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## Printers and publishers unite to launch coalition to stop baseless newsprint tariffs

*News Media Alliance, March 19, 2018*

Today, members of the printing, publishing and paper-producing industries, which employ more than 600,000 workers, are announcing the formation of Stop Tariffs on Printers & Publishers (STOPP), a coalition to fight proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers including newsprint and other papers.



These preliminary duties, which were assessed by the Department of Commerce in January and March, respectively, are the result of a petition filed by one company, North Pacific Paper Company (NORPAC), an outlier in the paper industry that is looking to use the U.S. government for its own financial gain. The STOPP coalition is concerned that these CVD and AD duties, which range up to 32 percent combined, will saddle U.S. printing and publishing businesses with increased costs and threaten thousands of American jobs.

The Coalition is asking the International Trade Commission (ITC) and the U.S. Congress to reject these newsprint tariffs and protect U.S. jobs. With the announcement, STOPP has launched a new website, [www.stopnewsprinttariffs.org](http://www.stopnewsprinttariffs.org), and is inviting other interested parties to join in the fight to overturn these tariffs.

Members of the STOPP coalition include: American Society of News Editors, Association of Alternative Newsmedia, Association of American Publishers, Association for Print Technologies, Book Manufacturer's Institute, Catalyst Paper, Inland Press Association, Kruger, Local Search Association, National Newspaper Association, News Media Alliance, Printing Industries of America, Quad Graphics, Rayonier Advance Materials, Resolute Forest Products, Southern Newspaper Publishers Association, Trusted Media Brands (formerly Readers Digest Association), Valassis Communications, and Worzalla.

The impact of these tariffs on newspapers, paper producers, book publishers and others has the potential to be devastating to entire industries.

To reader the entire press release, go to:  
<https://www.newsmediaalliance.org/release-stop-coalition/>

If there were no news reported by newspapers...



“Ninety percent of the politicians give the other ten percent a bad reputation.”

- Henry Kissinger

# Putting the boss in an ad

By John Foust, Raleigh, NC

Sometimes it's a good idea to feature a boss in an ad. Sometimes it's not.



Two ads come to mind. One shows a plumbing company's president seated at the head of a conference table, surrounded by a handful of employees. He is the only one looking at the camera, and they are leaning toward

him, eyes fixed on a document he is holding. (Maybe it's a flow chart showing their titles and job responsibilities.) Names are listed in the caption, and his is in bold type. The headline – too trite to mean anything to anyone who is not pictured – reads, "Leading the field." Clearly, the underlying message is, "Look at me. I'm the boss."

The other ad features a large, close-cropped photo of a construction CEO standing next to a pickup truck. He's wearing a hard hat and his expression suggests that the photo was shot as he was talking. The headline is in quotes and emphasizes the fact that he is involved in all of his company's projects – and even devotes time to travel to clients' job sites. The body copy provides details about his commitment to make sure things are done correctly.

That's a stark contrast, isn't it? The first ad says, "I'm important." The second one says, "You (the customer) are important."

Putting bosses in ads can be tricky, because bosses are bosses. They ultimately control their companies' ad budgets. So when you get an idea – or a request – to put the boss in an ad, things need to be handled with care. Here are some points to keep in mind.

**1. Make it relevant.** A boss-testimonial has to mean something. It is about the message and the messenger. Ideally, the message should be one that can be delivered only by that specific messenger – a person who represents a big emotional investment in the business being advertised. He is in a strong position to sell benefits and strengthen the brand image. (Think of the classic Dave Thomas ads for Wendy's.)

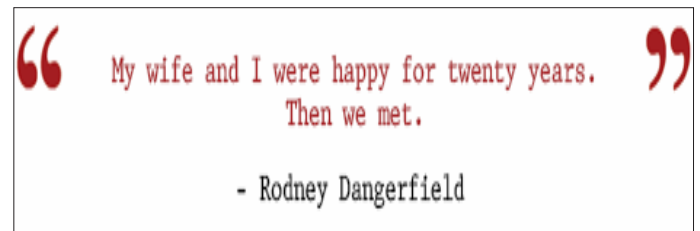
**2. Make it real.** For this kind of ad to be effective, the photo and the copy must have the ring of authenticity. This is not the place for portrait photography; the photo's destination is an ad, not the boardroom. The boss should be depicted in a slice-of-life setting – like the construction CEO beside the truck. She should make eye contact with the camera (and hence, the readers).

To give the right voice to the photo – and personalize the message – make the headline a quote.

**3. Keep it simple.** For maximum visual impact, the photo composition should be uncluttered and the boss should be the most prominent element. The language should be human, clear and non-corporate. It's much better to say, "Our commitment to customer service starts at the top – with me," than to say, "We're committed to the relentless pursuit of best practices to better accomplish our actionable customer-facing objectives."

Here's a thought: What about the relentless pursuit of stronger boss-testimonial ads?

*(c) Copyright 2018 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*



## Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association

lynda.com



members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.

You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis. At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service.

To request a license, email Violet Kirk at [vk@nebpress.com](mailto:vk@nebpress.com) or call 1-800-369-2850.

# Classified Advertising Exchange

Mar. 19, 2018

**NEWSPAPER FOR SALE - THE PAWNEE REPUBLICAN**, a weekly newspaper, is for sale. Located in Southeast Nebraska this historic newspaper is the oldest continually published weekly newspaper in Nebraska. As seen by its longevity, the Pawnee Republican is important to the community. It is also the oldest continually operating business in Pawnee County. A profitable business, there is potential for growth with the proposed establishment of the Elk Creek Niobium mine about 10 miles north of Pawnee City. The business is located in a large two story building which can also be purchased and renovated to create living quarters or be income-generating. For more information contact publisher Ron Puhalla at 402-239-3192 or at [ronald@pawneenews.com](mailto:ronald@pawneenews.com).

**NEWSPAPER FOR SALE - THE NEWMAN GROVE REPORTER**, a weekly newspaper located in southwest Madison County is for sale. Profitable with large potential for growth in a thriving community. For more information contact publisher Patrick Murphy at (402)-910-8603 or at [hydemo@eaglecom.net](mailto:hydemo@eaglecom.net).

**ADVERTISING SALES** - Seeking an innovative and high energy individual for a full-time position opening at a progressive weekly newspaper based in Cozad, NE. Job involves traveling and making contacts with potential advertisers throughout a five community region that the newspaper covers extensively. Contact Kelly Ninas, Tri-City Tribune; PO Box 6; Cozad, NE 69130 or email: [kelly@tricitytrib.com](mailto:kelly@tricitytrib.com).

**NEWSPAPER FOR SALE - THE STANTON REGISTER**, an historic county seat newspaper for sale in northeast Nebraska! This weekly newspaper has a good subscriber base and printing clientele with room for exponential growth. Prime business location on main street of thriving small town, minutes from Norfolk. Archives dating back to 1879 included with sale. Building has livable accommodations in back (bath, kitchen, living area, bedroom and private office). Building, office equipment and printing supplies included. If interested, contact Brian at (402) 640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net) with the subject line, "Register for sale."

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

Classified Advertising Exchange; NPA Convention 2018 Registration Form; Convention Sessions Recap; 2018 Omaha World-Herald Community Service & Service to Agriculture Awards flyer.

## **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 217-241-1400.**

**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).



**2018**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**2018**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Must be postmarked by March 30, 2018.

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Must be postmarked by March 30, 2018.

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

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**Prizes:**

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

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One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

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**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

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## **Two days of workshops, awards and networking!**

### **2018 NPA Convention, April 20-21, in Lincoln**

**Meet the experts.** Sessions are packed with top-notch professionals, giving you the opportunity to learn from some of the industry's best and brightest.

**Get inspired.** Take home actionable ideas and solutions that you can implement at your newspaper right away to boost revenue, improve news content and benefit your community.

**Networking.** This is the largest annual gathering of Nebraska newspaper people.

**Best deal around.** Take advantage of NPA's low registration fees & discounted meal prices!  
(Compared with other press association conventions)

**Relax, socialize, enjoy.** Thursday evening (4/19) NPA Foundation fundraiser event (details TBA); Saturday Husker Spring Game Tailgate, awards, raffle prizes and more.

### **Kevin Slimp - Newspaper Academy, InDesign & Photoshop Guru**

*Kevin Slimp was working in InDesign before it even had a name. He has become known as a leading spokesperson for the newspaper industry, and his syndicated columns can be found in more than 60 professional publications on four continents. He's gained attention through his research and surveys of newspaper executives across North America, and Publishers Auxiliary called him "The most popular and effective speaker among community newspaper publishers today." You will leave Kevin's sessions with a treasure chest of information.*



**Getting People to Pick Up Your Newspaper.** Possibly Kevin's most requested topic, Kevin will reference research and focus groups to take a look at just about every area of our own papers and what we can do to make people want to pick up our papers. Bring two pens. You will need them.

**Session - Friday, 1:45-2:45pm**

**InDesign: Keeping Up With Styles.** Who has time to learn to use advanced tools and techniques in InDesign with all these deadlines? During this 60-minute class, Kevin will take you past the basic tools you use each day to teach you skills to improve your design and speed up your workflow. Sure, you know what libraries are – but do you know how to create and use various styles and how to make them work together to allow you to accomplish multiple tasks with the touch of a button? **Session - Saturday, 8:00-9:00am**

### **Color Correction and Photo Editing Tips for Newspaper Reproduction.**

**The name says it all.** Kevin taught his first photoshop class to a group of 200 newspaper professionals in Lexington, Kentucky in 1995. There's not much he doesn't know about getting your pictures to look better on the page, and he'll share some of that knowledge during this session. **Session - Saturday, 9:15-10:15am**

**Ad & Page Design Tips for Newspapers.** For ad and design staffs and editors - tips your paper can immediately implement to improve sales and keep readers coming back for more. **Session - Saturday, 2:00-3:00pm**

### **Ryan Dohrn - Advertising Sales, Brain Swell Media**

*Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan works with the sales teams at over 50 community newspapers per year and has a deep passion for the newspaper business. His 25-year career in media sales and marketing includes training sales and management teams for a variety of media companies, and business book author who's been featured in USA Today and on Forbes.com.*



**Prospecting for Success.** This workshop is all about sales lead generation. Prospecting is a dying skill set and it is so important to sales success. Ryan will show how to create and executive your prospect list. **Session - Friday, 1:45-2:45pm**

**Digital Sales Strategies for Success.** Learn how to handle objections with facts and statistics; learn why advertisers think digital is a cheaper alternative, when it really isn't. **Session - Saturday, 2:00-3:00pm**

**Sign up for a  
25-minute  
ONE-ON-ONE  
CONSULTATION  
with Kevin!**

*Contact Susan Watson  
(NPA office) to sign up.*

## Ryan Dohrn - Brain Swell Media (cont.)

**Selling Traditional Media to Haters.** Every advertiser has a unique, “understanding,” of our community and media products. So, how do you convince a digitally focused business owner that our traditional, media-based products are viable and worth their time? Ryan will show you how to create a compelling media sales presentation that will inform and inspire even the harshest media critic. Ryan’s magazine and newspaper sales career has given him a unique perspective on the industry, and the right sales strategies vital for success. **Session - Saturday, 8:00-9:00am**

**The 20 Minute Ad Sales Call.** Stop wasting time with long sales presentations. Learn how to turn 20 minutes into a closed deal! Advertisers love it and sales reps are raving! This sales technique is so easy you will be able to use it immediately. Learn how to establish relevancy fast; how to grow trust by sharing success stories; to present ideas on the spot, ask critical questions, and close more deals on the first sales call. This is one of Ryan’s most popular workshops. It is packed with tactical and practical take away points that every sales rep can put into action right away. **Session - Saturday, 9:15-10:15am**

## Helen Sosniecki - Postal expert (formerly with Interlink) & former publisher

*Helen Sosniecki has presented postal-related programs in Kansas, Nebraska, Missouri, Alabama and the Dakotas plus to the tri-state ArkLaMiss Circulation Conference in Mississippi. Before retiring from full-time work, Sosniecki spent seven years as the Senior Sales and Marketing Manager at Interlink, a circulation-software company. She previously had a 34-year newspaper career that included working on dailies in Tennessee, Illinois and Kansas. She and her husband, Gary, owned three weeklies and published a small daily in Missouri.*



**Postal Issues Update.** Helen knows the postal issues and at her Friday session she will help you find ways to save money on your postal costs and provide an overview of the current postal news and issues facing the newspaper industry. She understands all sides of the issue and has been on the front lines of the postal “war” for years. **Session - Friday, 10:45-11:45am**

**Sign up for a  
25-minute  
ONE-ON-ONE  
CONSULTATION  
with Helen!**

**Bring copies of recent  
3541s**

Contact Susan Watson  
(NPA office) to sign up.

**One-on-One Consultations.** Helen will be available Friday and Saturday for 25-minute one-on-one meetings to discuss specific postal issues. **(Bring copies of your recent 3541s to the consultation).** **Call Susan Watson (NPA office) to sign up.**

## Jill Claflin - Nebraska Press Women, professional development director



*Jill Claflin spent 28 years in the newspaper business, including time as co-owner and editor of The Callaway Courier, general manager of The Lexington Clipper-Herald and managing editor and executive editor of The North Platte Telegraph in Nebraska. She was senior director of communications at Habitat for Humanity International headquarters in Georgia before retiring from full-time work in 2014 and returning to Nebraska. She continues to do communications consulting work and special projects for Habitat. She is active in Nebraska Press Women, currently serving as professional development director.*



**News: Who Can You Believe?** Are Nebraska journalists affected by today’s fake-news environment? How about media organizations? Do consumers distinguish between what they may read from national outlets and their local news providers? Learning about “fake news” is the first step in combating it. During this session, participants will discuss this timely topic and learn about an educational resource available to them. **Session - Saturday, 9:15-10:15am**



## What Newspapers Must Do to Keep Public Notices

**Richard Karpel with the Public Notice Resource Center will lead this session via SKYPE.**

Last year, a record number of bills in 25 states were introduced, dealing with public notices in newspapers. The newspaper industry has had success protecting public notice in the state legislatures, but collectively we’re on the defensive.

This session will focus on the state of public notices and the best practices that every publisher should follow to help the industry maintain its rightful position as the publisher of official notice of public actions. **Session - Friday, 10:45-11:45am**



## Spring Game Tailgate Buffet & Networking

Embrace the Husker frenzy and talk shop with your friends in the business!

Enjoy a tailgate buffet (wings, mini hot dogs, pork sliders, nachos and more); Husker Spring Game streamed live on the big screen; cash bar (beer only) and caricatures by cartoonist Paul Fell. *Not into the Spring Game? Start a casual roundtable discussion. (Find the tables with assigned topics and question sheets to get a conversation started).* **Saturday 10:30am-1:30pm**

## Finding, Recruiting and Retaining Young Talent - Panel Q&A

Hiring young people is an ongoing challenge for community newspapers, especially in rural areas. Panelists from UNL, Creighton University and Doane University will discuss how students are being prepared for the workforce, what graduates want in today's working world, what companies can offer them, etc...



**Panelists:** Leah Georges, Creighton University Leadership Program; Jeremy Fisher, Creighton University Career Center; David Swartzlander, Doane University; and UNL's Sales Center. They are in direct contact with students (new talent) on a

regular basis as they prepare for the working world. **Moderator:** Carrie Colburn, Publisher, York News-Times.

**This session is for daily and weekly publishers and managers. Session - Friday, 9:30-10:30am**

Send your recruiting/hiring questions for the panelists ahead of time to Susan Watson in the NPA office.

## Rob Simon - UNL-College of Business Admin, Associate Professor of Practice/Marketing



Rob utilizes his past professional experience in retail (longtime Nebraska apparel store, Ben Simons), wholesale and e-commerce to bring real-world perspective to the classroom.

### Retail From a Retailer's Perspective - and Q&A

From his retailing perspective, Rob will share what retailers look for from newspapers; how sales people can build better relationships with retailers; case studies and more. The last half of the session will open up for Q&A and group discussion. **Send your questions for Rob ahead of time to Susan Watson. Session - Friday, 10:45-11:45am**

Send your retail questions for Rob ahead of time to Susan Watson in the NPA office.



## Legal Hotline Q&A - Shawn Renner, Cline Williams law firm

This always-popular session covers topics from the Nebraska Press Association's Legal Hotline, a free service to our member newspapers that provides solid, practical advice with the goal of preventing legal problems. **Bring your legal questions!**

Cline Williams' Attorney, Shawn Renner, advises media on free speech, open meetings and other issues. Join this informal Q&A session as Shawn reviews some of the more frequent questions and topics that the Legal Hotline has received from our newspapers over the past year. **Session - Friday, 1:45-2:45pm**

## Share ideas, get ideas!

**Great Idea Exchange - Friday, 3:00 - 4:15 p.m.**

Bring your best ideas that have worked for your newspaper. Learn & share. Take ideas & solutions back to your paper that you can implement right away.

**Roundtable Discussions (during Spring Game Tailgate) - Saturday, 10:30 a.m. - 1:30 p.m.**

For those who want to network instead of watching the Spring Game, casual roundtables will be set up, each with a different topic (circulation, advertising, etc.) & accompanying question sheet to get the conversations started.

**Flash Sessions - Saturday, 3:15 - 4:45 p.m.**

Get info & ideas on a variety of topics. Each table/topic will have a moderator. Choose three 30-minute session topics and move from one table to another. **(Topic details to come).**





**Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service**  
 Annual Convention, April 20-21, 2018 - Cornhusker Marriott Hotel, Lincoln, NE



**REGISTRATION INSTRUCTIONS**

Please read carefully!

**Newspaper Name:**

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased. Affiliate and Associate Members (and their spouses) must pay registration fee before meals are purchased.

2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT today. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.

3. Administrative Processing Fee of \$5.00 charged if you cancel reservations or meal tickets prior to April 6.

4. **Registration and meal deadline is April 6. A \$10.00 late fee will be added to registrations received after April 6. NO cancellations after April 6. No refunds after April 6.**

5. **Indicate your entree selection from choices shown at right of each meal price.** If you select a vegetarian entree, you'll receive a meal slip with your registration badge, which you must present to your waiter. **Vegetarian meals must be ordered on the registration form by the April 6 deadline.**

6. If you are attending workshops, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.

7. Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days.

NAME (Please print/type) Please indicate your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch Parmesan Chicken OR Vegetarian Entree	Friday Banquet Pork Loin OR Vegetarian Entree	Sat. Tailgate Buffet Wings, Mini Hot Dogs, Pork Sliders, Nachos & More	Sat. Banquet Filet Mignon OR Vegetarian Entree	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.					
			Indicate Your Entree Selection Below	Indicate Your Entree Selection Below		Indicate Your Entree Selection Below	
1)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
2)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
3)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
4)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
5)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
6)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
7)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
8)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
9)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	

You may charge your NPA convention registration if your total is over **\$200.00**

VISA \_\_\_\_\_ Mastercard \_\_\_\_\_ Expiration date: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_  
 Print Name as it appears on card: \_\_\_\_\_

**Total**

**Please return this registration form and check to:**  
**Nebraska Press Association**  
**845 "S" Street, Lincoln, NE 68508-1226**