

# REPORTER

1845 S. 11TH ST. LINCOLN, NE 68502-2211 · 402-475-NEWS (6397) · NEWSLINK.COM



## SERVICES

### CAPABILITIES

- identify news
- interviews
- writing
- proofreading
- editing
- photography
- layout
- printing
- distribution
- list management
- business reply mailings
- newsletter archiving
- on-site event coverage
- specialized style sheets per client
- brand identity
- special cartoons
- copyright permissions
- flat fee billing vs. hourly charges

### PUBLICATION EXPERTISE

- newsletters
- photo DVDs
- annual reports
- press releases
- safety awards
- testimonials
- brochures
- calendars
- Web sites
- logo creation
- postcards

### NEWS LINK JOURNALISTS

- CPR/AED certified
- defensive driving certified
- daily training on AP Style
- daily training on technical writing for industry
- daily training for industry safety
- fully insured
- e-railsafe security clearances



## BOOST COMMUNICATIONS IN A DOWN ECONOMY

While newspapers and television continue to pound the “bad economy” message, businesses have no choice but to forge forward making the best decisions for the health of their organizations.

Even through cutbacks and layoffs, research shows employee communication should be increased.

“Some organizations are sitting on the sidelines waiting for the economy to take them down,” said Dave Zelnio, PHR, vice president, News Link. “Times are tight. Employees want to see the business succeed. A good communication vehicle can provide them a blueprint for that success.”

Good employee communications help retain your best employees, protect your company culture and maintain the strength of your brand.

In 2008, Workforce Week reported that

48 percent of employees said economic uncertainty caused them to be less productive at work.

As demand for products and services decreases, performance as an organization must increase to capture your share of the market. The small cost of employee communications provides a competitive advantage in achieving organizational goals.

A Watson Wyatt Communication Return on Investment Study conducted in 2007 said, “effective employee communication is a leading indicator of financial performance ... a significant improvement in communication effectiveness is associated with a 15.7 percent increase in market value.”

News Link can provide expert employee communication through the toughest of times. Call 402-304-0086 to learn more.

# MORE THAN NEWSLETTERS

As News Link continues to grow in size, so does its involvement with the community.

During 2008, News Link employees had the opportunity to interact with community officials and give back to Lincoln, Neb., the city they call home.

## Building a team

Lincoln Fire Chief Niles Ford visited News Link in October to conduct a presentation on the components for good team work.

Jamie Koerner, corporate journalist, met Ford when he spoke at a Lincoln Independent Business Association luncheon. After hearing him talk about teamwork, she thought his message could benefit her co-workers at News Link.

The wealth of knowledge individuals like Ford can share with News Link proves valuable, she said, because it can give employees ideas on how to better serve their customers and community.

“We have a prosperous community with many intelligent people and business leaders,” she said. “If there is any way we can share knowledge and learn from each other’s experiences, I think it is proactive to take advantage of it.”

News Link presented Ford with a plaque as a token of gratitude.

## Giving back

The week before many families sat down to their Thanksgiving dinner, News Link employees decided they would do something to make the holidays brighter for people in their community.

Employees decided to donate food and clothing to Matt Talbot Kitchen and Outreach, but with a twist.

With \$200 donated by News Link, which was divided between four teams, employees purchased as many clothing and food items as possible. Teams worked together to find bargains, while also getting into the giving spirit of the holidays.



Katie Clifford, News Link corporate journalist, checks out at the Dollar Tree during the Thanksgiving clothes and food drive.

Lincoln Fire Chief Niles Ford gives a presentation to News Link employees in October.



“The purpose was to involve the community in News Link’s monthly activities,” said Ashley Tiedgen, designer and an organizer for the activity. “Helping our client, Matt Talbot Kitchen and Outreach, seemed like a perfect fit.”

Some employees also brought additional donations from home.

News Link was featured on a local television station that took an interest in the company’s plan to give back. Although the recognition was appreciated, the greatest reward came from making the contribution to a local charity, said Shannon Savage, designer.

“To see the faces on the volunteers when we dropped off the donations was a great feeling,” she said.

## Meeting our representation

Congressman Jeff Fortenberry joined News Link employees in December for lunch at their office. He spoke with employees about the company and was eager to learn about the unique business service they provide. He also shared his experiences on Capitol Hill and answered questions about past and upcoming legislation.

Fortenberry was elected to serve Nebraska’s First Congressional District in November 2004. He served on the Lincoln City Council from 1997-2001 and worked as a publishing industry executive before he was elected to Congress.

The congressman serves on the House Foreign Affairs Committee, the Agriculture Committee and the Oversight and Government Reform Committee.



Congressman Jeff Fortenberry, right, speaks with News Link employees in December during a visit at the office.

# WE GET YOUR NEWS

Garbed in personal protective equipment and armed with a laptop and camera, a corporate journalist is ready to work for you.

News Link corporate journalists interview your people, write stories and take professional photos.

“We collaborate to improve communication in various organizations,” said Stephanie Fielder, corporate journalist. “We’re out to improve job satisfaction, work environments and — in every case — safety.”

Fielder works on a production team with journalists Melissa Gettert and Claudia Pech.

Gettert said the production teams are more than a way to get work done, they are a support system. “If I encounter a roadblock, they can draw from their experiences to help me find a way around it,” she said.

Pech said her co-workers provide a wealth of knowledge to help her successfully gather quality material.

## **Stephanie Fielder**

In December 2006, Fielder graduated from the University of Nebraska at Kearney with a bachelor’s degree in journalism and minors in history and sports communication.

For two years, she worked as a photojournalist, primarily for the sports department, at the Kearney Hub. She next served as a copy editor for the Sioux City Journal in Iowa before joining News Link in August 2007.

Working at News Link has offered Fielder an opportunity to expand her knowledge of journalism at a rapid pace. With many young people joining the company, she likes the youthful

and fun energy of the work place.

“I enjoy the cast of News Link characters,” she said. “Everyone brings a unique flair to the work environment and their publications.”

## **Melissa Gettert**

Gettert graduated from the University of Nebraska-Lincoln in May 2007 with a bachelor’s degree in journalism. She began her career with News Link the following July.

“Working for News Link has given me variety I never thought possible in a job,” she said. “One week I’m in California working with the railroad and the next I’m in Houston working with a petrochemical company.”

As a corporate journalist, Gettert gathers news for her various clients with vigor. At the Omaha Kellogg Company plant, her work has earned her the affectionate nickname, “Scoop.”

## **Claudia Pech**

Pech attended Union College in Lincoln, Neb., where she earned a bachelor’s in graphic design in May and a bachelor’s in communications in August. After completing her second degree, Pech joined the News Link team in September.

Since joining the company, Pech has grown fond of traveling across the region to meet with clients and time with her co-workers as well.

“Working for News Link has expanded my horizons,” Pech said. “I have learned more about trains, fruit snacks, volunteer fire departments and hunting than I ever thought I would.”



As a production team, Stephanie Fielder, left, Claudia Pech and Melissa Gettert use their skills as corporate journalists to provide quality newsletters to their clients.

## PUTTING SAFETY FIRST

No one wants to see a friend or loved one hurt.

In 2006, 3.7 million American employees sustained disabling unintentional injuries in the workplace, according to the National Safety Council. The same year, 4,988 employees died as a result of those incidents.

In addition to the loss of life, unintentional workplace injuries cost Americans \$164.7 billion in 2006.

One way to prevent such injuries is through your newsletter. Our corporate journalists are trained to focus on safety. As they gather news, corporate journalists look for ways to promote a safe workplace.

For example, during an interview, the corporate journalist asks, "Who counts on you to work safely?"

The employee answers: "My wife and children do. My co-workers all count on me to work safely, and I count on them, too."

Once the newsletter is published, employees read the story and think about their own reasons to stay safe. They also think about ways they can work safely.

News Link services include writing, photography, design, printing and distribution. Give us a call at 402-475-NEWS (6397) to discover how we can best suit your specific needs.

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## IN THEIR WORDS

Newton Brown, BNSF Springfield  
Division Director of Administration



Newton Brown

The relationship that has evolved between the BNSF Railway Springfield Division and News Link through the years continues to mature in an extremely positive manner as we venture into new areas of communication involving our division employees.

The overall demographics of the Springfield Division change daily as we continue to add another page to the history book about our industry. We are in the midst of a staffing transition that encourages us to constantly review our existing communication plan.

Employees and officers get younger each year as we see a wealth of knowledge and practical experience retire from the ranks of our division. One of the options we have to address this transition is to properly utilize the tools at our disposal, specifically, the monthly edition of the Springfield Division newsletter "All Aboard!"

One primary short-term goal is our need to maintain the sense of pride and solid work ethic that we have enjoyed for more than 160 years in the industry. This also can be achieved through our newsletter.

The team at News Link works closely with Springfield Division officers to share stories and values that are meaningful to each and every employee as well as their families. A copy of the newsletter is mailed to Springfield Division employees' homes every month because of the possible impact the infor-

mation contained within each edition can have on each employee.

The monthly newsletter works hand in hand with alternative methods of communication across the Springfield Division.

Technology allows us to provide vital information for our employees via a Springfield Division Web site, which is supported by the News Link team. The Web site is routinely updated with pertinent information and acts as a storage for various communication documents that have been created. The Springfield Division Web site provides a single source for the collection of important division information.

As we have expanded the dispersal of corporate information using the BNSF-TV network, News Link has once again stepped up to fill a need that we met with the use of this medium. Weekly Springfield Division TV spots are created specifically for each location where we have installed BNSF-TV flat screens. This is another way we can effectively communicate with our employees in a more frequent manner than a monthly newsletter. Timely, effective and consistent communication is becoming more and more critical.

Who knows what opportunities await us. Whatever those communication challenges may be, you can rest assured News Link will be there to help the Springfield Division continue to set the standard for communication across the BNSF Railway.