

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

September 26, 2014

Premium Editions: Reaching
Higher Revenues
(Online Media Campus)

October 16, 2014

The Art of the Interview: How
talking to the right people can
improve your storytelling
(Online Media Campus)

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Three inductees to be honored at 2014 Journalism Hall of Fame banquet, October 24, in Lincoln

The 2014 Journalism Hall of Fame banquet, sponsored by the Nebraska Press Association and the UNL College of Journalism and Mass Communications, will be held Friday, October 24, at the Nebraska Club in downtown Lincoln, NE.

The three 2014 inductees into the prestigious Hall of Fame are: Clancy Hebda, former publisher, *Fullerton Nance County Journal*; Ted Huettmann (posthumously), former publisher, *Wisner News-Chronicle*, and Kathleen Rutledge, former reporter at the *Lincoln Journal* and former executive editor of the *Lincoln Journal Star*.

NPA members are invited to attend the banquet to join in honoring the inductees. The banquet invitation and dinner reservation form are attached to this issue of the Bulletin. **Reservations deadline is October 10. Seating is limited and reservations are first-come, first-served.** For more information contact Susan Watson in the NPA office, nebpress@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. 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.

Do you have news you'd like to share in the Bulletin about your newspaper, staff or accomplishments? Email your news to Susan Watson, nebpress@nebpress.com.

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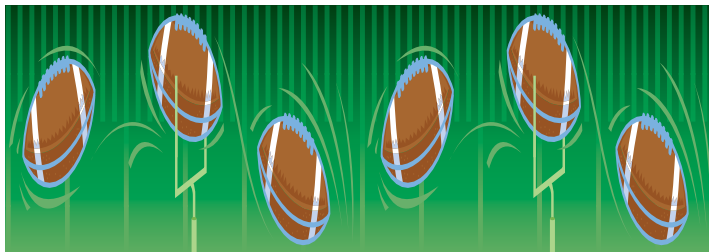
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Advertising Sales Assistant
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Join us Saturday, September 20, for Husker pre-game at the NPA office

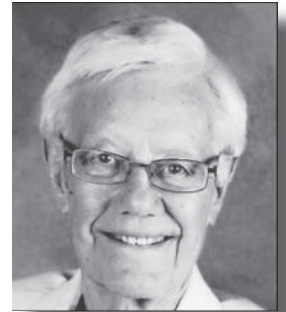
If you're attending the Husker football game this Saturday, September 20, (Miami) join us for complimentary food (while it lasts!) and conversation with fellow newspaper people.

Pre-game begins at 5:00 p.m. at the Nebraska Press Association office, 845 "S" Street.

Parking in the NPA lot is *sold out* for Husker games, but we're conveniently located near the Stadium, so stop by on your way to the game. We hope to see you Saturday. **GO BIG RED!**

Longtime newspaperman, Dick Lindberg, dies at 83

Richard (Dick) Lindberg, 83, of West Point passed away September 10, 2014, at St. Francis Memorial Hospital. He and his wife, Gwen, were married in 1952 in Imperial, NE and they lived in Littlefield, TX, where Dick was a printer. In 1954 they moved to Ord where he was employed by the *Ord Quiz*. They were publishers of the *Sargent Leader* from 1956 to 1969. After working at the *Albion News* for four months they moved to West Point where they purchased the *West Point Republican*. In 1973 they merged the paper with the *Cuming County Democrat*, which became the *West Point News*. They also owned newspapers in Oakland, Lyons, Hooper and Scribner. They retired in 1992.



Dick was active in the newspaper business, serving as president of the Central District Press Association, the Northeast Nebraska Press Association, the Nebraska Press Association and the Interstate Press Association. He was named Master Editor/Publisher by NPA in 2004, and was inducted into the Nebraska Journalists Hall of Fame in 2012. He and Gwen were honored by the Nebraska Sigma Delta Chi as Journalists of the Year in 1987 and by the West Point Chamber for Community Service in 1998.

Dick was mayor and Chamber president in Sargent. He served on the school, library foundation and St. Joseph foundation boards in West Point, also the Midlands Foundation board in Fremont. After retirement he ran the local food bank, planted flowers at St. Joe's, tutored Hispanic students and was on the Headstart and Golden Rod Hills boards.

Survivors include his wife, Gwen, sons Jeff, Greg and Mike and their families. He was preceded in death by his youngest son Joe.

A memorial service was held September 13, at St. Paul Lutheran Church, West Point, with private burial of the remains at Mt. Hope Cemetery. Stokely Funeral Home, West Point, was in charge of arrangements. Memorials are suggested to the West Point Food Pantry and to St. Paul Lutheran Church.

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 or jhewitt@clinewilliams.com.



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**

Kid Scoop Constitution Week 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.

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 Week 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.**

Sell beyond the overlap

Meredith has been selling advertising for many years. “Watch out for overlap,” she told me. “It’s a big challenge in the sales profession. Just like all companies who compete with each other, my paper and my competitors offer a lot of the same things. I’ve heard that – depending on the industry – feature overlap can be more than 50 percent.”



By John Foust
Raleigh, NC

According to Meredith, when a sales person focuses on things that the competition can do just as well, there’s little chance for differentiation. The prospect thinks, “Why buy advertising in Choice A, when Choice B offers the same thing?”

Here are some common areas of overlap:

1. Audience: “To sell beyond the overlap, this is a good place to start,” Meredith said. “The number one media question that advertisers have is: ‘How many prospective buyers will my ads reach?’ All sales people talk about audience, but not many of them acknowledge the fact that other media choices reach some of the same people.”

Selling beyond the overlap forces you to analyze how many of your advertiser’s prospects you – and your competitors – can reach. With facts on your side, your selling approach becomes: “Of course, we cover x-audience, like so-and-so does. But let me show you where we reach more people (better quality buyers, etc.)”

“Even when you’re selling against TMC (Total Market Coverage) products, there can be gaps in coverage,” Meredith said. “You’ve just got to look for them.”

That leads us to another possible source of overlap.

2. Market research: More and more media companies are offering research services to their advertisers. This can be a good point of differentiation.

“It’s important to promote your research department as an objective source of information,” Meredith said. “If advertisers start to think it’s just to stack the deck in your favor, they’ll turn away.”

3. Ad production: “Although most media companies are capable of producing ads, this is where you can put some distance between you and your competition,” Meredith explained. “Unless your prospect uses an ad agency, your creative team will have a big influence on the content and style of the advertising. In fact, you might close the deal, if you have some good examples of ads your paper has created – both print and online.”

4. Flexibility: “Advertisers are concerned about adaptability,” Meredith explained. “How quickly can they adjust to shifting market conditions? Obviously, dailies can outmaneuver weeklies, and weeklies can outmaneuver monthlies. On the other hand, it looks like online marketing levels the playing field. But there are bound to be gaps.”

5. Customer service: “Actions speak – and sell – louder than words,” Meredith said. “Everybody talks about their great customer service, but how many actually walk the talk? If your competitors are slack in this area, you can position yourself as extraordinary.”

“It’s better to talk less – and do more – about customer service. Demonstrate your customer-centered philosophy by returning phone calls and emails right away, by keeping your accounts informed about their ads, and by sending hand-written thank you notes.”

(c) Copyright 2014 by John Foust. All rights reserved.

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. E-mail for information: john@johnfoust.com

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

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

National Newspaper Week

October 5 - 11, 2014

Newspapers

THE FOUNDATION OF VIBRANT COMMUNITIES

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.

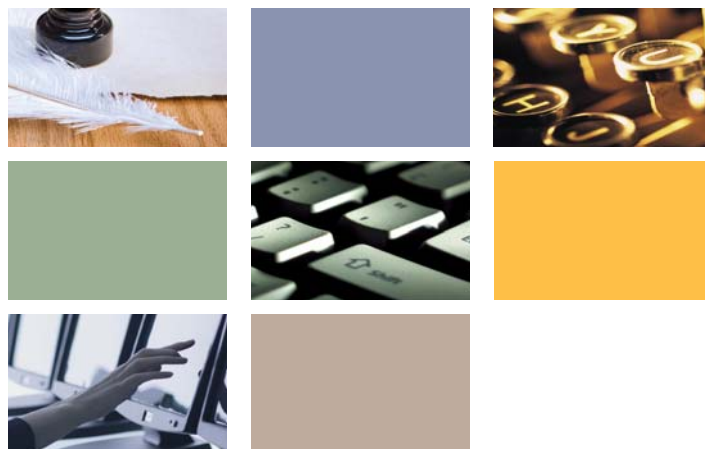
NEW 2014 MATERIALS SHOULD BE POSTED TO THE WEBSITE THE WEEK OF SEPT. 15-19 at:

<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

Court rules public business on prosecutor's private phone is still public

By Tacoma (WA) The News Tribune, Sept. 10, 2014

TACOMA (WA) - Call records and text messages from Pierce County Prosecutor Mark Lindquist's personal mobile phone aren't private if they're related to public business.

The idea drives a unanimous ruling issued Tuesday by the Washington State Court of Appeals.

"That such government-business-related text messages were contained on a personal cellular phone is irrelevant," states the ruling, authored by Judge J. Robin Hunt.

The decision adds new reasoning to a growing list of cases that address government officials' use of private devices to conduct public business, and the implications for the public's right to know.

Lindquist admits using his private phone for government work, according to the court's ruling. That doesn't open a window into his phone - but it opens a latch.

In essence, the three-judge panel reversed a lower court's dismissal and found that the lower court must review Lindquist's phone records and text messages to determine whether any of them meet the standard for public disclosure.

Open-government advocates had been watching the case closely. Toby Nixon, a Kirkland City Council member and former state representative who chairs the Washington Coalition for Open Government, applauded Tuesday's ruling.

"The Court of Appeals correctly decided that records of government business are public records even if they are sent, received or stored on a private device," he said. "I think this was as good a decision as access advocates could hope for given the issues and facts in this case."

The underlying case, Nissen v. Pierce County, is intricate. In two tendrils, it's climbed to the state Supreme Court and back. It's been argued in Thurston County Superior Court to avoid potential conflicts of interest.

In 2011, sheriff's Deputy Glenda Nissen sued the county after filing a whistleblower complaint. Nissen's suit demanded access to Lindquist's personal phone records and copies of text messages sent over a period of a few days, arguing that they contained material relevant to public business.

They were provided records of Lindquist's phone bill, which listed 32 calls described as work-related. Other calls and associated numbers were redacted in the billing record, typically on the basis of privacy. The same records included listings of 16 text messages described as work-related and listed the sender and recipient numbers, though not the actual messages.

Lindquist and county attorneys opposed further disclosure. In response, Nissen sued.

County attorneys and Lindquist argued that allowing unfettered access to his private phone records violated his constitutional right to privacy. County attorneys also argued that they had no authority to obtain public records from Lindquist's private cell phone account.

Nissen and her attorney, Joan Mell, questioned the redactions and the county's arguments. In 2011, Thurston County Superior Court Judge Christine Pomeroy, since retired, sided with the county and dismissed Nissen's suit. Nissen appealed. Tuesday's ruling from the Court of Appeals reversed Pomeroy's decision, and ordered further review of the phone records.

Does your newspaper have a plan?

September is National Preparedness Month, a reminder that disasters and emergencies of all kinds can strike anywhere, at any time. This year's theme is "Be Disaster Aware, Take Action to Prepare."



Newspapers, as the major content providers and information sources for their communities, should also have a plan of action for their business and employees.

How prepared is your newspaper for a natural disaster or emergency? Do you have a phone and/or email tree of employee and vendor contacts to quickly distribute information? How long would it take to get publishing again if your building was damaged? What is your computer backup situation for administrative records, archives and current editions?

Here are two great (free) publications to help newspapers develop an emergency plan for their own newspapers and their communities:

"Newspaper Disaster Checklist"

(from Ohio Press Association) go to:

<http://www.ohionews.org/pdf/disasterchecklist.pdf>

"The Use of Social Media for Disaster Recovery"

(from Univ. of Missouri Extension Dept) go to:

<http://www.nebpress.com/wp-content/uploads/2014/09/using-social-media-in-disasters.pdf>

Classified Advertising Exchange

September 15, 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.

SPORTS EDITOR needed at Holdrege Daily Citizen. FAX resume to Bob King at 308-995-5992, email to 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.

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Adv. Exchange, Journalism Hall of Fame Banquet Invitation & Reservation Form; Online Media Campus Webinar Flyers, Husker Pre-Game 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.

September, 2014

Invitation

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

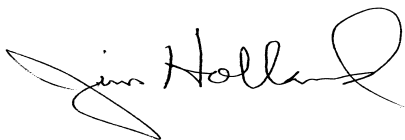
It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, October 24, 2014, are: Clancy Hebda, Ted Huettmann (posthumously) and Kathleen Rutledge.

The event this year will be held at The Nebraska Club, 233 South 13th St., 20th Floor, US Bank Building, Lincoln, NE. (Street parking is available and there are parking garages in the area.) There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner will be \$40.00 per person, featuring your choice of Pork Loin or Boneless Chicken Breast. Salad, dessert, coffee and tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists. Joining us will be Governor Dave Heineman and First Lady Sally Ganem.

Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. *Deadline for dinner reservations is October 10, 2014. Seating is limited and reservations are first-come, first-served.*

Respectfully requested,



Jim Holland
President
Nebraska Press Association



Maria Marron
Dean
UNL College of
Journalism & Mass
Communication



Allen J. Beermann
Executive Director
Nebraska Press Association

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, October 24, 2014
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2014 Honorees are:
Clancy Hebda
Ted Huettmann
(posthumously)

Kathleen Rutledge

**This event is sponsored by the
Nebraska Press Association and the
University of Nebraska -
College of Journalism and Mass
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this exciting event. **Deadline for dinner reservations is October 10, 2014. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or nebpres@nebpres.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 24, 2014

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Pork loin w/herb & balsamic roasted tomatoes,
baked potato & green beans almandine

OR

Boneless chicken breast w/rosemary mushroom cream
sauce, red roasted potatoes & vegetable medley
(Meals include salad, dessert, coffee and tea.)

Name: _____

Chicken Pork

Name: _____

Chicken Pork

Name: _____

Chicken Pork

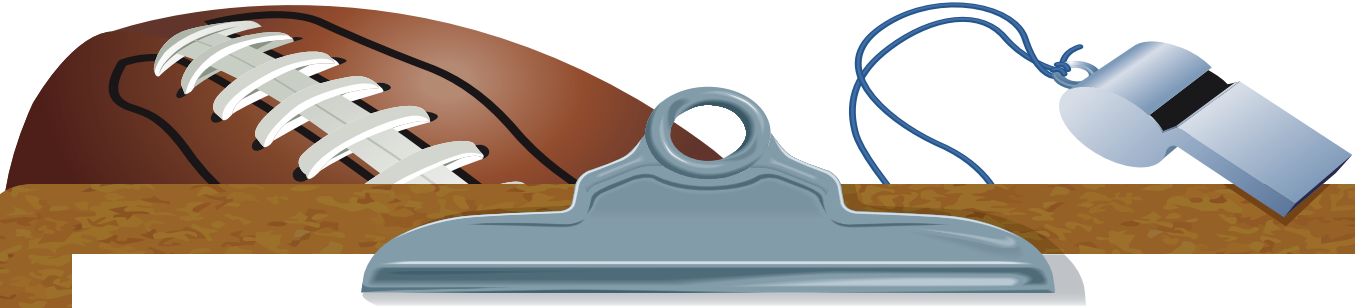
Name: _____

Chicken Pork

Total Number of Meals _____ @ \$40.00 per meal = \$ _____

Please return this form, along with your check
made payable to NPAS, to
Susan Watson, Nebraska Press Association,
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is
October 10, 2014 (Seating is limited!)**



To: NPA Members & Staff

***It's Husker football
time again!***

Join us Saturday, September 20

prior to the game, for food & conversation,

starts at 5:00 p.m.

at the NPA office, 845 "S" St, Lincoln, NE

(Sorry, our lot parking is sold out)

Huskers

vs.

Miami

Sponsored by: NE Public Power District (NPPD)

Go Big Red!



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

Premium Editions Reaching higher revenues

Friday, September 26

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

**Registration
fee: \$35**

**Registration
Deadline:
September 23**

*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...

Looking for a proven innovative new revenue stream that increases active advertisers, encourages interesting content and boosts circulation revenue all at once? If so, this dynamic webinar will share some turnkey ideas that have been successful in several markets, large or small, weekly or daily. The presenter will share:

- Specific step-by-step how to's with examples
- Suggestions on how you can add value for your advertisers without devaluing your core print and digital products
- And more!

Zach Ahrens says, "I can almost guarantee you haven't approached advertising and circulation revenue growth like this before." Think premium editions!

Presented in partnership with:

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

The presenter...

Zach Ahrens



Zach Ahrens is the president of Log Cabin Media and publisher of the Log Cabin Democrat in Conway, Ark.

Ahrens is well known in the industry and has spent much of his career leading and training advertising teams, resulting in significant revenue growth. During Ahrens' media career he has worked as an advertising director for Lee Enterprises in Columbus, Neb., as a publisher with the Omaha World Herald Co. in southwestern Iowa and with small market dailies and weeklies in the Midwest. He has also served as the advertising and digital media director for the Grand Forks (N.D.) Herald and vice president of sales for GateHouse Ohio.



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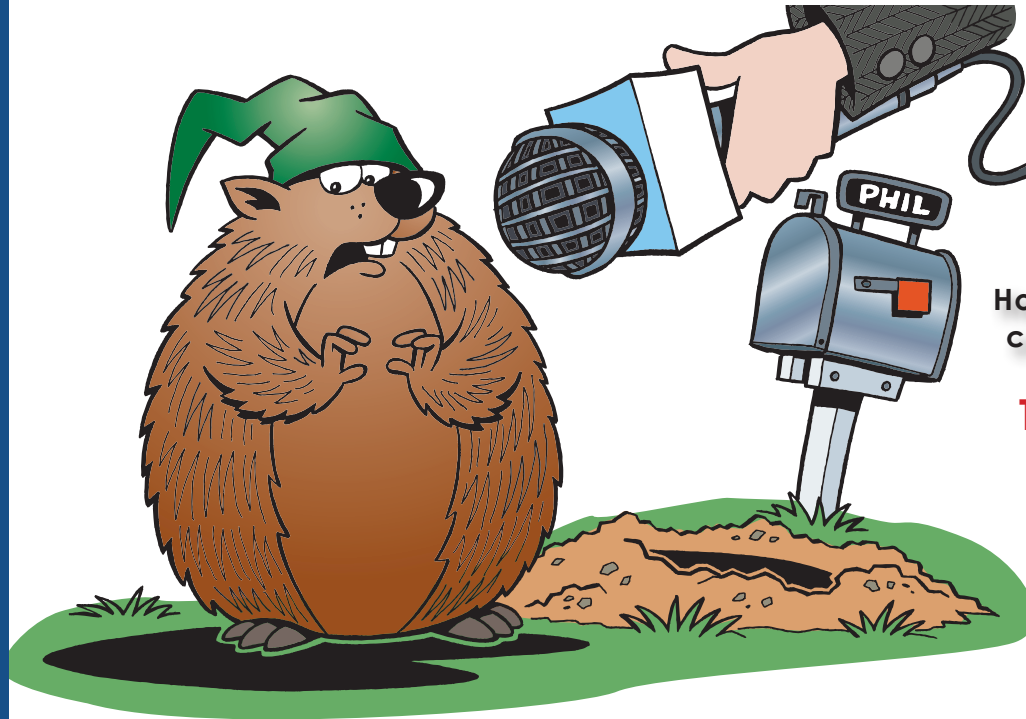


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The Art of the Interview

How talking to the right people can improve your storytelling

Thursday, October 16

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35
Registration Deadline:
October 13

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In this webinar...

You will be amazed at how your writing will improve if you have strong newsgathering skills. One of those fundamental skills includes great interviewing techniques. So much of what journalists do is talking to the right people to provide information, perspective and insight into the subject.

Finding the right sources can be the hardest part of telling the story. You also need to prepare in advance so you can ask the right questions. You need to become an expert of sorts before you start interviewing people.

The webinar will cover:

- How to prepare for an interview
- How to find the right sources
- How to ask the right questions at the right time
- How to conduct yourself during the interview
- How to keep the door open for further questions

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

The presenter...

Laura Widmer



Laura Widmer, general manager of the Iowa State Daily since 2012, came to Ames, Iowa, after 29 years of teaching and advising publications at Northwest Missouri State University in Maryville.

Widmer worked for daily newspapers and an advertising agency prior to her career in academia. Five years ago she captured her dream when she started a newspaper in her hometown, Salisbury, Mo. The Chariton Valley News Press was created to serve six small communities in northern Missouri. The coverage made it the largest circulation newspaper in a three-county area.

Widmer currently serves on the Iowa Newspaper Association board of directors.



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