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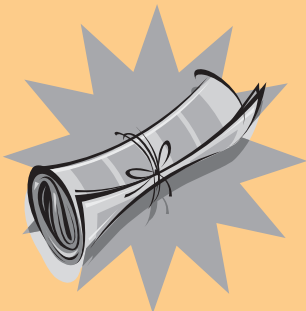
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Credit card payments now accepted for network ad orders



Member newspapers selling 2x2/2x4 or classified network ads may now pre-pay for those ads with a credit card (MC or VS). A 5% processing fee will be applied to network ad payments.

For more information, please contact Violet Kirk, vk@nebpress.com, 402-476-2851.

Scottsbluff Star-Herald publisher, Roger Tollefson, dies at age 56

Scottsbluff Star-Herald, Mar. 10, 2019



Roger Tollefson, publisher of the Scottsbluff Star-Herald, died unexpectedly at his home in Gering, NE, on March 6, 2019 at the age of 56.

Funeral services will be 2 p.m. Thursday March 14 at the Hampton Inn in Scottsbluff, Nebraska. Burial will immediately follow at Gering West Lawn Cemetery. Visitation will be Wednesday March 13 from 1-7 p.m. with family present from 5-7 p.m. at Dugan-Kramer Funeral Home, Scottsbluff. Share your favorite memory and condolences at www.dugankramer.com.

Born in Mitchell, SD, Roger's first paying job was delivering newspapers, which developed into a lifelong career in the newspaper business for the last 37 years. He started out at the Daily Republic in Mitchell, SD as circulation district manager. He worked briefly at the Argus-Leader in Sioux Falls, SD and shortly thereafter he was promoted to circulation director at newspapers in St. George, UT, Eureka CA and Oxnard, CA.

His Midwest roots and desire to be closer to family brought him to Scottsbluff, Nebraska in 1991, where he began working for the Star-Herald. He held positions as circulation director, director of operations, general manager, and was most recently named publisher in December, 2018.

He was the recipient of NAA's (now News Media Alliance) National Award of Excellence for Community Affairs and Multimedia Events, and served as a past member of the NAA's Update Magazine Committee. For the last six years Roger served on the Scottsbluff/Gering United Chamber of Commerce Board of Directors, he was past cochair for Leadership Scotts Bluff and has served on the Scottsbluff Recycling Coalition and Monument Pathways Boards.

Roger is survived by his wife of 38 years, Pamela; daughter Tasha (Jose) Gonzalez and their children of Gering, NE; and son Tyler (Amanda) Tollefson and their children of Fargo, North Dakota.

Once in a while it really hits home

By Tory Duncan, managing editor, Sutton Clay Co. News

This week, as the Sutton Mustangs return to the Nebraska state boys basketball tournament for the first time since 2014, and after watching Saturday's girls championships on television, the passion and emotions of this big stage can really get the best of all of us, me included.

It's well known that in my industry we "can't" wear our school gear while covering big events like this. We can't (or shouldn't) show favoritism, thus why you won't see a Sutton shirt on me.

With that said, I ran into a social media post Sunday on Twitter which just wowed me, in a good way. It came from the father of Oakland-Craig standout girls player Dacey Nelson. Nelson, in three tournament games averaged nearly 30 points per game. Yep, this young lady has obviously put a lot of time in on the court. It was her dad, however, that left me speechless. O-C took home the third-place trophy with a win over Fillmore Central.

A loss to Hastings St. Cecilia in the semifinals could have left a sour taste in the mouths of the Nelson family, but guess what, while I'm sure there was disappointment in not playing for the top trophy, they celebrated the accomplishments of their daughter and her teammates.

Her dad, Merritt Nelson, penned his thoughts following the tournament, and with his permission to print his words of advice, this is what he shared. He lead off with "Dear parents," I'm going to add in my own teeny bit of flavor to his opening.... "Dear Fans," Nelson shared:

- This is their experience, not yours.
- Do not make your kid feel like their work is dependent upon anything.
- Push your child. Make them do things they don't want to do—but watch them carefully, if they need a break, give them one.
- Do youth sports for what it is sure to give you now—not for what it might give you later.
- Be about the team—not just your kid.
- Support your kids' coaches—even when you think they are wrong.
- Prepare for hard times and pain, it will come—then provide stability.
- Don't "fake invest." Real investments are hard, and take true sacrifices.
- The deeper the investment, the sharper the pain will be and the greater the joy will be.



Tory Duncan

- Understand there are no shortcuts—only monotonous repetition for years.
- Talk perspective often— but realize your kids don't have a lifetime of experience to weigh against. Still try.
- Let them fail and get their feelings hurt—then pick them up with love.
- Focus on the cumulative process—not the daily outcomes. Progress is not a constant slope with linear improvement—it is unpredictable and includes setbacks.
- Enjoy the journey; It does end.

I've been around high school and youth sports all my life; as a writer and follower through several newspaper outlets in Nebraska, I've seen the high and certainly the lows. I've seen teams win state championships with class, I've seen teams with state championships in a classless way as well.

But in the instances of "classless" wins, in championship games or not, a large part of that "classless" feel isn't just the kids playing on the court, on the mats or on a field, it's heavily noticeable on the sidelines, in the stands. It goes as far as "belittling" officials of any particular event. I can definitely admit that there are calls made that I raise my eyebrows, even mumbled things in my head, but to lash out at a player or an official....don't do it.

As Nelson said to start out his thoughts, "This is THEIR experience, not yours. We as fans get to watch on, we get to cheer, but it's not up to us when the final result takes place. It's solely up to the kid in the competition, no matter if its in athletics, speech or music, this is THEIR experience, even if you don't agree with a coach, it is the coaches job to lead.

Nelson's words came from his heart, he knows his role to his daughter, and he knows it well given his thoughts.

I realize that some of you won't get to read this until after the tournament this weekend is over, but nonetheless, I feel that this is one of the best, from-the-heart pieces that I've ever ran across, when it comes to youth and high school activities. It's poster material to live by, whether you are a parent OR a fan!

Good luck Mustangs and Sutton fans....and certainly mom, dad, grandpa and grandma and all of the family. Have fun, enjoy and I'll be right along side cheering along...inside of course!

This column was published in the Mar. 6, 2019, issue of the Clay Co. News and is reprinted with permission.

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>

RSVP for Facebook Live session Friday, March 15 - learn more about a Twitter bot intended to help save time reporting on events



news via Twitter.

TweetsToText is a Twitter bot that transforms your live event tweets into a plain text file, saving time on copying and pasting your tweets for an article post-event. The tool was built for journalists who cover events like sports games, city council meetings or breaking

Tune in to the Reynolds Journalism Institute's Facebook Live this Friday, March 15 at 12:00 p.m. CT where James Gordon, TweetsToText creator, as well as the senior editor of the RJF Futures Lab, will demo TweetsToText and answer any questions about how to utilize the tool in the field.

RSVP here for Facebook Live session:

<https://www.facebook.com/events/2261681387431603/>

To learn more, visit: **<https://www.tweetstotext.io/>**

Ed Henninger: Visual impact equals high readership

Do you want grab the attention of your readers with your very first page? Of course you do! With every issue, you want your front page to have high readership. You want it to be your best-read page.



You can get that strong readership by making sure the design of the front is compelling. And the key to that compelling design is a strong visual element.

The front page (and other pages, like your sports front) requires a dominant visual that will draw readers into the page — and keep them there.

Some thoughts:

SIZE: Nothing creates impact like size. Make your lead photo (or chart, or graphic or illustration) the largest element on the page. How big? Think in terms of a quarter of the size of your news hole. "Wow, that's big!" you might say. My response: "Yes...it is. And that's why it has the impact we need."

PLACEMENT: Position your lead visual near the top of your news hole, where it will be seen quickly. No, it need not fall directly below the nameplate every time, but placing the lead visual over the optical center (a bit above and left of actual center) works well for most fonts.

THE FOLD: It's OK to place your dominant art across the fold, but try to keep most of it toward the top of the page. If some falls below the fold, that's OK.

OTHER VISUALS: Make them no larger than about half the size of your lead art. That way, they don't fight the lead art for attention. How many other visuals on the page? I suggest no more than one or two other pieces. Head shots here and there usually won't draw attention from the lead element, but too many photos (especially if they're close to the same size as the lead element) will create a hodgepodge on the page.

HORIZONTAL OR VERTICAL? Should your dominant art be horizontal...or vertical? In a word..yes.

GIVE IT YOUR BEST SHOT: Select the best photo, edit and crop it correctly, and then place it. If it's a sports photo, OK. Put it on your front and refer to the story inside. Look for the photo that has the strongest appeal. That's your page 1 picture!

When it comes to the design of your front page, strive for impact by using a compelling visual. That approach is sure to create stronger readership.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Want a free evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com, 803-325-5252.

Classified Advertising Exchange

March 11, 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 timothylinScott1@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: Nebraska Journalism Hall of Fame 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!

Block room reservations close March 7. NPA Convention rate will be honored after March 7, *subject to availability*.



- **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**



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%!***

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 crudité's, 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

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.





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.)