

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 7/21:

2x2

Blair Enterprise - Lynette Hansen (paper made \$162.50)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$912.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$600.00)
Norfolk Daily News - Denise Webbert (paper made \$162.50)
Ogallala Keith Co. News - Larry Strasburg (paper made \$487.50)
Wahoo Newspaper - Grant Fiedler (paper made \$487.50)
Wayne Herald - Jan Stark (paper made \$52.50 out of state)

cont.

NCAN

Albion News - Jim Dickerson (paper made \$144.00)
Aurora News-Register - Kurt Johnson (paper made \$186.00)
Aurora News-Register - Dani Lemburg (paper made \$207.00)
Broken Bow News - Pat Jackson (paper made \$149.50)
Nebraska City News-Press - Roxy Schutz (3 ads) (paper made \$344.50)
Sidney Sun-Telegraph - Dave Faries (paper made \$126.50)

Week of 7/28:

2x2

Blair Enterprise - Lynette Hansen (paper made \$650.00)
Hickman Voice News - Linda Bryant (paper made \$625.00)
Tecumseh Chieftain - Elaine Karel (paper made \$150.00)
Valentine Midland News - Dana Anderson (paper made \$162.50)

NCAN

Albion News - Jim Dickerson (NCAN Special Free Ad)
Arapahoe Public Mirror - Gayle Schutz (paper made \$133.50)
Aurora News-Register - Kurt Johnson (paper made \$136.00)
Aurora News-Register - Dani Lemberg (paper made \$207.00)
Blair Enterprise - Loraine Ellis (paper made \$116.00)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Nebraska City News-Press - Roxy Schutz (paper made \$112.50)

Week of 8/4:

2x2

Alliance Times-Herald - Heather Grimes (paper made \$150.00)
Blair Enterprise - Lynette Hansen (paper made \$162.50)
Grant Tribune-Sentinel - Brooke Pankonin (paper made \$150.00)
Hastings Tribune - Jennifer Whiteley (paper made \$312.50)
Hickman Voice News - Linda Bryant (paper made \$300.00)
Hickman Voice News - Austin Roper (2 ads) (paper made \$1,275.00)
Nebraska City News-Press - Roxy Schutz (paper made \$487.50)
Pender Times - Jason Sturek (paper made \$162.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)
Stromsburg Polk Co. News - Patrice Clifton (paper made \$650.00)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
Wayne Herald - Jan Stark (paper made \$487.50 + \$52.50 out of state)

NCAN

Arapahoe Public Mirror - Gayle Schutz (paper made \$133.50)
Aurora News-Register - Kurt Johnson (NCAN Special Free Ad)
Aurora News-Register - Dani Lemburg (NCAN Special Free Ad)
Blair Enterprise - Loraine Ellis (paper made \$116.00)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Hickman Voice News - Linda Bryant (paper made \$112.50)
McCook Daily Gazette - Pat Pierce (paper made \$112.50)
Nebraska City News-Press - Roxy Schutz (3 ads) (paper made \$337.50)

Help promote 1 for All First Amendment Challenge

ASNE, July 2, 2014

The American Society of News Editor's (ASNE) Youth Journalism Initiative encourages editors to promote The 1 for All First Amendment Challenge, a nationwide event among secondary school teachers that spurs First Amendment education.

The 1 for All First Amendment Challenge will recognize the top 40 teachers with a \$1,000 prize. Teachers who wish to be considered should submit their lesson plans, activities and student projects at www.1forAll.us. Entries will be judged by a panel of journalists and educators and accepted on a rolling basis throughout the 2014-15 school year.

The First Amendment Challenge is funded by a generous grant from the Robert R. McCormick Foundation and administered by ASNE's Youth Journalism Initiative. The Journalism Education Association has endorsed the Challenge.

1 for All is a national nonpartisan program designed to building understanding and support for First Amendment freedoms. 1 for All provides teaching materials to the nation's schools, supports educational events on America's campuses and reminds the public that the First Amendment serves everyone, regardless of faith, race, gender or political leanings. It is truly one amendment for all.

"At a time when only one American in 100 can name the five freedoms of the First Amendment, the First Amendment Challenge taps the creativity and commitment of

the nation's high school teachers," said Ken Paulson, founder of 1 for All and president of the Newseum Institute's First Amendment Center. "The very best way to protect our freedoms is to embrace them with understanding and insight, and this important educational endeavor should inform and inspire a new generation."



The First Amendment Challenge launch coincides with the fourth anniversary of the 1 for All educational campaign, which began on July 1, 2010, with extraordinary support from more than 1,100 news, educational, arts and religious organizations to build understanding and appreciation of the First Amendment through education and information. 1 For All is a collaborative program of the American Society of News Editors, the First Amendment Center, the John S. and James L. Knight Foundation, the McCormick Foundation and the Newseum Institute.

For more information about 1 for All and the First Amendment Challenge, visit www.1forAll.us.

Nebraska J-Students Go Digital From Day 1

By Meg Heckman, NetNewsCheck, July 22, 2014

From their first semester on, journalism students at the University of Nebraska-Lincoln learn about mobile reporting, video and audio editing, computer code and even drones. By the time they enter their senior year, students are contributing to a long list of digital publications. Meg Heckman reports.

Journalism students at the University of Nebraska-Lincoln don't lack for opportunities to practice digital journalism.

From their first semester on, they learn about mobile reporting, video and audio editing, computer code and even drones. By the time they enter their senior year, students are contributing to a long list of digital publications.



[NewsNetNebraska](http://www.netnewscheck.com) provides multiplatform coverage of general interest issues on campus and beyond. [Mosaic](http://www.mosaicnews.com), meanwhile, provides hyperlocal coverage of Lincoln's large and diverse refugee community.

And the Nebraska News Service turns students into state-house correspondents filing stories, audio and video to 100 newspapers, 16 radio stations and six TV stations across the state.

"What we try to do is figure out if there's somewhere we can help fill the void while at the same time helping our students," said Bernard McCoy, an associate professor who has been teaching the school's capstone multimedia course since 2006.

For the complete article, go to <http://www.netnewscheck.com> and click on NEXT GEN JSCHOOLS.

"I would like to thank everyone who took the time to send me a card or greeting congratulating me on my 35th Anniversary at NPA/NPAS. I had a really wonderful day thanks to the NPA/NPAS staff

Thank You!

and all of you. I felt truly loved & appreciated. It has been an honor to work for such a great association and its members. You have all been like family to me these past 35 years and I look forward to serving you for many more years. Thanks again!"

*Carolyn Bowman
Advertising Manager
Nebraska Press Advertising Service*

Catholic Voice wins Catholic Press Association advertising awards

The *Catholic Voice* won two advertising awards in the All Membership Classes division from the Catholic Press Association during its Catholic Media Convention, June 18-20, in Charlotte, NC, including first place for its advertising media kit, for its effective presentation.

The newspaper also earned second-place honors in the Best Print Circulation Promotion Campaign for "Tradition," its voluntary subscription program, which also won second-place in the NPA 2013 Better Newspaper Contest.

Etienne promoted at Omaha World-Herald

The *Omaha World-Herald* announced that Larry Etienne has been promoted to Vice President of Advertising. Etienne joined the World-Herald in 2003 as Employment Sales Manager, was promoted in 2007 to Classified Ad Manager and promoted again in 2013 to Advertising Director.

Etienne graduated with a B.A. from Creighton University and an M.A. from St. John's University in Collegeville, MN.

Coppenbarger new sports reporter at Central City Republican-Nonpareil

Brett Coppenbarger has joined the *Central City Republican-Nonpareil* staff as sports reporter.

A recent graduate of the University of Oklahoma, Coppenbarger will also assist publisher, Bob Jensen, with the high school sports paper, *Huskerland Prep Report* and the online college sports site, Rivals.com.

Longtime UNL communications specialist, Daniel B. Lutz, dies

Daniel B. Lutz, who spent 32 years in the press office of the University of Nebraska-Lincoln's College of Agriculture, died July 21, 2014, at the age of 84.

Lutz grew up on a farm near Arcadia, NE. After graduating from the University of Nebraska in 1950, he was News Editor for the *Broken Bow Custer Co. Chief* until 1958, with a two-year interruption to serve in the U.S. Army in Tokyo from 1951 to 1953, where he worked for the *Stars and Stripes* newspaper.

Beginning in 1958, Lutz worked as a communications specialist and professor for the agriculture college until his retirement in 1990. In addition to his decades of writing at UNL, he wrote for newsletters for organizations and did freelance work.

Lutz was passionate about the railroad and trains, and was the founding president of ProRail Nebraska, a non-profit organization that advocates for improved passenger rail transportation for the state.

He is survived by his wife of 60 years, Vera Mae; a son, Larry; and daughters, Barbara and Bonnie and their families. Funeral services were held July 25 at St. Mark's United Methodist Church in Lincoln, Wyuka Funeral Home presiding.

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>.

Reynolds Journalism Institute to host "Innovation in Community Newspapers Conference"

The Reynolds Journalism Institute is inviting industry professionals to the "Walter B. Potter Sr. Conference: Innovation and Transformation in Community Newspapers," Nov. 20-21, 2014.

The price of admission is two successful ideas that generated revenue, boosted readership or improved the news operation in some way. The conference will bring together industry leaders to the Missouri School of Journalism for two days of exchange and dialogue of best practices that will help sustain local journalism, especially in small and rural markets.

Participants will bring a couple ideas of their own and go home with several other ideas to try.

Find out more at www.rjionline.org/events/potter14.

Ad-libs: Advertising's dirty little secret

Advertising has a dirty little secret. Most ad managers know it, but don't like to bring up the subject in staff meetings. Most sales people know it, but wouldn't dare mention it in sales presentations. And most advertisers know about it, even though it rarely figures into their marketing plans.

What is this dirty little secret? Ad churn. When an ad campaign doesn't work – or falls short of expectations – the advertiser is likely to pull out of the paper. And the sales person is faced with the challenge of finding a replacement for that lost revenue.



By John Foust
Raleigh, NC

It's all about expectations. In their eagerness to close the deal, sales people have a tendency to oversell the possibility of making their prospects' phones and cash registers ring. "Just run some ads," they say, "and you'll expand your customer base and increase sales." But once the ads start running, the new advertiser's focus shifts from words (what the sales person said) to results (what the ads actually do). If the ads don't meet expectations, other media choices become more enticing.

In my opinion, disgruntled advertisers are the primary prospects for new media outlets. If they're unhappy with Publication A, they'll readily consider Publication B.

Churn is expensive. I've heard that the costs of replacing a lost customer can be as high as ten times more than the cost of keeping an existing client. Losing one advertiser can hurt, but losing a number of advertisers can be devastating.

The days of John Wanamaker are long gone. Wanamaker, the marketing pioneer who opened Philadelphia's first department store in 1896, famously said: "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Today we have Pay-Per-Click online advertising (PPC), in which advertising charges are based on response numbers.

The growth of PPC advertising is pressuring traditional media to produce measurable results for advertisers. That's why it is increasingly important to manage expectations. Simply running ads is not enough. Those ads have to work.

There are essentially two types of advertising: image ads and response ads. Image ads are designed to build recognition and response ads are intended to generate immediate results. Unfortunately, some advertisers think that "putting their name out there" in image ads will produce customers right away. That's possible, but not likely. When new customers don't flood in, an advertiser might jump ship and run ads elsewhere.

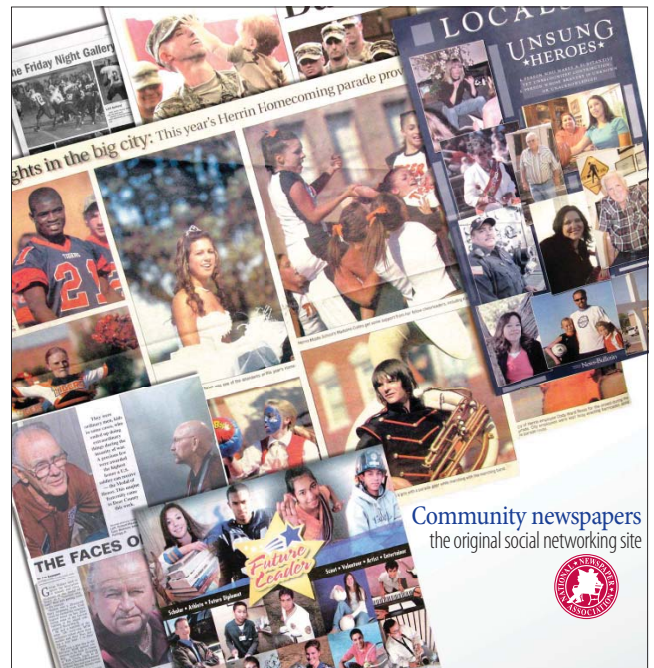
On the other hand, response ads can give advertisers an immediate reading on results. The key is to make the right offer. Instead of saying, "here's a whiz-bang benefit of using our widget," say "here's why you should buy our widget today."

Although image ads and response ads play different roles, both are important. Brand recognition is a good thing. And immediate response is a good thing, too.

Churn is a big concern in the advertising world. Perhaps it's time for those ad managers who have been saying, "Sell ads" to start saying, "Sell ads that work."

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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.



Community newspapers
the original social networking site



Postal - cont. from page 1

The August PostalOne! "Release 38" contains the change that is scheduled for use on Sept. 7, 2014, according to MTAC representative Brad Hill, president of Interlink Software. Other USPS headquarters personnel had given reassurances, but this was the first tangible evidence of that.

This means that the 3526-X form that was required in 2012 and 2013 to report electronic subscriptions as an addendum will now be a third page of the previous 3526 form. The 3526-X will cease to exist.

For paid newspapers, there will be one unified 3526 with print and e-sub reporting. Likewise, for requester periodicals, there will be a unified 3526-R for print and e-requesters. Both hardcopy forms are already posted on Postal Explorer website. Scroll down the left blue toolbar to "Postage Statements," then "Periodicals forms" and you will see the updated 3526 and 3526-R dated 7-2014. The new form allows combining the total paid print and electronic copies for both "Issue closest to filing date" and "Average copies for previous 12 months," achieving NNA's goal to get recognition for electronically-fulfilled subscriptions or requester copies added for those newspapers for whom the Statement of Ownership is their legal proof of circulation for advertisers, advertising agencies, and public notices.

This change will include accessibility of a single automated online form that can be completed electronically via PostalOne!. Many NNA members prefer to file the document electronically rather than hardcopy.

MARKED COPY REQUIREMENT MOVES CLOSE TO ELIMINATION

The Postal Service is currently finalizing a proposal to eliminate the requirement to submit a marked copy showing advertising content with each issue mailed, and each edition (weight version) of an issue.

The rules change is still under review by various USPS headquarters departments, but the Business Mail Entry managers have given their blessing. If the proposal gets final approval, newspapers would still have to retain marked copies in their own office for one year. Measurement is still necessary to determine advertising percentage for the zoned pound rates for mail outside the county. Per current standards, a publisher must mail one copy of the issue to their known office of publication. The marked copy has always fulfilled that requirement, so that requirement will also be reviewed.

The Postal Service will retain the right to request a marked copy from a publisher at any time deemed necessary. And a marked copy will still be required at least once a year during the annual postage payment review, which is usually conducted in October in conjunction with the filing of the required Statement of Ownership, Management and Circulation discussed above.

The Postal Service and the mailing industry both agree

that the marked copy requirement is archaic and outdated. The risk assessment is considered low. There is also the concern of space required for storage of marked copies. In the massive James Farley post office in New York City, where I attended a meeting of the Periodicals Advisory Group last week, there is a large room dedicated to retention requirements of magazines and newspapers.

The issues discussed in this column are among those worked through the PAG, in which NNA has possessed the only seat representing unbound newspapers since its formation in the mid-90s. The PAG works on issues and ideas by mutual consent of Postal Service representatives from the Pricing and Classification Service Center in lower Manhattan, headquarters representatives of Product Classification, and representatives of the Periodicals industry, including magazines and their printers mostly. Participation in PAG is just one of the many ways NNA represents community newspapers in postal affairs. There are three industry reps plus NNA Chief Executive Officer Tonda Rush on the Mailers Technical Advisory Committee, which meets quarterly. There are also numerous work groups and task teams that work year-round on issues under MTAC auspices. I am on a Mail Prep work group and a processing Hub group, as is Hill and Rush. Hill serves on a variety of work groups on technology and IMb issues.

Rush has spent many hours for months working with the Flats Strategy group in Washington that affects handling of Periodicals. And, of course, she works countless hours on Capitol Hill on behalf of NNA members as well as representing us all at the Periodicals Regulatory Commission. © Max Heath 2014

Max Heath, NNA postal chair, is a postal consultant for Athlon Media, publisher of Athlon Sports magazine, American Profile, Relish, and Spry newspaper supplements, and Landmark Community Newspapers LLC. Email maxheath@lcn.com.



Upcoming Webinars

InDesign 301: Working with Images and Graphics
Thursday, August 21
*Presenter Russell Viers,
Atomic News Tools*

Salesperson vs. Professional Visitor: Breaking through the sales cycle
Friday, August 29
Presenter Tim Smith

Register at
onlinemediacampus.com

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

Classified Advertising Exchange

AUGUST 4, 2014

STRONG MARKETING-ORIENTED PUBLISHER SOUGHT

for Sidney Sun Telegraph and two sister weeklies. This is a hands-on position.

Send resumes to pcstevenson@actaccess.net. All applicants will be kept in confidence.

ENTRY LEVEL OPENING! F.T. REPORTER, Photographer, Computer graphics w/PageMaker and PhotoShop skills plus photo and newspaper layout. Some office and proofreading 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. 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. 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. Offices located in Hickman and Bennet.

FOR SALE - PRINTING/PROMOTIONAL BUSINESS: Owner retiring. Make offer on printing and promotional business in northeast Nebraska. Sale includes equipment, files, inventory and accounts. Contact Kent Broyhill at kbroyhill@studiobgraphics.com.

BLOOMFIELD MONITOR FOR SALE: Located in Northeast Nebraska. Solid weekly newspaper with new computer and programs for pagination. Very strong commercial printing department, serving much of the area. Good husband and wife paper with part-time help. Been good to us for 33 years, now it's time to retire. Contact Joe Skrivan, POB 367, Bloomfield, NE 68718, or call 402-841-1027 (cell) for more information.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, Online Media Campus Webinar Flyers.

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers.

NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.

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.



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

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!

ARCHIVED at www.onlinemediacampus.com

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.

.....

Presented in partnership with:



REGISTER TODAY AT 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



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

Salesperson VS. Professional Visitor

Breaking through the sales cycle

Friday, August 29
2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration fee: \$35
Registration deadline:
Tuesday, August 26

*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...

"I want to think this over." How many of us have heard this in our selling careers? Most salespeople hate hearing that along with "I don't have any money," "my last ad didn't work" or "nobody reads the paper anymore."

There are a lot of theories, ideas and techniques out there to overcome objections and closing skills. If you are using any that work, please continue using those. If you are having challenges overcoming the objections and closing sales, please join me for this webinar as we will give you techniques, words and phrases to help.

This webinar will cover:

- The top 5 objections you will hear on a daily basis and how to overcome those objections
- Understanding the internal objections that we give ourselves
- Two different approaches to dealing with objections
- Refocusing on "buying signals"
- Closing techniques of the professionals

Presented in partnership with:

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The presenter...

Tim Smith



Tim Smith has been in the training and development field for more than 27 years and worked in the newspaper and print industry for 10 years. He began his career in circulation and was promoted to a supervisory role in the production department due to his work ethic and results. He has also worked on the sales side of the business, again being promoted to sales manager due to his results, specifically in revenue, repeat business and his ability to generate business.

Smith has delivered tailored training programs on management skills, customer service and sales training primarily focused on the newspaper industry. He has provided keynote speeches at conventions, individual newspaper training and one-on-one coaching with managers, production, display, classified, editorial and sales staff. He has guided several publications in creating customer service models and increasing revenue through consistent sales processes with both outside display and inside classified salespeople.



Online Media
Campus



OnlineMediaCamp

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ONLINEMEDIACAMPUS

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



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...

If it doesn't work on mobile, it doesn't work. Learn to cover daily and breaking news for multiple platforms including mobile, web, tablet and print.

This session covers:

- what to break for mobile
- how to add multimedia elements from the field
- how to expand the story for tablet and print readers
- and MORE!

The presenter...

Val Hoepfner



Val Hoepfner is a digital journalist, teacher, trainer and media strategist. Hoepfner spent 20 years in newsrooms as a photojournalist, newsroom leader and multimedia director. She also spent five years working with journalism professionals, educators and students in her role as director of education for the Freedom Forum Diversity Institute.

As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences to train journalists in mobile, social, video and multi-platform storytelling. She is also the Professional Journalist in Residence at Middle Tennessee State University.

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