

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events

**August 18, 2016**  
NSAA Media Meet & Greet  
Lincoln, NE

**September 22, 2016**  
Best Practices in Public Notice  
Conference, Franklin, TN

**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

**August 18, 2016**  
Google Analytics: Segmenting  
Webinar (Online Media Campus)

**August 26, 2016**  
Maximizing Your Digital Revenue:  
Don't Leave Money on the Table!  
(Online Media Campus)

**September 8-9, 2016**  
Kevin Slimp Workshops in  
Salina, KS - Adobe InDesign,  
PDFs, Photos  
Sponsored by Kansas Press Assn.

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## NPA Digital Marketing Hotline to launch August 29

Digital marketing help will be just a phone call away for NPA members after the NPA Digital Marketing Hotline goes live on Monday, August 29.

Similar to the NPA's Legal Hotline, the service will allow members to call Courtside Marketing, a digital marketing agency based in Blair, Neb., with questions about digital marketing.

"I think we'll have a wide range of questions come in to the Digital Hotline," Chris Rhoades, president of Courtside Marketing, said. "What I've seen is that newspapers are all in different places when it comes to online marketing and products. So, I think we'll have everything from questions about what vendors to use to start a new website for a paper to questions about how to properly price ads using a CPM model."

The growing trend toward digital media consumption drove the NPA and NPAS boards to create this resource for member newspapers.

"The average person spends in excess of 6 hours a day on a digital device — and increasingly, it's their smartphone or tablet," said Rob James, NPAS sales manager. "The goal of the NPA Digital Hotline is to help our member newspapers come up with their own digital strategy. This could be a plan to expand their newspaper's digital footprint, or it might be to help a newspaper sell effectively against a digital competitor in their market."

There are no questions too small for the hotline, according to Rhoades.

"Sometimes, people are intimidated or feel embarrassed to ask what they think is a simple question," Rhoades said. "Don't be — that's why we're here."

**In addition to the hotline, which will be available Monday-Friday from 8-5 (CST), Courtside Marketing will provide webinars, articles in the NPA Bulletin and workshops at the annual NPA convention. A kick-off webinar is scheduled for Friday, September 30.**

"We'll discuss questions about how to handle certain situations when it comes to dealing with customers and readers online, such as how to deal with angry individuals or bad PR that may be floating around on the web," Rhoades said. "I also envision a lot of questions about how to get verified on Facebook, Facebook Live and Periscope, how to grant admin status to multiple users in the office and other general strategy advice."

One thing the hotline is not is a tech support line. If a newspaper has technical issues, such as their internet being down or computer problems, that should be **Hotline, page 2**



## **NPA/NPAS Staff**

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### ***Hotline, from page 1***

directed to IT professionals and not the NPA Digital Hotline. In addition, the hotline is not a service to set up newspaper's social media pages or websites.

Funding for the NPA Digital Hotline comes from the Nebraska Press Association, Nebraska Press Association Foundation and Nebraska Press Advertising Service.

The free resource will be a great opportunity for all NPA members, according to Gerri Peterson, publisher of the *Mullen Hooker County News* and NPAS president.

"The Digital Marketing Hotline will be beneficial to newspapers of all sizes," Peterson said. "Even if your newspaper doesn't have a website, how do you respond to potential advertisers who say they just use Facebook for their advertising and don't need an ad in your newspaper? The hotline will teach you how to answer questions like that."

**Stay tuned: Additional details about the NPA Digital Marketing Hotline will be published in upcoming issues of the Bulletin.**

*About Courtside Marketing: Courtside Marketing is a digital marketing agency that specializes in helping small to medium-sized businesses gain visibility online. Courtside Marketing has been in business since 2007 as part of Enterprise Publishing's Specialized Marketing Division. In April 2015, Courtside Marketing was formed as a new company with the idea of offering more full service and digital marketing services to its customers.*

## **Longtime Nebraska newspaperman, Byron Neiman, dies at 83**

Byron Neiman of North Platte, NE, died July 24, 2016, at the Good Samaritan Society in Auburn, NE, at age 83.

Byron's career in the newspaper business began at the *McCook Daily Gazette* and lasted for over fifty years. After working at the *Gazette*, in 1972 he moved his family to North Platte and was the advertising director for the *North Platte Telegraph*. In 1976, Byron and his wife, Helen, purchased the *Mullen Hooker Co. Tribune*. In 1985 they moved to Burwell, where they published five weekly publications until his retirement in 1993. Even after retiring Byron was involved in the newspaper industry in an ownership capacity. He truly loved his profession and missed it dearly.

Byron is survived by a daughter, Kimbra, and her family of Golden, CO; two sons, Kurt and his family of Elkhorn, NE; and Kendall and his family of Auburn, NE. He was preceded in death by his wife, Helen.

Memorial services were held August 6, 2016, at Adams & Swanson Funeral Home in North Platte. Inurnment was held August 7 at Episcopal Church of Our Savior in North Platte.

Memorials are suggested to the North Platte Alzheimer Support Group. Condolences may be left online at [www.adamsswanson.com](http://www.adamsswanson.com). Adams & Swanson Funeral Home in North Platte was in charge of arrangements.

## **Newspaperman Eugene "Pete" Drake, dies at 88**

Eugene "Pete" Drake, who had a 40-year career in the newspaper business, died July 28, 2016, at the age of 88.

At the Omaha Sun, he was a part of the newspaper's Pulitzer-Prize-winning Boys Town expose, and the newspaper's planning and production manager. He completed his career at the Bellevue Leader. A lifelong resident of Omaha, he attended Central High School, the Kansas City Art Institute and Omaha University.

Preceded in death by his wife of 62 years, Betty Drake. Survived by his son, Thomas Drake of Albuquerque, NM, and daughter Carolyn Drake of Orleans, MA. Graveside service was held August 2 at Evergreen Memorial Park in Omaha. Donations can be made to the Siena/Francis House or the Alzheimer's Association-Nebraska Chapter. Heafey Hoffmann Dworak Cutler Mortuaries was in charge of arrangements, [www.heafeyheafey.com](http://www.heafeyheafey.com).

## First-ever Best Practices in Public Notice Conference, Sept. 22, in conjunction with NNA Convention

Efforts by government officials to move public notices from local newspapers to government websites pick up steam every year. State press associations are battling on several fronts to preserve newspaper notice and to protect the public's right to know.

Are the newspapers that publish legal notices upholding their end of the bargain? Are they treating the notices with care and taking steps to promote their visibility and readership? Are they following best practices to ensure

that publishing notices in newspapers remains the best way to inform the public about official actions?

The Public Notice Resource Center (PNRC) will identify those best practices and share tips on how to improve the industry's position at its first-ever symposium on Best Practices



in Public Notice on Sept. 22, held in conjunction with the National Newspaper Association's 130th annual convention at the Marriott Cool Springs in Franklin, Tenn. The half-day conference will begin at 11:30 a.m. and conclude by 4:30 p.m., immediately prior to the welcome reception that opens the NNA convention.

The symposium will feature a series of presentations and panel discussions based on the official Best Practices in Public Notices recently adopted by the PNRC Board of Directors. The program will help newspapers understand how to increase readership of public notices and to provide the kind of customer service to their clients that will support industry efforts to keep them in print. The symposium will also focus on ad design -- Ed Henninger will present ideas on how to make public notices visible and readable -- legislative strategies and the role of digital notices in furthering the public interest.

Illinois Press Association and Tecnavia are both sponsoring the symposium. The early-bird registration fee, which includes lunch, is only \$25. **The deadline for early registration fee, available on the NNA Convention website, is Aug. 26.**

PNRC is an educational non-profit organization jointly supported by American Court and Commercial Newspapers, NNA and state press associations, including NAME OF STATE PRESS ASSOCIATION. Its mission is to educate the industry, the public and policymakers on the public's right to know.

**For registration info:** <https://nna.formstack.com/forms/nnaconvention2016>

**For schedule info:** <http://www.pnrc.net/best-practices-in-public-notice/>

## You're invited: Kansas Press to host Kevin Slimp workshops, Sept. 8-9

The Kansas Press Association and newspapers in north-central Kansas are teaming up to bring nationally-known newspaper consultant Kevin Slimp to Salina, KS, in September to teach basic to advanced Adobe InDesign.

John Baetz of the Lincoln Sentinel-Republican, a KPA board member, is helping KPA underwrite part of the cost of the sessions. **Cost to attend the seminar will be \$150 for both days or \$75 for one day. Both fees include lunch and snacks.** KPA also has set aside rooms at the Courtyard by Marriott in Salina for **\$101/plus tax a night.** Reservation link will be provided when available.

Here is a tentative schedule and a link to sign up online for the sessions:

### Thursday, Sept. 8

9:30 a.m. to noon - The Basics of InDesign for New Users  
12:45 to 1:15 p.m. - Finding & Fixing Problems in PDFs  
1:30 to 3:30 p.m. - Going a Little Further in InDesign

### Friday, Sept. 9

9:30 a.m. to noon - Advanced InDesign Skills  
12:45 to 1:15 p.m. - What We've Learned About the Newspaper Industry  
1:30 to 3:30 p.m. - Getting Near Perfect Results from Photos on Newsprint

Slimp also will be around afterwards each day to visit with attendees and answer their questions. **Sign up to attend the training at:** <https://kspress.wufoo.com/forms/zdm9ssq13fve8w/>

**Please register no later than Sept. 2.** Questions? Contact Emily Bradbury, Kansas Press Assn, 785-271-5304.

## 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 7/11:**

#### **2x2**

Blair Enterprise — Lynette Hansen (paper made \$312.50)  
Hickman Voice News — Linda Bryant (5 ads) (paper made \$1,775.00)  
Imperial Republican — Jana Pribbeno (paper made \$487.50)  
Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)  
Tekamah Plaindealer — Deanna Ray (paper made \$312.50)  
Wahoo Newspaper — Grant Fiedler (paper made \$312.50)  
Wayne Herald — Jan Stark (paper made \$487.50)  
West Point News — Karey Rahn (paper made \$325.00)

#### **NCAN**

Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Fremont Tribune — Katy Reznicek (2 ads) (paper made \$162.50)  
Hebron Journal-Register — Jami Knerl (paper made \$112.50)  
Neligh News & Leader — Joan Wright (paper made \$112.50)

### **Week 7/18:**

#### **2x2**

Hartington Cedar Co. News — Rob Dump (paper made \$162.50)  
Hickman Voice News — Linda Bryant (4 ads) (paper made \$612.50)  
Hickman Voice News — Austin Roper (paper made \$300.00)  
Hooper-Scribner Rustler-Sentinel — Kathy Lodl (paper made \$162.50)  
Imperial Republican — Jana Pribbeno (paper made \$487.50)  
North Platte Telegraph — Julie Murrish (paper made \$312.50)  
Wahoo Newspaper — Grant Fiedler (paper made \$487.50)

#### **NCAN**

Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Fremont Tribune — Katy Reznicek (2 ads) (NCAN Special Free Ads)  
Hebron Journal-Register — Jamie Knerl (paper made \$112.50)  
Hickman Voice News — Darren Ivy (paper made \$137.00)  
Kearney Hub — Becky Hilsabeck (paper made \$154.50)  
Kearney Hub — Gayle Smallcombe (paper made \$112.50)  
Neligh News & Leader — Joan Wright (NCAN Special Free Ad)

### **Week 7/25:**

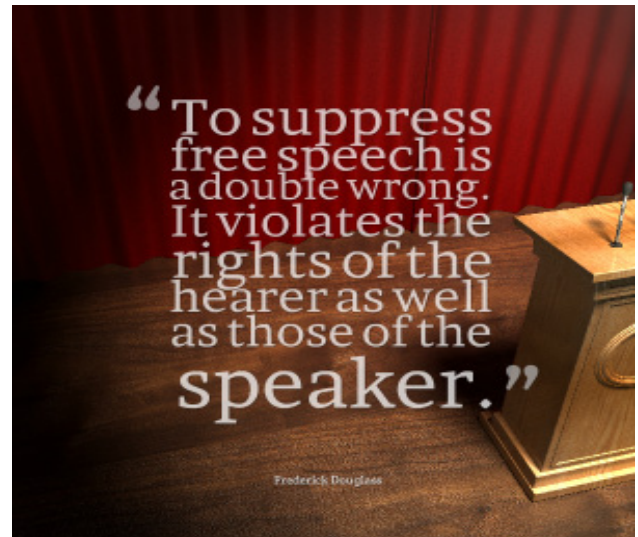
#### **2x2**

Hickman Voice News — Linda Bryant (3 ads) (paper made \$462.50)  
Hickman Voice News — Austin Roper (paper made \$462.50)  
Nebraska City News-Press — Erin Johnson (paper made \$150.00)  
Seward Co. Independent — Patrick Checketts (paper made \$150.00)  
Tecumseh Chieftain — Elaine Karel (paper made \$150.00)

#### **NCAN**

Aurora News-Register — Kurt Johnson (paper made \$115.00)  
Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Fremont Tribune — Katy Reznicek (2 ads) (paper made \$162.50)  
Hebron Journal-Register — Jamie Knerl (NCAN Special Free Ad)

Hickman Voice News — Darren Ivy (paper made \$137.00)  
Kearney Hub — Becky Hilsabeck (paper made \$154.50)  
Neligh News & Leader — Joan Wright (paper made \$112.50)



### **Week 8/1:**

#### **2x2**

Blair Enterprise — Loraine Ellis (paper made \$162.50)  
Crete News — Jennifer Zapata (paper made \$150.00)  
Hickman Voice News — Linda Bryant (4 ads) (paper made \$950.00)  
Nebraska City News-Press — Erin Johnson (paper made \$150.00)  
West Point News — Karey Rahn (paper made \$325.00)

#### **NCAN**

Aurora News-Register — Kurt Johnson (paper made \$115.00)  
Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Fremont Tribune — Katy Reznicek (2 ads) (paper made \$162.50)  
Hickman Voice News — Darren Ivy (NCAN Special Free Ad)  
Kearney Hub — Becky Hilsabeck (NCAN Special Free Ad)  
Neligh News & Leader — Joan Wright (paper made \$112.50)  
North Platte Telegraph — Julie Murrish (paper made \$112.50)  
Sutherland Courier-Times — Trenda Seifer (paper made \$112.50)

### **Week 8/8:**

#### **2x2**

Creighton News — Sandy Schroth (paper made \$162.50)  
Crete News — Jennifer Zapata (2 ads) (paper made \$450.00)  
Hickman Voice News — Austin Roper (paper made \$162.50)  
Nebraska City News-Press — Erin Johnson (paper made \$487.50)  
North Platte Telegraph — Julie Murrish (paper made \$312.50)  
Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)  
West Point News — Karey Rahn (paper made \$325.00)

#### **NCAN**

Aurora News-Register — Kurt Johnson (NCAN Special Free Ad)  
Broken Bow Chief — Renee Daniels (paper made \$137.50)  
Fremont Tribune — Katy Reznicek (2 ads) (NCAN Special Free Ads)  
Nebraska City News-Press — Erin Johnson (paper made \$112.50)  
Neligh News & Leader — Joan Wright (NCAN Special Free Ad)

## Loftus is new publisher at Fremont Tribune, Plattsmouth Journal

*Fremont Tribune, July 21, 2016*

A Nebraska native with a strong background in the newspaper industry is the new publisher of the *Fremont Tribune* and the *Plattsmouth Journal*. Gary Loftus began serving as publisher on July 13.

His career in the newspaper industry spans more than four decades, with more than 30 years in management and more than a decade of newspaper publishing experience. Loftus began his career at the *Hastings Tribune* and also worked many years at the *Grand Island Independent*.

Ava Thomas, regional president and publisher, Lee Enterprises, Nebraska newspapers group, believes Loftus will be an asset to the communities and the corporation. "We're excited to have Gary back in Nebraska, where he can focus on the community as well as serving our local readers and advertisers," Thomas said.

Most recently, Loftus has been group publisher of weekly newspapers in central Texas. He was also publisher for many years at the Fence Post publications, weekly ag magazines for Colorado and Nebraska.

## Geerts is new sports editor at Ogallala Keith Co. News

*Keith Co. News, July 18, 2016*

The *Ogallala Keith Co. News* has hired Justin Geerts as the new sports editor. Geerts takes over for longtime Sports Editor, Herb Teter, who retired in May after more than a decade with the *Keith Co. News*, and about 30 years covering Nebraska high school sports with newspaper stints at McCook and Cozad.

In May, Geerts graduated from Cornerstone University, Grand Rapids, MI, with a Bachelor of Science degree in journalism. He served as a sports reporter for the campus newspaper for two years before taking over as sports editor during his final two years.

He will take over a beat that includes high school coverage for Ogallala, Paxton, South Platte, Arthur, Perkins Co. and Garden Co. schools, as well as other area sports and Lake McConaughy-related events.



As an appreciated member of the media that facilitates coverage of Nebraska high school activities, the NSAA extends an invitation to the

### **2016 NSAA MEDIA MEET & GREET**

Updates and changes to NSAA Media Policy will be discussed as well as topics for this coming activities year, followed by a Q & A session.

Breakfast will be provided for attendees!

**TIME: 9:00 am – 9:30 am – Credential Pick-Up & Breakfast  
9:30 am – 11:00 am - Discussion**

**DATE: Thursday, August 18<sup>TH</sup>, 2016**

**PLACE: NSAA Media Room, 500 Charleston St**

**PLEASE RSVP with attendee names by Monday, August 15<sup>th</sup>:**

[amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)

(SPACE IS LIMITED TO THE FIRST 80 ATTENDEE RSVPs)

**Constitution**  
**Week** September 17-23

“

After one look at this planet  
any visitor from outer space would say  
"I want to see the manager."

”

- William S. Burroughs

# Classified Advertising Exchange

August 8, 2016

**FULL-TIME REPORTER:** The Alliance Times-Herald has an opening for a full-time reporter. Experience in journalism is preferred. Wages are negotiable depending on experience. For more information and to arrange an interview, contact the Managing Editor at 308-762-3060.

**FULL-TIME ADVERTISING CONSULTANT:** The Alliance Times-Herald has an opening for a full-time advertising consultant. Sales experience preferred, but not required. Please contact Amanda Mittan at the Times-Herald or call 308-762-3060 for further information. Resume and references required.

**FULL-TIME YOUTH & AGRICULTURE REPORTER:** After 40-plus years, an opening! Mary Pat Hoag is retiring this fall as the Norfolk Daily News' agriculture and youth editor after more than four decades with the newspaper. It's been a tremendous run, but now the Daily News needs to start looking for her full-time successor. If you're a reporter who might enjoy covering Nebraska's leading industry – agriculture – as well as being involved in youth coverage and other projects, this could be the job for you. Kent Warneke, editor of the News, would like to hear from you. Send a cover letter, resume and work samples via email to [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) or call Kent at 877-371-1020 with any questions you might have.

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Online Media Campus 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](mailto: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](mailto:nebpress@nebpress.com).



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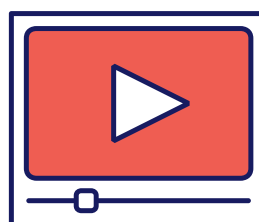
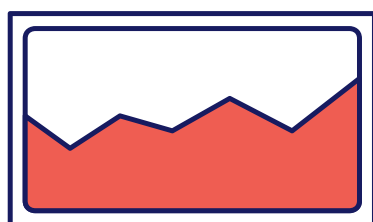
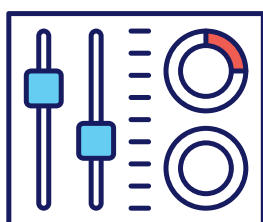
## Google Analytics: Segmenting



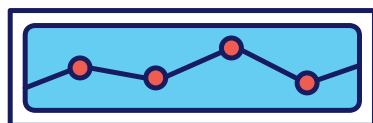
Thursday, August 18

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

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



Registration fee: \$35  
Registration Deadline:  
August 15



Presented  
by:



### In this webinar...

How much of your traffic is coming from mobile or tablets? What percentage of your traffic is organic, or from social media? And how much of that traffic is hitting your section fronts, or article pages?

In this session, GateHouse Media data analyst Sherri Horton will help you build segments that can easily answer these questions and many others. Horton will explain how to build out segments that let you isolate and analyze subsets of your analytics data. You can then apply these segments to your reports and dashboards so you can see and compare specific data sets. She'll also send out updated versions of popular custom report templates and tutorial videos that will help you quickly find accurate information.

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

### The presenter...

#### Sherri Horton



Sherri Horton is a data analyst for GateHouse Media. She's been working in digital marketing, SEO, social media and analytics for the past five years.

Horton is Google Analytics certified and is, amazingly, still learning something new each day about the power of Google Analytics.

### 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)**



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

## Maximizing Your Digital Revenue

**Don't leave money on the table!**



**Friday, August 26**

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

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

**Registration fee: \$35**  
**Registration Deadline:**  
**August 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...***

Most media organizations have unsold digital advertising inventory. But what should you do with those available ad spots? You can try to sell them locally, but if the market is exhausted, you need to find a buyer outside of your own geography.

Frequently you turn to something called programmatic advertising. However, not all programmatic advertising is the same. Many organizations are leaving hundreds, if not thousands, of dollars on the table every month due to some very simple errors in how they make their inventory available on the national market or how their site is organized and designed.

In this webinar, we will cover:

- Digital advertising basics.
- Common mistakes with organizing your inventory.
- Designing your site to maximize revenue.
- Pushing the envelope on the latest and greatest offerings in digital advertising.

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

#### **Max Freund**



For the past four years Max Freund has worked for The Gazette Company in Cedar Rapids, Iowa, as a multimedia reporter, web developer, and now as the digital news product manager. As product manager, he oversees all site development decisions and aids in digital sales and content creation for The Gazette.

Freund and his team also work with media properties across the country on maximizing digital revenue, website design, and digital strategy. As a hybrid journalist/web developer, he is passionate about telling great stories through cutting-edge digital experiences.

***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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