

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

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NEBRASKA PRESS ASSOCIATION

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



St. Paul Phonograph-Herald sold to Michael Happ

St. Paul Phonograph-Herald, February 20, 2019

Michael Happ, publisher of the Elm Creek Beacon-Observer, Palmer Journal and Ravenna News, has purchased the St. Paul Phonograph-Herald from Tommy-Rene Printers, Inc. and will take over publishing of the newspaper effective April 1, 2019.

The newspaper will remain in its present location and Tommy-Rene Printers, Inc. will continue to offer commercial printing from their back shop. A separate entrance will be available for the commercial printers.

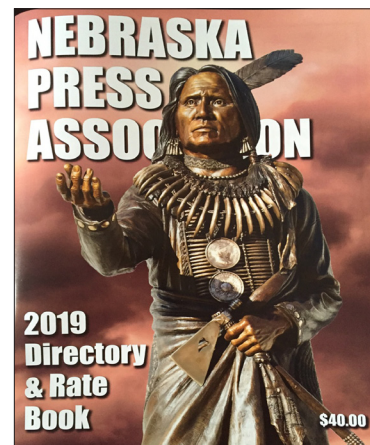
"We are pleased that someone we know and from the area was interested in buying the newspaper," Tommy-Rene Printers President, Jay Thompson, said. "Michael is one of the best young publishers and journalists in the state and we are excited to see what new ideas he will bring to the Phonograph-Herald, the community of St. Paul, and the surrounding area."

Tommy-Rene Printers, Inc. purchased The Phonograph in May of 1959, and after the 1971 purchase of the Howard County Herald, combined the two newspapers into The Phonograph-Herald.

The ratebooks are here, the ratebooks are here!

Copies of the 2019 NPA Directory/Ratebook were mailed out last week to member daily and weekly newspapers.

The cover photo by photographer and Lincoln native, Tom Tidball, shows the bronze statue of Ponca Chief Standing Bear, located on the Centennial Mall in Lincoln.



Thank you to those member newspapers and associate members who helped support the annual directory through advertising!

UNL to host inaugural Family Business Conference – March 1, Innovation Campus, Lincoln

(NET News) -- NETNebraska.org reports, "The inaugural Family Business Conference will be hosted at UNL's Innovation Campus in March, featuring workshops and presentations on topics related to family business."

Organized by the College of Business and Center for Entrepreneurship at the university, the conference "will focus on business and leadership tactics for family businesses, which range from farms to restaurants."

The conference is March 1 from 11 a.m. to 4:30 p.m. CT. **For registration deadline and conference details, go to:**

<https://business.unl.edu/outreach/center-for-entrepreneurship/mentorship-and-outreach/family-business/>

“ I still believe that if your aim is to change the world, journalism is a more immediate short-term weapon.
- Tom Stoppard

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 1/14:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Crete News – Nichole Javorsky (2 ads) (paper made \$300.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$300.00)
Nebraska City News-Press – Lyndsey Davis (paper made \$162.50)

NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

Week of 1/21:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Deshler Rustler – Jennifer Schnakenberg (paper made \$487.50)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$625.00)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)

Week of 1/28:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Crete News – Nichole Javorsky (2 ads) (paper made \$300.00)
Hickman Voice News – Wendy Doyle (5 ads) (paper made \$2,725.00 + \$176.00 out of state)
Tekamah Plaindealer – Pam Duden (2 ads) (paper made \$312.50)

NCAN

Central City Republican Nonpareil – Penni Jensen (paper made \$142.50)
Kearney Hub – Kaitlyn White (paper made \$112.50)

Week of 2/4:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$900.00)
Orchard Antelope Co. News – Carrie Pitzer (paper made \$325.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$147.50)
Central City Republican Nonpareil – Penni Jensen (paper made \$142.50)
Gothenburg Times – John Verser (paper made \$117.50)
Kearney Hub – Kaitlyn White (paper made \$112.50)
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

Week of 2/11:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Crete News – Nichole Javorsky (paper made \$150.00)
Hickman Voice News – Wendy Doyle (4 ads) (paper made \$912.50 + \$88.00 out of state)
Norfolk Daily News – Suzie Wachter (paper made \$162.50)
Norfolk Daily News – Denise Webert (paper made \$975.00)
Tekamah Plaindealer – Pam Duden (paper made \$162.50)

NCAN

Bellevue Leader – Echo Bronk (paper made \$112.50 + \$15.00 out of state)
Central City Republican Nonpareil – Penni Jensen (NCAN Special Free Ad)
Kearney Hub – Kaitlyn White (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

Week of 2/18:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)
Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,875.00)
Seward Co. Independent – Brenda Clark (paper made \$300.00)

NCAN

Aurora News-Register – Kurt Johnson (paper made \$222.50)
Bellevue Leader – Echo Bronk (paper made \$112.50)
Central City Republican Nonpareil – Penni Jensen (paper made \$142.50)
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)

NNA convention logo contest - you could win \$100!

The NNA annual convention will be in Milwaukee, WI, October 3-5, 2019 and they are looking for graphic artists interested in creating a logo for their convention. **NNA member and non-member newspapers are eligible to enter.**

The winner will receive \$100 and a free registration (\$400 value) to their 2019 NNA convention.

The theme for the 2019 NNA Convention & Trade Show is: *“Leading the Way in Our Communities.”*

This theme will be used in marketing materials and in the convention program. *“Leading the way to increased revenue”, “Leading the way with events”,* and more. Feel free to come up with additional variations on this theme.

Be sure to incorporate “133rd NNA Annual Convention & Trade Show 2019” into your logo design. **Deadline for logo entries is February 28, 2019.**

For contest details, go to:

https://nna.formstack.com/forms/nna_logocontest. Direct questions to Lynne Lance at NNA, lynne@nna.org.

Newspapers in Education Week is March 4-8, 2019

The American Press Institute celebrates Newspapers in Education Week annually the first full school week in March to encourage the use of local newspapers daily in school. Newspapers in Education Week 2019 will be celebrated March 4-8.

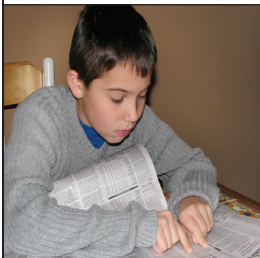
The goal of Newspapers in Education is to put young people in contact with a newspaper to create a generation of critical readers, engaged citizens and consumers. These living textbooks provide teachers authentic learning resources for reinforcing concepts being taught in the classroom. Newspapers provide informational text, which is a current focus in education. Local newspapers create civic awareness by introducing children to their community. Math, science, geography, language arts, vocabulary and more may are found in newspapers.

Research shows that Newspapers in Education programs make a difference in test scores and in future reading habits, which is very important to our industry. With so many news outlets at their fingertips, it is vital that students learn the value of newspapers and the integrity of journalists. They need to become educated media consumers.

For more information on Newspapers in Education, including tools and resources, go to: <https://www.americanpressinstitute.org/youth-news-literacy/resources/newspaper-in-education-guides/>



KIDS WHO READ NEWSPAPERS DO BETTER



Research shows that students who use newspapers in the classroom score better on standardized tests, continue reading into adulthood, have greater civic understanding and are more engaged in their communities.

Higher test scores, improved reading skills, greater civic awareness.



Your newspaper logo here



No “pickpocket” taxes in Nebraska Looking Back: How Nebraska Marketed Itself 80 Years Ago



Nebraska Chamber of Commerce & Industry, Feb. 22, 2019

In the late 1930s, America was nearly a decade into the worst economic downturn in its history. In

Washington, D.C., leaders were monitoring German aggression in Europe, as America’s defense manufacturing geared up, producing more private sector jobs.

At that time, the Nebraska Chamber -- then known as the Associated Industries of Nebraska -- ran a series of advertisements in national publications such as Time

magazine to promote the Cornhusker State as a great place to do business. The campaign focused on Nebraska’s manufacturing sector, balanced budget, strong workforce, and low-tax climate.

One particular ad was titled, “No Pickpocket Taxes in Nebraska.” The advertisement read: “28 states levy corporation income taxes. Nebraska does not. 30 states levy personal income taxes. Nebraska does not. 24 states levy a general sales tax. Nebraska does not. 43 states levy luxury, cigarette or other nuisance taxes. Nebraska does not. 45 states levy taxes to pay interest on bonded debt. Nebraska does not. Nebraska needs no special taxes because it has no state debt and a relatively small city-and-county debt. ... Industry, agriculture and labor prosper in Nebraska where government is conservative and tax dollars are spent constructively.”

Student Journalism Protection Act advances from Judiciary Committee

LB 206, the Student Journalism Protection Act, advance unanimously from the Judiciary Committee on February 22, 2019.

According to Nebraska Senator Adam Morfeld, some amendments were made to get the bill out of committee:

1) removed the immunity to the schools because Chairman Lathrop thought it was redundant and already covered under the tort claims act; 2) includes commonly accepted ethical journalistic standards as one of the several reasons administrators can intervene; 3) takes out private schools because of religious freedom concerns and opposition from the Nebraska Catholic Conference and others.

Morfeld will speak with the Speaker of the Legislature on February 26 to see about getting the bill scheduled.

Northeast Community College to offer new degree in digital journalism, social media management

Kathryn Harris, *Norfolk Daily News*, Feb. 21, 2019

Northeast Community College, located in Norfolk, has announced it will now offer a digital journalism and social media management degree in the fall.



Changes in technology and social connectivity have changed the field of journalism, and this new course offering will better prepare students going into this field of study.

The degree expands on what was offered to journalism students seeking a mass media degree by including elements of the media arts degree like broadcasting, audio recording and digital cinema.

The associate's degree in digital journalism and social media management will require a little more than 60 credit hours. The college worked with an advisory committee that included professionals in the field to determine the courses of study. It will include general education, as well as hands-on work.

Wade Herley, dean of business and technology at Northeast, said it was difficult to narrow the requirements down to the 60 hours, which is standard for an associate's degree, but he believes Northeast is establishing a solid foundation from which budding journalists can build their future.

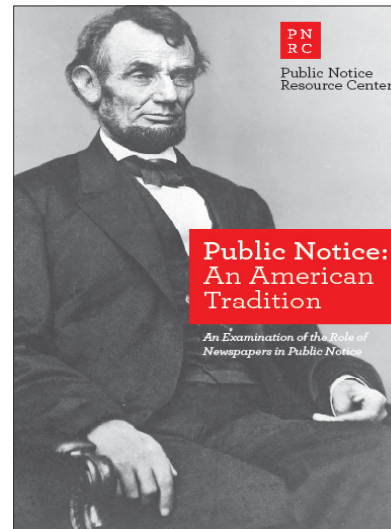
New version of "Public Notice: An American Tradition" now available

Public Notice Resource Center, Feb. 5, 2019

The Public Notice Resource Center has distributed a new version of "Public Notice: An American Tradition," a heavily footnoted pamphlet tracing the origins of public notice and making the case that newspapers remain the essential vehicle for their distribution.

A copy of this updated version of the pamphlet was mailed out to every NPA member newspaper publisher earlier this month.

The four-color, 26-page primer also lists different types of notices published in local newspapers throughout the U.S. and begins with a two-page graphic summarizing the continuing need for newspaper notice.



In total, more than 11,000 printed copies of the booklet have been shipped at no cost to 43 state press associations and the National Newspaper Association for distribution to their members and state legislators; 27 versions, including Nebraska's, were co-branded with press association logos. PDF copies have also been widely shared.

The last version of this pamphlet was printed in 2007.

Press associations and newspapers are encouraged to post the PDFs on their websites and email them to those who are interested.

TO DOWNLOAD A FREE COPY OF THE BOOKLET:
https://www.pnrc.net/wp-content/uploads/2019/02/American-Tradition_Master.pdf

INSPIRE
NEBRASKA PRESS ASSOCIATION
2019 ANNUAL CONVENTION

Classified Advertising Exchange

February 25, 2019

SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES - Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email timothylincott1@gmail.com.

NEWSPAPER FOR SALE - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@voicenewsnebraska.com, or 402-762-5352.

MANAGING EDITOR - \$500 Sign-On Bonus: The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

NEWSPAPER FOR SALE - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-

supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email scjslegals@gmail.com.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Call for Nominations: Journalism Hall of Fame flyer; Call for Entries: Omaha-World Herald Community Service & Service to Ag Awards flyer; 2019 NPA Convention Registration, Sessions, Hotel Reservations, Foundation Fundraiser flyer.

NEBRASKA PRESS ADVERTISING SERVICE, INC.

845 "S" Street
LINCOLN, NEBRASKA
68508-1226

NPAS MAILING LABELS AVAILABLE FOR MEMBER NEWSPAPERS

- If you'd like a pad of these 2 1/2" x 5" mailing labels (to use when sending your papers to the NPA office each week, please contact Susan Watson, NPA office, at nebpress@nebpress.com, or 800-369-2850.

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



Nebraska Press Association with Sponsorship from OnePress
Annual Convention, April 5-6, 2019 - Holiday Inn & Convention Center, Kearney, 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. Affiliate and Associate Members (and their spouses) must pay registration fee before meals 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 reservations or meal tickets prior to March 22.

4. **Registration and meal deadline is March 22. A \$10.00 late fee will be added to registrations received after March 22. NO cancellations after March 22. No refunds after March 22.**

5. **Indicate your entree selection from choices shown at right of each meal price.** If you select a vegetarian entree, you'll receive a meal slip with your registration badge, which you must present to your waiter. **Vegetarian meals must be ordered on the registration form by the March 22 deadline.**

6. If you are attending workshops, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.

7. 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.

Newspaper Name: _____

NAME (Please print/type) Indicate your meal selections NO SHOWS WILL BE CHARGED!	First-time convention attendee, or haven't attended in awhile?	Convention Registration		Friday Lunch Salad Bar Buffett	Friday Banquet Windsor Loin OR Shrimp Fettucine Alfredo	Saturday Lunch Chicken Piccata OR Vegetarian Entree	Saturday Banquet Beef Tenderloin OR Vegetarian Entree	Total all columns across for each registrant. Each registrant must pay a registration fee.
		Fri.	Sat.					
	"X" BOX BELOW				Indicate Your Entree Selection	Indicate Your Entree Selection	Indicate Your Entree Selection	
1)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
2)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
3)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
4)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
5)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
6)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
7)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
8)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
9)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	

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

2019 NPA Convention - Menus

- *Once again this year, NPA has discounted all meal prices by 35%!*
- *With these discounts, we hope you will register more of your staff to attend convention sessions and meals.*

FRIDAY NETWORKING LUNCH (Fri, Apr 5):

- Salad Bar Buffet – tossed salad greens & fresh spinach salad. Choice of three dressings. Assorted toppings of julienne of ham & turkey, shredded cheese, sliced mushrooms, diced tomatoes, sliced olives, croutons, fresh crudités, German Potato Salad & Pasta Vinaigrette Salad.
- Assorted Breads
- Coffee/Iced Tea/Milk

FRIDAY AWARDS BANQUET (Fri, Apr 5):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Smoked Windsor Loin – roasted with a balsamic demi-glace reduction; cheese potatoes au gratin; seasonal vegetables OR
- Shrimp Fettucine Alfredo – fresh egg noodles tossed in a garlic parmesan cream sauce with marinated tiger prawns & sautéed broccoli
- Assorted Breads
- Dessert – Carrot Cake
- Coffee/Iced Tea/Milk
- *If you'd prefer a vegetarian entrée, cross out pork & fettucine and write "vegetarian" or "V" across menu selection box.*

SATURDAY AWARDS LUNCHEON (Sat, Apr 6):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Chicken Piccata – Lightly dusted chicken breast sautéed & served with lemon & white wine caper sauce & butter; served with angel hair pasta; seasonal vegetables OR
- Vegetarian Entree
- Assorted Breads
- Coffee/Iced Tea/Milk

SATURDAY AWARDS BANQUET (Sat, Apr 6):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Vegetarian Entrée OR
- Beef Tenderloin Medallions pan seared & topped with a portabella mushroom balsamic cream sauce; mashed potatoes; seasonal vegetables.
- Assorted Breads
- Dessert – German Chocolate Cake
- Coffee/Iced Tea/Milk

Make your NPA Convention hotel reservations now!

The NPA Annual Convention is Friday & Saturday, April 5 & 6, 2019, in Kearney at the Holiday Inn Convention Center.

There are two other large events in Kearney the same weekend as our convention, and it's likely that hotel rooms in Kearney will sell out. So please, **MAKE YOUR ROOM RESERVATION** right away!

(You can make room reservations now and cancel by 6pm - 24 hours prior - with no penalty).



- **NPA CONVENTION STANDARD ROOM RATE: \$99.95 p/night+tax**
(standard room is 1 King or 2 Queen; room can accommodate 1-4 people; no additional fee p/person).
- **TO MAKE RESERVATIONS: You must call the main (Kearney) hotel switchboard at 308-237-5971.** (NPA rate not available through worldwide reservations or online).
- **BE SURE TO MENTION** “Nebraska Press Association Convention” when you register to ensure group rate. **Block room reservations close March 7.**
- **COMPLIMENTARY HOTEL PARKING.**

**Holiday Inn & Convention Center
110 2nd Avenue
Kearney, NE 68845
308-237-5971**

HOLIDAY INN HOTEL & CONVENTION CENTER KEARNEY, NEBRASKA... "Where You're Always Welcome!"



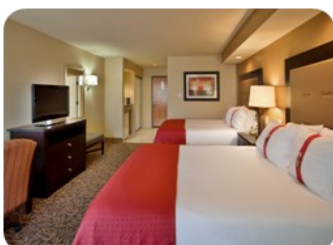
Holiday Inn

The Holiday Inn® Kearney features a full-service restaurant and lounge. With amenities like free shuttle service within city limits, an on-site fitness center with weights and cardio equipment and a video game room for kids, it's easy to see why we're the first choice in Kearney's finest lodging facilities.



Hotel Features

- Complimentary Wi-Fi
- Complimentary Business Center with Print & Fax Services
- HD Flat Screen TVs with DVD Players
- Complimentary DVD Library
- Microwaves & Refrigerators in Every Room
- Indoor Water Center with Two Adult Slides, Children's Slides & Whirlpool
- Video Game Room
- Complimentary Fitness Center
- All Non-Smoking Rooms
- Gift Shop
- Convention & Meetings Space for up to 700 people.



IHG Rewards Club

MORE ►



Two days of workshops, networking and awards - April 5-6, in Kearney

Meet the experts. Sessions are packed with top-notch professionals, giving you the opportunity to learn from some of the industry's best and brightest.

Get inspired. Take home actionable ideas and solutions that you can implement at your newspaper right away to boost revenue, improve news content and benefit your community.

Socialize, network. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. Take advantage of low convention registration fees & discounted meal prices! (A bargain compared to other press association conventions!)

John Hatcher - Writing and Reporting



John Hatcher is director of the journalism program at the University of Minnesota Duluth and received his Ph.D. from Syracuse University's Newhouse School of Public Communications. He was the education director at the Center for Community Journalism in upstate New York. From 1992 to 2003, he worked for The Daily Messenger, a small daily newspaper in the Finger Lakes region of upstate New York. John leads training sessions for press associations and newspapers in the U.S. and Canada, as well as online webinars through the Newspaper Academy.

- **Survival Guide for Community Newspapers.** Veterans and novice editors alike will walk away with valuable information to improve your work at newspapers. **Friday Session, 1:15-2:15 p.m.**
- **Reporter's Bootcamp: Finding & Writing Better Stories.** John is the best when it comes to coaching and training newspaper reporters and editors. Join him as he discusses what every reporter has to know to get better leads and write better stories. **Saturday Session, 10:15-11:15 a.m.**
- **Getting Better Interviews: Honing Your Interview Skills.** In this session, John will cover the basics, and throw in some veteran tips to improve your interview skills immediately. Whether you are a relative newcomer or veteran reporter, you'll go away with solid information to make you a better reporter. **Saturday Session, 1:15-2:15 p.m.**
- **Save Your Readers! Making School Board, City Council & Other Meetings More Interesting.** We've all been there – the dreaded public meeting. Sometimes school board meetings, county commission meetings and other public meetings can be dreadful to sit through, much less report. Reporters and editors will want to hear what John has to say about those meetings - your articles don't have to be boring! **Saturday Session, 1:15-2:15 p.m.**

Russell Viers - Adobe Certified Instructor, Trainer, Consultant



Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. A professional Adobe trainer since 1997, he travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files. Russell is a frequent speaker at press association conventions and international events.

- **InDesign Techniques to Get Your Paper Out Faster.** Are you spending too much time building ads and pages? Russell will cover some key techniques that will cut time from your weekly production cycle, allowing you more time for selling ads, taking more photos or writing more stories. **Friday Session, 1:15-2:15 p.m.**

Russell Viers - cont.

- **Creating Modern Infographics.** Are you ever in need of an infographic to support a story? Maybe you need a bar chart or pie chart, but don't have a lot of time? Using Illustrator, Russell will show you how it's done. **Saturday Sessions, 10:15-11:15 a.m. & 2:30-3:30 p.m. (repeat sessions).**
- **Editing & Altering PDFs.** This session takes a practical, nuts-and-bolts look at working with PDFs. Russell shows how to look at a PDF and understand what's going on, diagnose potential problems, and fix those problems, with tips on editing PDFs in Adobe Photoshop and Illustrator. **Saturday Session, 1:15-2:15 p.m.**

V. J. Smith - Professional Speaker - "The Richest Man in Town" - Sat. A.M. General Session



V. J. Smith is a professional speaker and published author. He graduated from South Dakota State University in 1978 and spent the decade of the 1980s working for the Allied Signal Aerospace Company in Kansas City. He returned to his alma mater in 1990, working for six years in the SDSU Athletic Department. He was appointed executive director of the SDSU Alumni Association in 1996. In January 2007 he left that position to pursue a career in professional speaking. Smith travels the country and makes over 100 speaking appearances a year. In March 2014, Meetings and Conventions Magazine named V. J. as one of the favorite speakers of meeting planners throughout America. He is the author of the best-selling book, "The Richest Man in Town." In November 2018, V. J. was elected to the State Senate of South Dakota by a landslide vote of 61%. He and his wife Julie currently reside in Brookings, SD. **Saturday General Session, 9:00-10:00am.**

Great Idea Exchange - Share ideas, get ideas!



Bring your best ideas that have worked for your newspaper - promotions, special sections or niche products that have generated revenue; ways to increase subscribers; tips on engaging your readers, and more. Learn & share. *NNA President, Andrew Johnson will moderator this always-popular session.* **Saturday Session, 3:45-4:45 p.m.**

OpenSky Policy Institute - Current state of Nebraska's tax, budget & school finance debates



Clear thinking for a stronger Nebraska

OpenSky Policy Institute is a nonpartisan think tank that examines state fiscal policy. They will provide an update about the current state of Nebraska's tax, budget and school finance debates. Among the topics OpenSky will discuss are conversations around the Legislature's efforts to balance the state budget and to provide property tax relief. **Friday Session, 10:45-11:45 a.m.**

OnePress - Sales Certification Training in network & digital advertising



OnePress Sales Manager, Violet Kirk, will lead an abbreviated certification training session for member newspapers that couldn't attend one of the Fall 2018 sessions she took around the state. Violet will cover topics from revenue-sharing networks to strategy for implementing targeted digital advertising. In addition to receiving sales training in the 2x2, classified, online and digital networks, OnePress certified newspapers will receive specially branded sales materials to display in their offices and for use by their advertising staff. **Saturday Session, 1:15-2:15 p.m.**

Don't miss Friday's lunch!

- No awards; no planned program
- Meet new newspaper people
- Casual lunch buffet:

Tossed salad greens & spinach; assorted meat toppings; crudites; cheese, mushrooms, olives, croutons, tomatoes; German Potato Salad; Pasta Vinaigrette Salad; assorted breads.

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Michelle Hassler - UNL College of Journalism & Mass Communications



Michelle Carr Hassler is an associate professor of practice in journalism at the University of Nebraska-Lincoln College of Journalism and Mass Communications. A McCook native, she spent most of her professional journalism career at the Lincoln Journal and Lincoln Journal Star. She's been teaching at UNL for 20 years.

- **Solutions Journalism.** This presentation will explore the concept and practice of solutions journalism, an emerging model that is being adopted by a variety of news outlets -- from The New York Times to the Rappahannock News in rural Virginia. You'll find out why journalists like to write it and audiences like to read it. **Friday Session, 2:30-3:30 p.m.**

• **USING VIDEO IN YOUR NEWSPAPER - examples & how-tos on ways to embed video in your newspaper.**

Details to come on this Saturday p.m. session!

Legal Hotline Q&A - Shawn Renner, Cline Williams law firm



*Cline Williams' Attorney, Shawn Renner, advises media on free speech, open meetings and other issues. Join this informal Q&A session as Shawn reviews some of the more frequent questions and topics that the Legal Hotline received from our newspapers over the past year. This always-popular session covers topics from the Nebraska Press Association's Legal Hotline, a free service to our member newspapers that provides solid, practical advice with the goal of preventing legal problems. **Bring your legal questions!** Friday Session, 1:15-2:15 p.m.*

Carole Grubbe - Sales, Communication - TownNews.com



Carol has worked in media for over 20 years. First in radio sales, then in newspaper as a retail sales person, then as niche publication and online sales director for Rust Communications. She now is the Senior Regional Sales Manager with TownNews.com, a software company for all media companies, providing digital solutions for her clients whether on web, print or mobile. About a year ago, Carol received certification by Personality Insights to teach effective communication through DISC assessments, and it has helped her have the best two years in sales she's ever had!

- **Increase Sales Performance NOW!** Newspapers were built on informing their communities. Communication is a KEY element. Now, more than ever, it is SO important to BOOST SALES. Carol will teach you a simple and easy way to understand basic communications patterns by asking TWO questions that will change EVERYTHING. You won't want to miss this session! **Saturday Sessions, 10:15-11:15 a.m. & 2:30-3:30 p.m. (repeat sessions).**

***More
convention details
coming soon!***

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*Register
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NPA FOUNDATION FUNDRAISER

Photo credit: Lori Potter, Kearney Hub

SANDHILL CRANES MIGRATION VIEWING & PHOTOGRAPHY

Every March/April, more than 500,000 Sandhill Cranes – more than 80 percent of the world's population – converge on the Platte River Valley to fuel-up before continuing north to their nesting grounds. National Geographic named this annual migration as one of North America's two greatest natural wildlife phenomena, drawing people from across the U.S. and internationally.

Members and friends of the Nebraska Press Association will view Sandhill Cranes from three separate viewing blinds on land owned by the Platte River Recovery Implementation Program (PRRIP). The PRRIP is a collaborative program that addresses the needs of four threatened and endangered species using the Platte River Basin.

Thursday, April 4 | Kearney, NE

— Only 30 spots available —

\$40/per person (10 people p/blind, pre-registered)

Yes! I want to attend the 2019 NPA Foundation Fundraiser!

Name(s): _____

Amount enclosed: _____

Cost: \$40/per person. Checks payable to NPA Foundation.

Contributions are tax-deductible. Please return registration form and payment to:
Nebraska Press Association, 845 S Street, Lincoln, NE 68508.

More Info

ITINERARY

5:15 – 5:45 pm: Those who have pre-registered/pre-paid for the event will meet at the Holiday Inn Convention Center (110 2nd Ave, Kearney, NE) to load carpool vehicles for the drive to crane viewing blinds near Gibbon and Alda. There are three separate blinds (maximum 10 people per blind). Those going to the Alda blind will leave at 5:15pm.

6:00 pm: Arrive at the blinds.

6:15 – 8:00 pm: Crane viewing.

8:45 pm: Return to hotel; leave for Ice Cream Social at Cash-wa Distributing in Kearney (attendance optional).

GETTING TO THE CRANE VIEWING BLINDS

Three Headwaters Corp staff members will meet attendees at the hotel and lead carpool vehicles to the blinds. A few people can ride with Headwaters staff, but attendees must make carpool arrangements to the blinds. Trucks or vans are recommended for carpool vehicles, versus smaller cars.

SPECIAL INSTRUCTIONS

Weather in Central Nebraska in April is unpredictable, and it could be very chilly. The group will be standing in unheated blinds, so dressing in layers is recommended, so you can remove layers if it is too warm. It's better to wear too much than not enough.

WHAT TO WEAR

- Warmest coat/clothing you have, including long underwear.
- Warmest boots you have, along with wool/synthetic socks (avoid cotton).
- Very warm mittens or gloves.
- Stocking cap or insulated hat.
- Please wear dark clothing to help blend with surroundings when walking to/from the blinds.

WHAT TO BRING

- Binoculars.
- Camera and/or video camera. Absolutely NO flash photography is allowed during viewing. Monopods are recommended; tripods are DISCOURAGED.
- NO flashlights are allowed.

