

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

June 18, 2015

NPA/NPAS Summer Board Meetings,
location TBA

June 18, 2015

NPA Foundation Golf Tournament
fund-raiser, location TBA

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 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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**Did you miss the April 1 convention registration deadline?
You can still register.**

Complete the attached registration form and **add a \$5.00 late fee per person.**
Email or fax it to the NPA office.

Don't miss this chance to CONNECT!

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!

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 morning Breakfast/Great Idea Exchange and then relax & enjoy the Saturday afternoon Networking Roundtable session.

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.

Also at convention...

Buy NPA Foundation raffle tickets for a chance to win:

- 2 NE Husker football tickets (your choice of home game)
- 2 NE Husker men's basketball tickets (suite)(game TBD)
- 2 College World Series baseball tickets (includes parking)(game TBD)

Workshop attendance drawing:

You'll have a chance to win an Apple iPad (Air2, wifi, 16GB - silver) for each workshop you attend, when you sign in and complete the workshop evaluation form.

NPA/NPAS Staff

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INSERTION ORDERS FROM NPAS

- **Please remember: When confirming advertising insertion orders from NPAS by e-mail, you must type in that you have received the order.** Many newspapers are just hitting reply. Just hitting "Reply" only confirms that you have opened the e-mail. It does not confirm that you have the ad scheduled. All you need to type is "Received. John Smith."
- **Please don't change the subject line when replying. If you do, the e-mail will not come through.**
- **One more thing: I'm unable to receive attachments through the ad software e-mail program so please don't try attaching your signed insertion order.**

Thanks for all your help in making sure that all ads get published as ordered.

Carolyn

Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:

Week of 3/23:

2x2

Falls City Journal - Nickki McKim (paper made \$975.00)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$775.00)
Hickman Voice News - Austin Roper (3 ads) (paper made \$775.00)
Imperial Republican - Jana Pribbeno (paper made \$487.50)
Norfolk Daily News - Suzie Wachter (paper made \$325.00)
Ravenna News - Nancy Jackson (paper made \$325.00)
Wayne Herald - Jan Stark (paper made \$487.50)

NCAN

Arapahoe Public Mirror - Gayle Schutz (NCAN Special Free Ad)
Aurora News-Register - Kurt Johnson (paper made \$567.50)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Broken Bow Chief - Les Mann (paper made \$112.50)
Columbus Telegram - Tryci Greisen (2 ads) (paper made \$225.00)
Grant Tribune-Sentinel - Brooke Pankonin (paper made \$112.50)
Hartington Cedar Co. News - Peggy Year (paper made \$112.50)
Hickman Voice News - Linda Bryant (paper made \$112.50)
Kearney Hub - Becky Hilsabeck (paper made \$112.50)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 3/30:

2x2

Beatrice Daily Sun - Mark Fauber (paper made \$300.00)
Falls City Journal - Nikki McKim (paper made \$975.00)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$625.00)
Hickman Voice News - Austin Roper (paper made \$150.00)
Imperial Republican - Jana Pribbeno (paper made \$487.50)
Nebraska City News-Press - Erin Johnson (paper made \$487.50)
Ogallala Keith Co. News - Jeff Headley (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Aurora News-Register - Kurt Johnson (paper made \$567.50)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Columbus Telegram - Tryci Greisen (paper made \$112.50)
Hartington Cedar Co. News - Peggy Year (NCAN Special Free Ad)
Hickman Voice News - Linda Bryant (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

Week of 4/6:

2x2

Cambridge Clarion - Cody Gerlach (paper made \$487.50)
Hickman Voice News - Linda Bryant (3 ads) (paper made \$950.00)
Hickman Voice News - Austin Roper (3 ads) (paper made \$625.00)
Neligh News & Leader - Joan Wright (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Aurora News-Register - Kurt Johnson (NCAN Special Free Ad)
Broken Bow Chief - Pat Jackson (paper made \$149.50)
Columbus Telegram - Tryci Greisen (NCAN Special Free Ad)
Nebraska City News-Press - Erin Johnson (2 ads) (paper made \$284.50)

Online Media Campus partners with GateHouse Media's Center for News & Design

Southern Newspaper Publishers Association Foundation, the Iowa Newspaper Foundation and the Online Media Campus have announced a new partnership with GateHouse Media's Center for News & Design.

Online Media Campus, established in 2010 through a partnership between SNPA and INF, offers 25 high-quality, affordable webinars annually that cover a broad range of topics, including editorial, print and digital ad sales, technology and social media. The interactive webinars run approximately 60 minutes, eliminate the need for travel and time away from the office, and include Q&A time with presenters. The cost for a single webinar is \$35. Forty-three press associations have partnered with Online Media Campus to promote the trainings to newspaper professionals across the country.

"We are always looking for partnerships that will provide newspapers with additional training opportunities while keeping the cost to access training as low as possible," said Iowa Newspaper Association/Foundation Executive Director Chris Mudge. "We're pleased to expand our Online Media Campus offerings and look forward to our partnership with GateHouse Media."

The Center for News & Design, GateHouse's content and product hub in Austin, TX, edits and designs more than 175 newspapers. It is also home to More Content Now, a content-creation service that develops special sections, weekly pages and original content for publishers and marketers.

In addition, the Center leads dozens of internal training and webinar sessions for GateHouse's 400+ newsrooms. Recently, the Center has conducted webinars on topics like mobile tools for journalists, Facebook admin tools and writing powerful in-depth news. GateHouse Media's content experts will now offer a webinar each month through Online Media Campus.

"We're very excited to partner with these successful industry associations," said David Arkin, Senior Vice President of Content & Product Development for GateHouse Media. "We've trained hundreds of journalists who are using new skills to create stronger digital and print products every day. Our webinars provide best practice training on topics ranging from social media to developing more enterprise content to guidance on transforming newsrooms digitally. They are relevant and actionable."

Online Media Campus and GateHouse Media will share responsibility for program development and will cross-promote webinar schedules. Webinar registration will be managed by Online Media Campus.

"This partnership with GateHouse Media will multiply the number of webinars offered through Online Media Campus and provide new resources that will allow OMC to deliver quality programs on new topics that are important to

newspaper employees," said Edward VanHorn, Executive Director of Southern Newspaper Publishers Association. "This expansion will be a great benefit for the newspaper industry and for our 43 state and regional association partners throughout the US and Canada."

About SNPA Foundation The SNPA Foundation, the educational foundation of the Southern Newspaper Publishers Association, specializes in professional development for newspaper employees.

About Iowa Newspaper Foundation The Iowa Newspaper Foundation is the educational foundation of the Iowa Newspaper Association providing online and on-site training to newspaper professionals across the state, Midwest and country.

About GateHouse Media LLC. GateHouse Media, a wholly-owned subsidiary of New Media Investment Group Inc. (NYSE: NEWM), operates a diversified portfolio of local media assets, and focuses on growing existing advertising and digital marketing businesses. GateHouse Media operates in over 415 markets across 32 states, and its portfolio of products, which include over 490 community publications, over 415 related websites, and six yellow page directories, serve more than 175,000 business advertising accounts and reach over 19 million people on a weekly basis.

Kidsville News! sponsors NNA's 2015 NAE contest

For the fourth year in a row, Kidsville News!, a literacy and educational newspaper initiative based in Fayetteville, NC, has stepped up to sponsor the National Newspaper Association's Newspaper And Education contest.



"Since 1998, the Kidsville News! Literacy and Educational resource program has played an important role in the success of community newspapers," said Bill Bowman, president and founder of Kidsville News! "In addition to sponsoring the NAE contest, we are extremely proud and excited to continue to license our unique, successful and profitable NIE program with numerous members of the NNA."

"We thank Kidsville News! for its generous support in helping us recognize the significant role newspapers play in supporting community educational programs," said NNA Contest Chair Jeff Farren, publisher of the Kendall County Record in Yorkville, IL. "This generous sponsorship will ensure each of the contest's 10 first-place winners will receive a check for \$100 and an award certificate," he said.

NNA believes successful newspaper education partnerships should be celebrated, so it has created this enhanced Newspaper In Education contest to highlight newspaper/school partnerships (levels Kindergarten through community college) that focus on developing fully informed citizens. Both traditional Newspaper In Education programs and non-traditional programs are eligible for entry.

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Kidsville - cont. from 3

The contest is open to NNA member and non-member newspapers. It will recognize newspapers that have established internships, supported school programs, assisted student journalists and helped local education through activities that reach beyond news coverage. Entries must have been published or carried out between July 1, 2014, and June 30, 2015. **The deadline for entries is July 1, 2015.** More information can be found on NNA's website www.nnaweb.org.

Contest winners will be informed if they have won by August 2015 and will also be acknowledged during NNA's 129th Annual Convention & Trade Show, October 1-3, 2015, in St. Charles, MO.

Newspapers interested in bringing Kidsville News! into their community, can find more information by going to www.kidsvillenews.com, or contact Lynn Edinger at 573-777-4982, or at lynn@nna.org.

Statement from NAA President and CEO Caroline Little on Attorneys General Action Against Bogus Subscription Renewal Companies

Arlington, Va., March 31, 2015 – The Newspaper Association of America and its members are pleased that five states have taken decisive action to protect consumers from unauthorized and misleading subscription renewal practices.

We have and will continue to support law enforcement in its effort to ensure that newspaper subscribers are protected from unscrupulous and fraudulent subscription renewal practices, and we applaud the leadership of State Attorneys General Eric Schneiderman (NY), Ellen Rosenblum (OR), Lori Swanson (MN), Ken Paxton (TX), and Chris Koster (MO) for taking action.

Many of our members have incurred considerable costs in connection with this scam. We strongly encourage subscribers who encounter suspicious renewal notices to contact law enforcement and the named publication.

Journalism's past, present, future converge at conference in Missouri

The world's first school of journalism at the first public university west of the Mississippi River will be the setting for the 2015 conference of the International Society of Weekly Newspaper Editors (ISWNE).

Non-members are welcome.

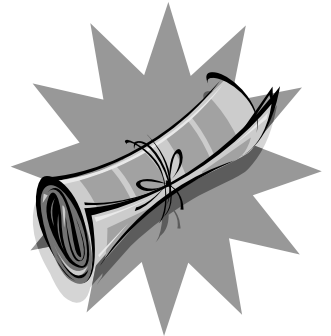
The conference will be June 24-28 at the Donald W. Reynolds Journalism Institute (RJI), part of the Missouri School of Journalism in Columbia.

The University's journalism history and Columbia's un-

usual journalism present -- it has competing daily newspapers -- will be the focus of the conference's first day with programs and tours of the J-School, the Missouri Press Association office and both the Missouriian, the daily published by the School of Journalism, and the family-owned Tribune, which also prints the Midwest edition of The New York Times.

Thursday features visits to the Harry S. Truman Presidential Library and Museum and the National World War I Museum. Friday is a full day of journalism past, present and future.

Presenters include Mark Horvit, executive director of Investigative Reporters & Editors; the staff of the St. Louis American on "Ferguson – How an African-American weekly covered an international story in its backyard;" Bill Miller Sr. of the twice-weekly Washington Missouriian and Hank Waters of the Columbia Daily Tribune, the deans of editorial writing in Missouri; Doug Crews, executive director of the Missouri Press Association, on "Dean Walter Williams and The Journalist's Creed;" Dr. Clyde Bentley on "Where are we going to get our editorial writers of the future?" and a panel of RJI fellows on their projects that could impact how we cover news in the future.



The editorial critiques – the highlight of every ISWNE conference -- will be Saturday morning. The awards banquet is Saturday evening.

Full conference registration is \$525, which includes all programs and activities on and off campus, shared-suite housing in College Avenue Residence Hall and most meals from Wednesday lunch to Sunday breakfast.

Friday-Saturday registration is available for editors from Missouri and adjoining states who are unable to attend the full conference. Two-day registration is \$159, which includes all programs, activities and meals on Friday and Saturday, except Saturday lunch. Housing is not included in the two-day package.

Two-day registrants may book rooms at Hampton Inn & Suites, just south of campus, for \$109 per night only when reservations are placed by phone. Call (573) 214-2222 and use code "ISW" by May 31 for this rate.

The registration deadline is May 13, but early registration is encouraged.

ISWNE was founded in 1955 to encourage and promote high standards of editorial writing, facilitate the exchange of ideas and foster freedom of the press in all nations. It is headquartered at Missouri Southern State University in Joplin.

For more information, contact conference coordinators Gary and Helen Sosniecki at sozsez@aol.com or go to <http://www.iswne.org> for registration form, schedules and updates.

Classified Advertising Exchange

Apr. 6, 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 Flyers (registration form, speakers & presenters, Silent Auction donation form, UNL JSchool & convention exhibitors).

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, 2:45 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!



Learn more at Convention: Nebraska News Service begins fifth year of covering statehouse news as free service to Nebraska news outlets

The opening day of the 2015 Unicameral marked the beginning of the fifth year of operation for the UNL College of Journalism and Mass Communications' Nebraska News Service. NNS delivers stories, photos, and some multimedia content to 113 Nebraska news organizations. Most of those, 95, are community newspapers, but five television stations and 13 radio stations also subscribe to the free service, which is offered in keeping with UNL's mission as a land-grant institution serving the people of the State of Nebraska.

Altogether, 23 students, including this semester's five reporters, have had the chance to learn about covering the Legislature, the Nebraska Supreme Court, and a wide array of issues facing state policymakers while providing news coverage to publications and broadcast outlets without direct access to independently reported statehouse news. The Nebraska Press Association Foundation has helped make that happen by offering scholarship support for NNS reporters.

Mary Kay Quinlan, a UNL associate professor of journalism, serves as bureau chief and teacher for the class. "Our clients overwhelmingly represent the smaller, rural communities across the state, from Chadron to Nebraska City," Quinlan said. "So I've encouraged our reporters to focus on stories that otherwise might be ignored by the Lincoln and Omaha papers, which can afford their own statehouse bureaus."

In particular, NNS reporters focus on agriculture and education issues and also have documented campaign spending for legislative candidates and other state officeholders, a public service many news outlets tend to ignore, Quinlan said.

NPA members who are not already NNS subscribers are welcome to sign up at any time. They can do so by going to www.nebraskanewsservice.net and filling out a simple, online form or by emailing Quinlan at nns.mkquinlan@gmail.com.

Clients are encouraged to suggest or request stories or coverage of specific topics. NNS reporters are also full-time students, so it may not be possible to fulfill every request. But Quinlan said they'll do the best they can, and they appreciate NPA members' ongoing support.

CONNECT with the Nebraska News Service team at convention to learn more about their free service!



Frank Daley, executive director of the Nebraska Accountability and Disclosure Commission, answers questions from Nebraska News Service reporters Erika Stewart-Finkenstaedt and Kelli Rollin about how the commission provides access to political candidates' campaign financial reports. Photo: Marilyn Hahn, CoJMC

"We appreciate the stories sent to us by Mary Kay Quinlan and her reporters through the Nebraska News Service because we do not have the resources and are not close enough to Lincoln to cover what happens during a legislative session and in other aspects of Nebraska government. The stories provided are interesting, well written and timely and give student reporters real-life experience which is important to the newspapers who hire them. The service also develops stories from requests to be published in Nebraska newspapers. For example, a Nebraska News Service reporter recently wrote a very good story—at our request—about a Gothenburg graduate who is a page at the Nebraska Legislature."

Elizabeth Barrett, News Editor, Gothenburg Times

"Kearney Hub readers have benefited from the Nebraska News Service on a number of occasions during the 2015 Legislature. Among their efforts to supply legislative coverage you don't find in the mainstream, Nebraska News Service reporters produced a feature about Speaker Galen Hadley and his wife, Marilyn, of Kearney. NNS also produced a feature about legislators juggling multiple responsibilities. Among the featured senators was state Sen. John Kuehn of Heartwell, which is in the Hub's coverage area. These stories and others by NNS really broaden legislative coverage and make it more personal for readers. I really appreciate that, and I think Kearney Hub readers appreciate it as well."

Mike Konz, Managing Editor, Kearney Hub

C O N N E C T

Learn more at Convention: Ourchive - Mobile publishing made easy

Ourchive (pronounced our-kive) is a free mobile news publishing process that will be on display at April's Nebraska Press Association convention. Ourchive is designed to let each newspaper in Nebraska publish mobile news and advertisements.

Ourchive is the simplest, easiest way to publish your stories, photos and ads on a site designed for cellphones and tablets. Mobile usage is increasing at a rapid rate among young and old.

Ourchive helps you conveniently reach more of your current audience throughout the day. It also helps you develop your future audience, young people who almost exclusively use their mobile devices when searching for news updates. With Ourchive, you'll have the ability to control both what you publish and when you publish.

Ourchive is free for all Nebraska news organizations thanks to a grant from the John S. and James L. Knight Foundation.

Professor Gary Kebbel and students Cody Elmore and Mike Stark will be at the convention to talk with you more about this free way to have a mobile news site in minutes. For more information contact Gary Kebbel

News and
conversation from
across Nebraska's
communities

Ourchive (pronounced our-kive) is a simple way for any news organization to publish stories, photos and ads on a site designed for mobile devices.

2015 Convention Exhibitors



Buzz360 is a customizable, brandable marketing platform for companies that market to or through small businesses. The platform creates an online community that attracts new customers, automates email marketing to get repeat business, automatically posts to Facebook and creates and automatically updates a mobile sales tool and websites that the customer specifies.



eType Services, Austin, TX, was founded in 2010 by long-time publishing and technology professionals who are committed to helping community newspapers thrive in a digital age. Their easy-to-use digital solutions for small and mid-sized newspapers include e-editions, websites and mobile.



Located in Lincoln, NE, Maly Marketing provides businesses assistance with marketing plans, online strategies, website design and hosting, social media development/management and more.



Legacy media from the past has an invaluable place in the future. Making that history relevant again is possible through Universal Information Services.



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	Friday Banquet	Sat. Breakfast Buffet & Great Idea Exchange	Sat. Lunch	Sat. Awards Banquet	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.	ON YOUR OWN-Try Haymarket Restaurants!	Marsala Chicken Breast		Open Face Hot Turkey Sandwich	Prime Rib	
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

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.**