

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).**

