

Bulletin

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

Calendar of Events:

April 4, 2013

Omaha Press Club Dinner/Show
Holland Center, Omaha

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:

EXTENDED DEADLINE

April 3 - to submit Convention registration form

EXTENDED DEADLINE

Bring your Silent Auction donation item with you to the registration desk Friday, April 12 (by 8am)

April 5

Convention hotel reservation deadline, Holiday Inn-Downtown

April 10

Registration deadline for NE Press Women Conference, Creighton University, Omaha

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Creighton University to Host Nebraska Press Women Conference, April 20

Creighton University in Omaha is the site for Nebraska Press Women's April 20 spring conference, which will focus on "Then, Now and Beyond." The all-day event includes workshops and a lunch honoring two new inductees into the Marian Andersen Nebraska Women Journalists Hall of Fame, winners of the Nebraska Press Women's High School Communications Contest and the recipient of the Nebraska Press Women's Memorial Scholarship. The event concludes with a dinner at which winners of the organization's Communications Contest will be recognized.

Conference sessions include:

Lessons from Our Remarkable Foremothers in Nebraska

Eileen Wirth, PhD., Chair of Creighton University's Department of Journalism, Media and Computing and author of the new book "From Society Page to Front Page: Nebraska Women in Journalism," will share her favorite stories from the amazing women she learned about for the book.

Managing Your Ever-Changing Career

Amy Gubser, executive career coach, certified resume writer and founder of CareerlaunchUSA, will share insights on what works and what doesn't in terms of positioning yourself for your next great career opportunity.

Reporters, Bloggers, Publicists and More

Loretta Carroll, owner of Carroll Communications, and Deena Winter, a reporter for Nebraska Watchdog, are speakers for the final session of the day. They will talk about how their past journalism jobs prepared them for their current positions. Carroll is a former TV anchorwoman, and Winter is a former newspaper reporter.

The conference begins at 8:30 a.m. and continues throughout the day, concluding with the 6 p.m. awards banquet. Full-day registration is \$50 and includes all workshops and meals; cost is \$25 for the day sessions and lunch. Lunch only is \$15 and dinner only is \$25. The event is open to non-members.

Registration deadline is April 10. Registration form is attached to this Bulletin. For conference details, go to www.nebraskapresswomen.org.

Nebraska Press Women is an organization of women and men from all areas of the communications industry. It provides professional development opportunities and offers a forum for discussion of issues common to members.

NPA Convention

REGISTRATION DEADLINE

HAS BEEN EXTENDED

through Wednesday, April 3!

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Good Work!

Congratulations to the following newspapers who sold Network ads for the **week of 4/1:**

2x2:

Blair Enterprise — Lynette Hansen
Fremont Tribune — Julie Veskerna
Grand Island Independent — Sue Stinson
Hickman Voice News — Linda Bryant (5 ads)
Hickman Voice News — Cole Keaton
Kearney Hub — Becky Hilsabeck
Lexington Clipper-Herald — Kathy Gundell
Wayne Herald — Melissa Urbanec

NCAN:

Broken Bow Chief — Pat Jackson
Broken Bow Chief — Deb McCaslin (2 ads)
Fairbury Journal-News — Jennifer Lewis
Hastings Tribune — Denise Kelley
Kearney Hub — Becky Hilsabeck
Nebraska City News-Press — Roxy Schutz (2 ads)
Ord Quizz — Amanda Whited

Kasl joins Wayne Herald staff

Katie Kasl has joined the *Wayne Herald* editorial staff in dual roles as a graphic designer and reporter.

Kasl, a Dorchester native, graduated from Wayne State College with a degree in graphic design and a minor in journalism.

Oakland Independent announces new feature columnist

Hannah Hyslop, a 2009 graduate of Oakland-Craig High School, has been hired as a new feature columnist at the *Oakland Independent*.

Hyslop is currently a senior dietetics major at UNL, due to graduate in May. Her weekly column, entitled "The Knead to Know," will draw on her education in nutrition and will focus on food trends, nutrition facts, how-tos and recipes.

Plattsmouth Journal welcomes new advertising consultant

Andrew Cram joined the *Plattsmouth Journal* in February as their new advertising consultant.

Born in Pender, NE, and a graduate of Oakland-Craig High School, Cram earned a business management degree in 2004 from Western Kentucky University in Bowling Green, KY. He brings 14 years of business and financial experience with him to the Journal.

New digital products manager at Omaha World-Herald

Richard Brown has been hired as the new Digital Products Manager at the *Omaha World-Herald*.

Brown will manage new online product development and digital promotional campaigns and oversee the World-Herald's Daily Deal program. Prior to joining the World-Herald, Brown was Marketing Campaigns Manager for Digital Products at *Rockford Register Star* in Rockford, IL.

2013 Better Newspaper Contest

All entries have been processed, sorted, logged, bundled, boxed and judged.

Here is a breakdown by class:

Class A 16 newspapers, 507 entries
Class B 26 newspapers, 1,002 entries
Class C 21 newspapers, 890 entries
Class D 16 newspapers, 895 entries
Daily 12 newspapers, 789 entries
Total entries for 2013: 4,083

Total newspapers entered: 91 — 52% of the membership entered the contest.

2009 we had: 3,657 entries from 93 newspapers.
2010 we had: 3,599 entries from 86 newspapers.
2011 we had: 4,108 entries from 92 newspapers.
2012 we had: 4,305 entries from 96 newspapers.

Thank you to all who entered. We cannot have a successful contest unless we have entries!

We love our print newspapers

This op-ed ran in the Omaha World-Herald on March 15, 2013, and is reprinted here with permission.

Call us old-fashioned, but you'd be saying the same about thousands of people who will constitute the future of our city and state. Last academic year, University of Nebraska-Lincoln students swiped their student IDs nearly half a million times to score copies of the Journal Star, the New York Times, USA Today and the Omaha World-Herald from newspaper stands across campus.

They did crossword puzzles. They read about yesterday's fire in their neighborhood. They caught the latest on Nebraska's heated U.S. Senate race. They saw faces of American troops fighting in Afghanistan. They gained valuable insight into the universe that surrounds their pocket of the world, tucked away in downtown Lincoln.

All for \$4.37 a semester per student in student fees, and no charge per swipe. That's the university's going rate under the Collegiate Readership Program, compared to the price of a Sunday-only subscription to the New York Times, which would run the average Lincolnite \$4.10 a week.

What UNL has is a sweet deal. And plenty of students have taken notice.

UNL's readership numbers continue to hover near the top of more than 500 campuses nationwide included in the readership program. The Lincoln campus ranked third in the 2011-12 academic year, behind only Penn State University and the University of Utah.

All this information is important as the University of Nebraska Board of Regents considers whether it will continue funding for the Collegiate Readership Program during its Friday meeting at Varner Hall in Lincoln.

We feel the readership numbers speak for themselves, unlike the results of a recent student election.

The students voted -- narrowly -- against keeping the readership program in an advisory vote this month. The margin was a whopping 36, or 0.8 percent, on a ballot question completed by fewer than 4,600 students, about a fifth of last year's total enrollment figure.

Eric Kamler, president of the university's student government, has vowed to fight for the program.

"You can't get that kind of quality at that kind of price anywhere else. It's silly to even consider axing the program," he told the Daily Nebraskan. "It won't be controversial."

It sure as heck shouldn't be.

While the campus newspaper serves its own important function, its pages are directed mostly inward at the halls and walkways of the UNL campus. It has neither the reach nor the resources to inform students about their city, their region and their world.

And while the popularity of online news continues to grow, the students have shown -- through actions, not words -- that they love their printed newspapers, too.

Elm Creek Beacon-Observer has new publisher

Effective in early May, the *Elm Creek Beacon-Observer* will be under new ownership. Current owners Bob and Penni Jensen have announced the sale of the business to Michael Happ, a native of Palmer, NE, who will graduate from Creighton University later this spring with a BA in Political Science and Theology.

The sale of the business will take effect May 10, and until that time, the Jensens will continue to publish the newspaper. The Jensens needed to sell the paper due to a staffing shortage, which opened the door for Happ to become its publisher.

"I am happy for the opportunity to become the new publisher of the Beacon-Observer, and I look forward to working with and becoming an integral part of all the communities that the paper serves," says Happ, who is 21 years old, making him likely the youngest publisher in the state of Nebraska. "Since I was young, I have been fascinated by the role that the weekly paper plays in the history and growth of a community, and I am dedicated to ensuring that the Beacon-Observer remains the official voice of the Fort Kearney Conference for years to come."

Bob Jensen is pleased to be helping Happ put out his publishing shingle.

Fairbury Journal-News launches new internet-based news station, FairburyTV.com

The *Fairbury Journal-News* has embarked on a new path in journalism.

Beginning March 29, FairburyTV.com debuted on the newspaper's website, www.fairburyjournalnews.com, as an on-demand television station, according to Managing Editor, Jim Headley.

FairburyTV.com will offer twice a week newscasts from their new studio in downtown Fairbury, and be led and operated by newly appointed Journal-News Social Media Director, Stacy Boyce, in cooperation with the management of the Journal-News.

"People want news, even news of their hometowns, when they want it, not when the post office chooses to deliver it," Journal-News Publisher, Fred Arnold, said. "Newspapers of all sizes have to get past the attitude that we disseminate our information only on a paper product. I think we need to be all things to all people and have varying options for them to choose from. Yes, our core product is still relevant and is the flagship of what we do, but a project like FairburyTV.com and other forms of social media allow us to be so much more."

Annual Raffle for NPA Foundation Scholarship Fund - 3 Prizes/3 Chances To Win!

2-Husker football tickets to one Lincoln game,
NU vs. Michigan State, Nov. 16

2-NE Girls Volleyball tickets to one game
in the "New" Devaney Center

1-Apple iPad with Retina display Wi-Fi 16GB-Black

Date of drawing: Saturday, April 13, 2013. Need not be present to win. Tickets are:
3 tickets for \$25 or 1 ticket for \$10.

Thanks for your support of the Nebraska Press Association Foundation.

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. Cheesecake assortment. Coffee and tea.

Saturday, April 13: Breakfast

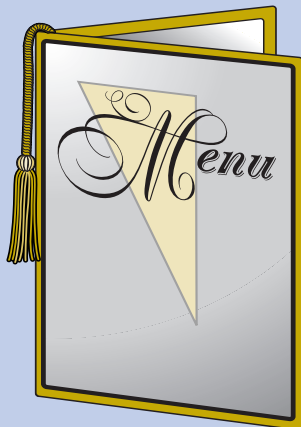
The Husker Buffet comprised of scrambled eggs, cinnamon French toast, bacon, link sausage, home-style breakfast potatoes, pastry assortment, apple and orange juice. Coffee and tea.

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.



2013 NPA Annual Convention



Join us at Convention!

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.

Great line-up of workshops includes:

News design, news editorial, ad sales, monetizing your website, legal workshop, web solutions for community papers, increase readership w/social media, photography how-tos, effective communication in the workplace, healthcare panel, exit planning for selling your paper, and more!

**Attend workshops for a chance to win:
1-Apple iPad w/Retina display Wi-Fi 16GB-White**

Sign in and complete a workshop evaluation form at each workshop you attend. Your name will be entered for a chance to win an iPad!

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!

***There's still time to
donate items for the
SILENT AUCTION!***

**Just bring your item to the
NPA registration desk on**

Friday, April 12 by 8am.
See attached donation form for details.

Preview the new Nebraska Press Association's website!

The Nebraska Press Association/Nebraska Press Advertising Service will be launching a new website, and members are invited to preview the website prior to the official launch. NPA will keep both websites live until after the 2013 Convention (April 12-13), at which point the original website will be deactivated.

To preview the new website:

- Go to new.nebpress.com.
- Click on "Log In" in the top left corner of the site.
- Log in using your current user name and password.
- You will be redirected to a profile page, where you can change your password, email address and other contact information, if necessary.
- To view the download area, click on "Nebraska Press Association" in the top left corner of the site and choose "Visit Site" in the drop-down menu.
- Go to "Member Downloads" in the top left corner of the site. A drop-down menu has options for downloading 2x2s, columns, cartoons, statewide classifieds and other content.
- To log out, go to the top right corner of the site, where it will say "Howdy, (newspaper name)" and choose "Log Out" from the drop-down menu.

The new website features a dynamic home page, with slides highlighting the latest news for NPA members. On-line toolboxes, with a range of resources for journalists, are easily accessible from the home page. News items from the weekly NPA Bulletin will be available in a blog-style format. A photo gallery will make it easy to feature images from the 2013 NPA Convention.

Demonstrations of the new NPA website will be given during the convention in the registration area. If you have questions or problems, please contact Violet Kirk at 402-476-2851, or email sales@nebpress.com.

Sign up for an individual, 15-minute, one-on-one consultation with Ed Henninger.

Bring 2-3 printed copies of your paper to ask questions & discuss your newspaper's design.

Ed will be available:

Friday (4/12): 1:00-4:00pm
Saturday (4/13): 9:00am-12:00 Noon

To sign up for a consultation,
contact Susan Watson, nebpress@nebpress.com,
402-476-2851 or (NE) 800-369-2850.

Ed will present two workshop sessions on news design:
News Design 101: All Basics, No Bull - Friday, 10:15-11:45am
News Design: License to Print \$\$ - Saturday, 1:30-3:00pm

Meet Mr. or Ms. X and you could win \$100!

Someone at convention will be Mr. or Ms. X, and they will be working the crowd and looking to shake your hand. If you are the lucky one, you may win \$100 at the Saturday night banquet.

Some of the Silent Auction items:

- Platinum & diamond filigree ring; 15 diamonds mounted in original 1930s platinum design
- Historical 1968 photo of Bobby Kennedy taken in Hastings
- Signed Husker mini helmet (Tommy Frazier & Eric Crouch)
- 2013 Crane Trust Deer Hunt; 9-day access to over 100-acre preserve along the Platte River

AND MORE!

2013 NPA Annual Convention



Don't miss the
"Take Five" Networking Roundtables,
Saturday afternoon, from 3:15 to 4:45pm

Here's a chance to mingle with peers from similar sized newspapers to share ideas and experiences.

"Take Five" ideas or solutions back to your newspaper, from topics like news/editorial, management, postal, ad scheduling/workflow and more!

Classified Advertising Exchange

April 1, 2013

NEWS/SPORTS REPORTER: The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: news@gothenburgtimes.com; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

FOR SALE: Prepress PantherPro/4C imagesetter with Prepress 7220 DB processor and two flip-top plater burners. All in working condition when taken out of production. Call Russ, Imperial Republican, 308-882-4453.

HOWELLS JOURNAL NEWSPAPER FOR SALE: Opportunity to own your own newspaper in small, vibrant community. Business includes updated equipment and new building with extra storage on large lot in heart of downtown. Priced to sell! For more information, call Cheryl at 402-986-1777, 402-910-1603, 402-986-1014, or email howellsjournal@msn.com.

Attached to this week's bulletin: Classified Advertising Exchange; NPA Convention Agenda & Registration form, Hotel Reservation Info; Convention Presenter's Bios; UNL Media Showcase Registration Form; Silent Auction Donation form; Duncan Sculpture Garden Tour flyer, NE Press Women Conference Registration Form.

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 - *(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
Harpst Leadership Award
Golden Pica Pole 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.

Keeping it Real: Tips on Publishing for
Real-Time Deadlines
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.

OMAHA WORLD-HERALD
AWARDS BANQUET

Keynote: 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; photo ops

9:15-10:15 a.m.

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

9:15-10:15 a.m.

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

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.

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

10:30-11:45 a.m.

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

NOON LUNCH

NPA Foundation Scholarship
Presentations
Tom Allan Competition Presentation
Omaha World-Herald College
Photojournalism Competition
Presentation
Announcement of Collegiate Awards

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

Agenda subject to change - 3/27/13



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



Keynotes

Workshop Speakers



Friday Banquet **The Nebraska State Capitol: Restoring a Landmark**

Dan Worth, preservation architect with BVH Architects in Lincoln, NE, has over 30 years of experience in project design management, historic preservation, historic facilities master planning and facilities analysis, architectural design, and contract documents.

**Dan
 Worth**

Since 1980, Dan's work has focused on historic preservation and rehabilitation through historic building surveys, historic preservation planning, numerous certified rehabilitation/restoration projects, and in research and writing.

Dan is active in local, state, and national historic preservation organizations, and is a board member of Association For Preservation Technology International (APTI) and Nebraska Preservation Network (NPN).

Dan was manager of the 14-year effort to preserve and restore the Nebraska State Capitol and his presentation, "The Nebraska State Capitol: Restoring a Landmark," will include before and after examples of this restoration journey.



Saturday Breakfast

Shawn Eichorst was named the 14th Director of Athletics in the history of the University of Nebraska on January 1, 2013, replacing legendary coach and athletic director, Tom Osborne.

**Shawn
 Eichorst** Eichorst came to Nebraska after spending 18 months as the director of athletics at the University of Miami, served as the Deputy Athletic Director at the University of Wisconsin from 2009 to 2011, and the University of South Carolina, as the Senior Associate Athletic Director for Administration from 2004 to 2006 and as the Interim Director of Athletics in June 2005.

A native of Lone Rock, Wis., Eichorst was an all-conference defensive back, three-time letter winner and 1990 team captain for the UW-Whitewater football team. He graduated magna cum laude in business from UW-Whitewater in 1990 and earned a law degree from Marquette University in 1995.

In 2006, he was awarded the Sports Law Alumnus of the Year by Marquette. He also is a graduate of the Sports Management Institute and serves on its Executive Committee. Eichorst practiced law in Milwaukee until 1999 and currently serves on the Marquette University National Sports Law Institute Board of Advisors.

Shawn will provide an update on the renovations at Memorial Stadium.



Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC.

**Ed
 Henninger**

He recently completed redesigns of The Journal in Tupelo, MS; The Daily Times in Maryville, TN; the San Francisco Catholic in San Francisco, CA; the Shellbrook Chronicle in Shellbrook, Saskatchewan; and the Daily Herald in Roanoke Rapids, NC. He is now at work with newspapers and magazines in Saskatchewan, North Carolina, Nebraska, Tennessee, Virginia and Texas.

The Southampton Press, one of Ed's redesign clients, recently was named the Best Community Newspaper in the nation by the National Newspaper Association. From the judges: "Spectacular package of information—news, features, photos, ads—all excellently produced. Clean, fresh design, layout throughout. Great No. 1 in a strong field."

Ed has also traveled to the Ukraine, the Republic of Georgia and Armenia to offer design workshops and assist with redesigns of several newspapers in those countries.

His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn. His column also appears in the bulletin of the Southern Newspaper Publishers Assn. as well as newsletters of press organizations throughout the U.S. and Canada.

News Design 101: All Basics, No Bull - Friday, 10:15-11:45 am

News Design 101 provides the training these publishers and editors need to help them with the design details—and offers them a new way of thinking about design that will make their work easier and faster.

With News Design 101, those who produce community newspapers can satisfy more readers and advertisers—and increase their efficiency. In only one session, they can learn more than they ever thought possible about news design and how to make it work better at their newspaper. And, yes, we can teach old dogs new tricks!

News Design: License to Print \$\$ - Saturday, 1:30-3:00 pm

Ten no-cost, time-saving, revenue-generating design strategies you can use at your newspaper—now!



Scott Schmeltzer

Scott Schmeltzer is Publisher/President of the Albert Lea (MN) Tribune and public speaker on advertising, customer relations, social media, team building and team strategies. Scott has spoken at several press associations, including Minnesota Newspaper Association, Louisiana Press Association and Bonne Newspaper Incorporated. He enjoys working with people in exchanging ideas and theories on how to do the best job possible. He's a believer in paying it forward and working hard at giving back.

Why Mimes Make Terrible Salespeople - Friday, 1:30-2:30 pm
AND
It's About the Customer, Not You! - Saturday, 9:15-10:15 am

Scott uses humor and audience interaction to talk about building customer relationships and preparing for client meetings when it comes to advertising sales.



Gary Sosniecki

Gary Sosniecki is a regional sales manager covering a nine-state territory for TownNews.com, which designs and hosts websites for more than 1,500 newspapers of all sizes.

He joined TownNews in 2008 after a 34-year newspaper career that included owning three weekly newspapers and publishing a small daily, all in Missouri.

Gary has worked for newspapers in Tennessee, Illinois and Kansas.

He is a past president of the Missouri Press Association, the Ozark Press Association and the Missouri Press Service. Among his many awards are two Golden Quills for editorial writing and the Cervi Award for lifetime achievement from the International Society of Weekly Newspaper Editors (ISWNE). In 2010 he was elected to a three-year term on the ISWNE board. He currently lives in Le Claire, Iowa.

Web Solutions for Community Newspapers - Friday, 2:45-4:10 pm

Consider this session Internet 101 for weekly and small daily newspapers still exploring ways to find success on the Web. Gary Sosniecki will talk about why newspapers need to be online, how to make money online, how to post news online without hurting the print product and how to build online traffic. Leave this session with a vision of how to succeed on the Web.



Scott McFetridge

Scott McFetridge has been Associated Press news editor for Nebraska since 2010, and also has led the Iowa state report since 2006. McFetridge helped create the food and agriculture beat team for the AP and has been a key leader in AP's coverage of state elections. McFetridge began his career as a reporter at newspapers in California and Oregon.

He joined the AP after four years at the St. Paul Pioneer-Press in Minnesota. He is a graduate of the University of Oregon in Eugene.

Keeping it Real: Tips on publishing for real-time deadlines - Friday, 1:30-2:30 pm

With readers increasingly relying on news web sites to provide updated information, learn how the AP files under "constant deadlines" and why it's important to plan real-time strategy for your online and mobile platforms.

Scott will describe the AP's model for covering breaking stories and offer guidance on how to shift the way your reporters and editors work together to deliver the right information to your digital platforms while still building valuable and unique content for your print publications. What are the challenges of writing an evolving story? How do reporters build prep for a story? How can online stories differ from print stories? How should newspapers work with user-generated content? How can reporters use social media to drive audience to your sites?



Joe Burns

Joe Burns is a Blair Washington Co. Enterprise photographer and an adjunct photography instructor at Metro Community College. He is also a retired Omaha Benson High School English, journalism, and photography teacher and served as yearbook adviser for many years.

Photography Forum - Saturday, 1:30-3:00 pm

Topics will cover equipment and software, technical skills, composition ideas and strategies, and photo resources; use of photos on newspaper Twitter and Facebook accounts; copyright and pirating issues related to photo galleries, social media and online websites; pros and cons of uploading breaking news and sports photos or holding for print publication; impact of video production on your news staff and publications; making photos available for sale online; using reader submitted photos; how can we best share photos, ideas, vision with a community of visual journalists?



**2013 Nebraska Press Association Annual Convention
Workshop Speaker Biographies**



Randy Vlasin

Randy Vlasin currently serves as Executive Director of the Chase County Hospital Foundation in Imperial, Nebraska and also operates Personal Horizons Consulting where for the past 16 years he has provided consulting on talent development and communications to various organizations. He has worked as a leadership consultant for the National FFA Organization, including development of leadership curriculum and teacher

training and also served as Director of FutureForce Nebraska, an organization dedicated to fostering relationships between education and business in order to provide a well educated, highly skilled workforce for Nebraska.

Randy has provided consulting and training to organizations such as Union Pacific Railroad, Parker-Hannifin Company, University of Nebraska-Extension, KRVN radio and the National FFA Organization.

Do You See What I'm Saying?

Effective Communication in the Workplace - Saturday, 1:30-3:00 pm

Effective communication is one of the biggest challenges facing the workplace. The art of listening is a key component of becoming an effective communicator. This presentation uses humor and involves the audience in a listening experience that highlights barriers to effective listening and examines listening habits that irritate us.



Shawn Renner

Shawn Renner, attorney with Lincoln's oldest law firm, Cline, Williams, Wright, Johnson and Oldfather, represents clients in litigation involving employee benefits, ERISA, environmental law, libel lawsuits and federal and state constitutions. He also advises print and broadcast journalism clients with respect to free speech, open meetings law and other issues.

Legal Workshop - Friday, 2:45-4:10 pm

In this always-popular Q&A session, Shawn will provide updates on libel, privacy, access to news, administrative law and legislative developments, all with emphasis on how to enforce your rights and defenses.



Byron McFarland

Byron McFarland for over 25 years has been helping business owners across the country plan for the day that they will leave their companies...*on their own terms*. He is affiliated with a Fortune 50 financial services firm and is a founding faculty member of their Advanced Business Planning Academy. He serves on several of their Business Owner advisory committees and is a coach to other advisors. He is also a board member for

EO Nebraska (Entrepreneurs' Organization).

Byron is renowned for helping owners/partners, their advisory team and/or their key employees overcome the inevitable "pot holes" that will come up in the process of developing a comprehensive Exit Plan.

Byron uses case studies, illustrations and humor to help communicate the realities of planning for an exit from your business on your terms.

Exit Planning - How to Get Maximum Value Out of Your Privately Owned Newspaper - Saturday, 10:30-11:45 am



Digital Technology/Monetizing Your Website

Friday, 10:15-11:45 am AND

Increase Readership with Social Media & Social Reporting Saturday, 9:15-10:15 am

These panel discussions will provide ways to "Take Five" ideas or solutions back to your newspaper to become better, more profitable and more competitive.

Healthcare Panel: How the Affordable Care Act (Obamacare) Will Affect Businesses

Saturday, 9:15-10:15 am

This Q&A session, moderated by Tracy Lieberman, writer for the Rural Health News Service, will focus on what businesses can do now to determine what impact the Affordable Care Act will have on their business.

Great Idea Exchange

Saturday, 10:30-11:45 am

This always-popular session provides an opportunity for you to share great ideas with your fellow newspaper professionals. Bring your best advertising, editorial, printing, Internet or business idea!

"Take Five" Networking Roundtables

Saturday, 3:15-4:45 pm

You won't want to miss this session! Newspaper staffers can share ideas and experiences with their peers from similar-sized newspapers. Join in casual discussions on a variety of topics from news/editorial, management and postal, to ad scheduling/workflow, production, graphics and more. "Take Five" ideas or solutions that will help your newspaper to become better, more profitable and more competitive.



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

**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.

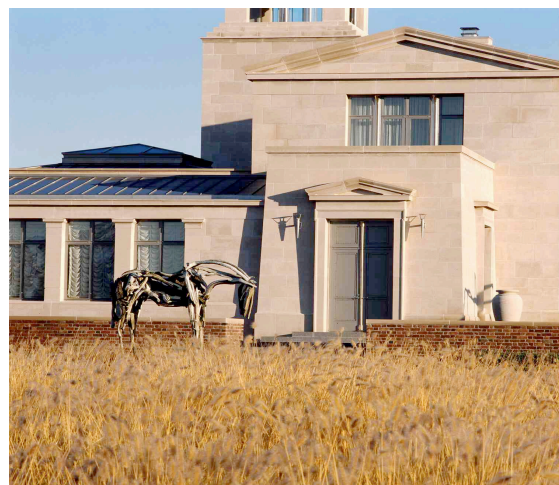
- *Cookies and soft drinks will be served*
- *Please wear comfortable walking shoes*
- *Car-pooling to the event is encouraged; parking is limited*

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



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.

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.

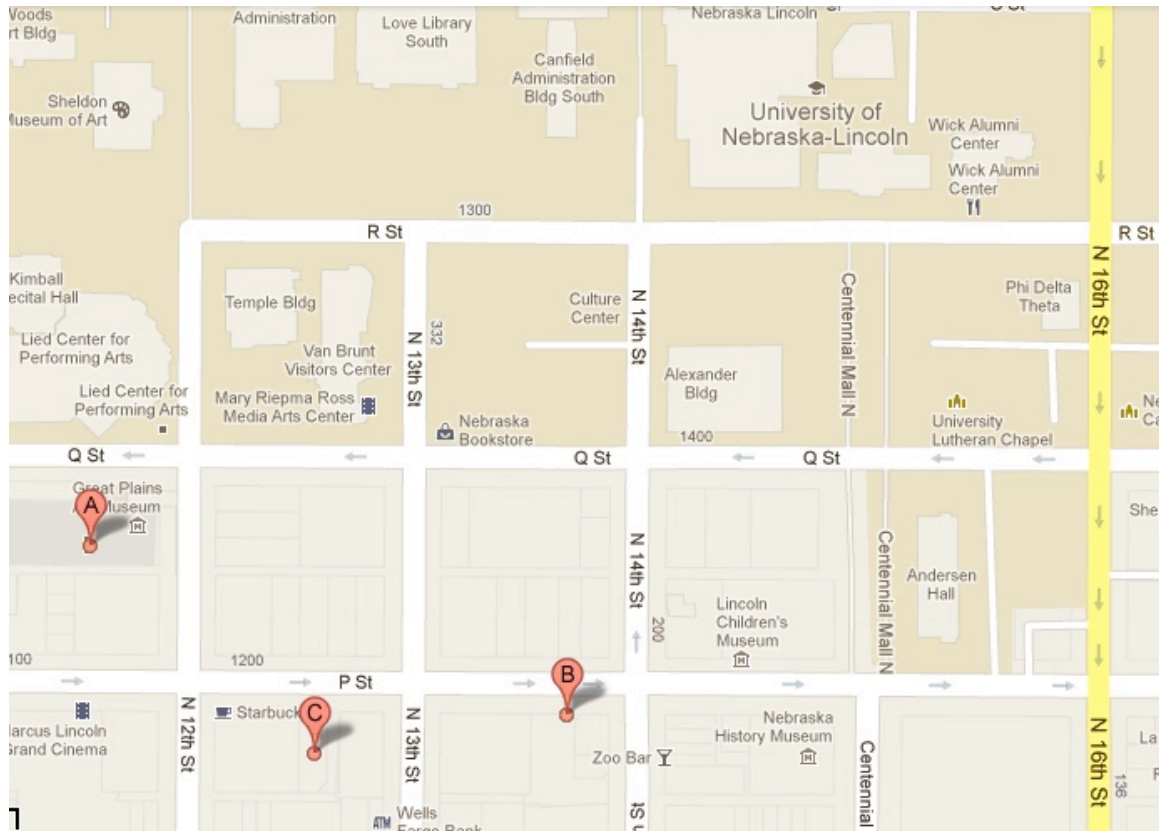
Matt Waite

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.

Parking in Downtown Lincoln



- A. **City of Lincoln Parking**, 1111 Q Street
- B. **University Square Parking**, 101 N. 14th St. (enter from P Street or 14th Street)
- C. **Rampart Parking**, 1225 P. St.

REGISTRATION

NAME:

NEWSPAPER:

EMAIL ADDRESS:

PHONE NUMBER:

Please return to:

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.

@BI Spring Conference Registration

Name _____

Address _____ City/State/Zip _____

Phone _____ Email _____

~~ESfgdsk~~ April 20

Full day registration (includes all meals) - \$50 _____ Lunch only - \$15 _____

Lunch and day sessions - \$25 _____ Dinner only - \$25 _____

Dietary restrictions _____

Registration deadline: April 10

Make checks payable to **Nebraska Press Women**. (If sending a corporate check, please indicate who it is for and enclose a registration form for each person the check covers)

Send checks to Stephanie Geery-Zink, 7352 S. 29 Street, Lincoln, NE 68516.