

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

October 16, 2014

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

November 7, 2014

10 Ways to Build Reader
Engagement: Easily integrate
new technologies into your
workflow
(Online Media Campus)

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Submit your topic ideas for 2015 NPA convention workshops

It's already time (*really?*) to start thinking about workshop topics and presenters for our 2015 NPA convention and we'd like to hear your suggestions for topics!

Convention is the one time each year when our members can meet, network and learn from the experts.

Our goal each year is to provide convention sessions that cover topics and issues that are important to our members - daily or weekly papers, large or small.

Now's your chance to let us know what topics and issues you'd like to see covered in 2015. Please email your ideas to Susan Watson in the NPA office at nebpress@nebpress.com.



Save the dates! The 2015 NPA Convention will be April 17-18 at the Holiday Inn-Downtown, Lincoln, NE.

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.

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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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.

Former Kearney Hub publisher, Ayres, dies at 92

Robert S. Ayres, a retired Kearney newspaper publisher who flew B-25 bombers in WWII and later documented Kearney's growth with aerial photography, died September 17, 2014, in Hastings.

Ayres was president and publisher of the *Kearney Hub* from 1965 to 1985. His newspaper career included stints as a carrier, circulation manager, business manager and eventually publisher when he succeeded his wife Jane's father, Ormond Hill, in 1965.

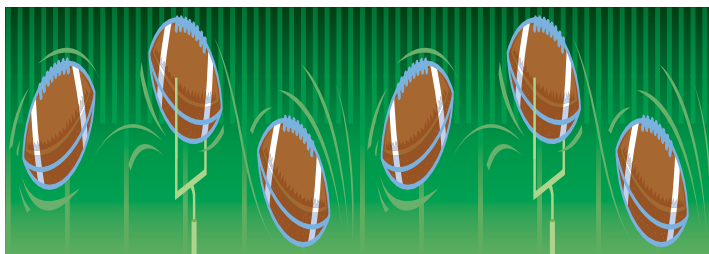
Ayres' interest in photography provided him a valuable skill as newspapers evolved from pages with mostly headlines and text into more visual formats with lots of photos.

Ayres wrote that when he became publisher, veteran Hub Editor, Ed Chittenden, wouldn't allow him in the newsroom because he couldn't spell. However, he did allow Ayres to carry a camera for the newsroom, a bulky Speed Graphic.

When he was a bomber pilot for the U.S. Army Air Corps in WWII, Ayres occasionally sneaked a camera along on bombing missions.

He returned to Kearney after the war and started a flying business with a friend while he finished college. After earning a business and finance degree at the University of Colorado, Ayres joined the Hub in 1951 as circulation manager. In 1965, Ayres became general manager of the Hub, and then chairman of the board in 1970. He was publisher until late 1984 when the Omaha World-Herald Co. purchased the paper.

He is survived by three children and their families. He was preceded in death by his wife and a daughter. Private services will be held by the family. Horner Lieske McBride & Kuhl Funeral and Cremation Services, Kearney, is in charge of arrangements. Memorials are suggested to Kearney Public Library.



Join us Saturday, September 27, for Husker pre-game at the NPA office

If you're attending the Husker football game this Saturday, September 27, (Illinois) join us for complimentary food (while it lasts!) and conversation with fellow newspaper people.

Pre-game begins at 6:00 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!**

National Newspaper Week October 5 - 11, 2014

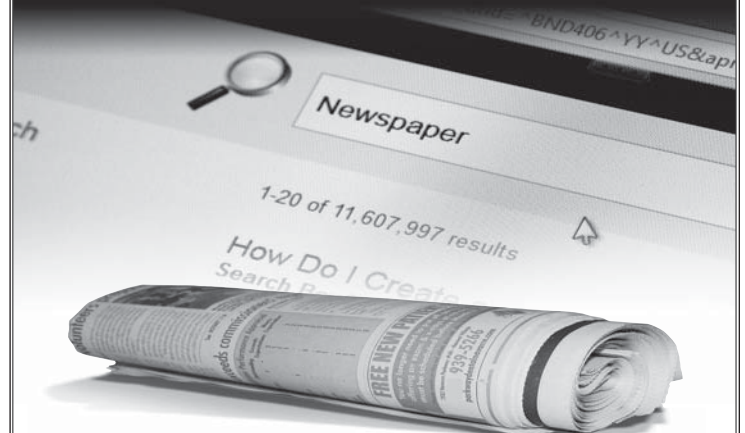
Still bringing communities together!



Search Me:

What medium is used more than Google?

The answer is wait for it, wait for it **NEWSPAPERS!** Unbelievable? Not if you're one of the 131 million Americans who have read a newspaper in the past week. In print and online, newspapers deliver more customers in seven days than Google does in a month (126 million), according to Scarborough Research, 2013 R1.



If you're not reading newspapers yet, remember it's never too late to get in on a great thing. And if you're in business and want to reach the masses, there's no better way to reach a large fan base than through **America's daily and weekly newspapers.**

Your
logo
here

Sandpaper Marketing

Source: Scarborough Research 2013, R1

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 October 5-11 National Newspaper Week.

**NEW 2014 MATERIALS
ARE NOW AVAILABLE ON
THE NATIONAL NEWSPAPER WEEK
WEBSITE at:**

<http://www.nationalnewspaperweek.com/nnw/>

This year's kit contains editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America.

(Note: 2013 promotional materials are also still available on the website 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.



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 9/8:

2x2

Blair Enterprise - Lynette Hansen (2 ads) (paper made \$475.00)
Columbus Telegram - Tryci Greisen (paper made \$975.00)
Greeley Citizen - Marty Callahan (paper made \$487.50)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$762.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$450.00)
Norfolk Daily News - Mari Ortmeier (paper made \$325.00)
Plainview News - Brook Curtiss (paper made \$312.50)
Sutherland Courier-Times - Trena Seifer (paper made \$150.00)
West Point News - Karey Rahn (paper made \$325.00)

NCAN

Aurora News-Register - Kurt Johnson (NCAN Special Free Ad)
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)
Holdrege Citizen - Bob King (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 9/15:

2x2

Elkhorn Post-Gazette - Mike Overmann (paper made \$312.50)
Hickman Voice News - Linda Bryant (2 ads) (paper made \$312.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$450.00)
Nebraska City News-Press - Tammy Schumacher (paper made \$150.00)
Seward Independent - Patrick Checketts (paper made \$150.00)

NCAN

Aurora News-Register - Dani Lemberg (NCAN Special Free Ad)
Broken Bow Chief - Pat Jackston (paper made \$149.50)
Geneva Signal - John Edgecombe (NCAN Special Free Ad)
Hebron Journal-Register - Christy Farnstrom (paper made \$112.50)
Hickman Voice News - Linda Bryant (paper made \$112.50)
Holdrege Citizen - Bob King (paper made \$112.50)
Kearney Hub - Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Norfolk Daily News - Denise Webbert (paper made \$116.00)
St. Paul Phonograph-Herald - Connie Thompson (paper made \$242.00)

Week of 9/22:

2x2

Grand Island Independent - Pat Bell (paper made \$162.50)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$462.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$450.00)
Kearney Hub - Becky Hilsabeck (paper made \$162.50)
Seward Co. Independent - Pat Daehling (paper made \$150.00)

Stromsburg News - Patrice Clifton (paper made \$487.50)
Tecumseh Chieftain - Elaine Karel (paper made \$150.00)
Wayne Herald - Jan Stark (paper made \$487.50)

NCAN

Broken Bow Chief - Pat Jackson (paper made \$149.50)
Hebron Journal Register - Christy Farnstrom (paper made \$112.50)
Holdrege Citizen - Bob King (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)
Sutton Clay Co. News - Tory Duncan (paper made \$130.00)

Journal Star earns first-place awards in Associated Press news contest

The Lincoln Journal Star picked up four first-place awards in the annual Great Plains News and Photo Contest organized by the Associated Press.

Cindy Lange-Kubick, the Journal Star's Lincoln Life columnist, took first place for her column on Hussein Al Khazraji and his love for a dying mother.

Photo intern Megan Farmer took a pair of top honors, winning first place for general news and sports action photos.

Opinion Page Editor Gordon Winters was honored for "A system out of balance," an editorial on the NCAA and the money-making machines of college football and men's basketball.

The contest includes 40 Associated Press-member newspapers in Nebraska, South Dakota and North Dakota divided into three divisions. The Journal Star was in the largest newspaper category.

Newspaper Association of America (NAA) submits comments to the FCC to maintain an open Internet

On September 15, the Newspaper Association of America, American Society of News Editors, Reporters Committee for Freedom of the Press, and the Association of Alternative Newsmedia filed comments with the Federal Communications Commission to encourage the FCC to maintain an open Internet. The comments were submitted in response to tentative changes to "net neutrality" rules put forth by the FCC in May.

"Since the nation's founding, newspapers and other publishers have played an important role in sustaining a well-informed public and a healthy democracy. Today, consumers are increasingly turning to online sources for news and current events, and media organizations are responding by creating new online business models and services that present news stories in new and dynamic ways. Maintaining an open and sustainable Internet—where publishers can continue to distribute important content serving the public interest without restrictions imposed on the ability of the public to receive that content—is essential to ensuring the role of media organizations in maintaining an informed public."

At the top

By Ed Henninger, Henninger Consulting

Thanks to Tia Rae Stone for suggesting this column. She recently wrote:

“I attended a seminar one time where you told us your rules for top-of-the-page advertising. When you can, would you share them with us on your blog?”

I asked Tia if it was OK to handle her question in a hint or column instead. She agreed...and here we are.



For ads that appear at the top of a section front or anywhere on page 1, I have four simple rules:

1. WE DESIGN IT: Sorry, we're not going to accept an ad designed by the advertiser's daughter's boyfriend, who took a quick course in Illustrator at the community college. These ads are at the top of the page and will draw considerable reader attention—we need to be sure they speak to the reader of the kind of quality work we can do. An over-designed ad will cheapen the look of your newspaper, and you don't want that. Top-of-page ads should get the best work from your best designer. We design it.

2. TWENTY-FIVE WORDS OR FEWER: We're not going to clutter the ad with excess verbiage. How do I define “excess verbiage”? When it comes to top-of-page ads, I define it as anything more than 25 words. It's that simple. Within that limit, you can do a good job of creating a memorable message for your advertiser. The briefer. The better. Twenty-five words or fewer.

3. ONE IMAGE: Take a look at the ads in the illustration accompanying this column. The ad on the left is clean and does the job of illustrating the message: work boots 30% off. No need to show more boots, as in the ad on the right. Readers will assume

that Big Bend Outfitters carries more than only one type or brand of work boots, don'tcha think? The single image allows for some negative breathing space in the ad and gives it focus. No need for more. One image. One.

4. CHARGE A HEFTY PREMIUM: Stop giving away some of your best space. Charge a good premium for the ad. Some publishers will double the price of an ad at the top of the page. Make it clear to the advertiser that this is space you're not just willing to sell to anyone, that his ad will get more looks and generate more traffic. Charge a hefty premium.

So there ya have it: Ed's arbitrary and capricious four rules for page 1 and top-of-page ads. I'm convinced they work. Try them...I think you'll be convinced, too!

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com, 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's web site: www.henningerconsulting.com.

Two top-of-page ads. One works. The other? Trash it!

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

Here are two 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>

Potter Conference at Reynolds Journalism Institute

Have you successfully implemented an idea at your news organization in the last year and thought, "Wow, I could use 20 more like that"? We can help.

The Donald W. Reynolds Journalism Institute is inviting industry professionals to the second Walter B. Potter Sr. Conference this fall and **the price of admission is two successful ideas** - proven winners that generated revenue, boosted readership or improved your operation.

The Potter Conference will bring together community news executives and leaders at the Missouri School of Journalism in Columbia for an exchange and dialogue of **best practices that will help sustain local journalism, especially in small and rural markets.**

The two-day event is scheduled November 20-21 at RJI in Columbia, Missouri. All participants will be permitted to bring up to three colleagues from their outlet or media group.

They're looking for 40 unique ideas, not 40 versions of the same idea. So, compile your ideas NOW and apply, before someone takes your spot! Submit several ideas to increase your chances for participation. Seating is limited. Those who make it to the conference will return home with access to all innovations presented, including details on how you can implement them at your organization.

For information is available at: <http://www.rjionline.org/events/potter14#sthash.x4LpBaTb.dpuf>

Kid Scoop "Germ Patrol" page available free to newspapers

Current news reports about Enterovirus D68, as well as the onset of the cold and flu season have sparked Kid Scoop to create a page dedicated to helping kids take simple steps to reduce their risk of infection.

The Kid Scoop "Germ Patrol" page is being offered to newspapers across the country and around the globe as a public service, **FREE OF CHARGE.**

The page focuses on the importance of regular hand washing, explains how germs and bacteria are spread and how infections attack healthy cells in the body. This information is presented with engaging, standards-based educational activities.

The Kid Scoop "Germ Patrol" page is available in color or black & white as a full page broadsheet, half page broadsheet and full-size tabloid page. It is also available as a series of 8 1/2 x 11" easily-reproducible printable pages for classroom, Website or in-paper use.

The page can also be branded with your publication's logo and ...

- printed as a poster and given to schools and medical offices in your community

- published as an in-paper or online feature
- published as an "ad wrap" for your weekly coupon inserts
- published in your Sunday comics section
- provide schools with reproducible pages for classroom use
- provide local PTO and PTA organizations with the copies of the reproducible pages for their newsletters
- provide local daycare, Boys and Girls Clubs and other youth organizations with copies

To download this FREE page, go to:

<http://store.contentthatworks.com/products/kid-scoopsclub-squad>

For more information contact: Dan Dalton, (direct) 909-793-9890, dan@contentthatworks.com.



Kid Scoop is the award-winning print and online family feature that appears in more than 350 newspapers in the U.S., Canada and overseas.

Content That Works is a national media content syndication agency focused on delivering insanely great content to publishers, brands, agencies and local businesses. With fully optimized online articles, platforms, social media content, images and print at your fingertips, we curate quality daily content to keep our clients at the top of search engine results and circulations goals.

Editing Boot Camp, November 8, at Omaha World-Herald offices

The American Copy Editors Society (ACES) will hold an Editing Boot Camp Saturday, November 8, at the Omaha World-Herald offices, 1314 Douglas St., Omaha, NE, from 9 a.m. to 5 p.m.

ACES' Editing Boot Camps are a series of intensive regional training sessions held in cities across the U.S. and Canada for editors and people who edit as part of their jobs. The workshops are presented by knowledgeable and experienced editors of ACES' executive leadership team, and will cover the basics of grammar and punctuation, clarity and accuracy, proofreading, SEO headlines and style. The training focuses on equipping writers and editors with better skills for editing themselves in a digital world where stories are often published first and edited second.

The daylong training workshop is designed to polish the editing skills of anyone who communicates professionally, including those in the media, publishing and communication industries, as well as students and educators. Each session costs \$95 for ACES members and \$150 for non-members.

Presenters: Brady Jones, ACES secretary, Omaha World-Herald; Karen Martwick, ACES executive committee member, Travel Portland; Sue Burzynski Bullard, ACES executive committee member, University of Nebraska-Lincoln; and Sara Ziegler, ACES member, Omaha World-Herald.

Registration site: <http://workshops.copydesk.org/event/omaha/>

ACES, the American Copy Editors Society, is a non-profit 501(c)(3) education and membership organization working toward the advancement of copy editors. Visit www.copydesk.org.

Classified Advertising Exchange

September 22, 2014

FULL-TIME REPORTER/AD SALES REP: The Sheridan Co. Journal-Star, a weekly newspaper based in Gordon, NE, is seeking a full-time reporter/ad sales rep to join our staff. Please send resumes to Jordan at 400 N. Main, Gordon, NE, 69343, email jordan.scjs@gmail.com, or call 308-282-0118 for more information.

LEADER WANTED: The Fairbury Journal-News is looking for an individual to lead all facets of the newspaper as we transition into the future of community journalism. This is more than just an editor's position. Successful candidate will lead news, circulation, advertising and business development department. Electronic applications only to Fred Arnold, publisher, at fred@mcbattascompanies.com.

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.

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.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Adv. Exchange, Journalism Hall of Fame Banquet Invitation & Reservation Form; 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.



To: NPA Members & Staff

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

Join us Saturday, September 27

prior to the game, for food & conversation,

starts at 6:00 p.m.

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

(Sorry, our lot parking is sold out)

**Huskers
VS.
Illinois**

Sponsored by: Niagara Foundation

Go Big Red!

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!)**