

CONFIDENTIAL

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events

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

April 2, 2015

Sponsored Contests: Enhancing
Your Newspaper's Visibility
Online Media Campus & PUBAUX

April 9, 2015

Mobile Video Editing
Online Media Campus

April 23, 2015

Out-Servicing the Competition:
Adding Value for Your Customers
Online Media Campus

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2015 Annual NPA Convention - a great way to CONNECT

CONNECT and learn from the many industry experts presenting a wide variety of workshop sessions.

CONNECT with your peers for informal discussions at the Saturday Great Idea Exchange and Networking Roundtable sessions.

CONNECT with new ideas and solutions that you can take back to your newspaper and implement right away to help you better **CONNECT** with your readers and your community.

The NPA convention is the largest annual gathering of newspaper people, with over 200 people in attendance. If you've attended past conventions, you know it's a great way to re-charge, re-connect and relax. If you've never attended, please plan to do so. You won't be sorry!

Convention weekend kicks off Thursday evening with the NPA Foundation fund-raiser event, a behind-the-scenes tour of the Nebraska State Capitol. See parts of the capitol that are rarely seen by the public. All money raised from the Thursday tour and the sale of raffle tickets and Silent Auction items will benefit Foundation training/education activities and scholarships.

With all of the Friday and Saturday workshop topics, you'll find it hard to choose which sessions to attend. *(That's why we encourage bringing staff and co-workers so you can attend different sessions and share your notes!)*

There's time set aside (Friday lunch) for you to explore the ever-expanding Lincoln Haymarket area, with over 20 restaurants.

Our Friday night keynote speaker is renown photojournalist and Nebraska native, Bill Frakes. Bill will share with us his latest endeavor, the "Nebraska Project," which combines beautiful photography and storytelling to remind us that "there is no place like Nebraska."

And of course the weekend is filled with awards! Master Editor-Publisher, Hall of Fame inductees announcement, Omaha World-Herald Community Service and Service to Agriculture, Harpst Leadership, Outstanding Young NE Journalist, NPA Foundation scholarship recipients, Collegiate Writing & Photography winners and NPA Better Newspaper Contest winners.

Don't miss this opportunity to CONNECT!

NPA/NPAS Staff

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Violet Spader Kirk

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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.

Gering Courier teams up with high school journalism department on subscription drive

Here's a win-win for the Gering Courier and Gering High School journalism students! The newspaper and the journalism students have teamed up on a local subscription drive.

Now through the end of April, \$10 of each annual (\$25) Courier newspaper subscription that is sold by the students will be donated to the journalism department.

The offer will go beyond the one-time donation. If someone signs up for a new subscription, the Courier will continue to donate \$10 every year when the subscriber renews their subscription.

In a recent article in the Gering Courier, editor Brad Staman was quoted, "This is a way for us to give back to the young people we are so proud to spotlight week-in and week-out in our newspaper."

Dissecting Engagement: What's working and what's next? Watch free live streaming, March 30-31

Engagement. We covet it. We build structures to foster it. We measure it. How do we optimize engagement in a rapidly shifting media ecosystem?

We look at metrics: Time spent, click through and bounce rates, sharing, push notifications, geo-location tagging, user generated content, and more, all to foster engagement.

But who is developing the most agile and best engagement methods and models? Is it a spectrum, an end point, or an agile process? How do we take these models and apply them to our own efforts to encourage deeper and more loyal engagement?

The Donald W. Reynolds Journalism Institute and the Missouri School of Journalism cull together some of the media industry's thought leaders and influencers March 30-31 in "Dissecting Engagement: What's working and what's next?" The event hashtag is #RJlengaged.

Here's a link to the full schedule and more information: <http://www.rjionline.org/events/dissecting-engagement>. Those interested in watching the live stream will need to register. It is free. If you have any questions contact Jennifer Nelson, Sr. Information Specialist, Donald W. Reynolds Journalism Institute, 573-884-5599.

Convention deadlines:

Friday, March 27

Deadline to submit NPA/NPAS board nominations

Saturday, March 28

Holiday Inn-Downtown hotel room reservation deadline
(availability and room rate not guaranteed after this date)

Wednesday, April 1

Convention registration/meals deadline

Nebraska newspapers can help with growth of NEHires.com

By Violet Kirk, Nebraska Press Advertising Service

Since the launch of the job website earlier this year, NEHires.com has logged tens of thousands of page views and has attracted the interest of HR and recruitment professionals.

“Our company found NEHires through a newspaper ad titled ‘New way to find a job through newspapers,’” said Cherish Larrabee, human resources, Aksarben ARS of Omaha. “It is a nice central location to see all the newspapers that are available to advertise in within your local area and surrounding areas. We reached out to a couple newspapers and got pricing information back right away and we will be placing some ads. So far NEHires has been helpful and easy to use and I’m sure we will keep using in the future.”

This speaks to the impact local newspapers can have when promoting NEHires.com in their print products.

“It’s true that there are a lot of employment sites out there,” Rob James, sales manager at Nebraska Press Advertising Service, said. “But none of them can offer the exposure that 172 Nebraska newspapers can deliver.”

NPA has an NEHires.com media kit with house ads, editorial, press release that newspapers can download from the Nebraska Press Association website under “Member Downloads – Special Sections”.

Newspapers can also promote NEHires on their newspaper websites and social media.

Gerri Peterson, publisher of the Error! Contact not defined., shares her NEHires.com job postings on her personal Facebook page.

“When I saw the link on NEHires to share the job posting on Facebook, I thought it would be a great way to not only promote the job that I had just posted, but to also help draw more people to the NEHires website,” Peterson said. “When I shared it on Facebook, I was of course able to tag other people in the post, which also helped more people see it in their newsfeeds. Someone from my community that I am Facebook friends with also shared the link from my page.”

Currently, Facebook is the top referring social media site for NEHires.com. Other newspapers are also directing traffic to NEHires through their newspaper’s websites. Top referrers for the past 30 days include the Error! Contact not defined., Error! Contact not defined., Geneva Nebraska Signal and North Bend Eagle.

Search engine results are another way people are finding NEHires.com. During the past 30 days, 36 percent of traffic to the site came through search

engines. Google was the primary search engine used, with Yahoo and Bing coming in behind. Increasing web traffic to NEHires.com will be an important part of the websites’ continued growth.

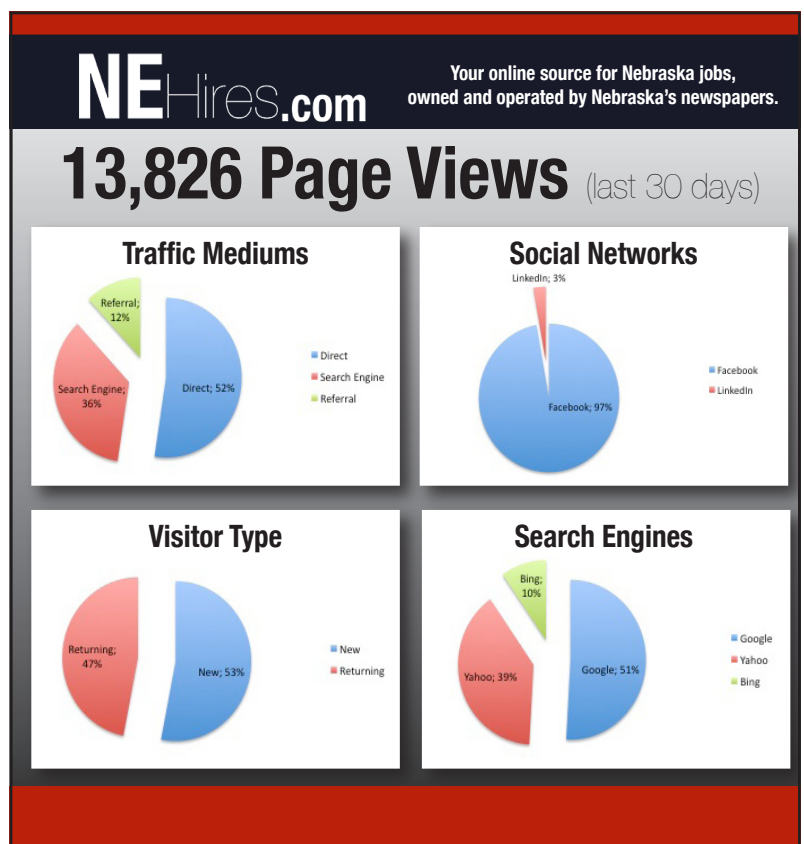
“As the audience for the site increases, it will move up on the search results for Google,” Rob James said.

Again, participating newspapers can help with this goal. One of the biggest ways participating newspapers can help increase traffic would be to put a text link to NEHires.com on their websites, according to NEHires.com website developer John Rood, of Nebraska Digital.

“Google gives more weight to links in text rather than a banner ad because they are harder to fake,” Rood said. “A news story or text link on a newspaper’s home page is more effective than a banner ad campaign in influencing free search results.” Rood suggested a listing such as: “Please visit NEHires.com to view jobs across the state” on a newspaper’s home page or online classified page.

As an incentive for newspapers to promote NEHires.com in their newspapers, social media pages and websites, NPA will hold a drawing for a prize package. During March, any time a newspaper runs an NEHires promotion, it will be counted as an entry for the drawing. The winning newspaper will be announced at the NPA Convention April 17-18 in Lincoln.

If your newspaper isn’t currently participating in NEHires but would like to, contact Rob or Violet at Nebraska Press, 1-800-369-2850.



Jaci Smith: Evangelizing our native advertising program

By Jaci Smith, Donald W. Reynolds Journalism Institute



My new native advertising program is fully implemented. Late January marked the first time I presented it to an audience of my peers.

Word is spreading. I have three upcoming engagements to speak about native in the next two months, and I am very much enjoying sharing our program and responding to the feedback, pushback and questions.

A quick recap: I began my institutional fellowship at the Donald W. Reynolds Journalism Institute this past September with the goal of implementing and measuring the success of a native advertising program at a small-market paper.

Now, six months into the eight-month program, I am able to tout some accomplishments:

- Our publishing group is restructuring our editorial departments so I can continue to produce native advertising and work on other digital projects full time. We believe our 2015 revenue should be substantial enough to cover at least one full-time-equivalent (FTE) salaried editorial staffer to replace me.
- In response to our initial sales push and the demand we saw, we increased the price for 2015 and changed the packages we offer to provide discounts for those who agree to a long-term campaign.
- When I am able to meet with a client, either on the phone or in person, I have a 75 percent close rate on native advertising.
- We have now produced roughly 70 native ads including slideshows, galleries, videos, listicles, articles, columns, quizzes and infographics.
- We finalized in December our rates and layout specifications for reverse publishing native advertising in print.

Of course, with the accomplishments have come challenges (otherwise known as “opportunities” in Management 101-speak):

- Selling native advertising requires a consultative sales approach. I was surprised to find this has been the single most difficult part of getting our program off the ground and keeping it growing. For native to work, sales reps must understand it requires talking with the client about their goals and offering a panoply of products — including native — to meet those goals. That isn’t a universally accepted approach, and raises the

question of whether sales staff should be specializing instead of trying to sell all our products.

- Clients don’t always understand the subtlety of native. They want to be quoted in the story, featured in

the video, have their logo prominently displayed in the infographic. The solution is to come armed with analytics that show results without those things and lots of examples.

- Clients prefer one-off native ads to long-term campaigns. Selling them on a three-month contract requires showing definitive brand lift over that same time frame. We haven’t always seen that with the campaigns we’ve done.

- Native content takes longer to build than a typical ad. It makes sense since our native advertising is the same quality as regular editorial content, but that extra time must be built into the cost. For example, I recently built an interactive map that took about three hours to create. That’s a lot of time to spend on one map with a price tag of \$300.

Here’s my presentation <http://bit.ly/1bqvPMv> to the Minnesota Newspaper Association’s annual conference in January. If you have questions or feedback, don’t hesitate to contact me.

RJI recently posted a new native advertising Web page www.rjionline.org/native-content that collects all my research, as well as examples of native and information that will make starting your own program easy.

Jaci Smith, managing editor of the Faribault (MN) Daily News, is the project leader for APG (Adams Publishing Group) of Southern Minnesota’s institutional fellowship at the Donald W. Reynolds Journalism Institute. APG of Southern Minnesota is studying trends in native advertising and their application for small- and medium-sized media companies. Reach Smith on Twitter @FDNJaciSmith, twitter.com/FDNJaciSmith or by email at jsmith@faribault.com. Jaci is also available to speak to your organization about native advertising.

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



Editorial Workflow

This community paper was paying for it. Why not use it?



Kevin Slimp
The News Guru
kevin@kevinslimp.com

In the midst of my busiest year ever, Dale Gentry, publisher of *The Standard-Banner* in Jefferson City, Tennessee, called to ask if I could find time to visit his newspaper. Less than an hour away from my office, I've visited Dale's staff numerous times over the past 20 years and there was no way I was going to say, "no."

So between trips to Edmonton, Alberta and Preston, Minnesota, I found an afternoon to spend with the staff of the *Standard-Banner*. The request from Dale was simple enough: "Can you teach us to use InCopy?"

For those that aren't familiar with the application, InCopy is an Adobe product created to use in conjunction with InDesign. It allows users to create an editorial workflow between reporters, editors and page designers.

InCopy has been around for quite a while. I first began teaching newspaper

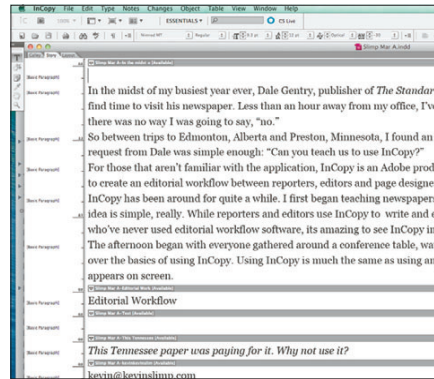


to use it in 2000, shortly after the release of version 1.0. The idea is simple, really. While reporters and editors use InCopy to write and edit stories, designers lay out pages using InDesign. For folks who have never used editorial workflow software, it's amazing to see InCopy in action.

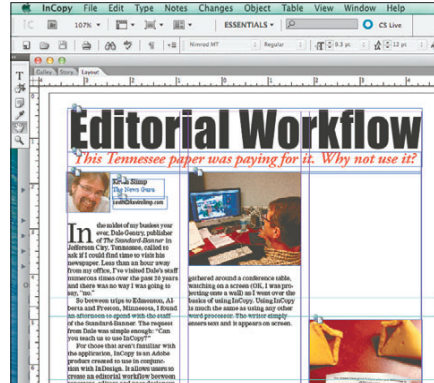
The afternoon began with everyone gathered around a conference table, watching on a screen (OK, I was pro-

jecting onto a wall) as I went over the basics of using InCopy. Using InCopy is much the same as using any other word processor. The writer simply enters text and it appears on the screen.

Where InCopy differs from other



InCopy allows the user to work in "Story" mode (above) or "Layout" mode (below)



word processors is its ability to work cooperatively with InDesign, allowing the writer and editor the ability to see how their words look on the InDesign page, as well as make changes to elements on the page.

While I was showing the group how the InCopy/InDesign workflow works, they were surprised at how easy it was to duplicate the process. As Dale told me, "We've had InCopy for several months. We just couldn't figure out how to use it."

The InCopy/InDesign workflow is like that. It's incredibly easy to use, but almost impossible to learn on your own.



Dale Gentry heard Kevin Slimp mention that InCopy was part of Adobe CC. Since his staff was already using InDesign CC, they already had the software in-house, without purchasing additional software.

After 90 minutes of instruction, I sent the staff out to create stories in InCopy and pages in InDesign. Then we gathered around Dale's computer for the real-world test.

Dale opened InCopy, then opened the InDesign page that had been created across the building by Kim, the lead paginator. As he started placing his stories on her InDesign page, he let out an audible, "Oh, this is going to be great."

When I asked Dale what he meant, he answered, "I can already see all kinds of ways this is going to improve our process."

And so it was. An easy afternoon for me. Just an hour's drive each way, then three hours with the staff of the paper. My work was done.

And for those who think your paper is too small to benefit from InCopy, I just visited a 1200 circulation newspaper in Minnesota that has been using it for the past two years and, according to them, "couldn't live without it."

Kevin is scheduled to speak at 12 conventions and to visit more than 20 newspapers in early 2015. To learn how you can bring Kevin to work with your staff, contact him at: kevin@kevinslimp.com



Classified Advertising Exchange

Mar. 23, 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, Workshop Sessions Review, 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 Convention Keynote & Session Leaders:

Bill Frakes - Friday Banquet Keynote Speaker



A native Nebraskan, Bill Frakes is a world-renown photojournalist, filmmaker and visual storyteller. He was a staff photographer for Sports Illustrated and a senior staff photographer for Time, Inc. Based in Florida, he has worked in every U.S. state and in more than 135 countries for a variety of editorial and advertising clients. Bill has received hundreds of national and international awards for his work, and has taught at the University of Miami, the University of Florida and the University of Kansas as an adjunct professor and lecturer.

In 2014, Bill launched “The Nebraska Project” through his multimedia company, Straw Hat Visuals. In 2014, he and his crew made 10 trips to Nebraska, covered 17,000 miles and visited 70 counties to collect stories of his homeland through photographs and short documentaries, which he plans to share with the rest of the country at his website, www.nebraskaproject.com.

Bill will also lead a Saturday morning photography session, 9:15 a.m.

Kevin Slimp



In the newspaper industry, Kevin became known as “The Tech Guru” in the early and mid ‘90s. Over the years, while still maintaining his role as a prepress and software expert, he has become known as a leading spokesperson for the newspaper industry. His syndicated columns can be found in more than 60 professional publications. Called “the most popular and effective speaker among community newspaper publishers today” by Publishers Auxiliary, Kevin is not to be missed. Bring two pens. You will leave his sessions with a treasure chest of information.

Sessions:

- **Adobe InDesign - Tips & Tricks for All Users (Saturday, 9:15 a.m.)**

One of Kevin’s most popular software classes.

- **What’s Working & What Isn’t at Newspapers This Year (Saturday, 10:30 a.m.)**

Kevin shares findings from his recent research, looking at both print and digital, on what is creating revenue for newspapers and what isn’t. A great topic for weekly and daily publishers, editors and ad managers.

- **Tips & Ideas for Improving Page & Ad Design (Saturday, 1:30 p.m.)**

Popular for anyone who sells or designs newspaper ads; since it’s a design class and not a software class, it’s good for just about everyone who works at a newspaper.

Tim Smith



Tim has led business skills training for over 28 years and provided sales training to the newspaper and print industry for over 10 years. With a background in newspaper circulation, production and sales, Tim provides practical, proven techniques in sales revenue, repeat business and new business development.

Sessions:

- **Selling Print Advertising in a Digital Age (Friday, 1:00 p.m.)**

With print being our bread and butter, learn how to bundle together your products based on your customer’s needs, using the eight-step presentation process.

- **Ad Sales - Staying Positive (Saturday, 10:30 a.m.)**

How to stay positive and upbeat, eliminate “stinking thinking” from the outside world - “nobody reads a newspaper anymore” or “the last ad didn’t work.”

- **Ad Sales - Handling Objections - Top 5 Objections & How to Overcome Them (Saturday, 1:30 p.m.)**

Learn how to deal with and overcome objections - “I already have a Facebook page” or “I don’t have the money.”

2015 Convention Session Leaders:

Julie Bergman



Julie has been a newspaper publisher for 30 years. She and her husband, Rollin, own Page 1 Publications, a group of four community newspapers in Northwestern Minnesota. She has been a consultant and trainer in technology issues for newspapers of all sizes and is a frequent lecturer for the Community Newspaper Editors & Publishers Leadership Program in Minnesota. In 2013, she received the Emma C. McKinney Award, the highest honor given to a woman publisher by the National Newspaper Association. Julie is also a Senior Associate for W.B. Grimes and Company, a national media mergers and acquisitions company, and she serves as a newspaper broker in the Midwest.

Session:

Small Newspapers: The Challenges & Exciting Opportunities (Friday, 1:00 p.m.)

Julie will lead an informal discussion on the challenges and exciting opportunities facing small newspapers. Discussions will center on improving your newspaper's bottom line while maintaining quality and relevance. Explore ideas for special sections, promotions and new revenue streams as well as look at ways to reduce costs. This session is geared to managers and publishers of newspapers with circulations under 5,000.

Brad Hill



Brad Hill is president of Interlink, a Michigan-based independent software and service company that helps community newspapers in the areas of circulation, delivery and ad management. Initially hired as a network engineer, Brad's 13 years with the company have seen him in a number of roles including project management, product development, customer service and sales. In February 2012, Brad was appointed to one of two (NNA) National Newspaper Association positions on the Postmaster General's Mailers Technical Advisory Committee.

Sessions:

Postal Q&A Roundtable (Friday, 10:00 a.m. & Friday, 1:00 p.m.)

Your chance to get answers to your postal questions in these informal sessions.

Attendees are encouraged to bring their postage report to be reviewed for optimizations.

Learn all about it!

NPA's 2016 switch to online entries/judging for the Better Newspaper Contest

Online & Technology Coordinator, Ron Kline, and Executive Director, Dennis DeRossett from the Illinois Press Association, will introduce our members to the Innovative Electronic Contest System (ICES) for NPA's 2016 switch to online entries and judging for the Better Newspaper Contest.

After vetting many existing online contest systems and not finding any that met their needs, Illinois Press developed this system in-house and have used it successfully for two years with their own contest, which has 4,500 total entries annually. The system is also being used successfully in SD, LA and AL, with four additional press associations (MS, SC, NC and CA) contracted for their 2015 contests. ICES is a system built by newspaper people for the newspaper industry, with functionality and ease of entry and judging at the forefront.

Don't miss this opportunity for publishers, editors and staff to see a demonstration and ask questions about how the new digital online contest format will work.

Sessions: Better Newspaper Contest - 2016 Switch to Online (Friday, 10:00 a.m. & Saturday, 1:30 p.m.)



Shawn Renner - Legal Hotline Q&A Session (Friday, 2:30 p.m.)

The Nebraska Press Association provides the Legal Hotline as a service to our member newspapers to offer them solid, practical advice with the goal of preventing legal problems. Shawn Renner, with the Lincoln law firm Cline Williams, advises media on free speech, open meetings and other issues. Join the informal Q&A session with Shawn as he also reviews some of the more frequent questions and topics that the Legal Hotline has received from our newspapers over the past year.

2015 Convention Session Leaders:

Ryly Jane Hambleton



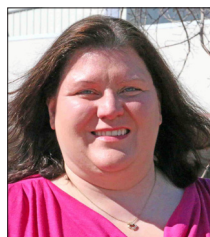
Born and raised in Scottsbluff, Ryly graduated from UNL in 1974 with a bachelor's degree in journalism and began her career in the sports department at the Lincoln Star in 1974. After working as the Nebraska women's sports information director, and then at the Wahoo Newspaper, she returned to the Journal Star covering girls basketball, volleyball and track, ratings and post-season honors before moving to coverage of boys sports in 1985. While her main beats are boys football, basketball and baseball, she also helps cover high school sports and is part of the Journal Star's Husker football team coverage. Honors include NSAA's Outstanding Service Award in 1991, Nebraska Coaches Association Media Person of the Year in 1998, and NSAA's Distinguished Service Award in 2006.

Session:

Sports Writing: Making it Fun (Saturday, 10:30 a.m.)

Ryly will discuss how to make routine game stories, previews and player/coach profiles a little less routine, building audience and keeping it all fun.

Melissa Vanek



Melissa is the Circulation Manager for the Central Newspaper Group, a part of BH Media, which includes 14 weekly newspapers in Eastern Nebraska and Western Iowa. She has been with the company for over 13 years and served as circulation manager for Papillion Times Publishing and the Suburban Newspapers. Melissa coordinates sales, marketing and retention efforts for print, single copy and electronic editions, and also serves as a liaison between circulation and the print facilities in Bellevue and at the Omaha World-Herald.

Session:

Ideas to Retain Readers & Increase Circulation (Saturday, 2:45 p.m.)

Melissa will present ideas and examples of circulation promotions to help increase subscriptions and retain current subscribers, single copy promotions and marketing ideas, how to increase EZ Pay customers and ways to promote e-editions. Attendees are encouraged to bring their ideas to share!

Chris Rhoades



Chris began his career as a financial advisor for Edward Jones Investment in Omaha, where he honed his skills in sales and customer service. Nine years ago he joined Enterprise Publishing Company in Blair, the Rhoades' family-owned newspaper and publishing business, with 13 newspapers in Nebraska and Iowa, and a Specialized Marketing Division (which Chris launched when he started at the Enterprise) which focuses on digital marketing, speciality printing and niche publications. In 2011, Chris received NPA's Outstanding Young Journalist Award. Now associate publisher of Enterprise Publishing Co., his main focus is on new revenue opportunities and sales.

Session:

Growing Readers & Revenue Using Digital Outlets (Saturday, 9:15 a.m.)

Digital, social, mobile. Community newspapers have more competition than ever, but never have they had more opportunity to promote themselves and their content. This session is designed to help community dailies and weeklies integrate digital sales and social media promotion into their business plans. Chris will show how small staffs can do this effectively.

AGAIN THIS YEAR...workshop attendance drawing for chance to win an Apple iPad Air2, 16GB, wifi!

Workshop attendees who sign in at the workshop and complete a workshop evaluation form at the end of the session will have their name entered into the drawing for a chance to win an Apple iPad Air2.

2015 Convention Session Leaders:

University of Nebraska College of Journalism & Mass Communications

Gary Kebbel



Gary Kebbel is a professor at the College of Journalism and Mass Communications, University of Nebraska-Lincoln. Kebbel is working on mobile media projects at the University of Nebraska-Lincoln with funding from the John S. and James L. Knight Foundation and the Ford Foundation. He was dean of the UNL College of Journalism and Mass Communications for two years. During that time, the college created the nation's first Drone Journalism Lab, helped start nearly a dozen new classes and created exchange relationships with universities and institutes in China, India and Russia.

Matt Waite



Matt Waite is a professor of practice at the College of Journalism and Mass Communications, teaching reporting and digital product development. He is also a graduate of the college, earning a Bachelor of Journalism degree in 1997. Prior to joining the faculty, he was the senior news technologist for the St. Petersburg Times of Florida and the principal developer of the Pulitzer Prize-winning PolitiFact. In 2007, he began working as a hybrid journalist/programmer, combining reporting experience and Web development to create new platforms for journalism.

Session:

OURCHIVE Mobile News App; Drone Journalism Update (Friday, 2:30 p.m.)

Gary and his JSchool students Cody Elmore and Mike Stark will display, review and update us on the OURCHIVE free mobile news app, designed for use by our member newspapers. OURCHIVE is a simple, easy way to publish your stories, photos and ads on a site designed for cellphones and tablets. OURCHIVE is free for all Nebraska news organizations thanks to a grant from the John S. and James L. Knight Foundation. Matt will provide an update on drone journalism, drone journalism applications and what the future holds.

Don't miss these networking opportunities!

Great Idea Exchange & Breakfast, Saturday, 7:30-9:00 a.m.

Bring your best ideas that have worked for your newspaper. Learn & share.

Networking Roundtables, Saturday 3:15-4:45 p.m.

Share ideas & experiences with peers from similar-sized newspapers. Casual discussions on a variety of topics. Take ideas & solutions back to your paper.

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

Such a deal! Where else will you find quality workshop sessions, led by industry experts, covering relevant topics for newspapers **for only \$10.00 per day?**

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!

THE NEBRASKA

Project



Nebraska is a place of cowboys and poets, buffalo and meadowlarks. It's a tapestry of land harnessed to be bountiful. A place that helps feed the world.

So many times, we've heard people disparaging one of America's great treasures, dubbing it a "fly-over state." If they took their time, looked around slowly, and stopped to enjoy the good life they would find an American oasis filled with kind, generous, courteous people and abundant natural beauty.

Nebraska is the spacious skies. It is the amber waves of grain. It is home to an American spirit that many think is gone, but it is alive and well in Nebraska.

Our goal through this project is to preserve the stories from America's majestic frontier, and to show the world the people and places that make Nebraska great.

We have great contacts, good story ideas, excellent access, and a boundless supply of energy and enthusiasm. We are happy and excited to do the work. We want to keep this resource free for Nebraskans to use and enjoy.

The first installment has been seen by millions of viewers world wide. It's a good educational tool, terrific for state pride and helpful for tourism.

What we need help with is funding.



2015 NPA Annual Convention Agenda

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

Agenda subject to change (3/23/15)

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
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 College of Journalism &
Mass Communications
Presenters: Gary Kebbel, Matt Waite
Review & demo of OURCHIVE mobile
news app; 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
Special Guest: Governor Pete Ricketts
Keynote Speaker: Bill Frakes
Omaha World-Herald Awards
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: Ryly Jane Hambleton

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,

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



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) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch <small>ON YOUR OWN-Try Haymarket Restaurants!</small>	Friday Banquet <small>Marsala Chicken Breast</small>	Sat. Breakfast Buffet & Great Idea Exchange	Sat. Lunch <small>Open Face Hot Turkey Sandwich</small>	Sat. Awards Banquet <small>Prime Rib</small>	Total all columns across for each registrant. <small>Each registrant must pay a registration fee.</small>
	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	
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								

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

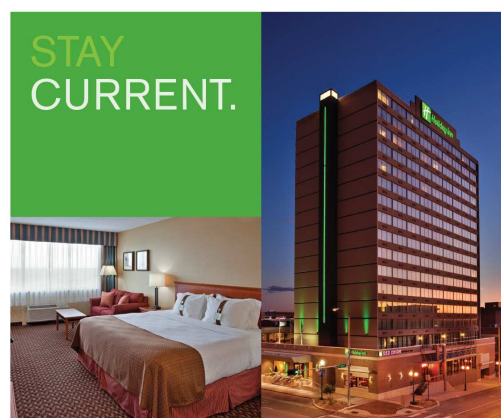
Be sure to mention you're attending the NPA Convention when you register

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



Just the Place for You

The newly renovated Holiday Inn Lincoln - Downtown is conveniently located in the Historic Haymarket District. The hotel encompasses the iconic heritage of the Holiday Inn brand with a touch of modern design. The changes we have made continue to set new standards for business travelers and families. Join us on your next trip to Lincoln and let us take care of you!

- Newly Renovated Guest Rooms
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- 13,000 sq ft Renovated Meeting Space
- Full Service Meetings
- Managers Reception - Mon through Wed
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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 (440-4329) | holidayinn.com/lincolne



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



NE Press Association Annual Conference

1. Block Name: NE Press Assn Annual Conference
2. Group Code: NPA
3. Dates: 04/16/2015 through 04/19/2015
4. Rate: Standard: \$99.00 with parking included
5. Cutoff Date: March 28th, 2015

Decide whether you would like to make your reservation via phone, or via the internet.

- 1) To make a reservation via the phone please dial **(402)475-4011**, and then skip to A.
- 2) To make internet reservations copy and paste the link below to your internet browser.
- 3) http://ichotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=NPA&hotelCode=LNKDT&_PMID=99801505
- 4) Skip to B.
 - A.
 - 1) Call reservation number and ask for new reservations.
 - 2) Let attendant know you are making a group block reservation.
 - 3) Have check-in and check-out date's ready, as well as group code _____ or account name _____ ready. Also have form of payment accessible.
 - 4) Get reservation confirmation number, and any other pertinent information you would like.
 - B.
 - 1) Copy and paste the link above to internet browser.
 - 2) On the left hand side of the screen enter your check-in and check-out dates.
 - 3) Fill in the number of rooms you will need.
 - 4) Double check your group code NPA is pre-loaded and click view rates.
 - 5) Your group rate and group name should appear.
 - 6) Continue making reservation until confirmation number is assigned.

Holiday Inn® Downtown Lincoln
141 North 9th Street
Lincoln, Nebraska 68508
Front Desk: 402.475.4011
Sales Office
Hotel: 402.475.4011
Direct: 402.435.2837 Kyle Hatch
Sales: 402.475.1038
Fax: 402.475.4366



STAY YOU.

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.**