

CONFIDENTIAL

# Bulletin

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

## Calendar of Events

### Events

**October 2-5, 2014**

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

**October 24, 2014**

Nebraska Journalism Hall of Fame  
Banquet  
Nebraska Club, Lincoln, NE

**April 17-18, 2015**

Annual NPA Convention  
Holiday Inn-Downtown  
Lincoln, NE

### Meetings

**October 24, 2014**

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

**November 6, 2014**

NPA Foundation Board Meeting  
1:30pm (CDT)  
Conference Call

### Webinars

(Online Media Campus)

**September 12, 2014**

Mobile First News Strategy

**September 26, 2014**

Premium Editions: Reaching  
Higher Revenues

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

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

## Statement of Ownership deadline is October 1

It's time to file, publish and fax your U.S. Postal Service Statement of Ownership. File the statement with the U.S. Postal Service: **The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

**A change to the USPS Ownership Statement this year: reporting of electronic copies sold has been incorporated into USPS Form 3526.**

- Get the form at your local post office or at [www.usps.com](http://www.usps.com). Enter "statement of ownership" in the search field and download Form 3526.
- Publish the statement in your paper: The deadline for publishing your notice depends on the frequency of publication: **For dailies and newspapers published two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**
- Fax the statement to NPA: We'll use the information to verify your circulation for membership and contest eligibility. Contact the NPA/NPAS office if you have questions.

## Deb McCaslin earns AARP Nebraska's highest volunteer award for community service

Deb McCaslin, editor of the Broken Bow Custer County Chief, and long-time civic leader, has been selected to receive AARP Nebraska's high volunteer award. She is the 13th volunteer to be honored with the annual AARP Nebraska Andrus Award for Community Service since it was established in 2002.



McCaslin's charity, TeamMates of Broken Bow Chapter, is a big winner, too. AARP Nebraska will present the organization with a check for \$2,500 on behalf of McCaslin, who is president of the TeamMates chapter board.

TeamMates is a one hour a week school-based mentoring program whose mission is to positively impact the world by inspiring youth to reach their full potential.

Through her involvement with the Rotary Club, she volunteers overseas with Alliance for Smiles to provide free treatment for cleft lip and palate deformities in underserved areas of the world. This work has taken her to China, Ghana and Zimbabwe, where she takes photos, helps with paperwork and writes stories about the children to raise awareness of the project.

McCaslin is Custer County's public information officer for emergency response **cont. page 4**

## **NPA/NPAS Staff**

### **Allen Beermann**

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

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

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



## **Have a Legal Question??**

**Questions about editorial policy,  
journalism ethics or a legal notice?**

**Call the Nebraska Press Association  
Legal Hotline.**

Contact Shawn Renner or John Hewitt at  
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.  
Bank Building, Lincoln, NE 68508, 402-474-6900,  
[srenner@clinewilliams.com](mailto:srenner@clinewilliams.com) or [jhewitt@clinewilliams.com](mailto:jhewitt@clinewilliams.com).



“ The average pencil is seven inches long,  
with just a half-inch eraser - in case  
you thought optimism was dead.

- Robert Brault

## **NPAS sponsoring online advertising sales training sessions - sign up now!**

The Nebraska Press Advertising Service, in concert with the Nebraska Outstate Daily Advertising Managers Association, is sponsoring a series of advertising sales training sessions this late summer and fall. The sessions include five videos, which can be viewed from your office computer.

Newspapers that sign up will have access to five videos that can be viewed at your convenience. There will be a live wrap-up webinar on a date to be determined, most likely in December of this year.

*“Lots of great information - I'm invigorated and inspired! I look forward to watching, hearing and learning more in the five modules. Thank you all for the opportunity to participate.”*

*Judy Murphy - Falls City Journal*

**If you have new staff members to train, or want to motivate your current sales staff, these videos provide excellent tips and resources. Participating newspapers will have access to the videos until December 2015.**

The presenter is Kelly Wirges with ProMax Training. Kelly was the advertising workshop presenter at this year's NPA convention in Grand Island. Kelly received excellent reviews from those in attendance.

The total cost for the series is only \$45.00 per newspaper.

An outline of the topics Kelly will cover in the webinars and video series is attached to this Bulletin, along with a registration form.

Once NPAS receives payment, NPAS will acknowledge receipt of your registration form and payment. If you do not receive a confirmation from NPAS, let us know.

We're really excited about this advertising training series. You will find the sessions to be fast-paced and applicable to newspapers of all sizes. Contact Rob James, [rj@nebpress.com](mailto:rj@nebpress.com), or Violet Kirk, [sales@nebpress.com](mailto:sales@nebpress.com), in the NPA office with your questions.

*About the video series, Judy Murphy, advertising consultant at the Falls City Journal, had this to say: “Lots of great information - I'm invigorated and inspired! I look forward to watching, hearing and learning more in the five modules. Thank you all for the opportunity to participate.”*

# Constitution Week is September 17-23

Constitution Week is the commemoration of America's most important document. It is celebrated annually during the week of September 17-23.

The United States Constitution stands as a testament to the tenacity of Americans throughout history to maintain their liberties, freedoms and inalienable rights.

This celebration of the Constitution was started by the Daughters of the American Revolution. In 1955, DAR petitioned Congress to set aside September 17-23 annually to be dedicated for the observance of Constitution Week. The resolution was later adopted by the U.S. Congress and signed into public law on August 2, 1956, by President Dwight D. Eisenhower.

The DAR has also erected a structure that is built in tribute to the Constitution of the United States. DAR Constitution Hall, which is a performing arts center, opened in 1929.

## The aim of Constitution Week is to:

- Emphasize citizens' responsibilities for protecting and defending the Constitution.
- Inform people that the Constitution is the basis for America's great heritage and the foundation for our way of life.
- Encourage the study of the historical events which led to the framing of the Constitution in September 1787.

Constitution Week is a great time to learn more about this important document and celebrate the freedoms it gave us. Get involved by encouraging young people to sign the Constitution Week Proclamation Pledge and ask your local community officials to issue a proclamation about Constitution Week. **For more, go to: [www.dar.org/national-society/education/constitution-week](http://www.dar.org/national-society/education/constitution-week)**

## Kid Scoop Constitution Day page!

Teachers in your community will be looking for something to use in the classroom for Constitution Week, so why not make it your newspaper! Simply publish the Kid Scoop Constitution Day page. Kid Scoop customers this is included in your weekly subscription.

**Not a Kid Scoop customer yet? To order the Kid Scoop page for your newspaper, call Content That Works at 866-626-6836 or e-mail [sales@contentthatworks.com](mailto:sales@contentthatworks.com).**

# We the People

CELEBRATING OUR CONSTITUTION

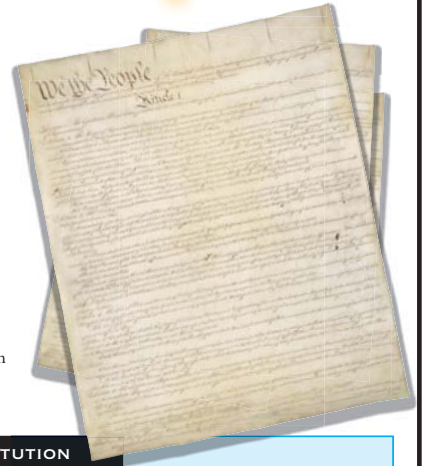
September 17, 1787

This was the day the delegates at the Philadelphia Convention signed the Constitution. The Constitution is the law of the land and the document that created our form of government.

Our constitution is the oldest written constitution of any democratic country.

Although the Constitution was not ratified by the necessary nine of 13 states until May 29, 1790, we celebrate every **September 17 as Constitution Day** in the United States.

In 2005, the Congress passed a bill and the President signed it making it a law requiring schools to celebrate Constitution Day. Public schools in this country were founded to teach young people the rights and responsibilities of citizenship.



## 10 THINGS TO KNOW ABOUT THE CONSTITUTION

- 1 The Constitution consists of four sheets, approximately 28-34 by 23-58 inches. It has 4,543 hand-written words.
- 2 Because it was hand-written, there are some spelling and grammar errors. Most common is "Pensylvania," and the use of "it's," British spellings, such as "chuse," "defence," "controul," and "labour."
- 3 The original Constitution is on display at the National Archives in Washington, D.C. When the Japanese bombed Pearl Harbor, it was moved to Fort Knox for safekeeping.
- 4 The Constitution is considered so valuable that it is stored in a bullet-proof case, with helium and water added to protect the paper.
- 5 At 81, Benjamin Franklin of Pennsylvania was the oldest delegate at the Constitutional Convention, and at 26, Jonathon Dayton of New Jersey was the youngest.
- 6 George Washington was unanimously chosen as president of the Constitutional Convention. He was the only founding father who did not go to college.
- 7 The Constitution is called the "living document" because it can be changed by amendments to meet any challenges that may arise.
- 8 More than 11,000 amendments have been introduced in Congress. Thirty-three have gone to the states to be ratified and 27 have received the necessary approval from the states to actually become amendments to the Constitution.
- 9 Established on Nov. 26, 1789, the first national "Thanksgiving Day" was originally created by George Washington as a way of "giving thanks" for the Constitution.
- 10 John Adams said the Constitution is "the greatest single effort of national deliberation that the world has ever seen."



THIS NEWSPAPER IN EDUCATION FEATURE BROUGHT TO YOU BY THIS NEWSPAPER, THE MISSOURI BAR AND THE MISSOURI PRESS ASSOCIATION.

## Constitution Day features available free to NPA members

The Missouri Press Association has a new feature (above) created in partnership with The Missouri Bar that gives readers of all ages the opportunity to test their Constitution I.Q.

There are two parts to this feature — a quiz and answers. The quiz tells them to "Read on in your newspaper for the answers," to drive them through your publication to find the answers, so be sure to publish BOTH features in the same issue.

**Missouri Press is kindly making this feature available to NPA member newspapers at no charge.** The content is not specific to Missouri. Review and download the features at: <http://www.mo-nie.com/>. **The download code is constitution.**

**McCaslin - cont. from pg. 1**

and a member of the Custer Emergency Response Committee. She was instrumental in organizing Nebraska's first Hero Flight to take 50 World War II veterans to Washington, D.C. to visit the World War II memorial.

In addition, McCaslin is a board member of Healing Hearts and Families to support victims of domestic violence and sexual assault; chairs the Children's Christmas Fund to provide holiday dinners and gifts to 500 people annually; and is secretary of the Custer County Economic Development Corporation to revitalize business in the area.

"I am humbled and honored by the award. It takes a village to champion a cause, and to keep good programs viable," McCaslin said. "To have been chosen by AARP for the Andrus Award brings me nearly to tears. There are so many wonderful people out there doing great things, and they do so without any expectation of being thanked. They do so strictly because it is the right thing to do. Their only goal is to make a difference. I am thankful for the opportunity to have worked beside some of these really great people."

Bob Eppler, state president of AARP Nebraska, agrees.

"Through her astounding record of service with TeamMates and beyond, Deb McCaslin demonstrates what it means to make a difference in the lives of others. The Andrus Award acts as a symbol to the public that we can all work together for positive social change," Eppler said. "

The AARP Nebraska Andrus Award for Community Service - an oversized check for \$2,500 to TeamMates of Broken Bow - will be formally presented on Friday, September 12 at the Broken Bow High School football game during half time.

Andrus Award recipients across the nation were chosen for their ability to enhance the lives of AARP members and prospective members, improve the community in or for which the work was performed, and inspire others to volunteer.

**Newspapers 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 VVMF 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.**

# National Newspaper Week

## October 5 - 11, 2014



National Newspaper Week is October 5-11, 2014. This marks the 74th year of the week, which observes the importance of newspapers to communities large and small.

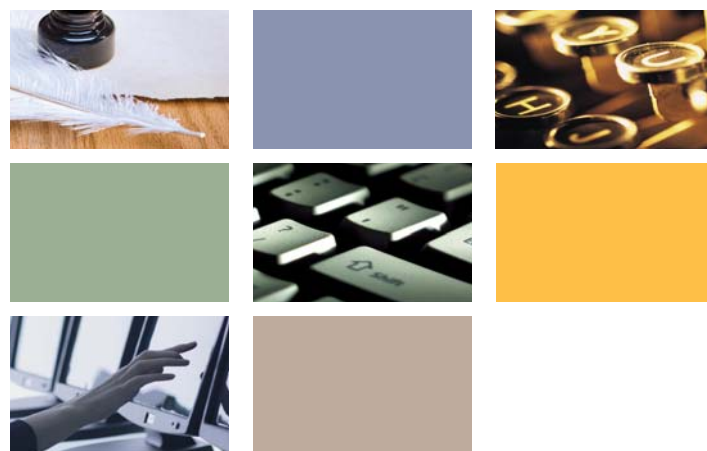
The Minnesota Newspaper Association is coordinating this year's kit for the Oct. 5-11 National Newspaper Week.

**NEW 2014 MATERIALS SHOULD BE POSTED TO THE WEBSITE THE WEEK OF SEPT. 15-19 at:**  
<http://www.nationalnewspaperweek.com/nnw/>

This year's kit will contain editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America. (Note: 2013 promotional materials have also been left up on the site to reuse as well).

**PLEASE PROMOTE** National Newspaper Week heavily by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to our local communities.

**PLEASE ALSO EDITORIALIZE LOCALLY** about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.



READY TO TELL  
AMERICA'S  
STORY  
FOR ANOTHER  
**325**  
YEARS

{ The first newspaper was published on September 25, 1690 in Britain's North American colonies by Benjamin Harris and was called the Publick Occurrences. }

*No one does community news better. From quill to computer - platforms may change but our commitment to you will not.*

*Newspapers*  
THE FOUNDATION OF VIBRANT COMMUNITIES  
NATIONAL NEWSPAPER WEEK OCTOBER 5-11, 2014  
insert newspaper info here

Source: [www.massmoments.org](http://www.massmoments.org)

## **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 9/1:**

#### **2x2**

Hickman Voice News — Linda Bryant (6 ads) (paper made \$1,550.00)

Norfolk Daily News — Mary Ortmeier (paper made \$325.00)

Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)

#### **NCAN**

Aurora News-Register — Kurt Johnson (paper made \$221.00)

Aurora News-Register — Dani Lemburg (paper made \$112.50)

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

Geneva Signal — John Edgecombe (paper made \$112.50)

Hickman Voice News — Linda Bryant (paper made \$112.50)

Minden Courier — Jim Edgecombe (paper made \$126.50)

Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$225.00)

## **Langrell named Sidney Sun-Telegraph publisher**

Rob Langrell has been named the new publisher of the *Sidney Sun-Telegraph*. He will also serve as regional director of weekly news operations for the *Kimball Western Nebraska Observer* and the *Pine Bluffs (WY) Post*.

Langrell accepted the position after spending the last 18 1/2 years in Las Vegas. He served as the editor of special publications for newspaper and magazine division of the Greenspun Media Group for the past 10 years and was the assistant sports editor of the *Las Vegas Sun* newspaper - also part of the media group - from 1996-2004.

Prior to that, Langrell served in various newspaper roles at newspapers in Delaware, North Carolina and New York. He graduated in 1990 from St. Louis (MO) University, where he majored in communications.

## **Grell promoted to Lincoln Journal Star sports editor**

Clark Grell has been promoted to sports editor of the *Lincoln Journal Star*. A Beatrice native, Grell most recently served as the Journal Star's newsroom art director. Before that he was assistant sports editor, in charge of the sports section design and layout along with section planning and special projects. He started at the Journal Star as a sports copy editor and page designer in 2005.

Before joining the Journal Star, Grell was a reporter for the *Columbus Telegram* and assistant sports editor for the *St. Joseph (MO) News-Press*. He majored in journalism and minored in broadcasting at Northwest Missouri State.

Grell replaces Darnell Dickson, who returned to Utah to cover sports.

## **Leona Sand died August 7, 2014, at age of 84**

Leona Sand died August 7, 2014, at the age of 84. Leona, and her husband Bill, purchased the *Exeter Fillmore Co. News* in 1954, and then owned the *Friend Sentinel* from 1959 to 1985. She worked in the family newspaper business and also worked for 18 years as a nurse's aide at Warren Memorial Hospital.

Leona is survived by her husband, Bill, of Friend; son, Richard and daughter, Lisa and their families. She was preceded in death by her son, James.

Funeral service was held August 11, at St. Joseph Catholic Church in Friend, with interment in Washington City Cemetery, Washington, KS. Memorials have been established to St. Joseph Church or to the Alzheimer's Association. Arrangements by Lauber-Moore Funeral Home.

## **Support 2014 National Student/Parent Mock Elections**

Please consider supporting the National Student/Parent Mock Elections for the fall elections either as a district coordinator or by providing information to your local teachers. Enrollment is free. You and your teachers can access their sign up form at:

[www.nieteacher.org/mock\\_election.pdf](http://www.nieteacher.org/mock_election.pdf)



University of Colorado research shows that the mock elections provided five broad benefits to students:

- increased political decision-making ability
- the belief that voting is important
- informed involvement on current issues
- the belief that social studies classes are relevant
- the discussion of political and election topics with parents, and a reduction in an overall sense of powerlessness

**To learn more and download NSPME curriculum at their website:**

[www.nationalmockelection.org](http://www.nationalmockelection.org)

# Classified Advertising Exchange

September 8, 2014

**THE STANTON REGISTER**, located 10 miles from Norfolk, is looking for a qualified, ambitious person to take over management or ownership of the newspaper. Please call Laura at 402-439-2173.

**COMMUNITY JOURNALIST:** A leader among Nebraska newspapers, located in south central Nebraska, is seeking a strong team player to join our growing community newspaper staff. Candidates should have a strong writing ability, good communication skills and the desire to find and report stories that matter. Candidates must also be willing to do it all – cover events, write stories, take photographs (news and sports), design pages, as well as make sales calls. Multimedia skills a plus, though not required. Great opportunity for an up-and-comer looking for a wide range of experience (recent graduates are encouraged to apply) or for an established journalist seeking to maximize their strengths. Qualifications: degree in journalism or related field is preferred but not required. Familiarity with InDesign and Photoshop is a plus. Photography skills are also a welcomed value. To apply: Email your resume, cover letter, references and writing samples to: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

**SPORTS EDITOR** needed at Holdrege Daily Citizen. FAX resume to Bob King at 308-995-5992, email to [holdregecitizennews@gmail.com](mailto:holdregecitizennews@gmail.com), or write to PO Box 344, Holdrege, NE 68949.

**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](mailto: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: 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).

**ARAPAHOE PUBLIC MIRROR and ELWOOD BULLETIN FOR SALE:** Located in south central Nebraska, with good schools and business districts. Solid turn-key operations with updated equipment and software. For more information contact Gayle Schutz, 308-962-7261 or 308-962-6305, or email [arapmir@atcjet.net](mailto:arapmir@atcjet.net).

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Adv. Exchange, Online Media Campus Archived Webinars Flyer.

## 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](mailto:nebpress@nebpress.com).



From the Iowa Newspaper Foundation ...

# Can't make a live webinar?



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**Don't worry ...  
we archive!**

**Webinar archive registration fee:  
\$35 per session**

**\*Free if you registered for the live session**  
.....

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**To access the archives:**

- Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) and click on the **webinar** tab.
- On the left-hand side, click the **category** you want.

**How it works:**

- Sign up for the webinar archive at the provided registration link.
- After registering, receive a link to watch the webinar archive.
- View the webinar archive as many times as you want.