

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

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

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



LOUISIANA NEWSPAPER CONTEST JUDGES NEEDED!

- At least 30 judges are needed.
- Judge entries ONLINE in front of your own computer.
- Judging will take place (approximately) April 8 – 26, 2019.
- See the sign-up form attached to the Bulletin.
- If you can help, please send back (by email or fax) your sign-up sheet right away to Carolyn Bowman, cb@nebpress.com.

Thanks for your help!

*"To the thief who stole my
anti-depressants, I hope you're
happy."*

- Anonymous

Mobile microlearning works! Sample the first course in digital journalism delivered to your phone

By Linda Austin, project director, Associated Press Media Editors' NewsTrain, March, 2019

Almost two years ago, I asked for help in identifying your training needs in digital journalism. More than 700 of you responded to a survey, with three-quarters supporting the idea of bite-size lessons delivered via your smartphone.

The idea was to overcome the biggest obstacle to training for journalists — lack of time — by providing learning in five-minute chunks that could be consumed while on public transit or waiting in line. In the past decade, mobile microlearning has taken off in other industries but not yet in journalism.

Now, the results are back from that first course in digital journalism delivered via mobile microlearning, using the EdApp. And you responded enthusiastically.

All of the 35 journalists who took that first course — The 5 C's of Writing News for Mobile Audiences — would recommend it to other journalists interested in the subject.

Read the full post:

<https://www.rjionline.org/stories/mobile-microlearning-works-sample-the-first-course-in-digital-journalism-de>.



INSPIRE
NEBRASKA PRESS ASSOCIATION
2019 ANNUAL CONVENTION

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 2/25:

2x2

Albion News – Julie Dickerson (paper made \$325.00)
Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jayde Osborn (paper made \$32.50 out of state)
Crete News – Nichole Javorsky (paper made \$150.00)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$762.50)
Seward Independent – Brenda Clark (paper made \$300.00)

NCAN

Aurora News-Register – Kurt Johnson (paper made \$215.00)
Bellevue Leader – Echo Bronk (NCAN Special Free Ad)
Central City Republican Nonpareil – Penni Jensen (paper made \$142.50)
Kearney Hub – Kaitlyn White (paper made \$207.50)

Week of 3/4:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Fairbury Journal-News – Jennifer Lewis (paper made \$150.00)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (paper made \$300.00)
Seward Co. Independent – Brenda Clark (paper made \$300.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)
Central City Republican Nonpareil – Penni Jensen (NCAN Special Free Ad)
Kearney Hub – Kaitlyn White (paper made \$207.50)
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

Week of 3/11:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$85.00 out of state)
Fairbury Journal News – Jennifer Lewis (paper made \$150.00)
Hickman Voice News – Wendy Doyle (4 ads) (paper made \$1,087.50)
Seward Co. Independent – Brenda Clark (paper made \$300.00)

NCAN

Kearney Hub – Kaitlyn White (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (paper made \$117.50)

Week of 3/18:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)
Imperial Republican – Jana Pribbeno (paper made \$487.50)

Lexington Clipper-Herald – Heather Heinemann (paper made \$162.50)

Stromsburg Polk Co. News – Erin Dickey (paper made \$150.00)

NCAN

Hickman Voice News – Wendy Doyle (paper made \$125.00)
Sutton Clay Co. News – Tory Duncan (NCAN Special Free Ad)
Valentine Midland News – Dana Anderson (paper made \$172.50)

Week of 3/25:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn (paper made \$32.50 out of state)
Grand Island Independent – Pat Bell (paper made \$325.00)
Hickman Voice News – Wendy Doyle (2 ads) (paper made \$300.00)
Ravenna News – Michael Happ (paper made \$325.00)

NCAN

Hickman Voice News – Wendy Doyle (paper made \$125.00)
Valentine Midland News – Dana Anderson (paper made \$172.50)

Keep us in the loop!

Notify the NPA office if you have changes:

- New email address(es)
- New phone/fax numbers
- Staff changes (publishers, managers, editors, advertising contacts)
- Advertising/color rate changes
- Change of publication day or format changes
- New mailing or delivery address

Thank you!

Saying: "I don't need newspapers;
I get my news from the Internet."

is the
same as
saying



"I know, right? And I don't need
farmers; 'cause I get my food at the
supermarket."

Into the Issues: Newspapers need to explain “How We Work”

By Al Cross, Director, Institute for Rural Journalism & Community Issues, University of Kentucky School of Journalism & Media



Newspapers cover almost every imaginable topic, but when it comes to understanding and explaining their own roles in society, many community newspapers fall short.

They keep doing business and journalism pretty much like they always did, with digital media as a sideline because they can't make much money at it. Their presence on social media is often desultory and uninspired, even though social media have become the dominant form of mass communication.

These newspapers are disengaging from their audiences – or perhaps we should say their former audiences and their potential audiences – at a time when they need to be more engaged than ever. There's a war on journalism in America, and it's not just being waged in Washington, D.C.

Today's media maelstrom has left much of the audience uncertain about what a newspaper is, or what it is supposed to be. Newspapers need to explain that clearly and consistently, through all available forms of media (more on those later).

At a time when Americans are more dubious than ever about sources of information, newspapers remain the primary finders of fact. But for some reason they have been bashful about making that their brand, or even thinking of themselves as having a brand.

What is our brand? At last month's Ohio News Media Association convention, I said it can be built around three Rs: reliable, relevant information, delivered responsibly. The third R most needs explanation.

When I was first learning journalism and the news business, one newspaper I read regularly ran a standing box on its editorial page. "Daily News Platform" told readers what the paper stood for. It's been a long time since I saw such a device, but it's time to bring it back, in a different way.

If I were running a newspaper today, its home page would have a button labeled "How We Work." It would take readers to a page explaining the paper's purpose and the ways it tries to achieve it. Shorter versions of it would run in print every day, usually on the editorial page.

"How We Work" would start by explaining the different forms of information media, to help readers understand the different and special roles that newspapers play in our society, and the challenges they face. Here's the version I offered in Ohio:

This is a newspaper. It reports facts. To do that, we verify information, or we attribute it to someone else. That is called the discipline of verification, and it is the essence of a craft called journalism, which you find in news media.

There are two other types of media: social media, which have no discipline, much less verification; and strategic media, which try to sell you something: goods, services, ideas, politicians, causes, beliefs, etc.

Newspapers once relied on one form of strategic media, advertising, for most of their income. Today, social media get more of the ad money, so newspapers must get more income from the only other reliable place they can get it: their readers, in the form of subscriptions or single-copy sales. As you might guess, we prefer subscribers, so we hope to earn your respect and loyalty.

How do we do that? By being honest and straightforward about our business.

That means we must separate fact from opinion, reserving our own views for the editorial page. Of course, our views have some influence over what news we choose to cover, so if you think we're not covering what should be covered, or have failed to separate fact from opinion, or make another mistake, we want you to tell us. You can do that privately,

cont. pg. 5

How We Work - cont. from 4

or publicly, in the form of a letter to the editor. If you raise an important issue that we think needs wider perspective, we may invite you to join us in a discussion on social media, and perhaps bring that discussion into the newspaper itself.

We want to hear from you. We are in the business of holding others accountable, so we must be accountable to you.

Accountability journalism is necessary if our democratic republic is to function the way the Founding Fathers intended. That's why they put the First Amendment in the Constitution. It gives us great freedom, but with that freedom comes a great responsibility. If you think we are not living up to that legacy, please tell us.

That's fewer than 350 words, about the length of a little-longer-than-usual letter to the editor in most papers. We need more letters from the editor, not just statements of general principle, but explanations of how and why we do certain things. If we demand transparency from officials and institutions, we must practice it ourselves. And build our brand at the same time.

One good example came from Brian Hunt, publisher of the Walla Walla Union-Bulletin, in a column he

wrote in May 2017, titled "Community Journalism in the era of fake news." We excerpted it on The Rural Blog; you can read it at <https://bit.ly/2sQtB5k>. Hunt's best passage gave examples of the extreme without being judgmental:

"I've been challenged on why we include people of color in our newspaper. I've heard from readers who question why, when two-thirds of our region voted for Trump, the U-B would ever publish anything remotely critical of his presidency. I learn things in these conversations.

Most notably, the people I speak with are not unaccomplished, not unintelligent, not uncaring. We know these people. You know these people. Fake news and the isolated intolerance that can feed it gets to us all."

After the column ran, Hunt said the paper got fewer calls, and fewer subscription stops, complaining about bias in the paper. Good journalism is good business, especially when you explain it.

Al Cross edited and managed rural newspapers before covering politics for the Louisville Courier Journal and serving as president of the Society of Professional Journalists. He is a journalism professor at the University of Kentucky and director of its Institute for Rural Journalism and Community Issues, which publishes The Rural Blog at <http://irjci.blogspot.com>.

Newspaperman Nelson "Nels" Miller dies at 71

Celebration of life services were held on March 11, 2019, for Nelson "Nels" Miller at the Gregory United Methodist Church in Gregory, SD.



Born in Ottumwa, IA, Nelson graduated from Wisner High School in 1964. He attended two years of college at Wayne State before joining the U.S. Army in 1966. While in the service, Nelson was attached to the Korea Military Advisory Group and served with the U.S. Army Intelligence Corp. He was honorably discharged in May of 1969.

Nelson returned to the Midwest and started working in the newspaper business, and began managing the Gregory (SD) Times-Advocate, which he then purchased several years later. Nelson and his wife, Sally, continued to expand their newspaper businesses to include the

Edgemont (SD) Herald Tribune, Ainsworth Star-Journal, Valentine Midland News, Wagner Printing and Plains Printing Company.

On September 18, 1997, Nelson was given the gift of life through a heart transplant at the University of Minnesota in Minneapolis.

Nelson was very active in many organizations in his community. He was a founding member of the advertising publications, Dakota Action Rocket, the Great Plains Pioneer, now the Pioneer Advertiser. He was also past president of the South Dakota Newspaper Association.

Nelson passed away on March 5, 2019, at the University of Minnesota Medical Center in Minneapolis, at the age of 71.

He is survived by his wife of 44 years, Sally; daughters Sara (Brian) and Sonya (Scott) and their children; brothers Rod (Kathy) Worrell and Mike (Bev) Miller, and several other family members.

Classified Advertising Exchange

March 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.

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; Louisiana Newspaper Contest Judging flyer; 2019 NPA Convention flyers (Registration, Sessions, Hotel Reservations, Foundation Fundraiser.)

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.



Calling All Judges!!!

The **Louisiana** annual Newspaper contest is coming up very soon, and they need at least 30 judges.

WHEN? Appox. April 8-April 26, 2019

WHERE? In front of your own computer

The entire contest will be judged online.

Judges Needed for:

Best Self-Promotion of your Operation; Best Money-Making Idea; Community Service; Best Front Page; Best Headline; Best Story or Editorial from Public Notice; Best Breaking News Story; Best Feature Story; Best News Story; Best Single Editorial; Best Regular Column; Best Investigative Reporting; Best Sports Story; Best Sports Column; Best Layout & Design; Best News Photo; Best Feature Photo; Best Sports Photo; Best Photo Package; Staff Generated Ad; Best Ad Campaign; In-Paper Promotion; Best Success Story of an Ad; Best Multiple Advertiser Page; Best Overall Website; Best Web Project; Best News Video; Best Online Advertising-Single Ad; Best Online Advertising Campaign; Best Special Section; General Excellence

If you do not specify a preference below, I will assume you are willing to judge anything.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



2019 NPA Annual Convention Agenda

April 5-6, 2019 - Holiday Inn Convention Center,

110 2nd Ave., Kearney, NE 68848

(REVISED 3/20/19-subject to change)

ONEpress

FRIDAY, APRIL 5

8:00 a.m.

Registration Desk Opens

Location: PRE-FUNCTION/ATRIUM AREA

9:00 - 10:30 a.m.

Daily Publishers Meeting

9:00-9:30 a.m. - Coffee/Pastries

9:30-10:30 a.m. - Meeting

Location: STATEROOM C

10:45-11:45 a.m.

Current state of Nebraska's tax, budget and school finance debates

OpenSky Policy Institute - Chuck Brown & Renee Fry

Location: STATEROOM C

12 Noon - 1:00 p.m.

BUFFET LUNCH

Casual salad bar lunch buffet - meet new newspaper people, catch up with friends

Location: BALLROOM I

1:15-2:15 p.m.

InDesign Techniques to Get Your Newspaper Out Faster

Russell Viers, Certified Adobe Instructor

Location: STATEROOM C

1:15 - 2:15 p.m.

Survival Guide for Community Newspapers

John Hatcher, Dir. of Journalism, University of Minnesota-Duluth

Location: STATEROOM A

1:15 - 2:15 p.m.

Legal Hotline Q&A Session

Shawn Renner, Cline Williams law firm

Location: STATEROOM B

1:45 - 4:00 p.m.

AFTERNOON BREAK

Grab a cookie or iced tea before heading to the next session

Location: PRE-FUNCTION/ATRIUM AREA

2:30-3:30 p.m.

Solutions Journalism

Michelle Hassler, UNL College of Journalism

Location: STATEROOM C

2:30-3:30 p.m.

OnePress Certification Session

Violet Kirk, Sales Manager, NPAS/OnePress

Location: STATEROOM A

3:45-4:15 p.m.

NPA Annual Business Meeting

NNA report - NNA President, Andrew Johnson

4:15-4:45 p.m.

NPAS/OnePress Annual Business Meeting

(Back-to-back meetings)

Location: STATEROOM C

5:30-6:30 p.m.

Social Hour-Cash Bar

Location: PRE-FUNCTION/ATRIUM AREA

6:30 p.m.

OMAHA WORLD-HERALD AWARDS BANQUET

Welcome: Lt. Governor, Mike Foley, NNA President, Andrew Johnson

Keynote Speaker:

Nebraska Senator Julie Slama, District 1

Presentation of Omaha World-Herald

Community Service & Service to

Agriculture Awards;

Naming of Master Editor-Publisher

Location: BALLROOM I

(Master Editor-Publisher Reception

following banquet)

SATURDAY, APRIL 6

7:30 a.m.

Registration Desk Opens

Location: PRE-FUNCTION/ATRIUM AREA

9:00 - 10:00 a.m.

General Session

"The Richest Man in Town"

V.J. Smith, professional speaker/author

Location: BALLROOM I

10:15 - 11:15 a.m.

Creating Modern Infographics Using Illustrator & Other Sources

Russell Viers, Certified Adobe Instructor

Location: STATEROOM C

10:15 - 11:15 a.m.

Reporter's Bootcamp: Finding & Writing Better Stories

John Hatcher, Dir. of Journalism, University of Minnesota-Duluth

Location: STATEROOM A

10:15-11:15 a.m.

Increase Sales Performance NOW

Carol Grubbe, TownNews.com

Location: ROOM B

11:30 a.m. - 1:00 p.m.

AWARDS LUNCHEON

Awards presented for Outstanding Young Nebraska Journalist, Harpst Leadership Nebraska, Golden Pica Pole; recognition of NPA Foundation scholarship recipients

Location: BALLROOM I

1:15-2:15 p.m.

Editing & Altering PDFs

Russell Viers, Certified Adobe Instructor

Location: STATEROOM C

1:15-2:15 p.m.

Getting Better Interviews: Honing Your Interview Skills

John Hatcher, Dir. of Journalism, University of Minnesota-Duluth

Location: STATEROOM A

1:15-2:15 p.m.

OnePress Certification Session

Violet Kirk, Sales Manager,

NPAS/OnePress

Location: STATEROOM B

(repeat of Friday 2:30 p.m. session)

1:15-2:15 p.m.

Using Video at Your Newspaper

Jake Higgins, Hartington Cedar Co.

News, Eric Eckert, York News-Times,

Steve Marik, York News-Times

Location: EXECUTIVE ROOM (2nd Floor)

1:45 - 4:00 p.m.

AFTERNOON BREAK

Grab a cookie or iced tea before heading to the next session

Location: PRE-FUNCTION/ATRIUM AREA

2:30-3:30 p.m.

Creating Modern Infographics Using Illustrator & Other Sources

Russell Viers, Certified Adobe Instructor

Location: STATEROOM C

(repeat of 10:15 a.m. session)

(agenda continued)



2:30-3:30 p.m.

Increase Sales Performance NOW

Carol Grubbe, TownNews.com

Location: STATEROOM B
(repeat of 10:15 a.m. session)

2:30-3:30 p.m.

Save Your Readers! Making School Board, City Council & Other Meetings More Interesting

John Hatcher, Dir. of Journalism, University of Minnesota-Duluth

Location: STATEROOM A

3:45-4:45 p.m.

GREAT IDEA EXCHANGE

Bring ideas/examples on ways your paper has generated new revenue, increased subscriptions, engaged your readers, used social media.

Moderator, NNA President, Andrew Johnson

Location: STATEROOM C

5:30-6:30 p.m.

Social Hour - Cash Bar

Location: PRE-FUNCTION/ATRIUM AREA

6:30 p.m.

BETTER NEWSPAPER CONTEST AWARDS BANQUET

Better Newspaper Contest winners announced; Photography, Advertising & Editorial of the Year Awards; Daily Publisher & Sweepstakes Awards; installation of new NPA/OnePress officers & board members. Raffle prizes drawing, workshop attendance drawing, Mr/Ms X winner announced

Location: BALLROOM I

Hospitality Room - (Sat night only) after BNC Awards Banquet in ROOM 175

**Workshop Drawing:
Chance to win an Apple iPad!**

(32GB, Wi-Fi)

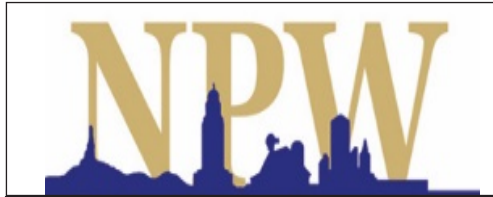
For each workshop you attend, your name will be entered into the drawing. To qualify, you must:

Sign in on sign-in form &
Complete & sign an evaluation form

Winner announced at Saturday banquet.

Need not be present to win.

**STOP BY THESE
EXHIBITOR TABLES
IN THE ATRIUM AREA:**



Nebraska Press Women is a nonprofit, statewide community of professional communicators that welcomes women and men, as well as Nebraska college students studying in the communications field. Founded in 1946, NPW provides professional growth opportunities and offers a forum of activities of interest to communicators.

***Enter their drawing for a
chance to win a
Nebraska photo!***



At TownNews, we believe that local media organizations can thrive - and continue to be vital to the communities they serve - now and into the future. We equip you with the services, technology and guidance to flourish in a volatile digital landscape. Transform your business - grow revenue, expand audience and engagement, and enhance efficiency and security - with the backing of a partner that's deeply rooted in the media industry.



**UNL Nebraska Digital
Newspaper Project**

From 2007 to the present, the NE Digital Newspaper Project has been digitizing historically significant Nebraska newspapers (in English and foreign languages) from various regions of Nebraska for inclusion in Nebraska Newspapers, <http://nebnewspapers.unl.edu>, and in Chronicling America, a freely available full-text database at the Library of Congress, located at <http://chroniclingamerica.loc.gov>. This project is funded by Natl. Endowment for the Humanities and UNL.



**"A Likely Story"
Column by Roger Clark**

Looking for a regular weekly or bi-weekly column to publish in your newspaper? "A Likely Story" column offers humor, insight, entertainment and the occasional nugget of wisdom. Written by Roger Clark, from Valley Center, KS, Roger is talking to interested papers throughout Nebraska. Check out <http://alikelystoryblog.com/>, and stop by Roger's table in the NPA Registration area.

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.**

Friday Session Added! 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. **Friday Session, 2:30-3:30 p.m. & Saturday Session, 1:15-2:15 p.m. (repeat sessions).**

Don't miss Friday's lunch!

- **Meet new newspaper people, catch up with friends**
- **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 - topics will include:

- 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

Learn video tips & tricks from two Nebraska papers that use a lot of video! Jake Higgins, sports editor, Hartington Cedar Co. News; Steve Marik, sports reporter/writer, York News-Times; and Eric Eckert, digital director, York New-Times will share their expertise. 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.

Carol 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).**



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**

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



Holiday Inn

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 ►

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.





Nebraska Press Association with Sponsorship from OnePress
Annual Convention, April 5-6, 2019 - Holiday Inn & Convention Center, Kearney, NE



REGISTRATION INSTRUCTIONS

Please read carefully!

**EXTENDED REGISTRATION
DEADLINE (FIRM)**

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 27.**

4. Registration and meal deadline is March 27. A \$10.00 late fee will be added to registrations received after March 27. NO cancellations after March 27. No refunds after March 27.

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 27 (extended) deadline.**

6. If you are attending workshops, you must submit this registration form & 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 Buffet	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.					
Registration DEADLINE EXTENDED to MARCH 27 (FIRM DEADLINE)	"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

If you have no mail service, fax (402-476-2942) or email (nebpress@nebpress.com) registration form to the NPA office.

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.

