Linda Bryant (7 ads) (paper made \$1,837.50)

Hickman Voice News — Austin Roper (paper made \$150.00)

Sutherland Courier-Times — Trena Siefer (paper made \$150.00)

Wayne Herald — Melissa Urbanic (paper made \$162.50)

#### **NCAN**

Alliance Times-Herald — Sally Yeager (paper made \$123.00)  
Aurora News-Register — Dave Bradley (NCAN Special Free Ad)

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

Nebraska City News-Press — Roxy Schutz (3 ads) (paper made \$344.50)

Seward Co. Independent — Pat Daehling (paper made \$112.50)

### **Week of 7/7:**

#### **2x2**

Blair Enterprise — Lynette Hansen (paper made \$312.50)

Hickman Voice News — Linda Bryant (2 ads) (paper made \$312.50)

Hickman Voice News — Austin Roper (2 ads) (paper made \$612.50)

Sutherland Courier-Times — Trena Siefer (paper made \$150.00)

#### **NCAN**

Aurora News-Register — Dave Bradley (paper made \$112.50)

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

Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

**SAVE THE DATE**

### **SEPTEMBER 11**

OMAHA  
Embassy Suites  
12520 Westport Parkway, La Vista  
1:00 – 4:30 pm

### **SEPTEMBER 16**

KEARNEY  
Younes Conference Center  
416 West Talmadge Road  
1:00 – 4:30 pm

### **SEPTEMBER 24**

LINCOLN  
The Cornhusker Marriott Hotel  
333 South 13th Street  
1:00 – 4:30 pm

## **THE 16TH ANNUAL**

## **EMPLOYMENT LAW FORUM: A LEGAL AND TAX PERSPECTIVE**

We invite you and members from your organization to attend our half-day Employment Law Forum. Credit for this half-day seminar will be sought from the Nebraska and Iowa CLE Commissions, the Nebraska Board of Public Accountancy, and the HR Certification Institute. An invitation and registration link will be sent via e-mail in August.

### **FEATURED TOPICS**

- Top Ten Ways to Avoid Employer Liability in 2015
- Health Care Reform: Ready or Not, Here Comes the Affordable Care Act!
- Protecting Your Business's Information and Intellectual Property
- Employee Benefit Plans: Form 5500s, Cafeteria Plans, and the Effect of U.S. v. Windsor
- Conducting Internal Investigations of Employee Wrongdoing/Harassment (and Avoiding a Retaliation Claim in Response)

presented by:

CLINE WILLIAMS  
WRIGHT JOHNSON & OLDFATHER, L.L.P.  
ATTORNEYS AT LAW  
ESTABLISHED 1857

**Lutz**  
mind what matters

# Adobe Cloud Dilemma

*Facts you should know about the cost of Adobe Creative Cloud*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

I've written a couple of columns related to the Adobe Cloud. Still, I'm stopped several times at every speaking event by publishers wanting to know if they should upgrade.

CS6 suites are available for individual purchase via electronic software download on Adobe.com. Customers must pay with a credit card and will receive an individual serial number and download. To upgrade, buyers must already have a CS5 or 5.5 license.

Unless your paper needs to purchase a CS6 version of InDesign to match other users in the workflow, it really doesn't make financial sense to purchase CS6 instead of subscribing to the Adobe Cloud. Here's my thinking:

**To purchase a full version** of Creative Suite 6 Design Standard, which includes InDesign, Illustrator, Photoshop and Acrobat, the cost is \$1,299. Adobe claims an upgrade is available from CS5, but after 30 minutes, I've still not been able to find it on the Adobe.com site. Versions before CS5 are not upgradable.

**The cost of an individual license** of InDesign CS6 is \$699.

- As of this writing, Adobe is offering a promotional price of \$29.99 per month for a subscription to Adobe Cloud, which includes any software newspapers might use, including InDesign, Photoshop, Muse, Illustrator, InCopy, Acrobat and dozens of other titles.

**A subscription** for an individual application, such as InDesign, is \$19.99 per month.

**Files from InDesign CC** (Creative Cloud) can be saved so they can be opened in previous versions of



Box covers for InDesign Cloud, InDesign CS5.5 and InDesign CS6.

InDesign.

How does this all pan out? Users can subscribe to InDesign CC for three years for the price of purchasing a copy of InDesign CS6. Three years is probably about the time you'd give in and subscribe to the Cloud anyway, if not sooner.

For \$30 per month, anyone with CS3 or higher versions of the Creative Suite can upgrade to Creative Cloud for the next year. So for \$360, you would have access to just about everything Adobe offers for twelve months.

Let's assume the price will go up to \$50 per month after a year. That adds up to \$1,560 over the next three years for access to the entire Adobe Creative Cloud collection. If you purchase just Adobe InDesign (as an individual subscription) over the next three years, your cost (at \$20 per month) would be about the same as purchasing InDesign CS6 today.

I know it's confusing. But I don't get a dime from Adobe, so I have no reason to mislead you. Here's my official advice. Take it for what it's worth.

**1.** If you have Adobe CS6 and have no reason to make additional purchases (no new computers being added to the mix), then keep what you have and look into an upgrade in a year or two.

**2.** If you have CS5 or 5.5, consider upgrading to the \$30 per month plan (for the entire CC suite) or \$20 (for InDesign only),

but don't stress about it.

**3.** If you have CS3 or 4, go ahead and subscribe to the Creative Cloud while they are offering the \$30 per month introductory pricing.

**4.** If you have Adobe software prior to CS3, give serious consideration to upgrading to the

## Seeing positive signs at conventions in 2014

A colleague just walked into my office with a big grin on his face. I knew something was up.

"At the risk of making your head grow any bigger, I thought I'd show this to you."

He was holding a copy of *The Oklahoma Publisher*. On it was a photo of me that filled half the width of the front page. The story was about a speech I gave in Oklahoma City in June related to successful newspapers.

But it was the column on page 2, by OPA President Jeff Mayo, that caught my attention. In it, he mentioned that their convention drew the highest number of attendees and highest number of newspapers in nine years.

The fact that OPA drew a large crowd didn't surprise me. It reinforced what I've seen at other conventions. Rising convention numbers seems to be a trend over the past two years. I just checked

Creative Cloud. One of the risks of waiting too long to upgrade is that it becomes more expensive to get software when you finally have to have it. At the moment, you should be able to subscribe to the Cloud for \$50 per month (normally \$70 per month).

If you use QuarkXPress, that's a "whole 'nuther" issue. Let's leave that for another column. For the moment, that should give you enough information to begin dealing with a potential upgrade.

One more thing: make sure your hardware can handle a software upgrade. Most of us already have hardware that can handle Adobe Creative Cloud, but be sure to check before making a purchase.



with several of the association conventions I've attended in 2014 and learned that all who responded had a significant attendance increase over the previous years. That's a good thing.

visit  
[kevinslimp.com](http://kevinslimp.com)

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### On-site training and consulting:

press/color improvement InDesign, Photoshop,  
workflow consulting Acrobat & more

### Conferences and Events:

Group Publisher Summits Keynotes and Workshops

**Blackledge - cont. from pg. 1**

For the next 25 years, Blackledge wrote almost daily editorials and a weekly column titled, "Your Town and Mine," which he continued for some 18 years after he retired.

In "Keith Blackledge and the North Platte Telegraph: His Town and Ours," author Carol S. Lomicky, Ph.D., will share the story of Blackledge's life and career, as well as examine his particular brand of journalism practiced during his tenure as editor of the *North Platte Telegraph*.

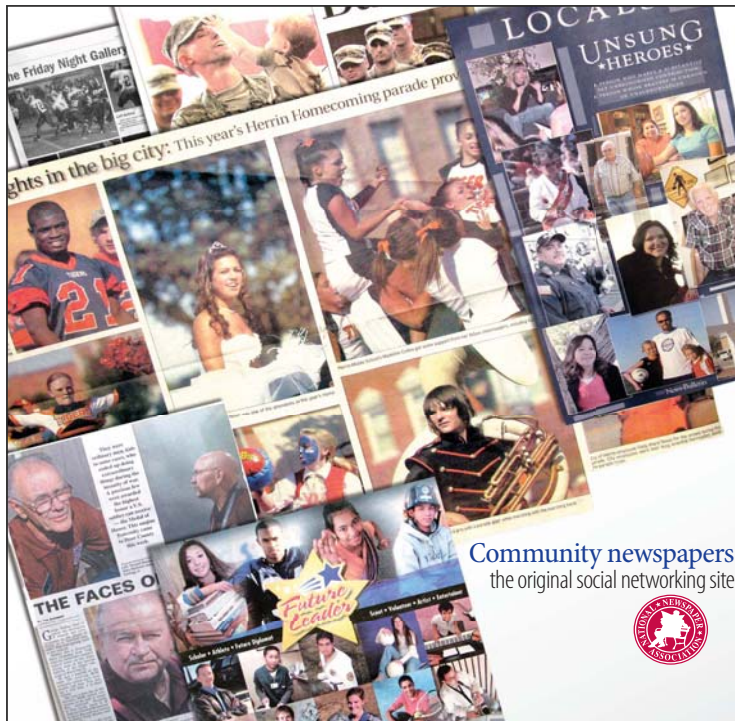
Lomicky is professor emeritus of journalism at the University of Nebraska at Kearney. She taught journalism courses for 30 years in the Department of Communication, and for the past six years also served as associate dean of graduate studies and research and director of the university's Institutional Review Board.

Chuck Salestrom, area associate vice-president of public information, marketing and development at Mid-Plains Community College, is assisting Lomicky with the project.

Lomicky encourages individuals with thoughts, comments or stories about Blackledge to contact her by email at [lomickyc@unk.edu](mailto:lomickyc@unk.edu). Written correspondence may be sent to Dr. Lomicky, 14 Skyline Drive, Kearney, NE 68845.

**Minutes are available for 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.



**Husker football tickets still 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 still available:

August 30 - Florida Atlantic

October 25 - Rutgers

November 1 - Purdue

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



**2014 Husker Football NPA Season Parking Passes Now Available!**

The NPA/NPAS board of directors have decided to lease parking stalls for the entire 2014 Husker football season at a cost of \$200.00 per pass. Because the NPA lot (845 "S" St.) is in the shadow of Memorial Stadium, it is a prime location. After-game departure is quick and easy. Our lot is lighted at night, so you can find your car after a night game, and we provide lot security during the game.

**The enrollment period for NPA members will end on July 25, 2014. (First home game is Aug. 30).** If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular monthly parkers by some type of lottery. Season parking pass for our members includes complimentary pre-game meal and restroom facilities in the NPA offices.

This is a one season lease and all parkers, including NPA members, must re-apply each season. (Football tickets don't come with the parking stall!) The \$200 fee MUST accompany the application for parking stall (checks only, no credit cards). **If you're interested in securing a season parking pass for \$200.00, please contact the NPA office no later than July 25. Availability is on a first-come, first-serve basis. Season parking letter and lease are attached to this Bulletin.**

# Ad-libs: Hunters and farmers

I was talking to Kirby about the makeup of the ad team he manages. “A big key is to match personalities with job tasks,” he said. “For years, I’ve heard that salespeople can be categorized as either hunters or farmers.”



*By John Foust  
Raleigh, NC*

These terms are self-explanatory. Hunters live for the thrill of the chase. Ask them to find new prospects, and they’ll be out the door in an instant. They love to attend networking events, find people who have just opened businesses in town, and make presentations to new prospects. On the other hand, farmers are at their best when they are providing customer service and working with clients to move them to the next marketing level.

“It’s important to have both types,” Kirby said. “In industries like real estate and automotive, it’s fine to have a lot more hunters than farmers, because they’re always dealing with new prospects. But in the media business, where you build long-term marketing partnerships, you need more balance. Hunters keep the sales pipeline filled and get new advertisers started in the right direction. And farmers strengthen existing relationships.”

In other words, hunters provide width and farmers provide depth. Hunters specialize in bringing in new advertisers. And farmers specialize in helping those advertisers develop, analyze and tweak their marketing campaigns.

One is not better than the other. They’re simply different.

By nature, hunters need the stimulation of newness. New prospects. New contacts. Instant results. Get a contract today and start looking for the next one tomorrow.

Farmers take a longer view. Plant seeds and help them grow. What did they learn from the last marketing campaign? How can they build on that?

“Obviously, it’s not always practical to have one group for new business and one group for existing accounts,” Kirby explained. “That’s why the best managers become matchmakers with account assignments. In addition to making the right hires, they have to figure out how to make the best use of the talent on their staffs. Along the

way, it’s part of their job to help hunters become better farmers and farmers become better hunters.”

Kirby’s comments are right on target. In general terms, many hunters need to work on providing better customer service – an area which does not produce the instant gratification of a new contract. And many farmers need to cultivate prospecting skills which require a higher level of assertiveness.

Kirby also had some observations about sales managers. “A lot of managers have risen through the ranks,” he said. “They became sales managers, because they did a good job as sales people. It’s human nature for managers to want to surround themselves with people like them, but that can be a mistake. They have to be flexible enough to cultivate personalities that may be the opposite of theirs. They shouldn’t approach management like they approached selling. Now, their success depends on helping others perform at their best.”

Hunters and farmers. Effective ad departments have both. And effective managers know how to develop both.

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*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)*

## **NNA Convention in San Antonio, TX, October 2-5**

NNA’s 128th Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer-sharing activities.

Your full registration includes four general sessions, four sets of concurrent sessions, exhibit hall with over 30 exhibitors and tickets to a welcome reception, two breakfasts, two lunches and one dinner with entertainment.

**To register, go to <http://nnaweb.org/convention>.**

# Classified Advertising Exchange

July 7, 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@nonpareionline.com](mailto:tom.schmitt@nonpareionline.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, Basic Ad Skills Workshop Flyer, Online Media Campus Webinar Flyers, Husker Football Season Parking Letter & Lease.

|                         |
|-------------------------|
| <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).

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## Nebraska Press Association

Nebraska Press Advertising Service

July, 2014

Dear NPA Members,

One of the amenities of the 845 "S" property is a rather large hard-surfaced parking lot. The lot has 33 regular stalls which are all rented for daily use (month to month). For many years, the lot has been one of the most sought after places for Saturday parking during the Big Red Football Season. In fact, there is a long waiting list for those wishing to park. The lot takes on a slightly different configuration for football Saturdays and 33 cars can be parked there. The lot has always been rented for the entire season of games.

The NPA/NPAS boards of directors have decided to lease stalls for the entire season at a cost of \$200 per pass. **The enrollment period for the 2014 football season will end on July 25, 2014.** If fewer than 33 of our members lease the stalls, we will then make the balance of the stalls available to the longtime regular parkers by some type of lottery. They, likewise, will have only a one season lease and must reapply the same as our members.

NPAS will contract with a person to manage the lot and stalls. Because our lot is in the shadow of Memorial Stadium, it is a prime location. After game departure is quick and easy. Our lot will be lighted at night, so that you can find the car after a night game. We also have lot security during the game.

IF YOU KNOW IN ADVANCE THAT YOU WILL NOT BE USING YOUR STALL FOR A PARTICULAR GAME, PLEASE NOTIFY THE NPA/NPAS OFFICE. WE CAN EASILY SELL THE STALL FOR OUR FOUNDATION SCHOLARSHIP PROGRAM.

We will adopt most of the same rules that have applied to the lot over the past years--these rules are tested and have worked. The rules are as follows:

1. The stalls are pre-assigned, and held for parkers as they arrive for the game. IF YOU ARE NOT PARKED IN YOUR ASSIGNED STALL 15 MINUTES BEFORE KICKOFF AND HAVEN'T NOTIFIED US THAT YOU ARE RUNNING LATE, WE ANTICIPATE SELLING THE STALL FOR THAT GAME FOR THE SCHOLARSHIP PROGRAM.
2. Each person who has leased the stalls for the season will be issued a special pass. It is good only for the season and is to be in the custody and control of the person who leased the stall. Any assignment of the pass for a given game is the decision of the person who leased the stall and the lessee assumes all responsibility for the pass.

3. Any loss of a pass must be reported in writing to the NPA/NPAS office with the details of how the pass was lost or stolen. A \$10.00 replacement fee is required.
4. Tailgate parties are permitted but must be kept within your leased parking space--the use of hot charcoal grills is PROHIBITED.
5. The year-to-year lease price could vary, usually depending on the number of home games, and/or the cost of lot management.
6. Other details and rules will appear in the lot lease for the football season. **The \$200 (checks only, no credit cards) lease fee must accompany the application for the parking stall.** If NPAS oversubscribes with its members, then a lottery will be conducted to determine who gets stalls for the season.
7. **Last year, several complaints were received about over-sized or double-cab trucks in the lot that stuck out of their designated stall and created major parking obstacles for others. Season parkers are strongly encouraged to bring smaller sized vehicles for game day parking as a courtesy to the other season parkers.**

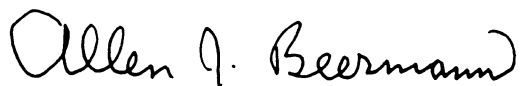
Prior to all games each season, we will be hosting a pre-game brunch (or breakfast) for all of our members. We will open our office door before and after the game so our member parkers can use the restroom facilities and meet guests. We do not provide public restroom – facilities are only available to our members!

Oh!! Be further advised that football tickets do not come with the lease for a parking stall. The football tickets are the responsibility of the person wishing to attend the game.

Enclosed is an application form for the lease of a stall for the 2014 football season. Questions and inquiries can be directed to the NPA/NPAS office. If you have comments, suggestions, or advice, please do not hesitate to direct them to the board(s), or the Executive Director.

Go Big Red!

Respectfully submitted



Allen J. Beermann  
Executive Director  
"Chief car parker"!

\*\*See enclosed football parking lease\*\*



**2014 FOOTBALL SEASON GAME DAY PARKING LEASE**

THIS PARKING AGREEMENT, executed at Lincoln, Nebraska, this \_\_\_\_ day of \_\_\_\_\_, 2014, by and between Nebraska Press Advertising Service hereinafter referred to as the "Lessor" and \_\_\_\_\_, hereinafter referred to as the "Lessee",

(Please Print)

WITNESSETH:

Lessor does lease unto Lessee a parking space or stall numbered \_\_\_\_\_ located in the parking lot at 9<sup>th</sup> and "S" Street, adjacent to the office building located at 845 "S" Street, Lincoln, Nebraska, commencing on the 30th day of August, 2014, until each scheduled home game has been played by UNL. **A consideration of \$200.00 per parking stall shall be paid by Lessee (checks only, no credit cards) on or before July 25, 2014.** A service fee of \$20.00 will be due to Lessor for any check(s) of Lessee returned by a financial institution.

Lessee must at all times display in Lessee's vehicle the parking permit provided by the Lessor. If parking permit is not displayed, Lessee's vehicle is subject to towing at Lessee's expense. If parking permit is lost, a replacement fee of not to exceed \$10.00 will be charged to the Lessee.

All personal property, including all motor vehicles and items of personalty contained therein on Lessor's premises, shall be at the risk of the Lessee only. The Lessor shall not be or become liable for any damage to Lessee's personal property, or to Lessee or to any other persons or property arising from any act of neglect, including theft and vandalism of other tenants, occupants, employees of Nebraska Press Advertising Service or arising by reason of the use of, or any defect in, the said parking lot or any of the fixtures, equipment, or appurtenances thereon, or by the act or neglect including injury, theft and vandalism of any other person or caused in any other manner.

If rent or any part thereof shall not be paid when due, or if the Lessee shall at any time fail or neglect to perform or observe any of the covenants, conditions or agreements herein contained on the part of said Lessee to be performed and observed, then in any such case this lease shall thereupon terminate at once, without any formal notice or demand; notice and demand being hereby expressly waived, and the said Lessor shall be entitled to recover the amount herein named as rental during the time said property is withheld from the Lessor and is not wrongfully detained.

IN WITNESS WHEREOF, the said parties have executed these documents on the date first above written.

NEBRASKA PRESS ADVERTISING SERVICE, LESSOR

LESSEE

By: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Parking Permit # \_\_\_\_\_

Parking Stall # \_\_\_\_\_

Mailing Address \_\_\_\_\_

Cell Phone \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Email \_\_\_\_\_

Newspaper \_\_\_\_\_

Car License # \_\_\_\_\_

Car License # \_\_\_\_\_



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

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## 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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From the Iowa Newspaper Foundation ...

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