

# **Calendar of Events:**

<u>March 16-22, 2014</u> Sunshine Week - promote the importance of open government & freedom of information

**April 10, 2014** NPA Foundation fundraiser event - Stuhr Museum/ Railroad Town walking tour Grand Island, NE 5:30pm

**April 11-12, 2014** NPA Annual Convention Midtown Holiday Inn Grand Island, NE

# **Convention Deadlines:**

March 27, 2014 Hotel room reservation deadline (to lock in NPA Convention rate!)

**<u>April 2, 2014</u>** Convention registration & meal selection deadline

**April 4, 2014** RSVP deadline to attend Railroad Town/Stuhr Museum Walking Tour (NPA Foundation fundraiser event on Thursday, April 10)

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

# Happy Sunshine Week, March 16-22!

Sunshine Week 2014 kicked off Sunday, March 16, and continues through

Saturday, March 22, celebrating the positive impact of open government and access to public information.

Launched in 2005 and partnered with the Reporters Committee for Freedom of the Press in 2012, Sunshine Week is a national initiative to promote a dialogue about the importance of open government and freedom of information.

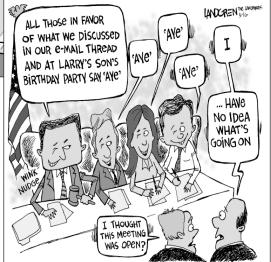
Newspapers, groups and individuals are welcome to participate and use the resources provided on the Sunshine Week website to mark



their open-government efforts. Feel free to use editorial cartoons, opinion columns and other resources in the "Toolkit" section.

For more information on Sunshine Week and how to participate, visit <u>sunshineweek.org</u> or <u>sunshineweek@</u> asne.org.





No. 11 Page 1 Mar. 17, 2014 NEBRASKA PRESS ASSOCIATION

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# Grand Island Independent names classified manager, sales reps

Bill Parten is the new classified advertising manager for the *Grand Island Independent*. Parten has 35 years of retail management experience, including 28 years with Gordmans. He spent the last 18 of those years as manager in Grand Island.

Timaree Cabello is a new classified sales representative. Her duties include maintaining employer relations and customer service for the classified department, increasing sales revenue, ensuring advertising proficiency and gaining reputable relations with new customers.

Cheri Scow is a new recruitment sales professional and employment advertising representative in the classified advertising department. She joins The Independent with several years of sales experience.

# Omaha World-Herald sports, website gain more honors

The Omaha World-Herald sports staff earned eight honors in the Associated Press Sports Editors contest earlier this month in Indianapolis, including being recognized as one of the country's 10 best in daily sections, Sunday sections and special sections.

Only seven newspapers with circulations over 75,000 were judged to be in the top 10 in all three categories.

The World-Herald also won three top 10 writing awards in the 75,000-175,000 circulation category, a top 12 honor in the multimedia category, an honor for Omaha.com/sports in the 500,000 to 2 million user category and an honorable mention recognition in the website category.

# Reasons to attend the NPA Convention...

- *Network with your peers* at the largest annual gathering of Nebraska newspapers.
- **Tremendous learning opportunities** combine the exchange of information and ideas with programming designed to generate results. Our focus is on engaging newspapers and serving our members in the age of mobile, social and print.
- *Meet the experts*. Sessions are packed with top-notch presenters and moderators, giving you the opportunity to learn from some of the industry's best and brightest.



- *Get inspired.* Take away actionable ideas and solutions that you can implement right away to boost revenue and improve your news content.
- **Relax, socialize, enjoy!** Join in the Great Idea Exchange, Better Newspaper Contest Awards Banquet, the Networking Roundtables, Silent Auction, Raffle prizes, (NPA Foundation) Railroad Town fundraiser event and more!



# NPA Annual Convention, April 11-12: Don't miss the chance to network, connect and learn!

Our convention theme this year is: "Newspapers - The Original Social Media." There's a great lineup of workshop sessions, with quality presenters and relevant topics.

- **FRIDAY UNL J-SCHOOL SESSION:** Professor Gary Kebbel will demonstrate the new local news app that he's been testing with the *Aurora News-Register* and Professor Matt Waite will report on UNL's drone journalism program.
- **FRIDAY LEGAL WORKSHOP:** NPA Legal Hotline attorney, Shawn Renner, will answer questions & cover legal topics of concern to community newspapers.
- **FRIDAY & SATURDAY POSTAL ISSUES:** Get updates on postal issues affecting our industry....from Intelligent Mail barcodes and Saturday mail delivery, to the Valassis sweetheart deal and "hub policies." Helen Sosniecki, longtime Missouri newspaper publisher, with a history of battling postal issues both as a community-newspaper owner and as a member of the National Newspaper Association. NNA Postal Consultant Max Heath has recommended Helen to present postal matters from the viewpoint of the local newspaper. Helen is the senior sales and marketing manager at Interlink, a Michigan-based circulation-software company serving the community-newspaper industry. She understands the view from the bottom up, and the rules and regulations governing community newspapers.

Newspapers can sign up (through the NPA office) to schedule a 15-minute one-on-one consultation with Helen to discuss your specific postal questions or concerns.

- **SATURDAY ADVERTISING SALES & REVENUE**: For over 25 years, Kelly Wirges, President of ProMax Training & Consulting, has assisted companies increase sales and revenue in all facets of business. Known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results, Kelly shares practical techniques that can be put-to-work immediately for increased success. Kelly will present three different workshops on prospecting, developing a competitive advantage and proven techniques to generate sales.
- **SATURDAY ADOBE INDESIGN, PHOTOSHOP, CAMERA RAW, CLOUD:** Lisa Griffin is the IT Publishing Specialist for Boone Newspapers (TN) and a staff member at the University of Tennessee/Tennessee Press Association Institute for Newspaper Technology. She has conducted group training for press associations and newspapers and will present three different workshops covering Adobe InDesign favorite features/useful tips, Adobe Photoshop/Camera Raw & Adobe Cloud/new technology. Lisa is recognized as a pioneer in the areas of computer pagination and remote printing methods for newspapers. Attendees will find her sessions interesting, informative and applicable to their everyday workload.
- **MORE SATURDAY SESSIONS:** Social media & reporting; news reporting in an election year; photography panel offering valuable, practical tips & how-tos that daily & weekly newspaper photographers won't want to miss.
- **OTHER CONVENTION HIGHLIGHTS:** Thursday night Railroad Town Walking Tour NPA Foundation fundraiser event, Friday Awards Banquet, Saturday Contest Awards Banquet, exhibitors, Silent Auction, raffle & drawing prizes, The Great Idea Exchange and the Networking Roundtables!

**OUR CONVENTION** is the largest annual gathering of Nebraska newspaper people. Don't miss this opportunity to network with your peers, learn from the experts, share ideas and enjoy!



# 2014 NPA Annual Convention Agenda April 11-12, 2014 - Midtown Holiday Inn - Grand Island, NE

Theme: Newspapers - The Original Social Media

# **THURSDAY, APRIL 10**

NPA Foundation Fundraiser Railroad Town/Stuhr Museum Walking Tour 5:30-8:00 p.m.

# FRIDAY, APRIL 11

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

NOON LUNCH Outstanding Young Nebraska Journalist Awards Harpst Leadership Award Golden Pica Pole Awards

1:30-4:30 p.m. Butch and Nancy Furse Foundation Collegiate Writing Competition (Collegiate Only)

1:30-4:30 p.m. Omaha World-Herald College Photojournalism Contest (Collegiate Only)

1:30-2:30 p.m. Postal Issues - Updates & discussion on postal issues affecting newspapers Postal Expert: Helen Sosniecki

1:30-2:45 p.m. UNL Presentation - Local news app demonstration & drone journalism report Presenters: Gary Kebbel & Matt Waite

2:45-4:10 p.m. Legal Workshop-NPA Legal Hotline Attorney, Shawn Renner - Q&A and discussion on legal issues affecting newspapers

> 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 Omaha World-Herald Awards Keynote Speaker: Gene Policinski, Newseum Institute Hall of Fame Inductees - Announcement President's Award Master Editor-Publisher Award

9:30 p.m. Master Editor-Publisher Reception (No Hospitality Suite Friday Night)

# SATURDAY, APRIL 12

All registrants welcome to attend any workshop

7:00 a.m. Registration Desk Opens Silent Auction Begins

7:30-9:00 a.m. BREAKFAST Great Idea Exchange Moderator: Mark Rhoades

9:15-10:15 a.m. Winging It Doesn't Produce Sales Learn proven techniques to create interest, generate sales; learn how your products can help them achieve their business goals. Presenter: Kelly Wirges

9:15-10:15 a.m. Life in the Adobe Cloud Learn about cloud-based software, services, technology Presenter: Lisa Griffin

9:15-10:15 a.m. Postal Issues - Updates & discussion on postal issues affecting newspapers Postal Expert: Helen Sosniecki

10:30-11:45 a.m. Prospecting That Pays Learn how to prepare a sales strategy for each month; approach prospects in a way that opens doors & keeps them open Presenter: Kelly Wirges

10:30-11:45 a.m. Adobe Photoshop/Camera Raw Presenter: Lisa Griffin

10:30-11:45 a.m. Social Media & Reporting Panel Discussion NOON LUNCH

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

1:30-3:00 p.m. Photography panel - Learn from the experts: useful tips, best practices, how to carry your equipment and more

1:30-3:00 p.m. Developing a Competitive Advantage How to develop customized pkgs; learn strategic timing for businesses to advertise Presenter: Kelly Wirges

1:30-3:00 p.m. Adobe InDesign Favorite Features Favorite features, tips & tricks to help you streamline your work, increase productivity & release your creativity Presenter: Lisa Griffin

**3:15-4:45 p.m**. **News Reporting in an Election Year** Presenter: Dave Kotok

3:15-4:45 p.m. Networking Roundtables Share ideas & experiences with peers from similar size newspapers

> 5:30-6:30 p.m. Social Hour-Cash Bar

**6:15 p.m.** Silent Auction Ends

6:30 p.m. NPA Contest Awards Banquet Better Newspaper Contest Winners Installation of Officers NPA Foundation Raffle Drawing & Silent Auction Winners

Sign up for one-on-one 15-minute consultation with postal expert Helen Sosniecki Times available: Friday: 2:45-3:45 p.m. Saturday: 10:30-11:30 a.m. Contact NPA office to sign up!

> (agenda subject to change) 3/7/14

# It's time to think about convention! NPA Annual Convention - Midtown Holiday Inn, Grand Island April 11-12, 2014

# Reserve your hotel rooms now!

- NPA Convention room rate (single or double) - **\$85.00 per night (+ tax).**
- Call 1-800-548-5542 to make your reservations (no online reservations accepted at special Convention room rate).
- Be sure to mention you're with the Nebraska Press Association Convention.

**Don't delay! Convention block room reservations close <u>March</u> <u>27</u> (Convention room rate and room availability cannot be guaranteed after this date).** 

Complimentary parking.

# **CONVENTION MENU:** FRIDAY, APRIL 11

<u>FRIDAY LUNCH – two</u> <u>choices</u>:

Breaded Cod Sandwich on toasted bun, with cole slaw <u>OR</u>

Chicken Cordon Bleu Sandwich – Grilled chicken breast w/sliced ham & swiss cheese, with cole slaw

# FRIDAY DINNER - two choices:

Baked Salmon w/dill sauce, baby red potatoes, San Francisco Blend vegetables OR

Pork Loin Medallions w/hazelnut sauce, baby red potatoes, San Francisco Blend vegetables Includes garden salad, rolls & dessert (carrot cake)



# LEGAL QUESTIONS?

If you have specific newspaperrelated legal questions or issues you'd like Shawn Renner to address during the LEGAL HOTLINE SESSION on Fri., Apr. 11, please email them to Susan Watson, nebpress@nebpress.com by <u>Fri.,Mar. 28</u>.

# POSTAL CONSULTATION?

Sign up for a one-on-one 15-minute consultation with postal expert, Helen Sosneicki. To schedule a consultation, contact Susan Watson, nebpress@nebpress.com.

<u>Helen will be available</u>: Fri., Apr. 11: 2:45-3:45 p.m. & Sat., Apr. 12: 10:30-11:30 a.m.



# SATURDAY, APRIL 12

(The Great Idea Exchange) SATURDAY BREAKFAST: Down Home Breakfast Buffet - Includes: scrambled eggs, link sausage & bacon, hashbrowns, French toast, biscuits & gravy, seasonal fruit, oatmeal w/toppings, assorted muffins/pastries, juices

# <u>SATURDAY LUNCH:</u>

*Turkey Wrap – roasted turkey breast w/lettuce, tomato, cheddar, ranch sauce wrapped in a tomato basil wrap, w/homemade chips & pickle spear* 

# SATURDAY DINNER:

12 oz. Prime Rib of Beef served w/Au Jus, baked potato, green beans w/bacon Includes garden salad, rolls & dessert (chef's choice)

<u>Please circle your meal selections on the</u> <u>convention registration form (attached)</u>.



Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service Annual Convention, April 11-12, 2014 - Midtown Holiday Inn, Grand Island, NE

Theme: Newspapers - The Original Social Media



# **REGISTRATION INSTRUCTIONS** Please read carefully!

(\$10.00 one day; \$20.00 both days) before 1. Each convention registrant (newspaper employee) must pay a registration fee meal tickets are purchased.

2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM Payment at time of registration:Check, Masand YOUR METHOD OF PAYMENT today. No Convention meals will be billed. tercard or Visa. 3. Administrative Processing Fee of \$5 charged if you cancel convention reservations or meal tickets prior to April 2.

4. REMEMBER - Registration and meal <u>deadlines by April 2.</u>

5. NO Cancellations after April 2. No refunds after April 2.

7. If you are attending workshops at the tion form and registration fee even if you 6. Please circle which meals you are attending. convention, you must submit this registrado not plan to attend any meal functions.

8. Non-newspaper employee spouses and for one day; \$20.00 for both days. Affiliate dependent children are exempt from registration fee, but need to register for meals. shops, they need to pay the registration fee. they will be billed after convention. \$10.00 and Associate Members must pay registra-If non-employee spouses attend any work-If anyone not registered attends workshops, tion fee before meals are purchased.

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

# Ì

Newspaper Name:								
NAME (Please print/type)	<b>Convention</b> <b>Registration</b>	ntion ration	Friday Lunch	<b>Friday</b> Banquet	Sat. Breakfast	Sat. Lunch	Sat. Banquet	Total all columns across for each
	Fri.		Cod <u>or</u> Chicken Cordon Bleu Sandwich	Salmon <u>or</u> Pork Loin	Downhome Buffet	Turkey Wrap	Prime Rib	<b>registrant.</b> Each registrant must pay a registration fee.
1)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
2)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
3)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
4)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
5)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
(9	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
(2)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
8)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
6)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
e your NPA conventi astercard	ion registration if Expiration date:	stratio tion da	n if you: ate:	r total is	over <b>\$2(</b>	00.00	Total	
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Print Name as it appears on card:								
Please re	turn ti lebra	his reg ska F	ress /	return this registration form and cl Nebraska Press Association	and cho ation	check to: n		
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On behalf of the Nebraska Press Association Foundation,

The Grand Island Independent cordially invites you to



At the Stuhr Museum 3133 West Highway 34 (Corner of Highway 281 and Highway 34) Grand Island, NE Thursday, April 10 Social Gathering 5:30 p.m. at the Train Depot Welcome 6:00 p.m. also at the Train Depot

Railroad Town, Nebraska is a re-created 1890's Living History Community located on the grounds of Stuhr Museum, one of the top museums of its kind in the nation. Your tour will take you back in time to 1894, and you will be able to see the historic homes, trades, businesses and artifacts that made up the lives of the pioneer ancestors who settled the first towns in Nebraska. Highlights of the tour include:

The **Train Depot** - has a trackside bay window in the agent's office. This bay window offered the agent an excellent view of the activities on the depot's platform. The counter in the window has the telegraph equipment and a lever to operate the depot's order board.

<u>The Platte Valley Independent</u> – The newspaper office is full of artifacts including a working, hand-cranked press, individual typeset, signage and more.

<u>The Lesher House and Milisen Houses</u> – The two largest homes in Railroad Town are fine examples of upper and middle class accommodations, including elegant dining rooms, working kitchens and more.

<u>The Planing Mill</u> is a replica of an early 1900's planing mill where doors, stairs, bracket work and window sashes were produced for the construction industry.

Railroad Town features over 50 structures situated in nearly six city blocks worth of town. It's a Living History Experience like no other! For additional details about all of Railroad Town, please visit <u>http://www.stuhrmuseum.org/RailroadTown/</u>.

Your tour will also feature complimentary "savories" (appetizers) from 1894 and beverages.

This is a walking tour so please wear comfortable shoes and clothing. Western wear and cowboy boots are welcomed. Golf cart transportation will be available to those requiring assistance. A detailed map will be mailed directly to you prior to the event.

Yes, I would like to atten	d the <b>Stuhr Museum-Rail Road Tow</b>	n walking tour, April 10, 2014!	
No of tickets	@ \$40 per person	Total enclosed:	
Names(s):			
Address:		City/State/Zip:	
Phone:	Email:		

Please make your check payable to: Nebraska Press Association Foundation Mail your payment & this form by Friday, April 4, to: Nebraska Press Association, 845 "S" St., Lincoln, NE 68508

# SUPPORT THE Nebraska Press Association Foundation 2014 Silent Auction!

Proceeds from the Silent Auction provide support for NPA Foundation scholarships, educational endeavors and programs that benefit NPA members.

# Help make the NPA Foundation auction a success by donating an item (or items) for the auction. *We appreciate your support!*

(Items will be displayed for bidding April 11 through April 12. Auction ends April 12 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 from local businesses
- overnight stays (hotels, bed-and-breakfasts) or admission to local attractions
  - sports/Husker items
  - art work (framed or unframed)
  - newspaper heritage items

# 2014 NEBRASKA PRESS ASSOCIATION FOUNDATION SILENT AUCTION DONATION FORM

Name: Title:					
City/State/Zip:					
Email:					
Auction Item:Value:					
Item Description:					
I <u>Email or fax this form to Susan Watson by April 4, 2014</u> !!					
(email: nebpress@nebpress.com; fax: 402-476-2942)					
Bring your item(s) to the NPA Convention Registration Table at the Holiday Inn-Midtown, Grand Island, NE, <u>before 8:00 a.m., Friday, April 11</u> .					

**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, preferrably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: <u>news@</u> <u>gothenburgtimes.com</u>; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

**ADVERTISING SALES ACCOUNT EXECUTIVE:** The Sidney Sun-Telegraph is searching for an Advertising Sales Account Executive to join our team. We're looking for a goal-oriented self-starter who enjoys working with business people to help them increase their name recognition through our print and online products.

Job summary: Responsible for growing business in the assigned territory by managing customer base and developing new customers for our newspaper and e-edition. You will develop and implement a weekly sales plan and be responsible for reaching a monthly revenue goal. Work performed:

• Call on retail and service businesses and present the company's print and Web-based advertising products.

• Manage existing accounts and prospect for new accounts through face-to-face meetings and other techniques.

• Create effective advertising schedules to help customers market and grow their business.

• Establish and maintain customer files and contacts

• Required to maintain a general sales-oriented knowledge of the company's full product line.

• Represent the company and its products in a professional manner.

Qualifications:

• Previous sales or retail experience preferred.

• Must demonstrate team oriented work skills and be very customer-service driven.

• Ability to negotiate contracts and analyze competitive situations.

• Excellent verbal and written skills and presentation skills.

• Ownership of a dependable vehicle with proof of insurance and a good driving record.

We offer a competitive salary and a great work environment. Email your résumé to: <u>publisher@suntelegraph.com</u>. Mar. 17, 2014

**ADVERTISING SALES REPRESENTATIVE**: THE AWARD-WINNING Kimball Western Nebraska Observer is looking for an advertising representative. This individual must be outgoing, energetic, self-motivated, organized, and self-confident. Duties will include selling and creating advertisements. This will entail selling and designing ads for both new and existing customers. Knowledge of InDesign and Photoshop preferred but not required. This is a full-time position (five days a week), and offers a competitive salary. Interested individuals may drop off a resume to the Western Nebraska Observer office at 118 E. Second Street in Kimball from 8 a.m. to 5 p.m. Monday through Friday or email it to: editor@westernnebraskaobserver.net.

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Convention Details: registration, agenda, menu, Silent Auction, Railroad Town flyers.

# FOR SALE:

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