

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)

#### 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>

## Your photo could be on the NPA Directory cover!

Newspapers are invited to submit a great photo they think is worthy of being published as the front cover of the 2015 NPA Directory/Ratebook.

Photos that your paper may have entered in the 2014 NPA contest categories can also be submitted for front cover consideration.

**To submit a photo, send a high resolution JPEG to [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Please include a brief description of the photo and the location where the photo was taken. Photos must have been taken within the last year.**

The selected photo(s) will receive mention in the 2015 Directory. Cover photo(s) will be selected by NPA/NPAS staff. **Deadline for photo submissions is October 27, 2014.**



2014 cover photos were submitted by Kurt Johnson, *Aurora News-Register*; Gerry Baksys, *Hickman Voice News*; Peggy Brown, *Waverly News*, and Barrett Stinson, *Grand Island Independent*.

## 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. This year's theme is: "Newspapers - The Foundation of Vibrant Communities." The Minnesota Newspaper Association is coordinating this year's kit for 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. (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.



## 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)



## The importance of publishing legal notice of amendments (ballot measure)

Nebraska's law requires that voters get plenty of opportunity to look at the legal notice of amendments (ballot measure) before they vote on them in the general election in November.



**A reminder to newspapers that it's very, very important that these legal notices run as scheduled.** If they do not, a challenge could be lodged that would throw the payment into question.

We ask newspapers to do two things: **1) Make sure you have an insertion order from NPA for the legal notice to run.** Insertion orders will be sent out later this week. Every newspaper in the state will have an insertion order, so make sure you have yours, and **2) Make sure the legal notice runs as ordered.** Call the NPA office if you have any questions about publishing the statutory initiative.

## 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.

## 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 suggestions to Susan Watson in the NPA office at [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

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

## Amanda Push joins Hebron Journal-Register as news director

Omaha native, Amanda Push, has joined the *Hebron Journal-Register* as news director.

Push graduated from the University of Nebraska-Omaha last spring with a degree in journalism.

## A day in the life

By Nickole Byers, *Ellis (KS) Review*

Editor. By dictionary definition, it seems a simple thing: one who edits, one in charge of departments within a publication. So clean cut, so easy. To the vast majority in a small community, it's the person with camera, taking notes at the ball game or town meeting. But to truly get a taste of the job, ask an editor. Not just any editor. Ask any small, Kansas community's newspaper editor.

Ask the one behind the desk (if you happen to catch them there) what an editor is, and you'll likely get a smile and a chuckle. But just keep watching as they talk, and their face will harden, eyes will get a little darker. They'll share many stories about your town, happily telling you of friendship, growth and prosperity, and gravely telling you of hardship, hatred and anger. But it seems there's something more they aren't saying...

Horace Greeley's take on the position: "Journalism will kill you, but it will keep you alive while you're at it," rings so true. Even more so for your Ellis paper.

Being positioned so close to a daily publication, your paper must seek alternative news leads and headlines to fill its pages. It works in our favor most of the time - they print the bad and ugly from all corners of the globe, giving the area's weeklies the freedom and space to print the good stuff. The stuff meaningful to the souls we focus on. The stuff of home.

We proudly tout our students' accomplishments and athletes' achievements, our residents' garage sales and recipes, our subscribers' birthdays and wedding announcements, our community's events and opportunities. Reunions, new businesses, anniversaries, sales, scouting activities and ball practices. Miles and miles of fair results and Santa letters.

But that's the easy stuff. The fun stuff.

We'll also tell you of friends lost unexpectedly, and of tragedies and deaths which have rocked the community to its core. I challenge anyone, any day, to receive the obituary notices of your friends and neighbors, and then keep a straight face and smile while you congratulate and photograph the New Year's Baby and its family.

Or, take the news report of an accident claiming a local's life. Ask those questions which will ultimately lay down all the gruesome details before you, and then write a news story that won't hurt the grieving family. Print it, then put it away.

Now fix all the pictures and make sure you know all individuals in the photo and how to spell their names (Taelyr, Toccarra, McKenna and Kaydawn, just to name a few tricky ones).

Then take a paper to the 82-year-old subscriber of 50 years, who didn't get her's in the mail today, and thank her for her patronage.

Design the advertising, then try to sell those spaces to businesses struggling with their budgets. Thriving

businesses don't even blink - they have the means to promote themselves and happily buy on to a good promotion. But try effectively promoting a small mom-and-pop shop on their \$20 advertising budget. It's a trick.

Take care of the new subscriber, and offer their little one some candy. Try swallowing the Post Office prices and regulations, and mail out papers, realizing even the recent increase in subscription prices doesn't take our mailing numbers out of the red.

Then pay for ink and paper.

Invite the angry resident in and hear their views, remaining unbiased in your questioning, whether you agree or not. Voltaire said it best: "I do not agree with what you have to say, but I'll defend to the death your right to say it."

Now go cover the city council meeting, and deal with the political scene and all of its frustrations for a while. Question council members, department heads and the mayor, taking all the political jargon and attorney phrasing and make it something the general public can comprehend.

Do all of these things, sometimes bringing you a 60 hour week (remember, you're on a 40-hr salary). Then take close to minimum wage for all of your efforts. Now, put all of this away in a box before you go home to your family, sleep, and do it all again the next day.

Where does one find the strength? The drive comes from the heart, and is found in the pens of true patriots and supporters of our Freedom of Speech.

But the strength and will to continue comes from you, our friends and subscribers. You, the family who sends a thank you card for the beautiful obituary and boxed thank you ad. You, the new business grateful for the exposure. You, the second grader waiting for Santa. You, the 64-year subscriber who never misses a local paper, even though you live in California. You, the past editors and your news staffs keeping our doors open. You, the faithful photo submitter. You, the coach and teacher. You, the volunteer.

All of you give this paper a town to be proud to promote and support. You keep our faith in community and humanity alive and well, even when surrounded by haters and nay-sayers. You are the reason, and after 134 years of tradition and community support, we're proud to say we're still here and growing, and all because of you!

Luce once said, "I became a journalist to come as close as possible to the heart of the world." There's no job on Earth that'll bring you closer. I thank you all for the opportunity to continue this legacy.

And those interested in my version of an editor are most welcome to visit me at 1020 Washington. My door is always open. Please, watch the construction.

*Editor's Note: This editorial ran in the Alma Harlan Co. Journal on August 14, 2014, and is reprinted here with permission.*

# 5 Tax Changes Small Business

## Owners Need to Prepare For

*BusinessNewsDaily, August 29, 2014*

Though it still may be barbecue and beach season, the end of 2014 will be here before you know it. For consumers, this means holiday shopping and New Year's resolutions. But for business owners, it also means getting financial ducks in a row in preparation for the upcoming tax season. There are many new and pending changes for the upcoming tax season, and some of them will be particularly important for small businesses. Based on conversations with tax experts, here are a few upcoming issues you may want to speak with your financial adviser about as you look toward year-end tax planning.

### **The Affordable Care Act.**

The ACA should be at the forefront of a business's tax planning agenda, especially if the business is over or close to the 50-employee threshold, said Timothy Todd, CPA and assistant professor of law at Liberty University School of Law. With the administration beginning to enforce the mandate in 2015, now is the time to plan, Todd said. For some employers, the mandate has been pushed out to 2016, so discuss this with your tax adviser if you're unsure how you'll be affected.



**Corporate tax rates.** Mike Trabold, director of compliance risk at payroll processing company Paychex, noted that one key issue in upcoming tax-reform proposals is corporate tax rates. Companies that are structured as corporations currently pay a higher tax rate than LLCs, partnerships and other tax-efficient business structures. Trabold said that if tax rates are lowered for corporations, small businesses that are structured a different way wouldn't get the same tax advantages unless there were a parallel amendment to personal tax rates.

**Deduction eliminations and limit reductions.** Small business owners will find that some tax credits they once depended on have expired or have been greatly reduced, said John Hewitt, CEO of Liberty Tax Service. Section 179 allows business owners to deduct the entire cost of certain assets, such as equipment and furniture, in the year of purchase rather than over a longer period of time. In the 2013 tax year, the deduction limit was \$500,000, but this year, it has dropped significantly to \$25,000. Bonus depreciation, whereby businesses could claim a 50-percent deduction for qualified property they placed into service in the tax year, ended in 2013. The work opportunity tax credit, which had given employers a credit of up to \$9,600 for hiring veterans and other workers in specific categories, is also gone, as is the energy tax incentive that helped employers go green by giving deductions for eco-friendly business features such as lighting.

**Net investment income tax.** The 3.8 percent tax on net investment income became effective in 2013, but it may

surprise you if you are being affected for the first time in 2014. Todd explained that the tax applies to high-income individuals with investment income. Common scenarios where this new tax may be implicated is if you have rental income, a stock portfolio or other "passive" income.

**Tax extenders.** The proposed "tax extenders" bill is an effort to renew \$85 billion in temporary tax breaks for individuals and businesses. Although Reuters reported that the bill is stalled in the Senate until after the congressional elections in November, any decisions that follow may affect the 2015 tax season, Trabold said. Whether your business has been taking advantage of any of the 50 tax breaks included in the bill or not, it's important to be prepared either way.

So what can you do now to make things easier when tax preparation season rolls around in a few months? The first thing you'll want to do is to make sure your records are up-to-date and that your financial documents are organized and easily accessible for tax season, especially for any potential deductions.

"Save everything," Todd said. "A lot of deductions require extra substantiation, such as meals, entertainment expenses and use of a personal vehicle. There's been a spate of tax court cases lately that has disallowed business deductions due to lack of record keeping. If your business is audited, this is low-hanging fruit for the IRS to disallow."

Another smart tax-prep move is to take advantage of technology that will make organization and record-keeping easier for your small business. Jonathan Barsade, CEO of sales tax solutions provider Exactor, advised seeking a tax solution that is comprehensive, low-maintenance and easy to use.

"Modern technologies can automate the entire [tax] process for the small business owner, from the point of calculating the taxes at the time of the transaction, through the final generating and filing of the tax returns," Barsade told Business News Daily. "There is no reason why a small business owner should spend any more than an hour each month on all of their tax compliance needs. The earlier the business owner proceeds towards automation, the less time they will need to work in tax season, which means more time remaining to focus on your business."

Most importantly, keep these and other tax issues on your radar by following financial news and checking in regularly with your accountant or tax adviser.

"Tax code changes regularly, and this year is no exception," Hewitt said. "A tax adviser will help ensure that your [documents] are organized and that your business is taking advantage of any tax savings that may be available. Depending on your situation, you may want to purchase new equipment, defer income or even hire personnel before the end of the year for tax savings purposes. A tax adviser can look at the business and help answer those questions."

"Things can change very quickly," Trabold added. "Certain tax reforms could be a real benefit to a small business, and you wouldn't want to lose an opportunity because you didn't move on it quickly enough. Keep an eye on the changing winds, and be ready to act if necessary."

## 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. For more information, visit [www.copydesk.org](http://www.copydesk.org).

## 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-scoop-scrub-squad>

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

## Newspaper Digital Audience Hits New Peak: Young Women, Mobile Devices Drive Growth

By Jim Conaghan, NAA V.P. of Research & Industry Analysis, Sept. 29, 2014

The audience engaged with newspaper digital content reached a new peak in August 2014, totaling 164 million unique visitors, an 18% increase from August a year ago. Data from the media measurement firm comScore also revealed:

- Eight in 10 (80%) of U.S. adults who were online in August accessed newspaper digital content, also a new peak.
- Over the past year, young women (ages 18-24) were the fastest-growing segment of the newspaper digital audience, rising 38%.
- More than nine in 10 (92%) women ages 25-34 read newspaper digital content, the greatest reach among any age or gender.
- Those who use only mobile devices—smartphones or tablets—to access newspaper digital media now exceed those who use only desktop/laptop computers and those who used both kinds of machines during the month.

This report offers insights into the significant expansion in the newspaper digital audience over the past 12 months. As new mobile devices gain traction in the consumer marketplace, newspaper digital media will have even more opportunities to grow audience and to offer advertisers more ways to reach their customers. To read the full report, go to: <http://www.naa.org/>

# Classified Advertising Exchange

September 29, 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](mailto: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](mailto: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](mailto:holdregecitizennews@gmail.com), or write to PO Box 344, Holdrege, NE 68949.

**FOR SALE-ACROPRINT TIMECLOCK;** ES900 digital automatic; features atomic time that synchronizes time automatically from the US Atomic Clock. Works great, we just don't need it anymore. \$200 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, [jp@nebpress.com](mailto:jp@nebpress.com), 402-476-2851.



**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).

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

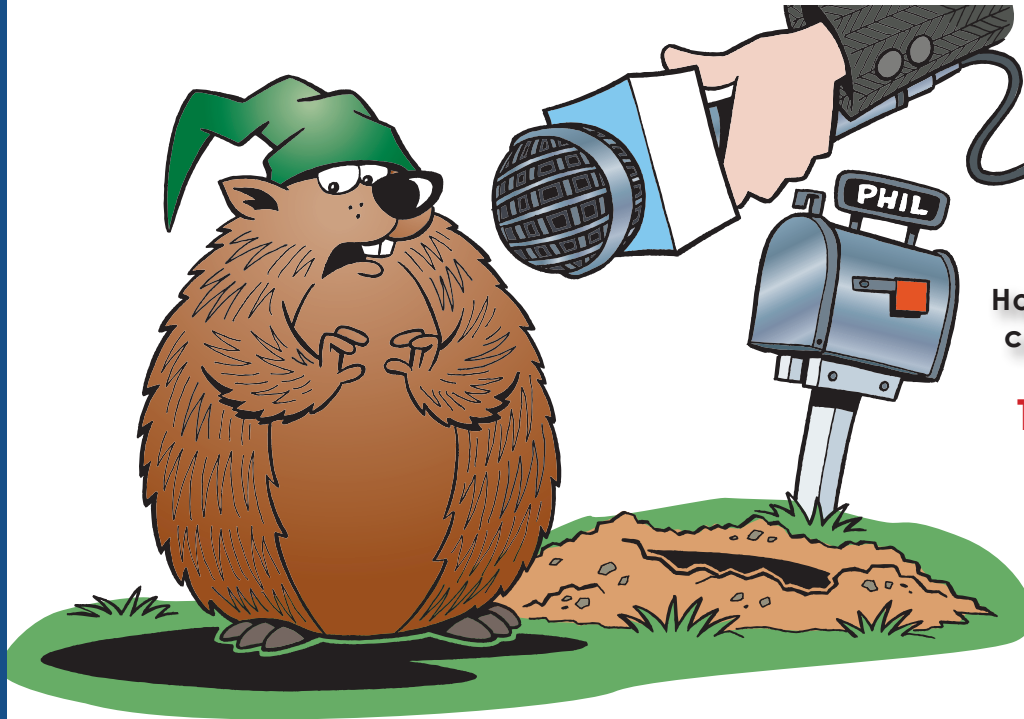
Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage, 1-800-369-2850. The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

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



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



## 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**

*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...***

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:

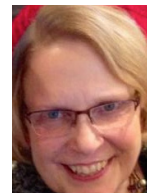
- How to prepare for an interview
- How to find the right sources
- How to ask the right questions at the right time
- How to conduct yourself during the interview
- How to keep the door open for further questions

***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...***

**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.



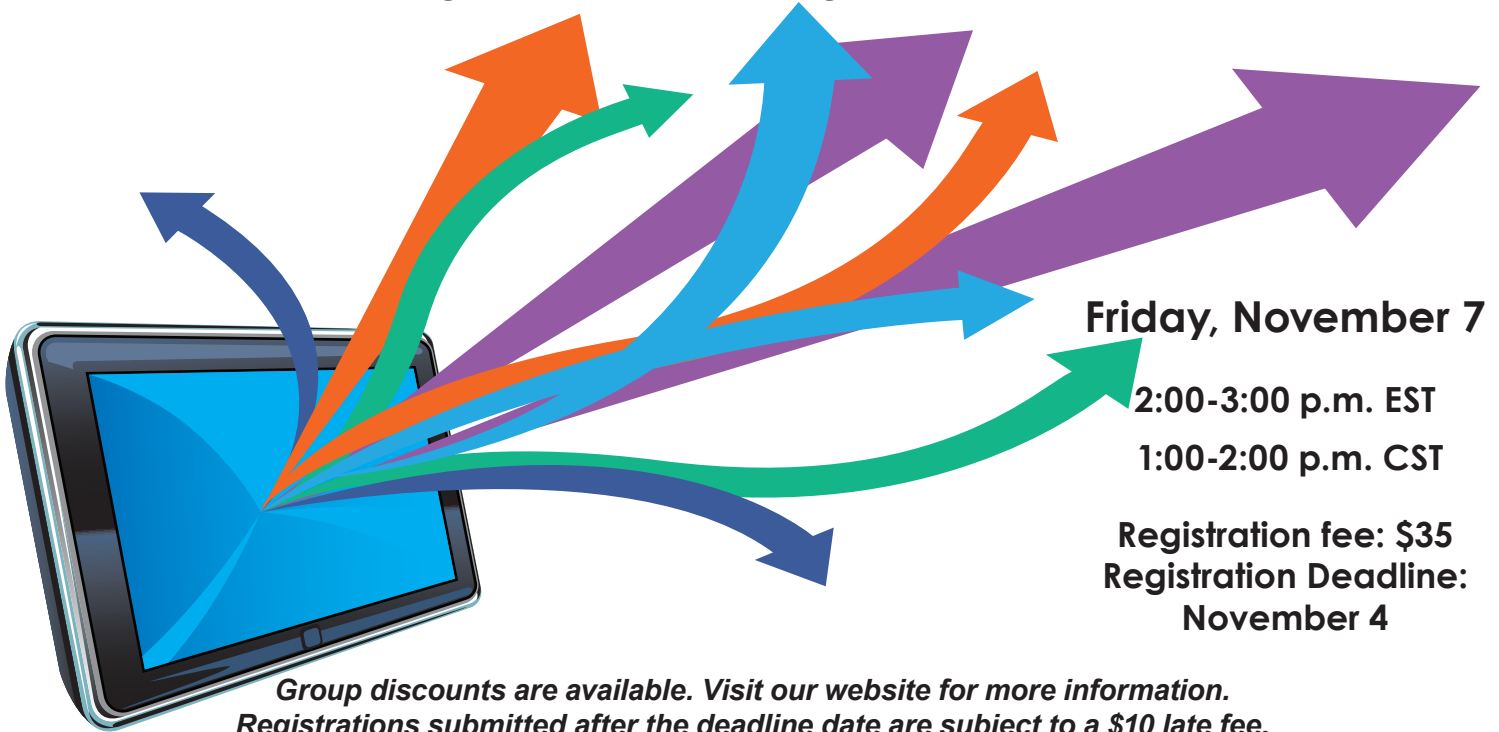
**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**



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

## 10 Ways to Build Reader Engagement

Easily integrate new technologies into your workflow



**Friday, November 7**

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

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

**Registration fee: \$35**  
**Registration Deadline:**  
**November 4**

*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...***

Twitter, Facebook, Vine, Yo, SoundCloud — there are so many ways to connect and engage with readers today that it's confusing for journalists who are always on deadline and needing to file the next story.

This webinar will show you how you can quickly adopt these new technologies and easily integrate them into your workflow. You'll better engage your audiences and encourage them to participate in the conversations of the communities you cover.

### ***The presenter...***

#### **Brian Steffen**



Brian Steffen (@BrianSteffen) is professor and chair of Communication & Media Studies at Simpson College in Indianola, Iowa, where he teaches journalism and social media courses. Steffen has been a professor at Simpson since 1989. In addition to his role at Simpson, he serves as the editor of the national research journal Teaching Journalism and Mass Communication.

Prior to teaching, Steffen worked as a government and politics reporter for the Ames Daily Tribune and the Associated Press.

### ***Presented in partnership with:***

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



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**