

CONFIDENTIAL

Bulletin

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

Calendar of Events:

March 13-15, 2013

"We Believe in Newspapers"
Summit, Washington, D.C.

April 4, 2013

Omaha Press Club Dinner/Show
Holland Center, Omaha

April 6, 2013

UNL Red/White Football Game
Lincoln, NE

April 11, 2013

UNL Digital Media Showcase
9am-3pm, Lied Commons, Lincoln

April 11, 2013

NPA Foundation Fundraiser
Walking Tour - Robert &
Karen Duncan Sculpture Garden
6:30-8:30pm, Lincoln

April 12-13, 2013

NPA Annual Convention
Holiday Inn/Downtown, Lincoln

September 12-15, 2013

NNA Annual Convention
Phoenix, AZ

October 4, 2013

Hall of Fame Awards Banquet
Nebraska Club, Lincoln

Deadlines:

April 1

Deadline to submit Silent
Auction donation form

April 1

NPA Convention Registration
deadline

April 5

Convention hotel reservation
deadline, Holiday Inn-Downtown

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>

Take Five!

Nebraska Press Association 2013 Annual Convention

with sponsorship from Nebraska Press Advertising Service

April 12-13, 2013

The theme for this year's convention is "Take Five."
"Take Five" ideas away from the workshops, panel discussions
and roundtables to help your newspaper become better, more
profitable and more competitive.

And "Take Five" from your busy schedule to relax, be
entertained and enjoy the company of fellow newspaper
people. New at convention this year will be the

"TAKE FIVE"

NETWORKING ROUNDTABLES SESSION

on Saturday afternoon, where newspaper staffers can mix
and mingle with peers from similar sized newspapers, to share
ideas and experiences.

We hope to see you at Convention!

Thursday, April 11

6:30-8:30 pm

Karen & Robert Duncan

35-acre Sculpture Garden

Walking Tour

NPA Foundation fundraiser

TICKET INFO ATTACHED

Donations Needed!

for the

NPA Foundation

Silent Auction

See attached donation form for
details.

Hotel Accommodations:

- **Holiday Inn-Downtown, 141 N. 9th St., Lincoln, NE**
- **Special Convention standard room rate: \$91.00**
Hotel parking is included with your room reservation
- **Reserve your room by phone or online**
See instruction sheet attached to this Bulletin
- **Be sure to mention you are with Nebraska Press Association**
To get the block reservation rate (Group code-PRE)
- **Reservation deadline: April 5, 2013**
Book early to ensure availability!

NPA/NPAS Staff

Allen Beermann,
Executive Director
email: abeermann@nebpress.com

Jenelle Plachy,
Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James,
Sales Manager
email: rj@nebpress.com

Carolyn Bowman,
Advertising Manager
email: cb@nebpress.com

Susan Watson,
Administrative Assistant
email: nebpress@nebpress.com

Violet Spader Kirk
Sales Assistant
email: sales@nebpress.com



2013 Omaha Press Club Excellence in Journalism/PR Awards Competition open for submissions

Through the kindness of substantial sponsorships - ConAgra, Metro Credit Union and the Nebraska Press Association - the OPC will again be using BetterBNC, an online database, for entries this year.

Digital entry creation for print, photo, magazine, television and radio competitions means no more forms to mail or shipping fees to pay. So...

- Gather contest-worthy digital content for those categories you wish to enter
- Select a point of contact for your organization's contest entries, in case any communication is needed
- Plan on making your entries early during the contest, to avoid any last-minute rush

Entry deadline is Friday, March 29, with the awards announced at the OPC Hall of Fame/Awards banquet on Saturday, June 8. **For a list of categories, guidelines & instructions on how to enter, contact Nicole Lindquist at nicolelindquist@yahoo.com, 402-981-2289, or go to www.omahapressclub.com.**

UNL's Digital Media Showcase, April 11, in Lincoln

As a lead-in to the NPA Convention, UNL Journalism Professors, Gary Kebbel and Matt Waite, are hosting a Digital Media Showcase, Thursday, April 11, from 9 a.m. -3 p.m. at the new event space expansion, the Lied Commons (on the north side of the Lied Center), downtown Lincoln. The event is provided at no charge to our member newspapers, which includes lunch and refreshments.

The Showcase will feature demonstrations of student digital media projects and a discussion of what the Drone Journalism Lab at the College of Journalism and Mass Communications is learning about covering stories with inexpensive unmanned aerial vehicles.

Student media developers will present projects they have created. This will be a chance to meet and talk with UNL students who have the digital and technical skills every newspaper can use.

The event is organized by Gary Kebbel and Matt Waite, with support from the Ford Foundation and the Nebraska Press Association.

See details & registration form attached to this Bulletin!

Menu - 2013 NPA Convention

Friday, April 12: Lunch

Turkey Club Croissant with potato salad. Sliced turkey breast, smoked bacon, and Swiss cheese with lettuce & tomato. Brownie. Coffee and tea.

Friday, April 12: Banquet

Pork Loin rubbed with spices then oven roasted with a roasted garlic and artichoke sauce. Scalloped potatoes, honey glazed carrots, classic Caesar salad (crisp romaine, garlic and herb croutons, fresh shredded Parmesan and house recipe Caesar dressing). Rolls and butter. Cheese-cake assortment. Coffee and tea.

Saturday, April 13: Breakfast

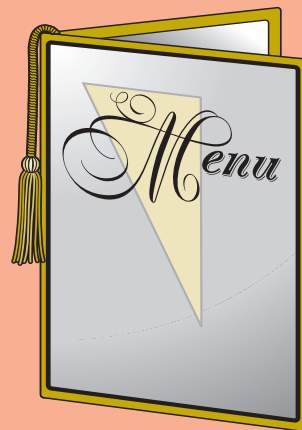
The Husker Buffet comprised of scrambled eggs, cinnamon French toast, bacon, link sausage, home-style breakfast potatoes, pastry assortment, apple and orange juice. Coffee and tea.

Saturday, April 13: Lunch

Chicken and Broccoli. Chicken breast with broccoli in a homemade cheese sauce, red potato salad. Assorted bars and cookies. Coffee and tea.

Saturday, April 13: Banquet

Three beef tenderloin medallions with an herbal butter. Duchess potatoes, vegetable medley, dinner salad with assorted dressings. Rolls and butter. Chocolate lava cake. Coffee and tea.



Eckenrode joins Sidney Sun-Telegraph

Lisana Eckenrode is a new reporter at the Sidney Sun-Telegraph. Eckenrode came to Sidney from North Georgia where she worked as a reporter for newspapers and magazines, and in sales and promotions at several radio stations.

She was a staff writer for *Fetch Your News*, covering news, health issues, community events and public meetings, worked as a correspondent for the *Chattanooga Times Free Press*, and was a writer at *U.S. Rider News*, a motorcycle magazine.

Eckenrode graduated with a BA in Communications from Oglethorpe University in Atlanta, and went on to obtain an MS in Health Communications from Boston University.

2013 Tax Implications of Obamacare

Here's a snapshot of the Obamacare tax list for 2013:

1. The employee portion of the hospital insurance tax part of FICA, currently 1.45% of covered wages, is increased by .9% on wages that exceed a threshold amount. The additional tax is imposed on the combined wages of both the taxpayer and the taxpayer's spouse, in the case of a joint return. The threshold amount is \$250,000 in the case of a joint return or surviving spouse, \$125,000 in the case of a married individual filing a separate return, and \$200,000 in any other case.

For self-employed taxpayers, the same additional hospital insurance tax applies to the hospital insurance portion of SECA tax on self-employment income in excess of the threshold amount.

2. Beginning in 2013, a Medicare tax will for the first time, be applied to investment income. A new 3.8% tax will be imposed on net investment income—interest, dividends, royalties, rents, passive activities, and net gains from sales of property not held in a trade or business—of single taxpayers with AGI above \$200,000 and joint filers over \$250,000.

3. A new excise tax equal to 2.3% of the sale price will be imposed on the sale of any taxable medical device by the manufacturer, producer, or importer of the device.

4. The floor for itemized medical expense deductions will be raised from 7.5% to 10%, beginning in 2013. The AGI floor for individuals age 65 and older will remain unchanged at 7.5% through 2016.

5. Allowable contributions to health Flexible Spending Accounts will be limited to \$2,500 beginning in plan years after 2012.

6. Large employers must report on an employee's 2012 W-2, the cost of health insurance coverage under an employer-sponsored group health plan.

7. The 3.8% excise tax indicated in number 2 above, also will apply to the sale of a primary residence in the capital gain exceeds \$250,000 for an individual or \$500,000 for a couple filing jointly.

Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 3/11:**

2x2

Blair Enterprise — Lynette Hansen
Elkhorn Post-Gazette — Mike Overmann
Grand Island Independent — Pat Bell
Hickman Voice News — Linda Bryant (8 ads)
Hickman Voice News — Sandi Sapp (2 ads)
Tecumseh Chieftain -- Rachelle Grof

NCAN

Arapahoe Public Mirror — Gayle Schutz
Broken Bow Chief — Pat Jackson
Columbus Telegram — Tryci Greisen
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz



Online Media Campus provides high-quality, low-cost online training to media professionals. Each program runs approximately 60 minutes and is designed to be interactive. **Register at www.onlinemediacampus.com.**

Fair Game for Republishing in the Digital Age - Thurs., Mar. 28, 1:00-2:00 p.m. (CDT)

The growth of the Internet has opened a new world when it comes to obtaining information quickly and easily. The newspaper industry continues to adapt when it comes to copyright and fair use laws that govern the desire to spread this information to readers, and the desire of others to spread what the newspaper produces. Webinar will cover: when fair use typically does, and doesn't, apply; considerations when getting permission to use other's work; other legal implications when using copyright-protected work. **Deadline to register: Mar. 25. Fee: \$35**

How's Business? Help your team answer the hard questions about the media industry - Fri., Mar. 29, 1:00-2:00 p.m. (CDT)

It's unavoidable. The question or comment that paints an unflattering picture of your newspaper gets lobbed your way. *How's business? Is circulation down? No one reads newspapers anymore.* In this interactive webinar you'll learn how to train your staff on how to answer the hard questions they hear each day. Great session for ad directors, or anyone concerned about how to manage your newspaper's brand in your community. **Deadline: Mar. 26. Fee: \$35**

Localizing International News - Thurs., Apr. 11, 1:00-2:00 p.m. (CDT)

Thanks to the Internet and 24-hour news channels, your readers are interested in national and international news. However, they want to understand better how that news impacts them. They know that events happening around the world can impact the local community. **Deadline to register: April 8. Fee: \$35**

Classified Advertising Exchange

March 11, 2013

Bertrand Herald Newspaper For Sale - great community in south central Nebraska. Serving the area since 1885. Call Publisher, Bonnie Weekley, at 308-472-3217 or 308-746-3266, or email: BertrandHerald@gmail.com.

Elm Creek Beacon-Observer Newspaper For Sale - immediate sale of the business includes newly remodeled office in main business district of Elm Creek and the equipment needed to publish this weekly newspaper. If suitable buyer is not found by March 15, the newspaper will close its doors. Contact Publisher, Bob Jensen, at jensenpub@hamilton.net, or call 308-940-2136 (cell).

Advertising Sales Rep - The McCook Daily Gazette is looking for an individual ready to succeed in a sales and marketing position. Our ideal candidate is someone who: considers themselves high energy who likes to get things done, is well organized and can set priorities, enjoys people and will go the extra mile to keep a commitment and likes to set goals and can work independently to reach those goals. You will be interacting with our advertisers in a consultative role that helps them identify the best way to promote their products and service. It's a big responsibility and if you're willing to commit, we will offer you a full-time position with one of the area's oldest companies that provides: base pay, plus commission; health, dental and disability insurance; 401K retirement plan; paid time off and holidays; mileage reimbursement plan. Some sales experience would be helpful, but a positive attitude, energy and willingness to work will be equally important. If this is you, please send cover letter and resume to: Bud Hunt, VP of Revenue, Rust Communications, PO Box 699, Cape Girardeau, MO 63702, or email: budhunt@semissourian.com.

Attached to this week's bulletin: Classified Advertising Exchange; NPA Convention Agenda, Hotel Reservation Instructions & Registration Form; UNL Media Showcase Registration Form; Duncan Sculpture Garden Tour Flyer.

2013 NNA calendar strips are still available!

Quantities limited!

Call or email the NPA office.

FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.
Contact NPA for more information.

Reporter's Handbooks For Sale

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) 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.

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



2013 NPA Annual Convention Agenda - *(Tentative agenda-subject to change)*

April 12-13, 2013 Holiday Inn-Downtown - Lincoln, NE

Convention Theme: *Take Five!*

THURSDAY, APRIL 11

6:30-8:30 p.m.

Karen & Robert Duncan
35-acre Sculpture Garden Walking Tour
NPA Foundation Fundraiser

FRIDAY, APRIL 12

All registrants welcome to attend any workshop

7:30 a.m.

Registration Desk Opens
Silent Auction Begins

8:00 a.m.

Daily Publishers Meeting

10:00-11:15 a.m.

Associated Press Meeting

10:15-11:45 a.m.

Digital Technology/Monetizing Your
Website - Panel Discussion
Moderator: Rob James/NPAS

10:15-11:45 a.m.

News Design 101: All Basics, No Bull
Presenter: Ed Henninger

Noon Lunch

Mayor's Welcome
Outstanding Young Nebraska
Journalist Awards

1:30-4:30 p.m.

Tom Allan Writing Contest
Collegiate Only

1:30-4:30 p.m.

Omaha World-Herald College
Photojournalism Contest
Collegiate Only

1:30-2:30 p.m.

News Editorial: Publishing News Stories
Continuously
Presenter: Scott McFetridge, AP

1:30-2:30 p.m.

"Call Me Maybe" - Selling While
Having Fun (Ad Sales)
Presenter: Scott Schmeltzer

2:45-4:10 p.m.

Legal Workshop-NPA Legal Hotline
Attorney, Shawn Renner

2:45-4:10 p.m.

Web Solutions for Community Papers
Presenter: Gary Sosniecki, Town News

4:15 p.m.

NPA Annual Meeting

4:45 p.m.

NPAS Annual Meeting

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

Awards Banquet

Dan Worth, preservation architect
The Nebraska State Capitol: Restoring A
Landmark
Hall of Fame Inductees - Announcement
Master Editor-Publisher Award

9:30 p.m.

Master Editor-Publisher Reception
(No Hospitality Suite Friday Night)

SATURDAY, APRIL 13

All registrants welcome to attend any workshop

7:00 a.m.

Registration Desk Opens
Silent Auction Begins

7:30-9:00 a.m.

Breakfast

Shawn Eichorst, UNL Athletic Director
Update on stadium renovation; Q&A;
photo ops

9:15-10:15 a.m.

Great Idea Exchange
Share your great ideas with your fellow
newspaper professionals. Bring your best
advertising, editorial, printing, internet or
business idea.

9:15-10:15 a.m.

Exit Planning - How to Get Maximum
Value Out of Your Privately
Owned Newspaper
Presenter: Byron McFarland

9:15-10:15 a.m.

Healthcare Panel Q&A Session: How
Obamacare Will Affect Businesses
Moderator: Trudy Lieberman, Rural Health
News Service

10:30-11:45 a.m.

Increase Readership w/Social Media &
Social Reporting - Panel Discussion
Presenter: Chris Rhoades

10:30-11:45 a.m.

It's About the Customer, Not You! (Sales)
Presenter: Scott Schmeltzer

Noon Luncheon

NPA Foundation Scholarship
Presentations
Tom Allan Competition Presentation
Omaha World-Herald College
Photojournalism Competition
Presentation

1:30-3:00 p.m.

Photography Forum
Tips & strategies for online photos,
photography websites, privacy/copyright
issues and more
Presenter: Joe Burns

1:30-3:00 p.m.

News Design-License to Print \$\$
Presenter: Ed Henninger

1:30-3:00 p.m.

Do You See What I'm Saying?
Effective Communication
in the Workplace
Presenter: Randy Vlasin

3:15-4:45 p.m.

"Take Five" Networking
Roundtables - Newspaper staffers can
share ideas & experiences with their
peers from similar sized newspapers

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

NPA Contest Awards Banquet
Better Newspaper Contest Winners
Installation of Officers
NPA Foundation Raffle Drawing
& Silent Auction Ends

10:30 p.m. - Midnight
Hospitality Suite Open

***PLUS raffle prizes, silent
auction and more!***

(Tentative agenda-subject to change) 3/11/13



Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service

Annual Convention, April 12-13, 2013

Holiday Inn-Downtown, Lincoln, NE

Theme: *Take Five!*



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.

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. There will be an Administrative Processing Fee of \$5 charged if you cancel your convention reservations or meal tickets.

4. **REMEMBER - Registration and meal deadlines are April 1. After that date there is a \$5 surcharge per registration.**

5. NO Cancellations after April 1. Payment will not be refunded after April 1.

6. Please circle which meals you are attending.

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

8. 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. Affiliate and Associate Members must pay registration fee before meals are purchased.

9. If you have not attended the convention before or have not attended in the last 15 years please place an "X" next to your name.

Newspaper:

NAME (Please print/type) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch	Friday Banquet	Sat. Breakfast	Sat. Lunch	Sat. Banquet	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.	Turkey Club Croissant	Pork Loin	Husker Buffet	Chicken Breast	Beef Medallions	
1)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
2)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
3)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
4)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
5)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
6)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
7)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
8)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	
9)	\$10	\$10	\$15	\$34	\$16	\$15	\$37	

You may charge your NPA convention registration if your total is over **\$200**.
 VISA _____ Mastercard _____ Expiration date: _____
 Card Number: _____ Security Code: _____
 Signature: _____
 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



NE Press Association Block Reservations

1. Group Name: NE Press Association
2. Group Code: PRE
3. Dates: 04/11/2013 to 04/14/2013
4. Rate: Standard: \$91 with parking included
5. Cutoff Date: April 5th, 2013

Decide whether you would like to make your reservation via phone, or via the internet.

- 1) To make a reservation via the phone please dial **(402)475-4011**, and then skip to A.
- 2) To make internet reservations copy and paste the link below to your internet browser.
- 3) http://ichotelsgroup.com/redirect?path=rates&brandCode=HI&GPC=PRE&hotelCode=LNKDT&_PMID=99801505
- 4) Skip to B.
 - A.
 - 1) Call reservation number and ask for new reservations.
 - 2) Let attendant know you are making a group block reservation.
 - 3) Have check-in and check-out date's ready, as well as group code _____ or account name _____ ready. Also have form of payment accessible.
 - 4) Get reservation confirmation number, and any other pertinent information you would like.
 - B.
 - 1) Copy and paste the link above to internet browser.
 - 2) On the left hand side of the screen enter your check-in and check-out dates.
 - 3) Fill in the number of rooms you will need.
 - 4) Double check your group code PRE is pre-loaded and click view rates.
 - 5) Your group rate and group name should appear.
 - 6) Continue making reservation until confirmation number is assigned.

If you have any problems please call (402)475-4011 and ask for group sales.

Kyle A. Hatch

Director of Sales
Holiday Inn Downtown - Lincoln
141 North 9th Street
W 402-475-4011 + F 402-475-4366
khatch@vestahospitality.com

SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION!

The Nebraska Press Association Foundation will be holding a silent auction at the 2013 Nebraska Press Association Annual Convention along with our annual raffle.

The items will be displayed for bidding on Friday, April 12, through Saturday, April 13. The auction will end Saturday, April 13, 2013 at 6:30 p.m.

We ask that all items be valued at \$40 or more. Some examples of popular items at past auctions have included:

- gift baskets/gourmet foods
- overnight stays (hotels, bed-and-breakfasts) or admission to local attractions
- sports/Husker items
- art work
- newspaper heritage items

To submit your donations, simply email (nebpress@nebpress.com) or fax (402-476-2942) this form to Susan before April 5, 2013. Then bring your item(s) to the NPA Registration Desk at the Holiday Inn-Downtown, on Friday, April 12.

NEBRASKA PRESS ASSOCIATION FOUNDATION SILENT AUCTION DONATION FORM

Name: _____ Title: _____
Newspaper: _____
Address: _____ City/State/Zip: _____
Phone: _____ Email: _____
Auction Item: _____ Value: _____
Description: _____

Please email (nebpress@nebpress.com) or fax (402-476-2942) this form to Susan Watson before April 5, 2013!!

Bring your item(s) to the NPA Convention Registration Table at the Holiday Inn-Downtown, Lincoln, NE, before 8:00 a.m., Friday, April 12.

**NPA Foundation Fundraiser
Karen and Robert Duncan 35-acre Sculpture Garden Walking Tour
Thursday, April 11, 2013; 6:30-8:30 p.m.
Ticket price: \$50 per person**

About the Duncan Home and Sculpture Garden

Karen and Robert Duncan began collecting art in the late 1970s. They visit museums, international expositions, galleries and artists' studios across the globe, selecting works that interest them.

The Duncan collection has been featured in *Sculpture* and *Arts & Antiques* magazines. The works are diverse, but with areas of concentration, such as figurative art, basketry, sculpture and new media. The couple relishes opportunities to meet artists whose works they own to learn more about their motivations and creative processes.

The home was designed by London-based, Greek architect Demetri Porphyrios and completed in 2002. It is surrounded by a 35-acre sculpture garden with plantings that include grasses, trees, flowers and a vineyard.

Robert Duncan is Chairman Emeritus of Duncan Aviation, one of the world's largest business aviation sales and service organizations. He continues to be an active pilot. Both he and Karen are active advocates for the arts and have served on such boards as the International Sculpture Center, Bemis Center for Contemporary Art, The KANEKO, Sheldon Museum of Art and Mid-America Arts Alliance.

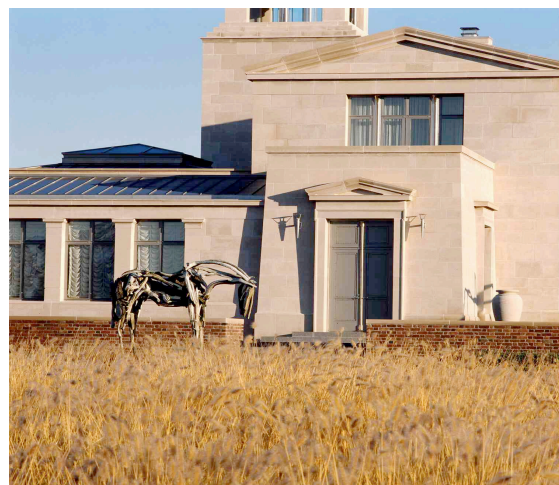
- *Cookies and soft drinks will be served*
- *Please wear comfortable walking shoes*
- *Car-pooling to the event is encouraged; parking is limited*

Yes, I'd like to attend the Sculpture Garden Walking Tour, April 11, 2013!

No. of tickets: _____ **@ \$50 per person** **Total (\$)** enclosed: _____
Name(s): _____
Address: _____ **City/State/ZIP:** _____
Phone: _____ **Email:** _____

Please make your check payable to: NPA FOUNDATION

Mail your payment & this form to: Nebraska Press Association, 845 "S" St., Lincoln, NE 68508



Digital Media Showcase

Sponsored by Journalism Professors Gary Kebbel and Matt Waite

9 a.m.-2:45 p.m., Thursday, April 11
Lied Commons (north side of Lied Center)
12th and R Street
Lincoln, NE

As part of your Nebraska Press Association convention, come to the free Digital Media Showcase at the Union building on the UNL campus. The Showcase will feature demonstrations of student digital media projects and a discussion of what the Drone Journalism Lab at the College of Journalism and Mass Communications is learning about covering stories with inexpensive unmanned aerial vehicles.

Student media developers will present projects they have created. This will be a chance to meet and talk with UNL students who have the digital and technical skills every newspaper can use.

And, of course, lunch and refreshments will be provided.

The event is organized by Journalism Professors Gary Kebbel and Matt Waite, with support from the Ford Foundation and the Nebraska Press Association.

If you have any questions, call Gary Kebbel at 402-261-3403.

Bios of Presenters

Gary Kebbel

Professor, College of Journalism and Mass Communications
University of Nebraska-Lincoln

Gary Kebbel is working to create a multidisciplinary, multicampus Center for Mobile Media at the University of Nebraska-Lincoln, with funding from the Ford Foundation and the John S. and James L. Knight Foundation.

He was dean of the UNL College of Journalism and Mass Communications for two years. During that time, the college created the nation's first Drone Journalism Lab, started nearly a dozen new classes, increased enrollment, raised money from new sources and created exchange relationships with universities and institutes in China, India and Russia.

Before coming to Nebraska, Kebbel was the journalism program director at the John S. and James L. Knight Foundation in Miami, where he administered the Knight News Challenge, a \$25 million contest to fund digital news innovations and experiments.

He is a founding editor of USA TODAY.com and Newsweek.com. As News Director at AOL, he helped build one of the largest news and social sites on the Internet.

Kebbel is a Fulbright Senior Specialist who did his Fulbright work in South Africa. He is a member of the U.S.-Russia Bilateral Presidential Commission subgroup on media.

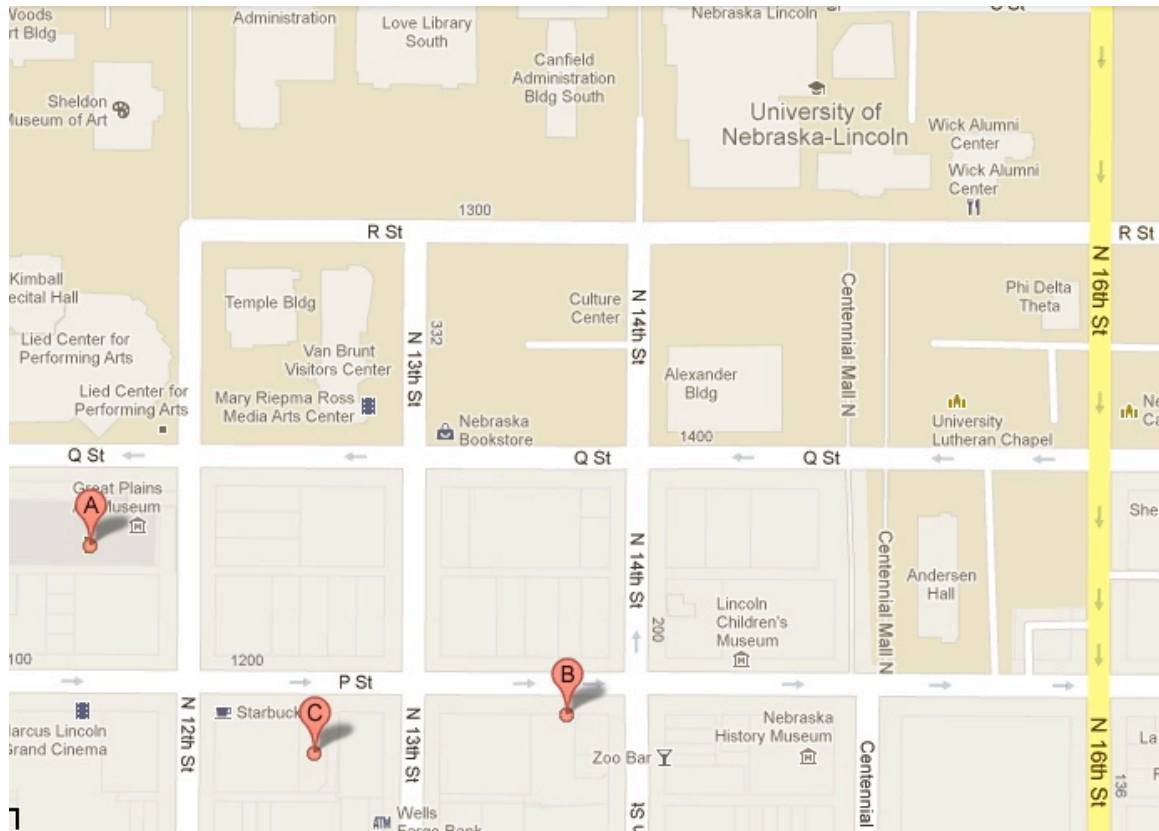
Matt Waite

Matt Waite is a professor of practice at the College of Journalism and Mass Communications, teaching reporting and digital product development. He is also a graduate of the college, earning a Bachelor of Journalism degree in 1997.

Prior to joining the faculty, he was the senior news technologist for the St. Petersburg Times of Florida and the principal developer of the Pulitzer Prize-winning PolitiFact. In 2007, he began working as a hybrid journalist/programmer, combining reporting experience and Web development to create new platforms for journalism. The first platform he developed was PolitiFact, a website that fact checks what politicians say. The site became the first website awarded the Pulitzer Prize in 2009. After PolitiFact, he and the New Products Development Team built journalistic products involving entertainment listings, high school sports, local crime and real estate. His projects tripled traffic to high school sports content, doubled local audience, won awards and accounted for more than 50 percent of all traffic to the St. Petersburg Times websites in less than a year.

Before becoming a Web developer, he was an award-winning investigative reporter. He began his journalism career at the Arkansas Democrat-Gazette in Little Rock, covering police and breaking news, including deadly tornadoes and the crash of American Airlines flight 1420 in 1999. In 2000, he moved to the St. Petersburg Times, covering crime and city government in a suburban county. In 2003 he moved to the metro staff of the Times and later the investigative staff. From 2005-2007, he co-authored a series of award-winning stories about Florida's vanishing wetlands. That work was later expanded into a book, "Paving Paradise: Florida's Vanishing Wetlands and the Failure of No Net Loss," published in 2009 by the University Press of Florida.

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Gary Kebbel

Email: garykebbel@unl.edu

U.S. mail:
Gary Kebbel
College of Journalism and Mass Communications
316 Andersen Hall
Lincoln, NE 68588

If you have any questions, call Gary Kebbel at 402-261-3403.