

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events:

#### June 29, 2018

NPA/NPAS Summer Board Meetings (by conference call)  
Time: TBA

#### September 27-29, 2018

NNA Annual Convention  
Norfolk, VA

#### October 19, 2018

NPA/NPAS Fall Board Meetings,  
Lincoln, NE

#### October 19, 2018

Journalism Hall of Fame Banquet  
Cornhusker Marriott, Lincoln, NE

#### October 26-27, 2018

Mobile Me & You Conference  
Univ. of Nebr., Lincoln, NE

### Webinars:

#### May 23, 2018

Become a Photoshop Guru from Scratch - Kevin Slimp  
2:00pm CDT

**May Special - Save 50%**

[www.newspaperacademy.com](http://www.newspaperacademy.com)

#### May 24, 2018

Photoshop Tips & Tricks - Russell Viers  
1:00pm CDT

[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

#### May 24, 2018

Ten Design Tips That Will Turn Your Newspaper Around - Ed Henninger  
10:00am CDT

**May Special - Save 50%**

[www.newspaperacademy.com](http://www.newspaperacademy.com)

### CONTACT INFO:

Telephone: 800-369-2850 or

402-476-2851

FAX: 402-476-2942

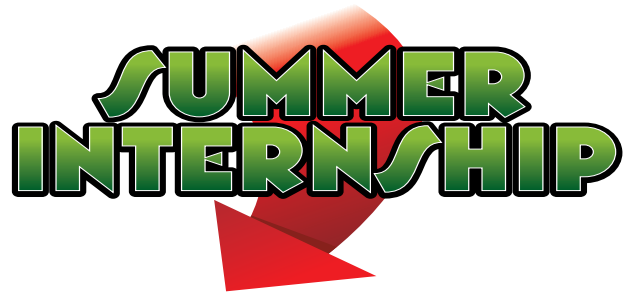
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Web Site: <http://www.nebpress.com>

## Year Two: NPA Foundation 2018 Summer Internship Scholarship Program

After a successful first year in 2017, the NPA Foundation Summer Internship Scholarship Program continues in 2018, with five newspapers and five Nebraska journalism students participating.



The Nebraska Press Association Foundation launched this internship program as a way to introduce Nebraska journalism students to the challenges and rewards of community journalism, and give students hands-on experiences that will allow them to enhance their skills. The program is available only to students enrolled in a Nebraska college or university and majoring in journalism or communications.

### Participating newspapers and students for Summer 2018 are:

- Hickman Voice News – Michael Gade, University of NE-Kearney
- Hartington Cedar Co. News - Elsie Stormberg, UNL
- Neligh News & Leader - Noelle Ervin, UNL
- Ogallala Keith Co. News – Ross Miller, UNL
- Scottsbluff Star-Herald - Katelyn Lambert, Chadron State College

The program was adopted in the hope that with this type of experience under their belts, former interns would some day want to become involved in community journalism, either by going to work full-time at a Nebraska paper, or possibly buying a Nebraska weekly, continuing the vital role newspapers play in our rural communities.

Participating newspapers agree to pay interns a living wage and a housing stipend. Interns can be involved in any aspect of journalism — reporting, photography, videography, graphic art or advertising. Each employer defines the specifics of the job.

After successfully completing the eight-week summer internship program, each student will be awarded a \$1,000 scholarship from the Foundation. Scholarship funds are released after the Foundation receives a completed evaluation form from participating interns and newspapers.

## 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)

### **Violet Spader Kirk**

Sales Manager  
email: [vk@nebpress.com](mailto:vk@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)

### **Christian Cardona**

Advertising Sales Assistant  
email: [cc@nebpress.com](mailto:cc@nebpress.com)



## Beef Month articles, photos now available

The Nebraska Beef Council has provided NPA with Beef Month articles, photos & graphics. If you're planning a Beef Month section in your paper, you can access this information at the link below:

<http://www.nebpress.com/specialsections/BeefMonth2018-Articles-Photos-Graphics/>

You can also access the information on the NPA website, [www.nebpress.com](http://www.nebpress.com). Login to the **MEMBERS AREA** of the site (red bar at very top of homepage); click on **SPECIAL SECTIONS**; click on **BEEF MONTH 2018** folder.

## Kid Scoop offers 12-week summer reading program: Summer Slide

Check out Kid Scoop's summer reading series: <http://newspapers.kidscoop.com/products/summer-reading-series/> as part of Kid Scoop Weekly to help stem the Summer Slide. It's a good opportunity for newspapers to partner with their local libraries and cross-promote one another.

## Lindberg named new managing editor of Columbus Telegram, David City Banner-Press, Schuyler Sun

As of May 7, Matt Lindberg is the new managing editor of the Columbus Telegram, David Banner-Press and Schuyler Sun.

For the past two years, Lindberg had served as managing editor for the Montrose Daily Press in Montrose, Co. Prior to his position in Montrose, he worked in various capacities at newspapers in North Carolina and Colorado, as a sports writer, news reporter, news editor and managing editor.

Lindberg is a 2008 graduate of the William Allen White School of Journalism at the University of Kansas.

"Managing newspapers for three different communities puts Lindberg in a unique situation that his predecessors didn't experience," said Publisher, Vincent Laboy.

"Matt's role will be a bit different than past editors, he will be in charge of creating a cohesive newsroom that will cover Columbus, David City and Schuyler. It's a big task and this model allows us to maintain a viable weekly newspaper in David City and Schuyler," Laboy said.



## BEWARE THE "SUMMER SLIDE": Kids can lose two months of learning during summer break.

This is known as the **SUMMER SLIDE**.

**How can you help?** Join hundreds of newspapers across North America that use Kid Scoop's **Summer Reading Program** to keep kids engaged. And you get:

- A perfect partnership with your local library to cross-promote.
- Topics that appeal to local sponsors!
- A reason for families to subscribe to your paper!

#### KID SCOOP WILL FEATURE THESE FUN, ENAGING TOPICS IN THIS SUMMER SERIES:

- |                      |                             |                        |
|----------------------|-----------------------------|------------------------|
| • Trip to the Museum | • Water Park                | • Build a Fort         |
| • Hike in the Forest | • 4th of July Parade        | • Let's Go to the Fair |
| • Road Trip Fun      | • Amusement Park            | • A Day at the Beach   |
| • A Day at the Zoo   | • A Great Sleepover Mystery | • STEM Camp Out Fun    |

**Dan "Patio" Dalton • 909-793-9890**

## A sales principle that bears repeating

By John Foust, Raleigh, NC, May, 2018

Carl is a marketing manager who has been on the receiving end of hundreds of media presentations. He knows a thing or two about effective sales techniques. "Most of the time, I'm the point person to gather information about advertising options," he said. "I frequently need to pass information along to others in the company. Usually there's a written proposal, but that doesn't tell the whole story."



"To make fair decisions, I need to share the key points I hear," he explained. "It's important for sales people to provide me with solid, repeatable product information. The best presentations make those printed proposals come to life."

Be repeatable. That's a strong recommendation from Carl. Here are some ways to accomplish that in a sales presentation:

**1. Keep it simple.** This is the first rule for just about every type of communication, because we are bombarded with more messages than ever before. The simple messages have sticking power, while the complicated ones get lost in the crowd.

I'm reminded of the Telephone Game, an old school child's game which demonstrates how a message can change as it is relayed to others. People sit or stand in a line or circle. The first person whispers a phrase to the second person, who whispers it to the third. And so it goes, until the last person announces the message as he or she heard it. Unless it is simple, the ending message usually bears only a faint resemblance to the initial words. To make things clear and repeatable, eliminate technical terminology and use language that is easy to understand.

**2. Make it visual.** We think in pictures. That's why it's natural for us to have a better memory for visual images than for words. The more vivid the image, the easier it is to repeat to others.

A sales person once told me about using a Venn diagram in a presentation. She drew three overlapping circles on her legal pad. One circle represented the print edition of her newspaper, one represented their online product and one represented other media being used by the advertiser. The segment where all three overlapped indicated those times when all three had to be carefully coordinated to work together. It was a clear visual image which gave the advertiser a repeatable sales point.

**3. Make it personal.** Cookie-cutter presentations are a waste of time for everyone – especially prospects. Of course, there are standard things which should be included in every presentation, but each one must have a stamp of individuality. A presentation should be about the prospect and no one else.

A person's favorite topic of conversation is himself or herself. And a decision maker's favorite topic is the decision. To make a presentation personal, show the other person – and his or her company – how they can benefit from the ideas you are proposing. Talk about results from their unique point of view.

Without a doubt, if you create repeatable sales points, you'll increase your chances of making that big sale.

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*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: [john@johnfoust.com](mailto:john@johnfoust.com).*

## Help spread the word: free Guide to Organizations Helping Nebr. Employers Hire Veterans, Reservists, National Guard Members

Nebraska employers can download a free copy of a new Guide to Organizations Helping Nebraska Employers Hire Veterans, Reservists and National Guard Members.

This booklet provides informative profiles of state agencies, military units and nonprofits that provide free help to employers looking for military candidates whose qualifications match to their jobs. The Guide includes contact names, phone numbers, emails and web links along with descriptions of the free services provided by each organization. Foreword by Major General Daryl Bohac, Nebraska State Adjutant General.

The Guide is published by Center for America, a 501(c)(3) nonprofit that is in a pro bono alliance with the National Guard Bureau in Washington, DC. We encourage all employers to take advantage of this free Guide to get help hiring veterans, Guard members and Reservists.

**Download the Guide here:**  
[http://www.centerforamerica.org/ne\\_guide.html](http://www.centerforamerica.org/ne_guide.html)

Your help is instrumental in helping us get this Guide into the hands of 25,000 or more employers in Nebraska so that many more veterans and service members connect with good jobs.

**For more information, SEE FLYER ATTACHED TO THIS BULLETIN, or contact:**

Steve Nowlan, President, Center for America

[www.CenterForAmerica.org](http://www.CenterForAmerica.org)

201-513-0379

[SNowlan@CenterForAmerica.org](mailto:SNowlan@CenterForAmerica.org)

# Newspaper Dominoes Fall

*Industry trends spur publishers to give serious thought about the future of newspapers*



Kevin Slimp  
The News Guru  
kevin@kevinslimp.com

So much to write about, so little space. It's been a whirlwind of a week for me, beginning in Knoxville, Tennessee, where I caught a flight for a "quick trip" to Winnipeg, before heading home for a couple of days, then heading to Sioux Falls, South Dakota and Lincoln, Nebraska.

On Saturday night, as I prepared to make my journey home from Winnipeg, my plans were waylaid by a blizzard which shut down the Minneapolis airport, transforming my two-day visit to Manitoba to five days. With my return flight rescheduled for Wednesday, there was no time to make it home to Tennessee, then back to Sioux Falls, where I was scheduled to meet a client on Thursday morning.

This column is about my trip. Not the weather, although understanding how my schedule was altered plays an important role in understanding what hap-

pened during those 10 days.

At some point in the recent past, I realized I had spoken at 60 of the 63 press associations in North America over the past 20 years. With so many trips to so many places, it's only natural I would become friends with some of the folks I meet along the way. Such was the case during this trip.

What stood out to me during my 10-day journey has been the number of incredibly deep conversations I've had with publishers and government officials in the U.S. and Canada about the importance of what we do at newspapers. They were not superficial conversations. As I visited the legislature of Manitoba (you have time for things like that when you can't leave a country), at the invitation of Greg Nesbitt, a former publisher and member of the legislature, I saw faces I recognized from the audience during their convention banquet on Saturday night.

Visiting with the leader of one of the political parties in Manitoba, we discussed the crucial importance of a free press, and even talked about some recent decisions made across Canada which



I visited with Greg Nesbitt (left), former publisher and member of the Manitoba legislature, and Nebraska publisher, Rob Dump (right), during my journey through Manitoba and the U.S. Midwest in April.

could have disastrous consequences to a free press. He ripped off a piece of paper and gave me his email address and phone number. We plan to keep in touch.

When I eventually made it to Sioux Falls, I was greeted with an overnight storm which measured close to a foot of snow. While most of the city was tucked in their warm homes, I took off to visit newspaper friends in the Sioux Falls area. Once again, our conversations turned serious, sharing concerns about a shortage of newsprint, the effects of venture capitalists on our industry and other matters.

Throughout these discussions, I noticed a common thread. Not a single person seemed panicked about everything happening in our industry. The newsprint shortage is surely temporary. I even connected some friends in the U.S. with paper plants in Canada while I was there. The venture capitalists will eventually fire their last employees, sell their remaining buildings, and get out of the way.

Scenes like we saw in Denver, Chicago, Knoxville, and San Diego over the previous week seemed to energize everyone in the newspaper business, even folks who work at those papers.

In Winnipeg, I met Darrell, who has been starting

papers in small towns in Winnipeg. I connected him with Joey, who has been doing the same thing in Kansas.

In Nebraska, I had a three-hour conversation with Rob Dump, one of my favorite community publishers, as we drove to Lincoln together for the Nebraska Press Association Convention. In Lincoln, the conversation continued as I met with Rob and his wife, Peggy Year, another of my favorite publishers, as we shared our concerns and dreams about our industry for more than three hours.

Here's what I learned during my 10-day trek to Manitoba, South Dakota, and Nebraska. In the 25 years I have been consulting with newspapers, I can't remember a time when there was so much interest in what is happening in our industry among publishers, and so many people who are determined to change course from the pessimism of the past few years to doing whatever it takes to steer our industry in a positive direction.

Life many of you, I believe there is no freedom without a free press. Like many of you, I've got my sights set on a future dedicated to protecting that freedom. Dominoes are falling. I, for one, can't wait to see where they land.

The screenshot shows the homepage of **STATE OF NEWSPAPERS**. The header includes the tagline "Finding Truth in a Black & White World" and navigation for "WEBINARS", "NEWSPAPERACADEMY.COM", and "ONLINE COMMUNITY". Below the header, there are several featured articles with thumbnails: "The San Diego Union-Tribune" (incoming owner's views), "The Transcript" (Ohio Wesleyan faculty), "Kansas Democrat-Gazette" (protest of deep cuts), and "Arkansas Democrat-Gazette" (journalist's experience). A "Subscribe to StateofNewspapers.com" form is visible at the bottom right of the screenshot.

I never expected more than 10,000 visitors to my new website in early April. Since stateofnewspapers.com premiered April 1, I've heard from national business leaders, publishers, government officials and others deeply interested in issues related to free press.

# Senators Introduce Bill to Suspend Newsprint Tariffs

News Media Alliance, May 14, 2018

A bi-partisan group of 10 Senators introduced S. 2835, the "Protecting Rational Incentives in Newsprint Trade Act of 2018," or "PRINT Act" that would suspend new newsprint tariffs until the Department of Commerce conducts a study on the economic impact of the taxes on the publishing and printing industries. Taking the lead on the legislation were Senators Susan Collins (R-ME) and Angus King (I-ME). Joining as original co-sponsors were Senators Roy Blunt (R-MO), Shelley Moore Capito (R-WV), Deb Fischer (R-NE), Johnny Isakson (R-GA), Doug Jones (D-AL), Claire McCaskill (D-MO), Jerry Moran (R-KS) and Roger Wicker (R-MS).

We only focused on a dozen or so Senate offices before the rollout to limit the potential for opposition. Late last week, we heard that opposition to the bill was developing from a union and others in the trade enforcement community. These groups were putting pressure on the above sponsors not to add their name to the bill. **If your senator has signed on as an original co-sponsor, we encourage you to thank**

**thank them for their leadership in support of their local newspapers.** The Alliance and the National Newspaper Association are working closely together to fight these tariffs. A special thanks to Tonda Rush for her invaluable assistance on this bill.

**NEXT STEPS:** We will push for co-sponsorship for the Senate legislation. We are also talking to policymakers in the House of Representatives who are interested in introducing a companion bill. While we all recognize that it is very difficult to get legislation passed into law in this (or any) Congress, we are using every available vehicle to call attention to the impact of these tariffs on publishers and printers with the hope of influencing the Department of Commerce's final determination in the case, which is expected in August. We also hope that it provides an impetus to recruit additional congressional leaders who will testify against the Norpac petition at the International Trade Commission on July 17.

**For more information, contact:**

Paul Boyle, Sr. V.P./Public Policy; News Media Alliance  
4401 N. Fairfax Drive, Ste. 300; Arlington, VA 22203  
T: 571-366-1150; M: 571-213-4365  
[paul@newsmediaalliance.org](mailto:paul@newsmediaalliance.org)

## Now available: ads to fight newsprint tariffs

The News Media Alliance and the Stop Tariffs on Printers & Publishers (STOPP) Coalition have provided several new ads for newspapers to run in their publications. The ads educate readers on the negative consequences of the recent tariffs imposed on Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers.

**More info at:**

<https://www.stopnewsprinttariffs.org/>

These tariffs, set by the Department of Commerce, can run up to 32 percent combined, and newspapers are already feeling the pain of the added costs and disruptions in supply. An ITC investigation is now underway, but we need your help to get the word out about these unwarranted tariffs.

Run the Alliance and STOPP ads in your publications and encourage your readers to stand up to protect their access to news, as well as jobs in their own community. The ads are available in full- and quarter-page sizes, in PDF and EPS formats. **You can customize the ads with your newspaper's logo and contact information.**

**Get the ads at:**

[https://www.newsmediaalliance.org/research\\_tools/newsprint-tariff-ads/](https://www.newsmediaalliance.org/research_tools/newsprint-tariff-ads/)

**If you have questions or would like more information, contact:**

News Media Alliance  
[membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org)  
Or call: 571-366-1000



**Your Access To Local News Just Got More Expensive.**

The U.S. government just imposed a new tax on newsprint, increasing the cost of the paper you are holding. These tariffs hurt newspapers, readers, workers and local communities.



**PROTECT YOUR RIGHT TO READ.**  
TELL YOUR REPRESENTATIVES IN CONGRESS TO STOP THE TARIFFS ON NEWSPRINT.  
**202.225.3121**  
[stopnewsprinttariffs.org](http://stopnewsprinttariffs.org)



# Classified Advertising Exchange

May 14, 2018

**THE NORFOLK DAILY NEWS** has an immediate, full-time newsroom opening that involves reporting, writing and editing. Applicants should have a degree in journalism or demonstrated experience with newspapers or other media outlets. For individuals interested in being part of a news organization that has been honored by the Nebraska Press Association as the overall daily newspaper contest winner for two years running, this is your chance. The Daily News offers a competitive wage, strong benefit package, flexible schedule, smartphone assistance and more. Interested individuals are encouraged to contact Kent Warneke, editor of the News, via email at [editor@norfolkdailynews.com](mailto:editor@norfolkdailynews.com) to provide a cover letter, resume and samples of their journalistic work.

**NEWSPAPER FOR SALE - VOICE NEWS OF WESTERN NEBRASKA**, based in Morrill, Nebraska is for sale. The two-year old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. Contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352 if interested.

**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).

**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; Center For America  
Nebr. Employer Guide Veterans 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).

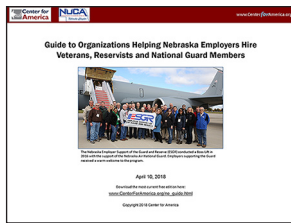
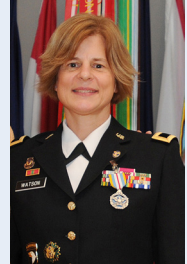


## Free Guide to Organizations Helping Nebraska Employers Hire Veterans, Reservists and National Guard Members

Free Download: [www.CenterForAmerica.org/ne\\_guide.html](http://www.CenterForAmerica.org/ne_guide.html)

“Employers consistently say ‘I want to hire veterans but I cannot find them’. This Guide will help Nebraska employers connect more quickly with organizations able to help them connect with and hire Veterans, National Guard members and Reservists. This Guide is testimony to the many organizations and hundreds of people in Nebraska who want to help veterans and service members transition successfully by quickly finding good jobs. Please share free copies of this Guide with other employers and associations!”

**Brig. Gen. (ret) Marianne Watson, Director of Outreach, Center for America**



**Organizational Profiles:** The Guide includes up-to-date profiles on the **free** services provided by many cooperating organizations including those listed below. Full contact information is also provided, including contact people, phone numbers, addresses and active links for websites and email addresses. (30 page PDF)

- American Job Centers
- Nebraska National Guard
- Corporate America Supports You (CASYS)
- Joining Community Forces
- Military Transition Assistance Programs
- Department of Labor Apprenticeship, Exchange, Training Programs
- U.S. Air Force Career Skills Program
- Lincoln Community Foundation Military & Career Fair
- American Jobs for America’s Heroes Campaign



**Foreword by Major General  
Daryl Bohac, Nebraska State  
Adjutant General**

**Free Webinar Replay: How to Achieve Greater Success in Hiring Veterans, National Guard Members and Reservists (55 minutes)**

<https://www.youtube.com/watch?v=0BrwU11oYOE&feature=youtu.be>

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Campaign since 2012 with more than 2,300 employers participating. This publication may be freely distributed in PDF form provided this copyright notice remains present and author’s credit is given. For more information, please contact Steve Nowlan, President, [SNowlan@CenterForAmerica.org](mailto:SNowlan@CenterForAmerica.org)