

Calendar of Events

Events

June 16, 2016
NPA/NPAS Summer Board Meetings (Conference Call)

September 22-24, 2016
NNA Annual Convention
Franklin, TN

October 21, 2016
NPA/NPAS Fall Board Meetings, Lincoln, NE

October 21, 2016
Journalism Hall of Fame Banquet, NE Club, Lincoln, NE

Webinars

May 25, 2016
Tools for Mobile Journalism 2016 (Poynter News University)

June 2, 2016
Social Media & Your Newspaper (PubAux/Online Media Campus)

June 3, 2016
How to Market & Sell in Brutally Competitive Environments (Online Media Campus)

June 9, 2016
Interactive Storytelling Tools: Enhance Your Readers' Experience (Online Media Campus)

June 23, 2016
Watchdog Reporting for All Newsrooms (Online Media Campus)

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Thank you for responding to the NPA convention survey!

We appreciate your comments and suggestions for future convention and workshop topics and presenters.

Survey results will be shared in an upcoming issue of the Bulletin.

Feature commemorates Declaration of Independence

Celebrate the 240th anniversary of the Declaration of Independence with a new feature from Missouri Press and The Missouri Bar.

On June 11, 1776, Thomas Jefferson, John Adams, Benjamin Franklin and a few others were appointed to a committee to draft a declaration of independence from England. The Continental Congress officially adopted their Declaration of Independence in Philadelphia on July 4.

Take advantage of this civic education feature by publishing it any time leading up to Independence Day in July. A PDF of this feature will accompany this weeks' Bulletin.

DECLARATION OF INDEPENDENCE

The Declaration of Independence, the Constitution and the Bill of Rights are often referred to as our Founding Documents. These documents may be seen at the National Archives in Washington, D.C. Although, they are equally important, the Declaration came first and contains the ideas that eventually brought forth a new nation — the United States of America.

In 1776, what is now the United States of America was an area that belonged to several nations in Europe, mainly England, France and Spain. In the area along the Atlantic Ocean, there were 13 colonies (they later became states) ruled by the King of England, George III. Most colonies had their own government for two reasons:

- ★ Travel between the colonies and England took months.
- ★ Most importantly, the colonists had left England because they wanted to make their own laws. They wanted more freedom than a king allowed.

Although each colony had its own government, they were similar. Each colony had people they elected who made the laws, a governor to make sure that people followed the laws, and courts where people who broke the law got a fair trial. King George did not like that the colonists had set up their own governments and found ways to take away some of their freedoms. This made the colonists mad and each colony sent representatives, called delegates, to Philadelphia to meet about their concerns. Their meeting was called the **Continental Congress**.

The Continental Congress asked Thomas Jefferson to write something they could send to the king expressing their anger. He wrote the Declaration of Independence with suggestions from others, like John Adams and Benjamin Franklin.

On July 4, 1776, the Congress approved the Declaration. Fifty-six of the delegates signed the Declaration in August 1776 and it was sent to King George. The 56 signers knew that by signing the document, King George could charge them with treason, a crime that could be punished by death. The King of England was very upset when he received the Declaration of Independence so he sent his soldiers to force the colonists to obey him. The colonists fought back in what we now call the **Revolutionary War**. The colonists won the war and then formed a new country, the United States of America.

THE DECLARATION STATED THAT A GOOD GOVERNMENT WAS ABOUT THESE IDEAS:

- 1 All people are equal. No one is better than anyone else, including the king.
- 2 People are born with certain rights. They are life, liberty and the pursuit of happiness. These cannot be taken away by anyone, including the king.
- 3 A government is made up of the people who have to live with the rules the government makes so all power is with the people, not a king.
- 4 Everyone, even the king, has to obey the laws that the people make.

LINKS TO LEARNING

Visit ushistory.org to learn more about the Declaration of Independence, the signers, Dunlap Broadside and George Washington. Databases and newspaper clippings to help provide historical perspectives on the Declaration of Independence also can be found there, including:

- ★ *American Sentiment Among The Nations* (1780), by Jonathan Mason
- ★ *Americans Will Celebrate 1775 As A "Glorious Era"*, by John Wilkes
- ★ *Independence A Solemn Duty*, by Richard Henry Lee
- ★ *A Nation Born in a Day*, by John Quincy Adams, July 4, 1821
- ★ *"The Meaning of July Fourth for the Negro,"* by Frederick Douglass, July 4, 1852
- ★ *Thomas Jefferson Selected as the Author Because Richard H. Lee Was Absent*, The New York Times, 1917

UNALIENABLE / INALIENABLE

The word in the Declaration of Independence unalienable or is it inalienable?

The first version of the Declaration uses the word "unalienable," which is the term our modern dictionaries prefer. The two words mean precisely the same thing. According to "The American Heritage Guide to Contemporary Usage and Style,"

The unalienable rights that are mentioned in the Declaration of Independence could just as well have been inalienable, which means the same thing. Unalienable or unalienable refers to that which cannot be given away or taken away.

TIMELINE

June 11, 1776
Thomas Jefferson, John Adams, Benjamin Franklin, Roger Sherman and Robert R. Livingston appointed to a committee to draft a declaration of independence.

June 12-27
Jefferson drafts a declaration, Jefferson's "Original Rough Draft", is reviewed by the committee.

June 28
A draft of the Declaration of Independence is read in Congress.

July 1-4
Congress debates and revises the Declaration of Independence.

July 2
Congress declares independence as the British fleet and army arrive at New York.

July 4
Congress adopts the Declaration of Independence in Philadelphia. John Dunlap prints the Declaration of Independence. These prints are now called "Dunlap Broadside."

July 5
John Hancock, president of the Continental Congress, dispatches the first of Dunlap's Broadside of the Declaration of Independence to the legislatures of New Jersey and Delaware.

July 6
Pennsylvania Evening Post prints the first newspaper rendition of the Declaration of Independence.

July 8
The first public reading of the Declaration is in Philadelphia.

July 9
Washington orders that the Declaration of Independence be read before the American army in New York.

July 19
Congress orders the Declaration of Independence engrossed (officially inscribed) and signed by members.

August 2
Delegates begin signing engrossed copy of the Declaration of Independence. A large British reinforcement arrives at New York after being repelled at Charlestown, S.C.

January 18, 1777
Congress, now sitting in Baltimore, Md., orders that signed copies of the Declaration of Independence printed by Mary Katherine Goddard of Baltimore be sent to the states.

TIMELINE SOURCE: LIBRARY OF CONGRESS

Poynter News University offers Tools for Mobile Journalism webinar on May 25

The smartphone in your pocket is the Swiss army knife of journalism tools. Discover the best apps, tips and tricks for mobile journalism. Learn about apps to improve your photography and videography, latest in mobile-only social networks and more. Learn to use your device (**focus will be on iOS, but touch on Android**) to save you time and energy and make your journalism stronger. **Wed., May 25 - 1 hour (begins at 1:00pm CST - Cost \$29.95 For details and to register, go to <http://www.newsu.org/courses/tools-mobile-journalism-2016>**

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Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 5/2:

2x2

Hickman Voice News — Linda Bryant (2 ads) (paper made \$487.50)

Hickman Voice News — Austin Roper (paper made \$300.00)

Kearney Hub — Becky Hilsabeck (paper made \$487.50)

Kearney Hub — Rita Woodside (paper made \$975.00)

Orchard News — Carrie Pitzer (paper made \$162.50)

Scottsbluff Business Farmer-Stockman — Craig Allen (paper made \$312.50)

Stromsburg Polk Co. News — Patrice Clifton (paper made \$150.00)

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

Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)

Grand Island Independent — Tara Dimmitt (paper made \$112.50)

Holdrege Citizen — Linda Boyll (paper made \$182.50)

Seward Co. Independent — Patrick Checketts (paper made \$140.00)

Week of 5/9:

2x2

Beatrice Daily Sun — Janet Harms (paper made \$487.50)

Hebron Journal Register — Jami Knerl (paper made \$162.50)

Hickman Voice News — Linda Bryant (5 ads) (paper made \$1,612.50)

Imperial Republican — Jana Pribbeno (paper made \$487.50)

Norfolk Daily News — Suzie Wachter (paper made \$325.00)

Scottsbluff Business Farmer Stockman — Craig Allen (paper made \$312.50)

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

Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)

Holdrege Citizen — Linda Boyll (paper made \$182.50)

Imperial Republican — Amanda Courter (paper made \$75.00)

Kearney Hub — Becky Hilsabeck (paper made \$119.50)

Seward Co. Independent — Patrick Checketts (paper made \$140.00)

Week of 5/16:

2x2

Blair Enterprise — Tom Jelinek (paper made \$162.50)

Hickman Voice News — Linda Bryant (paper made \$300.00)

Hickman Voice News — Austin Roper (paper made \$150.00)

Imperial Republican — Jana Pribbeno (paper made \$487.50)

Norfolk Daily News — Denise Webbert (paper made \$325.00)

Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

NCAN

Broken Bow Chief — Shannon Murray (paper made \$137.50)

Holdrege Citizen — Linda Boyll (NCAN Special Free Ad)

Imperial Republican — Amanda Courter (paper made \$75.00)

Seward Co. Independent — Patrick Checketts (NCAN Special Free Ad)

May is Beef Month in Nebraska!

The Nebraska Beef Council is offering content for area newspapers who wish to highlight the beef industry in their publications.

To access downloadable articles, images, beef facts and recipes, visit the NBC Beef Month webpage: <http://nebeef.org/mayisbeefmonth.aspx>.



Simply click on the content links to be redirected to the online articles or to download files to your computer.

If you would like to source specific information, setup an interview or be connected to a local cattle producer, please contact Adam Wegner, Director of Marketing, Nebraska Beef Council, Kearney. Email Adam at adam@nebeef.org, or call him at 308-236-7551, and he can assist you.

Pressing Issues

What are the three most common questions I'm asked on-site?



Kevin Slimp
The News Guru

When asked why I receive so many requests for help from newspapers, I simply mark it down to longevity. I've been around the business long enough for most publishers, and others, to know me.

On Tuesday of last week, I received requests to visit five newspapers in four states. For some, the most pressing need is training. A few seek advice concerning the overall structure of their operations. Still others are hoping I can find the solution to problems which have plagued their newspapers for too long.

Years ago, I might worry before boarding on a plane to make a consulting visit. Concerned there might be bigger problems than I could solve, it was always a relief to eventually get on the flight back home.

Those days are past. I don't stress or worry about upcoming trips. One reason is there's simply no time for worry while visiting two or three papers each week. A more likely explanation is there's not much I haven't seen after 20 years of consulting, so issues that might be huge in the eyes of a client often have simple solutions when seen through the eyes of experience.

Here are some of the most common questions I'm asked while on-site at newspapers:

Question 1: Is there a better way to produce my newspaper?

The topic of production comes up a lot during my visits. This particular question is one of the most difficult, because there's almost always someone who doesn't like my answer.

Ponder this: How often do you visit some type of business and think, "There's got to be a better way?" If you're like most, the answer would be, "That happens a lot."

That's what makes this a difficult question. It's not that I don't know the answer. Usually, within just a few minutes I've noticed several potential improvements to the workflow. It's natural for people to resist change. So I tread this question gently, hoping to gain the trust of most everyone on staff before sharing my thoughts.

For instance, most people enjoy designing pages. The truth, however, is it's



In Cambridge, Minnesota, the staff wanted to learn how to get the best results on the page. That led to inviting them to visit the printing plant to learn how a press works and why dot gain, color settings and resolution are so important.

important to have good designers working on pages and good writers writing stories. Sure, photographers sometimes like having total control of their photos, but there's often someone on staff who is particularly skilled at color editing, leaving the photographer more time for what they do best, shooting photos.

As an adviser, I use experience to guide me in knowing when to advise changes, and when to realize, for the time being, things might work better as they are.

Question 2: Why are we having so many problems with ads clogging up the system or printing incorrectly?

I don't like bringing up issues with PDF files. Sometimes it seems like I've spent my life dealing with them. But the truth is I haven't visited a paper in a long time that didn't have issues with PDF files.

Most don't realize their trouble is coming from PDF files. A pressman might ask, "Why do files coming from advertising cause errors when going through the RIP (raster image processor)?"

A publisher might ask, "Why are we losing so much money because ads aren't printing right in our paper?"

A page designer might ask, "Why are quotation marks turning to strange symbols?" or "Why are boxes appearing on the page where letters should be?"

As much as the good folks at Adobe want you to believe otherwise, the answer is almost always found in the method used to create the PDF files.

One of the most common messages I receive after visiting a client is, "We've already covered your cost in savings from ads printing correctly."

It's not rocket science. Ensuring those

PDF files are error-free before sending them to the RIP will make everyone sleep better.

Question 3: Will we increase profits and produce better papers by centralizing production?

When approached with the idea of moving the productions of multiple newspapers to a central office, I've found it wise to do more listening than talking.

Most clients are already hoping I will say, "Yes, that's a good idea," before I arrive.

I figure, however, they're paying me and want objective answers, rather than having me placate their egos – improving my chances of being invited back.

Sometimes the answer is "yes." If they own three papers in one county with a total circulation of 1,600, it probably doesn't take three full-time design staffs to lay out the pages.

However, often the answer is "not so fast."

Research indicates often the best way to produce long-term growth is improving the quality of the products. Moving to a central production facility often has more to do with reaching short-term cost reduction goals than achieving long-term growth.

As often as not, when faced with this question, I will have serious discussions with a publisher, CEO or other manager, resulting in a decision to use current resources to improve the quality and profits of their newspapers, rather than cutting to grow, which rarely works in the long run.

I could write a column titled, "The 100 most often asked questions during on-site visits," but the editor of this publication might not be pleased with such a topic. So, for now, let's stick with these three.

Clearwater Record/Ewing News' Schindler takes top Nebraska Press

Women honors

Nebraska Press Women, May 13, 2016

The managing editor of the *Clearwater Record/Ewing News* took home the top sweepstakes award in the 2015 Nebraska Press Women Communications Contest, during their April 23 NPW Conference in Lincoln.

LuAnn Schindler earned nine first-place awards on her way to the top spot. In addition to her duties for the Record/News, she contributes to the *Neligh News & Leader*.

The Marianne Beel Sweepstakes awards were presented Saturday at the NPW spring conference in Lincoln. The sweepstakes awards are named after the late Marianne Beel, a longtime NPW member and contest director.

Carla Chance of Cedar Creek, also with nine first-place awards, placed second. She is the marketing and communications director for Video King in Omaha. Lori Potter, a staff writer, photographer and columnist for the *Kearney Hub*, placed third with seven first-place awards.

First-place entries in more than 50 categories advanced to the national level in the contest sponsored by the National Federation of Press Women. Results will be announced at the NFPW annual convention in September in Wichita.

Go to www.nebraskapresswomen.org for a list of contest results and award recipients.


Former Hastings Tribune reporter and writer, Diana Lambson, dies

Diana Lambson, 68, of Stamford, NE, died March 26, 2016, in Kearney.

Diana worked at the *Hastings Tribune* for 21 years as a regional reporter, writer and columnist. Over the course of her career she covered hundreds of city, county and school board meetings, county fairs, regional events and breaking news.

When she retired from the newspaper in 2009, Diana was presented with a "Windshield Time Award," *Hastings Tribune* regional news/farm editor, Andy Raun said in a recent article he wrote about working with Diana. The award was to honor the thousands and thousands of miles she had logged for the newspaper during her years of service.

In addition to reporting, Diana was a published poet, a dedicated community volunteer and she had conducted many writer's workshops over the years.



Upcoming Webinars

PubAux Live: Growing Your Online Presence Using Social Media
Thursday, June 2
Presenter Chris Rhoades, Enterprise Publishing

How to Market and Sell in Brutally Competitive Environments
Friday, June 3
Presenter Jeff Beals, National Sales and Marketing Trainer

Interactive Storytelling Tools
Thursday, June 9
Presenter Steve Buttry, Louisiana State University

Watchdog Reporting for all Newsrooms
Thursday, June 23
Presenter Chris Coates, The News Journal

Rethinking Your Digital Budget
Friday, June 24
Presenter Tim Schmitt, GateHouse Media

Register at
onlinemediacampus.com

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

She is survived by her husband, Ivan, of Stamford; daughter Marlis Lambson of Rio, WI, and son Trevor of Alma.

Diana's wishes were for a celebration of life rather than a funeral. The celebration will be held June 12 at the Stamford Community Hall (time TBA). O'Brien Straatmann Redinger Funeral Home, Kearney, is in charge of arrangements. Condolences may be left online at www.osrfh.com.

How to grow your Facebook audience: 7 lessons from The St. Louis American

By Jennifer Nelson, Senior Information Specialist, Reynolds Journalism Institute, May 5, 2016

When the weekly newspaper, *The St. Louis American*, went from only sharing its website links on Facebook to actively engaging with its Facebook audience, the weekly newspaper's social platform and website audience numbers took off.

In May 2010, the newspaper had between 7,000 and 8,000 Facebook fans, according to Ishmael Sistrunk, their website, IT and promotions coordinator. That number has since grown to more than 44,000.

Sistrunk spoke about the paper's social media efforts during the 2016 Walter B. Potter Sr. Conference for community journalism in April.

When Sistrunk arrived in 2010, the newspaper's social media posting strategy was an RSS feed. Story links were automatically generated and posted on Facebook and Twitter as soon as a new story was published to the website. Sometimes the paper would repost a story if there were typos or errors, resulting in multiple Facebook posts. The automation led to very little interaction with the news audience, says Sistrunk.

Under Sistrunk, *The St. Louis American* began posting manually but still only shared headlines and links back to stories. They saw growth but it was slow, says Sistrunk. "We knew that Facebook was growing at this much bigger rate so we were trying to figure out what are we doing wrong," he says. "How can we grow our audience? Just posting headlines really wasn't doing it." A large part of their growth came from engaging with users, says Sistrunk. He also started attending editorial meetings so the newsroom could see who was sharing and commenting on stories on Facebook and the impact this activity was having on promoting the newspaper's content.

What we can learn from The St. Louis American's strategy:

1. Preach to your news staff about the importance of becoming a daily news operation with a social media and website presence. *The St. Louis American* is a weekly newspaper but it became a daily news producer via its website and social media channels. An online presence allows weeklies to share breaking news before the print newspaper comes out, says Sistrunk. "News often goes viral because it's timely," says Sistrunk. "Everything was available on Facebook and Twitter instantly. If you're waiting on a big story for the paper to come out, it might be too late."

2. Use Facebook's free Insights feature. Each business page includes analytics information that sheds light on audience demographics and engagement statistics. Click the Insights tab to learn when people are viewing your content and what content is performing well.

3. Share outside content. *The St. Louis American* team regularly shares content and photos from other sources. These posts include viral videos, celebrity photos and articles that would resonate with the local audience. Sistrunk says this is an opportunity to just engage with folks on social media. "That's something that doesn't drive people to our website directly but it keeps them engaged on our page," he says. For example, *The St. Louis American* shared a photo of Sasha Obama on her 13th birthday along with birthday wishes. The post went viral on Facebook with more than 1,000 shares, 2,300 comments and 44,000 likes.



The St. Louis American also shared well wishes to local business owners who were retiring after several decades. The post was popular and people posted their favorite memories in the comment section. He suggested social media editors look at their own personal Facebook sharing habits for inspiration: Step into the shoes of an online consumer and consider what you share, click or comment on, and then adapt some of those behaviors to your strategy. Staff should have a clear understanding of what can and cannot be posted.

4. Just engage. Don't worry about always sharing links. *The St. Louis American* also shares local photos and videos without linking back to the website. Sometimes news audiences see posts with links as advertisements and avoid them, says Sistrunk. "People are used to being sold to. They know how to ignore that."

5. Find out what's working for competitors. Follow your competitors on Facebook by clicking the Insights tab in Facebook. You'll find a feature called Pages to Watch, which will give you feedback on how your page compares to similar pages.

6. Realize not every post will go viral. Some posts will do better than others, says Sistrunk. It's a matter of experimenting and seeing what resonates.

7. Be social when promoting advertisements on Facebook. *The St. Louis American* monetizes some of its social media efforts including posting ads on its timeline. Recently they sold a Facebook post to a promoter for an upcoming music festival. The post included a *St. Louis American* photo from a previous festival and a question – What's your favorite memory from this festival? – to encourage comments. Sistrunk says these types of paid posts resonate with their audience. Digital analytics also demonstrate to advertisers how well the post performed, says Sistrunk.

Classified Advertising Exchange

May 16, 2016

REPORTER WANTED: A reporter, adept at searching out news that's important and not just the usual clap-trap, is needed to beef up our news staff at the Sidney Sun-Telegraph, a five-day-a-week daily in the Nebraska Panhandle. We are looking for a team player with good writing skills and a knack for taking photos that grab the reader's attention. Send résumé and writing samples to: publisher@suntelegraph.com. *No phone calls please.*

PRINTING EQUIPMENT FOR SALE: Ryobi 3302M printing press and a numbering machine "Count" Numbermatic M121 for sale. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: epbusiness@neb.rr.com.



Ryobi 3302M printing press



Numbermatic M121 numbering machine

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Online Media Campus & PubAux Webinar flyers.

Available through NPA:

Reporter's Guide to Media Law and Nebraska Courts (2005)

\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)

\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

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.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



ONLINEMEDIACAMPUS

Online Media Campus, in partnership with NNA, presents:



PUB AUX LIVE

Growing Your Online Presence Using Social Media

Thursday, June 2

10:00 a.m.

About this program:

You don't have to be a big newspaper to make social media work for your publication. In this session, learn how Enterprise Publishing Company in Blair, Neb. has used social media to both engage its audiences and entice more community members to read its publications - both online and in print. Associate Publisher Chris Rhoades will share his tips for using social media for a full range of promotional and engagement efforts.

Registration fee: \$30

Registration deadline: Tuesday, May 31

Registrations submitted after the deadline will be subject to a \$10 late fee.

**Register now for this webinar at
www.regonline.com/NNASocialMedia**

PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.

Leading the Discussion:

HOST Stan Schwartz,
National Newspaper
Association

**GUEST STAR Chris
Rhoades,** Enterprise
Publishing Company

**PUB AUX LIVE
first Thursdays at
11 a.m. EDT/
10 a.m. CDT**

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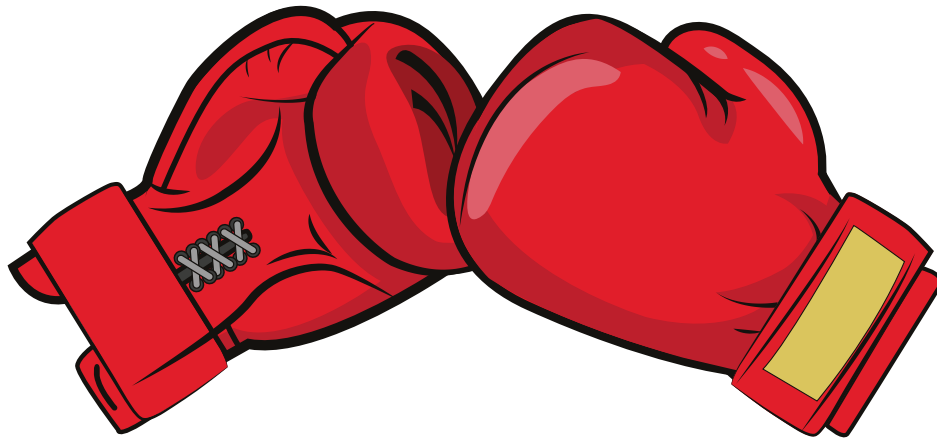
OnlineMediaCamp

Questions? Contact Ryan Rohlf at 515-422-9052 or rrohlf@inanews.com



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

How to Market and Sell in Brutally Competitive Environments



Friday, June 3

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

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

Registration fee: \$35
Registration Deadline:
May 31

*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...

Today's marketplace is simultaneously the best and worst in the history of human civilization. It's the best because untold and unprecedented opportunity awaits savvy and sharp-eyed professionals. It's the worst because there has never before been a market so loud, crowded and full of competing distractions jockeying for your clients' attention. In this presentation, award-winning author Jeff Beals shows you how to unearth what your clients truly value while building trusting, career-long relationships.

What others are saying...

"The toughest spot at any conference is the 'closer' – the last speaker before you adjourn and head back to reality. That key slot at our annual conference fell to Jeff Beals. And to no surprise ... Jeff nailed it! His presentation on *How to Succeed in a Brutally Competitive Environment* was perfectly paced, humorous and full of great content."

Dave Kilby - Sacramento, CA

The presenter...

Jeff Beals



Jeff Beals is focused on helping your company find better prospects and close more deals. Beals is an international award-winning author, keynote speaker, and radio talk-show host. When he's not speaking, teaching or consulting, Beals works as executive vice president at World Group Commercial Real Estate where he's in charge of sales and marketing. A frequent media guest, Beals has been featured in Investor's Business Daily, USA Today, Men's Health, Chicago Tribune and New York Times Online as well as on a number of television and radio stations across the country.

Presented in partnership with:

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



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