

CONFIDENTIAL

Bulletin

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

Calendar of Events:

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!)

April 2, 2014

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>

Great reasons to attend 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.
- **Such a deal!** Where else will you find quality workshop sessions, led by industry experts, covering relevant topics for newspapers **for only \$20.00 (2-day registration fee)?** (*You won't. Trick question.*)
- **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!



When filling out your convention registration form...

- Be sure you **include your newspaper name at top of form** so we know which paper you are with.
- For **Friday meals, be sure you indicate your meal choice on the form** (there are *two* meal choices on Friday!)

NPA/NPAS Staff

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And the nominees for 2014 are...

NPA Board Nominations:

The NPA nominating committee, chaired by Mike Konz, Editor of the Kearney Hub, has nominated Tom Shaal, Publisher of the Alliance Times-Herald; Lori Pankonin, Co-Publisher of the Imperial Republican and Terrie Baker, Publisher of the Lexington Clipper-Herald, each for a three-year term on the Board of Directors. The committee also nominated Jim Holland, Publisher of the Scottsbluff Star-Herald as President, Dennis Morgan, Publisher of the Elgin Review as Vice-President and Jason Frederick, Co-Publisher of the Trenton Hitchcock Co. News as Treasurer. Rod Worrell, Publisher of the Ainsworth Star-Journal, was nominated to a one-year term as Immediate Past-President.

NPAS Board Nominations:

The NPAS nominating committee, chaired by Don Smith, Publisher of the Grand Island Independent, has nominated Mike Edgecombe, Publisher of the Hebron

Good Work!

The following newspapers sold Network ads! **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.**

Week of 3/17:

2x2

Columbus Telegram — Tryci Greisen (paper made \$325.00)
Hickman Voice News — Linda Bryant (3 ads) (paper made \$1,112.50)
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)
Hickman Voice News — Austin Roper (paper made \$150.00)
Wayne Herald — Jan Stark (paper made \$487.50 & \$127.50 out of state)

NCAN

Broken Bow Chief — Pat Jackson (2 ads) (paper made \$272.50)
Crete News — Pat Hier (3 ads) (all NCAN Special Free ads)
Hebron Journal-Register — Christy Farnstrom (NCAN Special Free ad)
Nebraska City News-Press — Roxy Schutz (paper made \$112.50)
Sutton Clay Co. News — Tory Duncan (paper made \$147.50)
Tecumseh Chieftain — Sarah Grof (paper made \$130.00)

Week of 3/24:

2x2

Fremont Tribune — Julie Veskerna (paper made \$487.50)
Hickman Voice News — Linda Bryant (9 ads) (paper made \$1,862.50)
Hickman Voice News — Stephenie Doeschot (paper made \$150.00)
North Platte Telegraph — Julie Murrish (paper made \$487.50)
Stromsburg Polk Co. News — Patrice Clifton (paper made \$487.50)
Sutherland Courier-Times -- (paper made \$312.50)
Tecumseh Chieftain — Sarah Grof (paper made \$150.00)
Wayne Herald — Jan Stark (paper made \$487.50 & \$148.12 out of state)

NCAN

Aurora News-Register — Dave Bradley (paper made \$112.50)
Broken Bow Chief — Pat Jackson (paper made \$149.50)
Gothenburg Times — Greg Viergutz (paper made \$172.00)
Nebraska City News-Press — Roxy Schutz (2 ads) (paper made \$351.00)
Sutton Clay Co. News — Tory Duncan (paper made \$147.50)
Tecumseh Chieftain — Sarah Grof (paper made \$130.00)

Journal-Register as President and Shary Skiles, Publisher of the McCook Gazette, as Vice-President. Chris Rhoades, General Manager of the South Sioux City Dakota County Star, was nominated for a three-year term on the Board of Directors. Tom Kelly, Publisher of the West Point News, was nominated to a one-year term to serve as Immediate Past-President.

No additional nominations were received by the March 22 deadline. The nominations stand as nominated by the committees. The NPA Bulletin of February 24 was the first time the above nominations were listed.



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

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 dem-
onstration & drone journalism report
Presenters: Gary Keibel & Matt Waite

2:45-4:10 p.m.
Legal Workshop - Labor Laws, et. al.
Discussion of several new labor laws affect-
ing small businesses

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 pro-
ductivity & 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)
3/25/14 REVISED

Annual NPA Convention Midtown Holiday Inn, Grand Island, NE 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 March 27** (*Convention room rate and room availability cannot be guaranteed after this date*).
- Complimentary parking.

POSTAL ONE-ON-ONE CONSULTATIONS:

Postal expert, Helen Sosniecki, will be available for one-on-one (15 min.) consultations to discuss your specific postal question or concern.

Set up your consultation during these times during convention:

Friday, 2:45-3:45 p.m.
and
Saturday, 10:30-11:30 a.m.

Schedule your consultation by contacting Susan Watson in the NPA office, nebpress@nebpress.com, or 402-476-2851.

CONVENTION MENU:

FRIDAY, APRIL 11

FRIDAY LUNCH - two

choices:

Breaded Cod Sandwich on toasted bun, with cole slaw

OR

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)*

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

SATURDAY LUNCH:

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)*

PLEASE CIRCLE YOUR MEAL SELECTIONS on the convention registration form (attached).



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!

- Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased.
- Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT to-day. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.
- Administrative Processing Fee of \$5 charged if you cancel convention reservations or meal tickets prior to April 2.
- REMEMBER - Registration and meal deadlines by April 2.**
- No Cancellations after April 2. No re-funds after April 2.
- Please circle which meals you are attending.
- 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.
- 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.
- If you have not attended convention before, or have not attended in the last 15 years, please place an "X" next to your name.

Newspaper Name:

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.	Cod or Chicken Cordon Bleu Sandwich	Salmon or Pork Loin	Downhome Buffet	Turkey Wrap	Prime Rib	
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	
6)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
7)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
8)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
9)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	

You may charge your NPA convention registration if your total is over **\$200.00**
 VISA _____ Mastercard _____ Expiration date: _____ Security Code: _____
 Card Number: _____
 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

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.

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

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

The Planing Mill 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 <http://www.stuhrmuseum.org/RailroadTown/>.

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 attend the **Stuhr Museum-Rail Road Town 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: _____

Newspaper: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Auction Item: _____ Value: _____

Item Description: _____

Email or fax this form to Susan Watson by April 4, 2014!!

(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,
before 8:00 a.m., Friday, April 11.**

Classified Advertising Exchange

Mar. 24, 2014

REPORTER/ADVERTISING SALES/SOCIAL MEDIA:

The Arapahoe Public Mirror/Elwood Bulletin has an opening for a reporter/advertising sales/social media person. The Arapahoe Public Mirror and Elwood Bulletin are located in south central Nebraska. This is an excellent opportunity for developing skills for writing and sales in the newspaper industry. Candidates should have the ability to write general news and take pictures and some basic sales knowledge. Candidates should be familiar with Adobe InDesign, Adobe Photoshop and capabilities of social media. For more information or to send resume please contact Gayle Schutz, Co-Publisher, Arapahoe Public Mirror and Elwood Bulletin, arapmir@atcjet.net.

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.

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@western-nebraskaobserver.net.

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

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.



Keynotes

Workshop Speakers



Friday Banquet First Amendment and Freedom of Information

Gene Policinski is chief operating officer of Newseum Institute and senior vice president of the First Amendment Center, one of the initiatives of the Institute.

Gene Policinski

A veteran journalist, Policinski – a founding editor of USA Today – has held news leadership positions in newspapers, radio, television and online operations. In addition to his studies on First Amendment issues, he is a long-time proponent of diversity as an essential component of a free press. Policinski came to the Freedom Forum in 1996 from USA Today

Policinski co-writes the weekly, nationally distributed column, “Inside the First Amendment,” seen in more than 200 news outlets; and is host and producer of the Newseum Institute’s new online program “Journalism/Works.” He was executive producer of the public television program “Speaking Freely,” recognized in 2011 with a special Emmy award and he also directs a special Newseum Institute program, “Justice and Journalism,” a cooperative effort since 1999 with the federal judiciary to improve news media coverage and the flow of information to the public from district and appellate federal courts nationwide.

The Newseum Institute and the Newseum champion the five freedoms of the First Amendment through education and information programs, from the Newseum in Washington D.C., and from the John Seigenthaler Center, at Vanderbilt University; the Overby Center for Southern Journalism and Politics, at the University of Mississippi; and the Al Neuharth Media Center, at the University of South Dakota.



Kelly Wirges has assisted companies increase sales and revenue in all facets of business for the past 25 years. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

Kelly Wirges

She has authored over 50 training programs, has customized materials for hundreds of companies, and has helped over 100,000 people increase their success. Kelly is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

Kelly is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

Kelly’s educational background includes an advertising, marketing and business degree from the University of Nebraska, as well as a graphic design degree from Platt College.

“Kelly is, hands down, the best sales trainer that I’ve seen in person, or even via webinar. What I love about Kelly is that her sales training sessions will leave you with actual, real-life, strategies that you can implement immediately. Unlike a lot of presenters, Kelly can help with general sales strategies, as well as strategies specific to our industry. She has years of experience helping newspapers, and we are lucky to have her helping the members of NPA this year!”

-Chris Rhoades, General Manager, South Sioux City Dakota Co. Star

“Winging it” Doesn’t Produce Sales - Persuasive Communication Does

Saturday, 9:15-10:15 a.m.

This session will teach you the secrets of effective communication. It will describe three proven techniques to create interest and generate sales, as well as deliver advertising recommendations that clients will appreciate and accept. You will learn how to prepare a value statement that helps prospects to understand how you can assist them in increasing sales, and how your products can help them achieve their business goals. Think you are currently speaking persuasively? Join the session to learn if you are, or you just think you are!

Prospecting That Pays

Saturday, 10:30-11:45 a.m.

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a





Kelly Wirges continued

methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual “magic prospecting number” to achieve your goals or even give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. In addition, you will be introduced to an easy, three-step process to lower resistance and gain agreement. This session is a must for those that sell, and those that lead sales teams.

Developing a Competitive Advantage Saturday, 1:30-3:00 p.m.

Advertising options are great; competition is fierce. This session teaches methods to assist salespeople in becoming the media consultant of choice by recommending the right combination of solutions, at the right time, to produce the right results. Tips and techniques are shared to encourage representatives to establish their personal competitive advantage by optimizing the diverse products of their companies, offering strategic multi-media advice and developing customized solutions that create a WIN-WIN-WIN - a win for clients, a win for the company, and a win in commissions.

- Understanding and applying the proven principles of effective advertising increases success
- How to evaluate, compare and prepare media plans like a professional media consultant
- The times when a business should advertise more and when it should advertise less to achieve maximum ROI
- When, why and how a business should incorporate various advertising options in their plans to increase sales



David Kotok

C. David Kotok retired in late 2012 after more than 35 years as one of Nebraska’s leading journalists. He is best known as a political reporter for The Omaha World-Herald and the Lincoln Journal Star.

He has interviewed every president since Gerald Ford and covered 10 national conventions. He was named one of the top political reporters “beyond the Washington Beltway.”

Kotok concluded his career as an urban affairs reporter in Omaha, a war reporter in Iraq, and finally as managing editor, running the day-to-day news operation of The Omaha World-Herald.

He holds undergraduate and graduate degrees from the University of Iowa.

News Reporting in an Election Year Saturday, 3:15-4:45 p.m.

Dave will share election coverage tips useful for any size newsroom, along with anecdotes about some of his experiences covering politics at state and national levels.



Lisa Griffin

Lisa Griffin is a popular trainer at Macintosh training events around the United States and is recognized as a pioneer in the areas of computer pagination and remote printing methods for newspapers. She is the IT Publishing Specialist for Boone (TN) Newspapers and a staff member at the University of Tennessee/Tennessee Press Association Institute for Newspaper Technology.

Griffin has conducted group training for press associations and newspapers on topics such as Mac Troubleshooting, Adobe InDesign, Adobe PhotoShop, Adobe Illustrator, Quark Xpress, Pagination, and PDF file creation. Since 1983, Griffin has provided consultation, training and support to newspapers as well as other media. Advances in technology over the past 20 years for the newspaper industry have been both exciting and often challenging. Attendees will find her material to be interesting, informative and applicable to their everyday workload.

Life in the (Adobe) Cloud Saturday, 9:15-10:15 a.m.

What is the “Cloud” and why should you care? In this session, Griffin will cover cloud-based software, services and technologies. Learn about this evolving technology and how it will affect your newsroom.

Adobe Photoshop/Camera Raw - The Missing Link to Better Photos Saturday, 10:30-11:45 a.m.

Camera Raw is one of the most overlooked features of Adobe Photoshop. Attendees will learn the basic techniques of Camera Raw and how it will improve the quality of their photos.

InDesign Favorite Features Saturday, 1:30-3:00 p.m.

Whether you have the latest InDesign CC or an earlier version, this session will cover some of the best and most useful features in this program. We will look at features to streamline your workflow, increase your productivity and release your creativity.

Panel Discussions & Workshops

• **Social Media Panel Discussion**
Saturday, 10:30-11:45 a.m.

• **Photography Panel Discussion**
Saturday, 1:30-3:00 p.m.

Learn from the experts: Useful tips, best practices, how to carry your equipment and MORE!

• **Legal Session - Labor Laws, et. al.**
Friday, 2:45-4:10 p.m.



Helen Sosniecki

Helen Sosniecki, a longtime Missouri newspaper publisher, has a history of battling postal issues both as a community-newspaper owner and also as a member of the National Newspaper Association.

The NNA Emma C. McKinney Memorial Award winner for 2011, Sosniecki served as the Missouri Press Association representative to NNA in 2006 and 2007 and received an NNA President's Award in

2007, along with husband and business partner Gary, for their work on postal issues. Helen's first work with NNA on postal issues was in the 1980s when she was one of a handful of publishers providing testimony on behalf of the industry in postal-rate cases.

In Sosniecki's long career as a newspaper owner and publisher, she and her husband's publications received nearly 300 press-association awards for journalistic excellence. The couple also shared the International Society of Weekly Newspaper Editors' Eugene Cervi Award in 2003.

The Missouri School of Journalism graduate started her career at the Jackson (Tenn.) Sun, followed by the Marion (Ill.) Daily Republican before the Sosnieckis purchased the Humansville (Mo.) Star-Leader. They later owned the Webster County (Mo.) Citizen and then the Vandalia (Mo.) Leader. Helen Sosniecki also worked at the Wichita (Kan.) Eagle-Beacon and was a vice president of Lebanon (Mo.) Publishing Co. She currently is the senior sales and marketing manager at Interlink, a Michigan-based circulation-software company serving the community-newspaper industry.

"When I thought about who I could recommend to present postal matters from the viewpoint of the local newspaper, I knew that Helen Sosniecki was the right choice. I've known her for three decades as the hard-working co-publisher with husband, Gary, of three different community newspapers, not to mention a stint with the Lebanon, MO, daily paper. I have spoken with her often through the years, and she understands the view from the bottom up, and the rules and regulations governing community newspapers."

-Max Heath, NNA Postal Consultant

Postal Issues

Friday, 1:30-2:30 p.m. and Saturday, 9:15-10:15 a.m.

This discussion session will provide updates on postal issues affecting the newspaper industry. From Intelligent Mail barcodes and Saturday mail delivery, to the Valassis sweetheart deal and "hub policies." Bring your postal questions!

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.

Networking Opportunities

Great Idea Exchange - Breakfast
Saturday, 7:30-9:00 a.m.

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!

Networking Roundtables
Saturday, 3:15-4:45 p.m.

You won't want to miss this session! Newspapers can share ideas and experiences with their peers from similar-sized newspapers. Join in casual discussions on a variety of topics - advertising, editorial, graphics/design and more. Take away ideas or solutions that will help your newspaper to become better, more profitable and more competitive.

Convention Exhibitors



eType Services was founded in 2010 by long-time publishing and technology professionals who are committed to helping community newspapers thrive in a digital age.

Their easy-to-use digital solutions for small and mid-sized newspapers include e-editions, websites and mobile: e-editions provide a digital replica of your print product; websites that showcase your e-edition and your top news stories and mobile apps for tablets or phones.

TownNews.com
Web · Print · Mobile · Social

TownNews.com offers sophisticated content management services for web, print, mobile and social media products.

Town News was founded in 1989 to help community newspapers with developing technology. They work with more than 1,500 daily and weekly newspapers, college publications and TV and radio stations in all 50 states and Canada.



**Gary
Kebbel**

Gary Kebbel is a professor at the College of Journalism and Mass Communications, University of Nebraska-Lincoln

Kebbel is working on mobile media projects at the University of Nebraska-Lincoln with funding from the John S. and James L. Knight Foundation and the Ford 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, helped start nearly a dozen new classes 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. As News Director at AOL, he helped build one of the largest news and social sites on the Internet. He is a founding editor of USA TODAY.com and Newsweek.com.

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. He holds master's degrees in journalism and in political science from the University of Illinois, and a master of social work degree from the Catholic University of America.

UNL Presentation

Friday, 1:30-2:45 p.m.

At UNL's Friday session, Gary Kebbel will demonstrate a mobile local news and conversation app, as well as a demonstration of Google Glass. Matt Waite will provide an update on UNL's drone journalism lab.



**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 at the Arkansas Democrat-Gazette and the St. Petersburg Times, and 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.

In 2009, he co-founded Hot Type Consulting, a company that builds applications for media outlets. Hot Type has helped launch a major new non-profit journalism entity in the Texas Tribune and has produced award-winning websites for other clients.

