



# NIE Tele-Training

Presented by Vicki Whiting and the  
Southern Newspaper Publishers Association

NIE trainer Vicki Whiting is offering audio CDs of a series of three one-hour tele-training programs that she conducted in 2007 for members of SNPA. A copy of Whiting's handouts will be provided with each copy of the CD that is purchased.

Whiting is a national NIE trainer and consultant, who is recognized for break-through NIE results. For the past seven years, she has been Freedom Communication's NIE consultant and trainer. In those seven years, Freedom Communication's NIE circulation has increased 1,000% and more than \$1.4 million has been raised for the company's 28 community newspapers' educational programs.

## Order Form

Cost: \$60 per CD (SNPA member newspapers).....\$75 per CD (non-member newspapers)  
OR, \$150 for a set of all three CDs (\$200 for non-members)

Please send me the following CDs:

**Power NIE in 5 Easy Steps**

*How to set up an NIE program that teachers, families, kids and businesses want to join! NIE can do more than provide you with classroom subscriptions. It is a powerful tool to attract families, young readers, classroom subscriptions and new sponsorship and advertising revenue. This program will help smaller community newspapers with limited resources. It shows you how to set up an efficient NIE program that benefits circulation and revenue.*

**Sponsorship Basics for NIE**

*This session addresses key NIE questions such as: How do I set up a sponsorship program? How much money should I ask for? Who should I ask? Do I need to be a non-profit organization?*

**Beyond NIE Sponsorships – Effortless Funds**

*Imagine NIE revenue coming in without you having to ask for it. This session showcases successful NIE funding programs from newspapers around the country that require little time to administer or may offer lucrative alternatives to asking for sponsorships. Topics will include: vacation donation, classified ad refunds, bill stuffers, 2¢ programs, block sales and more!*

**Ship to:**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

## Payment

By check made payable to SNPA.

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American Express

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Visa

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**Fax to: 404-252-9135**

**Mail to:** Southern Newspaper Publishers Association  
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