

CONFIDENTIAL Bulletin

Calendar of Events

Events

March 18-20, 2015
NNA Leadership Summit
Washington, D.C.

April 16, 2015
NPA/NPAS board meetings
Lincoln, NE

April 16, 2015
NPA Foundation Fundraiser
Behind-the-Scenes Tour of the
NE State Capitol

April 17-18, 2015
Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

October 1-3, 2015
National Newspaper Association
(NNA) Convention & Trade Show
St. Charles, MO

October 23, 2015
Journalism Hall of Fame Banquet
Nebraska Club, Lincoln, NE

Webinars

March 26, 2015
Successful Interviewing in
Emotional Situations
Online Media Campus

April 9, 2015
Mobile Video Editing
Online Media Campus

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Reasons to attend the NPA Convention...

Tremendous learning opportunities. Combine the exchange of information and ideas with programming designed to generate results. Our focus is on engaging newspapers and serving our members in the age of mobile, social and print. Sessions are packed with top-notch presenters, giving you the opportunity to learn from some of the industry's best and brightest.

Get inspired. Take away actionable ideas and solutions that you can implement right away to boost revenue and improve your news content.

Network with your peers. Our convention is the largest annual gathering of Nebraska newspaper people.

Learn about the 2016 switch to online entries & judging for NPA's Better Newspaper Contest.

Relax, socialize, enjoy! Join in the Great Idea Exchange, Networking Roundtable session, Silent Auction, Raffle prizes, awards presentations, NPA Foundation (Thursday night) fundraiser event and more!

NPA Better Newspaper Contest going digital in 2016!

By Dennis Morgan, NPA Contest Committee Chair
After much discussion in 2014, the NPA Contest Committee unanimously recommended to the NPA/NPAS Board of Directors that we change how we do our Better Newspaper Contest.

Following a national trend, the 2016 Better Newspaper Contest will be submitted and judged digitally, using the successful model established by the Illinois Press Association.

In recent years, it has become increasingly more difficult to find states willing to judge our contest in its present format. By making the change, which was made official earlier this month by the NPA and NPAS Boards during their joint meeting, we hope to reduce costs and make participating (entering and judging) easier.

At the same time, we realize change is never easy. Because of that, at the upcoming NPA convention we will offer an opportunity for publishers and editors to see a demonstration and ask questions about how the new digital online contest format will work. One session will be held Friday and another on Saturday.

I can not stress enough the importance that everyone attend one of the two sessions. What we learn at the convention about the digital online format will save future 'headaches' when preparing for next year's contest.



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Celebrate 10 years of Sunshine Week for open government, March 15-21

The American Society of News Editors and the Reporters Committee for Freedom of the Press are pleased to announce the 10th annual Sunshine Week initiative, March 15-21. Special projects and events are already planned around the nation to mark a decade of open-government awareness.

“Social media has allowed vastly more information to be exchanged than 10 years ago, but unfortunately, much less progress has been made in government transparency,” said ASNE Terrorist, Secrecy and the Media Committee Co-chairs Lucy Dalglish, Anders Gyllenhaal and Mike Oreskes. “We are thrilled by how much Sunshine Week has grown and how it has been appreciated by the public. We think this year’s celebration will be better and stronger than ever.”



“What makes Sunshine Week work is the across-the-board participation from news media, lawmakers at all levels of government, civic groups, nonprofits, universities, libraries and so many more,” said Reporters Committee Executive Director Bruce D. Brown. “This focus on how vital government transparency is to our nation has an impact that goes beyond Sunshine Week itself.”

Hosted by ASNE and Reporters Committee, www.sunshineweek.org provides participants with myriad resources in the Toolkit section, which showcases op-eds, editorial cartoons and Sunshine Week logos. There are also several sources for inspiration in FOI story ideas and Sunshine Week past work.

ASNE launched Sunshine Week in 2005 as a national initiative to promote a dialogue about the importance of open government and freedom of information. For more information, visit www.sunshineweek.org. Follow Sunshine Week on Facebook and Twitter, and use the hashtag #SunshineWeek.

“ Old age is like everything else. To make a success of it, you've got to start young. ”

- Theodore Roosevelt

Reminder: dues payments

- Please pay your NPA/NNA Dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.

Thank you in advance for your cooperation. Questions, contact Jenelle at 800-369-2850.

Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in October 2014 will be sent by NPAS when the Legislature approves the bill in 2015.

We have submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2015.

As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

Charting your progress

By Ed Henninger, Henninger Consulting

Tired of running political cartoons on your opinion page...especially political cartoons that have little to do with what's going on in your town?

Here's an idea worth considering:
A weekly reader opinion poll.

Instead of the cartoon, you run the poll results in a prominent position on your opinion page.

I can think of two immediate advantages to a reader poll:

1. You increase reader interest in your opinion page.
2. You get your readers directly involved in your community dialogue.

One other advantage: By placing the poll question on your web site, you increase reader traffic there.

Some points to consider (with the most important point first!):

YOU CAN DO IT: Creating a poll chart isn't difficult. If you have Microsoft Excel or Apple's Numbers, the applications can pretty much build the chart for you after you input the numbers. And you can create a spreadsheet template that you can use week after week. If you need some help with the software, I'll bet there's someone in your office already using a spreadsheet/charting app. Odds are they'll be happy to create the charts for you.

ASK OPEN-ENDED QUESTIONS: Nothing's more boring than a poll with "yes" and "no" responses. They may give you a sense of reader opinion on the topic, but "yes" and "no" responses won't let you know the depth of reader feelings.

OFFER AT LEAST FIVE OR SIX RESPONSES: Take a look at the responses in the illustration with this column. Offer readers the chance to pick from a mix. If you know the topic well enough (and you should!), you'll know the best choices to place in front of readers.

ENCOURAGE COMMENTS: Offer readers the opportunity to write a comment or two, and run those comments below the poll.

ASK ON THE WEB: With each poll, include a web address where readers can go to respond. Give them a teaser to the questions, not the full questions, to encourage them to go to the web page.

ANSWER IN THE PAPER: Run the results of your poll (and reader comments, as mentioned above) in print. This drives readers to your opinion page.



KEEP IT CURRENT: As in the illustration, keep the poll up to date with what's going on in your community.

KEEP IT LOCAL: Readers care less about what's going on in Washington than they care about what's going on in your county.

CHECK THE NUMBERS: Make sure the numbers are spot-on. There's nothing more embarrassing than poll numbers that add up to more than 100 percent.

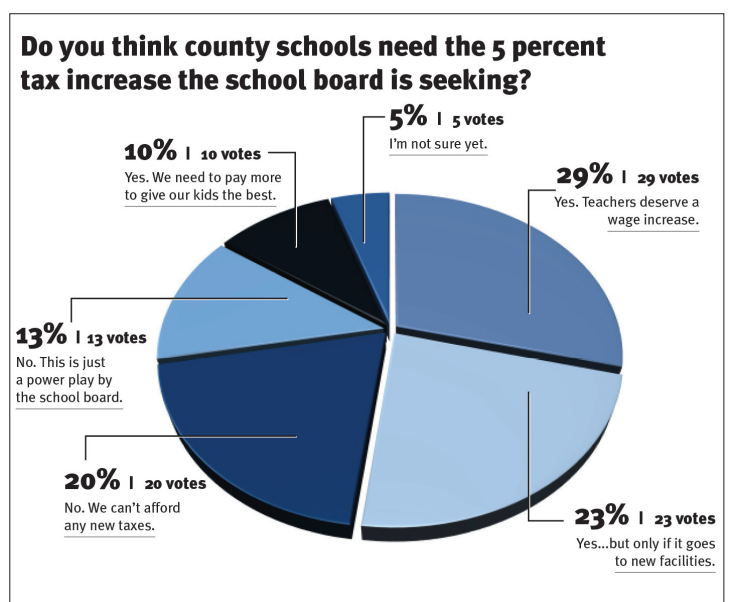
WATCH THE COLORS: Don't use every color in the rainbow. That can create a gaudy look. Instead, consider an approach that uses tints and shadows of the same color, as in the illustration.

CONTROL THE TYPOGRAPHY: Stick with different fonts of the same type family...perhaps the same fonts you use for your headlines. Don't get "creative" here. Make the chart as readable as possible.

You can create a reader poll chart every week. It takes some planning and it takes some thinking to come up with your list of suggested responses, but it can become a great reader grabber for your newspaper—and your web site.

WANT A *FREE* evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's web site: www.henningerconsulting.com



A typical reader poll chart

Classified Advertising Exchange

Mar. 9, 2015

FOR SALE: Hooper-Scribner Rustler Sentinel, located in eastern Nebraska is now for sale. Small community newspaper covering two great communities which are both energetic and looking for growth. For more information contact Kathy at 402-664-3198 or email: rustlernews@gpcom.net.

FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: bgsfarms80@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Convention Agenda, Registration Form, Hotel Room Reservation Info, Menu, NPA Foundation Fundraiser Info, Silent Auction Donation Form.

2015

NNA calendar strips are still available!
If you'd like more, contact the NPA office.

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 only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) 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 to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



2015 NPA Annual Convention Agenda

April 17-18, 2015 Holiday Inn-Downtown, Lincoln, NE

Agenda subject to change (3/6/15)

THURSDAY, APRIL 16

3:00-5:00 p.m.

NPA & NPAS Board Meetings

6:00 p.m.

NPA Foundation Fundraiser Event

Behind-the-Scenes Tour of the
Nebraska State Capitol

FRIDAY, APRIL 17

7:30 a.m.

Registration Desk Opens

8:00 a.m.

Daily Publishers Meeting

10:00 a.m.

Associated Press Meeting

10:00-11:00 a.m.

**ONLINE/DIGITAL CONTEST
ENTRIES & JUDGING - CHANGES
FOR NPA'S 2016 BNC**

Presenter: Illinois Press Assn.

10:00-11:30 a.m.

POSTAL Q&A ROUNDTABLE

Brad Hill, President, InterLink

11:30 a.m.-1:00 p.m.

LUNCH ON YOUR OWN

Explore the Haymarket area
with over 17 restaurants!

1:00-2:30 p.m.

**SMALL NEWSPAPERS: THE
CHALLENGES & EXCITING
OPPORTUNITIES**

Presenter: Julie Bergman

G geared to managers & publishers of
newspapers with circulations under 5,000

1:00-2:00 p.m.

**SELLING PRINT ADVERTISING
IN A DIGITAL AGE**

Presenter: Tim Smith

1:00-2:30 p.m.

POSTAL Q&A ROUNDTABLE

Brad Hill, President, InterLink

1:30-4:30 p.m.

Butch & Nancy Furse Foundation

Writing Contest
(Collegiate Only)

1:30-4:30 p.m.

**Omaha World-Herald
Photojournalism Contest
(Collegiate Only)**

2:30-3:30 p.m.

LEGAL WORKSHOP Q&As

Shawn Renner, NPA Legal Hotline Attorney

2:30-4:00 p.m.

UNL CoJ&MC

Presenters: Gary Kebbel, UNL students,
Matt Waite

Review & demo of mobile news website
OURCHIVE, being developed for NPA
members; update on drone journalism

4:15 p.m.

NPA Annual Meeting

4:45 p.m.

NPAS Annual Meeting

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

AWARDS BANQUET

Omaha World-Herald Awards
Keynote Speaker: Bill Frakes
Hall of Fame Inductees - Announcement
Master Editor-Publisher Award

9:30 p.m.

**Master Editor-Publisher Reception
(Hospitality room not open)**

SATURDAY, APRIL 18

7:00 a.m.

Registration Desk Opens

7:30-9:00 a.m.

**GREAT IDEA EXCHANGE
& Breakfast Buffet**

9:15-10:15 a.m.

**ADOBE INDESIGN - TIPS & TRICKS
FOR ALL USERS**

Presenter: Kevin Slimp

9:15-10:15 a.m.

**GROWING READERS & REVENUE
USING DIGITAL OUTLETS**

Presenter: Chris Rhoades

9:15-10:15 a.m.

PHOTOGRAPHY

Presenter: Bill Frakes

10:30-11:45 a.m.

**WHAT'S WORKING & WHAT ISN'T
AT NEWSPAPERS THIS YEAR**

Presenter: Kevin Slimp

10:30-11:45 a.m.

**AD SALES - STAYING
POSITIVE**

Presenter: Tim Smith

10:30-11:45 a.m.

SPORTS WRITING

Presenter: Rylly Jane Hambleton
Lincoln Journal Star

NOON AWARDS LUNCH

Outstanding Young NE Journalist
Harpst Leadership
NPA Foundation Scholarship
Presentations
Collegiate Writing & Collegiate
Photojournalism Presentations

1:30-3:00 p.m.

**TIPS & IDEAS FOR IMPROVING
PAGE & AD DESIGN**

Presenter: Kevin Slimp

1:30-2:30 p.m.

**AD SALES - HANDLING
OBJECTIONS: TOP 5 OBJECTIONS
& HOW TO OVERCOME THEM**

Presenter: Tim Smith

1:30-2:30 p.m.

**ONLINE/DIGITAL CONTEST
ENTRIES & JUDGING - CHANGES
FOR NPA'S 2016 BNC**

Presenter: Illinois Press Assn.

2:45-3:45 p.m.

**IDEAS TO RETAIN READERS &
INCREASE CIRCULATION**

Presenter: Melissa Vanek,
Suburban Newspapers (NE)
& Central Weekly Group (IA)

3:15 - 4:45 p.m.

NETWORKING ROUNDTABLES

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

NPA CONTEST AWARDS BANQUET

BNC Winners, Installation of Officers
NPA Foundation Raffle Drawing &
Silent Auction Winners

It's time to think about convention!

NPA Annual Convention - Holiday Inn-Downtown, Lincoln, NE

April 17-18, 2015

Reserve your hotel rooms now!

NPA Convention room rate (single or double)
\$99.00 p/night (+ tax)

Guest parking included with your room reservation

Be sure to mention you're attending the NPA Convention when you register

To make room reservations BY PHONE, call 402-475-4011 and ask for IN-HOUSE RESERVATIONS

To make room reservations ONLINE, see attached instruction sheet

Convention block room reservations CLOSE MARCH 28, so don't delay!

Holiday Inn®
Lincoln - Downtown

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Holiday Inn Lincoln - Downtown
141 North 9th Street, Lincoln, NE 68508 | P: 402-475-4011 | F: 402-475-9011
Reservations: 1-800-HOLIDAY (465-4329) | holidayinn.com/lincolndtne



NPA Convention Menu:

FRIDAY, APRIL 17

FRIDAY LUNCH:

On your own (11:30a-1:00p) - check out over 17 restaurants in the Haymarket area

FRIDAY AWARDS BANQUET:

Marsala Chicken Breast - pan roasted chicken breast topped w/mushrooms, roasted onions & garlic, served in Marsala wine sauce; roasted potatoes, green beans almondine, garden greens salad, dinner rolls, dessert-carrot cake

SATURDAY, APRIL 18

SATURDAY BREAKFAST (& Great Idea Exchange):

Husker Buffet - scrambled eggs, Cinnamon Supreme French Toast, homestyle breakfast potatoes, bacon, muffins & assorted juices

SATURDAY AWARDS LUNCHEON:

Hot Turkey Sandwich - open face smoked turkey on sourdough topped w/buttermilk mashed potatoes & brown gravy, seasonal vegetables, dinner rolls, dessert-assorted bars/brownies

SATURDAY BANQUET:

Angus Prime Rib - 8 oz. prime rib w/au jus, baked potato, seasonal vegetables, garden greens salad, dinner rolls, dessert-assorted cheesecakes



Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service
Annual Convention, April 17-18, 2015 - Holiday Inn-Downtown, Lincoln, NE



REGISTRATION INSTRUCTIONS

Please read carefully!

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets 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 convention reservations or meal tickets prior to April 1.
4. **REMEMBER - Registration and meal deadlines by April 1. Late fee after April 1.**
5. NO Cancellations after April 1. No refunds after April 1.
6. Please circle which meals you are attending.
7. If you are attending workshops at the convention, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.
8. 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. Affiliate and Associate Members must pay registration fee before meals are purchased.
9. If you have not attended convention before, or have not attended in the last 15 years, please place an "X" next to your name.

Newspaper Name:

NAME (Please print/type) <i>Please circle your meal selections</i> NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch <small>ON YOUR OWN-Try Hammarket Restaurants!</small>	Friday Banquet <small>Marsala Chicken Breast</small>	Sat. Breakfast Buffet <small>& Great Idea Exchange</small>	Sat. Lunch <small>Open Face Hot Turkey Sandwich</small>	Sat. Awards Banquet <small>Prime Rib</small>	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.						
1)	\$10	\$10	--	\$35	\$17	\$20	\$40	
2)	\$10	\$10	--	\$35	\$17	\$20	\$40	
3)	\$10	\$10	--	\$35	\$17	\$20	\$40	
4)	\$10	\$10	--	\$35	\$17	\$20	\$40	
5)	\$10	\$10	--	\$35	\$17	\$20	\$40	
6)	\$10	\$10	--	\$35	\$17	\$20	\$40	
7)	\$10	\$10	--	\$35	\$17	\$20	\$40	
8)	\$10	\$10	--	\$35	\$17	\$20	\$40	
9)	\$10	\$10	--	\$35	\$17	\$20	\$40	
Total								

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: _____

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

NPA Foundation Fundraiser

Special Behind-the-Scenes Tour of the Nebraska State Capitol Building

Thursday, April 16, 2015; 6:00-8:00 p.m.

Ticket price: \$50 per person



**See parts of the Capitol rarely seen by the public.
You will be amazed and in awe!**

Our tour guide will be Bob Ripley, Nebraska native, architect and Capitol Administrator for the Nebraska Capitol since 1983. Bob is involved in the on-going preservation, restoration and enhancement of the Nebraska Capitol.

- *Walking tour - please wear comfortable walking shoes*
- *Tour is limited to the first 40 people who register*

Yes, I want to attend the NE State Capitol Behind-the-Scenes Tour, April 16, 2015.

No. of tickets: _____ @ \$50 per person Total (\$) enclosed: _____
Name(s): _____
Address: _____ City/State/ZIP: _____
Phone: _____ Email: _____

Tour is limited to the first 40 people who register, so don't delay!
(Registration deadline no later than April 10, 2015)

Please make your check payable to: NPA FOUNDATION

Mail your payment & this form to: Nebraska Press Association, 845 "S" St., Lincoln, NE 68508

SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION 2015 SILENT AUCTION!

Proceeds from the Silent Auction provide support for NPA Foundation scholarships, educational endeavors and programs that benefit NPA members.

**Help make the NPA Foundation auction a success
by donating an item (or items) for the auction.**

We appreciate your support!

(Items will be displayed for bidding April 17 through April 18. Auction ends April 18 at 6:30 p.m.)

We ask that all items be valued at \$40 or more.

Some examples of popular items at past auctions have included:

- gift baskets/gourmet foods from local businesses
- overnight stays (hotels, bed-and-breakfasts) or admission to local attractions
 - sports/Husker items
 - art work (framed or unframed)
 - newspaper heritage items

2015 NEBRASKA PRESS ASSOCIATION FOUNDATION SILENT AUCTION DONATION FORM

Name: _____ Title: _____

Newspaper: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Auction Item: _____ Value: _____

Item Description: _____

Email or fax your completed form to Susan Watson by Friday, April 10, 2015!!
(email: nebpress@nebpress.com; fax: 402-476-2942)

Bring your item(s) to the NPA Convention Registration Table
at the Holiday Inn-Downtown, Lincoln, NE,
before 8:00 a.m., Friday, April 17.