

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!