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Thank You!

Butch Furse and Sondra Steele

for serving as “den mothers” and
press check-in facilitators at the State
High School Wrestling Tournaments,
February 14-16, in Omaha.

***NPA and NSAA appreciate your help
and hard work!***

American Democracy: A Great Leap of Faith

*Exhibit at Durham Museum, now through
June 23, 2019*

Inspired by the new permanent
exhibition at the National
Museum of American History,
*American Democracy: A Great
Leap of Faith*, explores America’s
bold experiment in a government
“of, by, and for the people.”



Don’t foul out with March Madness words in ads

With March Madness
coming up March 19 -
April 8, it’s time to be
conscious of what words
are trademarked by the
NCAA.



**Here is a list of some protected words to avoid
in your print and digital ad campaigns:**

- Dribble™
- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- Midnight Madness®
- March Mayhem™
- Men’s Elite Eight®
- NCAA Sweet 16®/NCAA Sweet Sixteen®
- Road to the Final Four®
- Selection Sunday™
- The Big Dance®

**For the full list of trademarked words, go to:
[http://www.ncaa.org/championships/
marketing/ncaa-trademarks](http://www.ncaa.org/championships/marketing/ncaa-trademarks).**

From the Smithsonian Institution, this exhibition is
the centerpiece of a high-profile initiative on democracy
and civics education. Featuring engaging multimedia
experiences, immersive design, and artifacts from the
Smithsonian and state historical organizations, *American
Democracy* will demonstrate that democracy relies on
our active participation in the quest to form a “more
perfect union.” Exhibit sections explore the origins of our
democracy, the changing identity of eligible voters, the
machinery of democracy, the right to petition and protest
beyond the ballot, and the rights and responsibilities of
citizens.

The premiere venue of this 12-city tour, Durham Museum
curators will incorporate local stories and artifacts from
our own collections and other state institutions into the
exhibition resulting in a unique installation that visitors
will not see anywhere else. As an exhibition and catalyst
for public programming, *American Democracy* will inspire
audiences, reflect the value of civics education, and spark
important discussions that are essential to a healthy
democracy.

American Democracy: A Great Leap of Faith was developed
by the National Museum of American History and adapted
for travel by the Smithsonian Institution Traveling
Exhibition Service.

Four wins are better than two

By John Foust,,Raleigh, NC

Jodi is a sales manager with an interesting philosophy. “We’re all familiar with win-win,” she said. “It’s a common cliché these days. In business relationships – especially any kind of negotiation – each side should benefit. I help you win, and you help me win.”



“Win-win is a noble objective, but I don’t think it covers all the bases in the advertising business. I’ve heard people say that we’re dealing with four wins, not two. We talk about this all the time in staff meetings. As long as we focus on winning in

four areas, we’re on the right track.”

Let’s take a look at Jodi’s four wins:

1. The advertiser. “It all starts here,” she said. “Advertisers and prospective advertisers want results. The purpose of advertising is to generate sales and market awareness, so we go into every presentation with that in mind.

“After all, that’s how they judge the value of running ads with us. They constantly ask themselves, ‘Are the ads working?’ If they can’t answer ‘yes’ to that question, we have a big problem. If there’s no win for the advertiser, the other wins don’t matter.”

2. The newspaper. “When we tell prospects we’re working for a win-win, they automatically think of their business and our newspaper,” Jodi explained.

“We work for the newspaper, and everybody understands that we’re expected to keep our employer’s interests at heart. When our advertisers get good results from their campaigns, they’ll naturally run more ads. That boosts our business as well as theirs. By helping them win, we win right along with them.”

3. The consumer. “This is the first of the additional wins,” Jodi said. “Even though it doesn’t apply to every industry, it’s a big part of what we do in advertising. In a lot of ways, you could say we’re a bridge between businesses and their customers. If it weren’t for advertising, a lot of people wouldn’t know what’s available in the marketplace.

“Around the office, we joke about being consumer advocates, but that’s our way of saying we work to take care of our audience. We’re obligated to help advertisers package their messages to help readers make good buying decisions. If an advertiser hands us a bad idea, we don’t hesitate to say it’s a bad idea. Our ad team knows principles of effective advertising, and they do everything they can to steer clients away from weak ideas.”

4. The sales person. The fourth win hits close to home. “We want the people in our ad department to enjoy their work and celebrate their successes,” she said. “When someone lands a new client, renews a contract or sells a

campaign, it gives their confidence a big lift. We believe each victory is a stepping stone to more accomplishments.

“The better our team members feel about their work, the more valuable they become – to the paper, to advertisers, to our readers and to themselves.

“In our business, two wins are not enough. We go for the win-win-win-win.”

(c) Copyright 2019 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

CALL FOR ENTRIES:

Omaha World-Herald Community Service and Service to Ag Awards

- *Prize amounts for each award: \$500 for DAILY winner and \$250 for each WEEKLY class winner.*
- **Entries must be postmarked by March 8, 2019.** (Submit in a 3-ring binder and mail to the NPA office).
- **Details attached.**

CALL FOR NOMINATIONS: NE Journalism Hall of Fame

(nomination deadline 3/15/19)

- **Inductees will be announced late April/early May.**
- **Nomination form attached.**

Sunshine Week is March 10-16

Newspapers will be recognizing Sunshine Week March 10-16 this year. Organized by the American Society of News Editors and the Reporters Committee for Freedom of the Press, participants are encouraged to promote open access to public information and what it means for you and your community.

Several resources, dubbed The Sunshine Week toolkit, are available for free to any participant at: www.sunshineweek.org.

Please note that permission to use these materials freely covers only the seven days of Sunshine Week 2019 (March 10-16). However, authors and artists may grant special use permission in cases of student newspapers, weeklies and others who may not be able to publish that week. Please contact: sunshineweek@asne.org with individual requests.

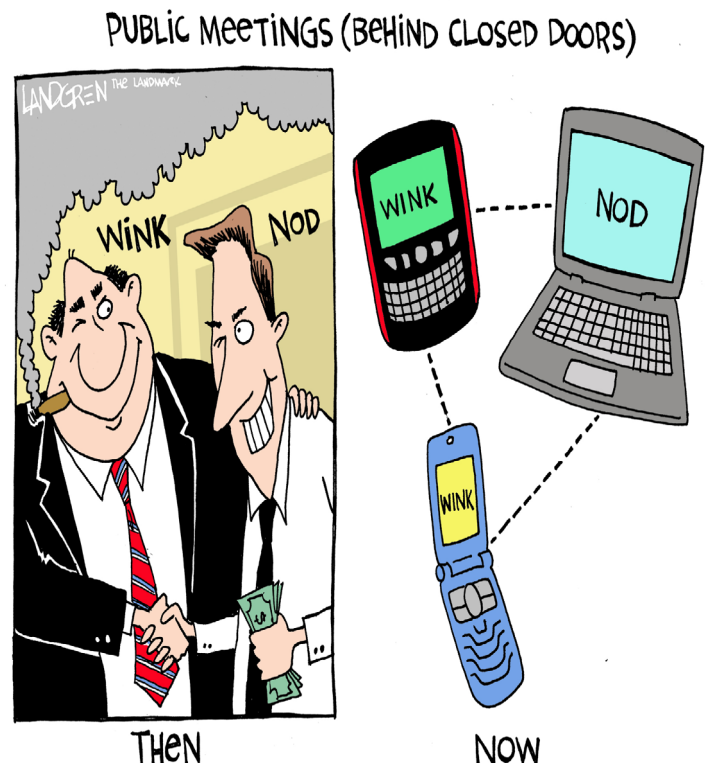
As Sunshine Week nears, and sometimes during the week, more material will be added, so be sure to check back often.

For inspiration on the kind of work that can be done utilizing public information, please review our FOI in Action page, and peruse the Bright Ideas collections from past Sunshine Weeks. To see what was offered in earlier Toolkits, visit The Vault.



Available to participants for Sunshine Week 2019:

- Special reporting package (free stories, photos & a graphic you can publish)
- Whistleblower Project - The Society of Professional Journalists & the Government Accountability Project have teamed up with several other whistleblowing & media organizations to inform journalists on how they can safely work with whistleblowers & have created a comprehensive case for why those brave workers who risk everything should be praised and better protected. Visit the new website at <https://www.spj.org/whistleblower/>.
- Opinion Columns
- Editorial Cartoons
- MuckRock's Public Records Data
- Sunshine Week Logos & Icons
- Sample Proclamation for State/Local Govts.
- Schools & Colleges Page for Students & Educators
- An assortment of FOIA resources



Chadron Record launches “Recording History” video project as part of 135th anniversary celebration

By Kerri Rempp, Chadron Record editor, Feb. 27, 2019

The Chadron Record has always chronicled life in northwest Nebraska in the pages of their newspaper. Established in 1884 as the Sioux County Journal by E.E. Egan, the paper has kept their citizens informed by covering happenings large and small.

Through the years, the way those stories have been reported has changed, as coverage has expanded into online and social media.

As part of The Chadron Record’s 135th anniversary celebration this year, the staff is launching a new project called “Recording History.”

“Recording History” will continue to document life in northwest Nebraska, but the goal of the project is to create video and audio recordings of area residents sharing their stories in their own words.

The Record is seeking individuals willing to tell their stories of how life has changed in the region over the last several decades. The interviews will be shared on The Chadron Record’s YouTube site, and select stories will be included in a special print edition planned for September.

Staff is ready to begin scheduling interviews now, and will continue with the project throughout the rest of the year.

“One of the primary roles of a community newspaper is to preserve the history of the region it serves. We do that each week in the pages of our print edition, but we know there are many more stories to be told. The “Recording History” project is just one more way we can share northwest Nebraska’s roots with current and future generations,” said Record Editor Kerri Rempp.

A robot commits libel. Who is responsible?

By Peter Georgiev, Donald W. Reynolds Journalism Institute, Feb. 20, 2019

Yet, for all their apparent infallibility, bots, like their human predecessors, are also vulnerable to mistakes. In the news business, one of the worst mistakes is committing libel. So, how should courts treat cases in which a robot generates a defamatory statement? Legal and tech experts believe now is the time to decide.

Thanks to a series of landmark rulings by the U.S. Supreme Court in the second half of the previous century, the First Amendment provides strong protection to journalists in defamation lawsuits. Public officials can’t recover damages for libel without first proving that the defendant had acted with “actual malice” — knowing



that a statement was false or demonstrating reckless disregard for the truth.

“That just doesn’t work very well with an algorithm,” says Lyrissa Lidsky, dean of University of Missouri’s School of Law and an expert in First Amendment law. “It’s hard to talk about the knowledge that an algorithm has or whether an algorithm acted recklessly.”

Read the full post at:

<https://www.rjionline.org/stories/a-robot-commits-libel-who-is-responsible>

Reminder: Dues Payments

- Please pay your NPA/NNA dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations and different banks. Thank you in advance for your cooperation.

Questions, contact Jenelle at 800-369-2850.

Payment for Constitutional Amendments

- Payment for Constitutional Amendments that ran in October 2018 will be sent by OnePress when the Legislature approves the bill in 2019.
- We have submitted the necessary documents for payment. This timetable has not changed for 91 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2019.
- As soon as we receive payment, we will be paying the newspapers.

Questions, contact Carolyn Bowman or Jenelle Plachy at the NPA/OnePress office: 800-369-2850.

Classified Advertising Exchange

March 4, 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.

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.

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 when 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, 2:30-3:30 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.



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 at Your Newspaper - some topics to be covered:

- Equipment used to shoot and edit stories
- Basic video shooting techniques
- How social media can be used to promote/create interest for video stories
- Why video is important for newspapers as they continue to transition into more digital
- What to look for when determining if a story should include video

Saturday Session, 1:15-2:15 p.m.

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!**

INSPIRE
NEBRASKA PRESS ASSOCIATION
2019 ANNUAL CONVENTION

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

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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

*Register
Now*

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.





2019
Omaha World-Herald
Community Service
Award

Deadline:

Entries must be postmarked by March 8, 2019.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

2019
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Entries must be postmarked by March 8, 2019.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. \$500 cash prize to Daily winner; \$250 cash prize to Weekly winners.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.



Nebraska Journalism Hall of Fame

Deadline for nominations is March 15, 2019.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor. **Here are the rules:**

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

Nominations must include a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the

University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

Previous inductees include: Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: _____

YOUR NAME: _____

YOUR NEWSPAPER: _____

NAME OF NOMINEE: _____

NEWSPAPER: _____

NOMINEE'S ADDRESS: _____

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: _____

NOMINEE OR CONTACT TELEPHONE: _____

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2019

Send nominations to:
Susan Watson, Nebraska Press
Association, 845 "S" St., Lincoln,
NE 68508

Nominations must be received by March 15, 2019.
(Hall of Fame inductees will be announced in late April or early May.)