

CONFIDENTIAL

# Bulletin

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

## Calendar of Events

### Events

**March 16-17, 2016**

NNA (National Newspaper Assn)  
Leadership Summit, Washington DC

**April 9, 2016**

Associated Press Media Editors  
(APME) NewsTrain Workshop  
UNL Campus, Lincoln, NE

**April 22-23, 2016**

NPA Annual Convention  
Holiday Inn Convention Center,  
Kearney, NE

### Webinars

**February 11, 2016**

Building a Bumper Sticker  
Contest  
(Pub/Aux & Online Media  
Campus)

**February 12, 2016**

Social Journalism: Keys to  
Connecting With Your  
Audience  
(Online Media Campus)

**February 25, 2016**

Resisting Regurgitation:  
Proactive Storytelling for  
Today's Readers  
(Online Media Campus)

**February 26, 2016**

Personalizing the Customer  
Journey  
(Online Media Campus)

### Deadlines

NPA Award Nominations  
**Submit nominee forms by:**  
**February 19, 2016**

NPA Foundation Scholarships  
**Submit applications by:**  
**February 19, 2016**

#### CONTACT INFO:

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

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

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

## Prize money increased for 2016 Omaha World-Herald Community Service and Service to Agriculture Awards

The Omaha World-Herald has increased the prize monies awarded to winners of the 2016 Community Service and Service to Agriculture Awards, which they have sponsored for several years.

**Prize amounts will increase to \$1,000 for the daily winner (up from \$250) and \$500 for each weekly class winner (up from \$200 per class) for both the Community Service and the Service to Agriculture Awards.**

Over the past few years the number of entries submitted for these awards have declined. This year's increase in prize monies will hopefully inspire an increase in participation and in the number of daily and weekly entries.

**The entry deadline has been extended this year until April 1.** See the call to entry flyer attached to this Bulletin.

**NPA wants to thank the Omaha World-Herald for their continued support and sponsorship of these awards. We strongly encourage our members to participate by submitting your entries!**

Winners will be announced at the Friday evening awards banquet on April 22 in Kearney during the NPA Annual Convention.



## NNA Newspaper Leadership Summit, March 16-18

Members of the National Newspaper Association will travel to Capitol Hill to present issues important to community newspapers to congressional leaders. Overtime pay, ad taxes and postal reform will be top issues at this year's Summit. The Summit is March 16-18 at the Crystal City Marriott in Arlington, VA.

We encourage our members to attend this event. It's important that NPA has a strong delegation attend the Summit as we meet with our congressional leaders to discuss issues important to our newspapers and our state.

To register for the Summit, make hotel reservations or view the agenda, go to: <http://www.nnaweb.org/events?eventTitle=nna-s-leadership-summit--1436909099--220>.



## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## **NewsTrain workshop in Lincoln, April 9**

The Associated Press Media Editor's (APME) NewsTrain will bring its high-quality, affordable training for journalists, journalism educators and students to Lincoln on April 9.

The University of Nebraska-Lincoln is one of four sites chosen for the \$75 workshops in 2016. The others are Lexington, Kentucky, Halifax, Nova Scotia and Murfreesboro, Tennessee.

Peggy Year, publisher of the Northeast Nebraska News Co., is the Nebraska Press Association representative on the local host committee, which was formed to bring the training to the region.

The workshops will focus on both digital and traditional skills needed by journalists today. The host committee has been conducting an assessment of newsroom needs in the region. The workshop's agenda is set, and the workshop is now posted for registration <<http://bit.ly/LincolnNewsTrain>>.

For just \$75, you can get a full day of digital training, including meals, at the University of Nebraska-Lincoln. Sessions include:

- maximizing your social media for personal branding and audience engagement
- making smart choices in digital storytelling
- planning for breaking news in the digital age
- writing for mobile
- producing data-driven enterprise stories off your beat

**The first 25 to register will receive a free AP Stylebook, a \$20.95 value, courtesy of Dale Leach, AP's central regional director.**

Competitive scholarships that cover the \$75 registration fee are available for journalists, journalism educators and journalism students from diverse backgrounds. The scholarships are funded by the APME Foundation. Apply here <<http://bit.ly/LincolnNewsTrain>>.

Discounted hotel rooms -- an eight-minute walk from the workshop venue -- are available for \$129 a night, plus tax.

## ***NPA awards nominations accepted through February 19***

\*Journalism Hall of Fame

\*Master-Editor Publisher

\*Outstanding Young Nebraska Journalist

\*Leadership Nebraska (Harpst)

\*Golden Pica Pole

**Deadline to submit nominations is Friday, February 19!**

Nomination forms available on the NPA website homepage, or contact [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

## **Have a Legal Question??**

**Questions about editorial policy, journalism ethics or a legal notice?**

**Call the Nebraska Press Association Legal Hotline.**

Contact Shawn Renner or John Hewitt at Cline, Williams, Wright, Johnson & Oldfather 1900 U.S. Bank Building, Lincoln, NE 68508, 402-474-6900, [srenner@clinewilliams.com](mailto:srenner@clinewilliams.com) or [jhewitt@clinewilliams.com](mailto:jhewitt@clinewilliams.com).



## Help promote 2016 NPA Foundation scholarships

The NPA Foundation 2016-17 scholarship applications for current college students and high school seniors are now available. The Foundation will offer up to four total scholarships of \$2,000 each. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been mailed to Nebraska high schools, colleges and universities. We also encourage our members to promote the scholarship in your newspaper(s). Guidelines and application forms are available on the NPA website homepage (scroll down to middle of page), at [www.nebpress.com](http://www.nebpress.com).

**Scholarship house ads (print and online) are available through the NPA office and are also available on the NPA website (login to the MEMBERS AREA and to SPECIAL SECTIONS). Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com), to receive house ad PDFs.**

### Scholarship | Opportunities

\$2,000 Nebraska Press Association Foundation Scholarships

#### Selection based on:

- Scholastic Ability • Good Citizenship in School
- Good Citizenship in Community • Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by  
February 19, 2016

For more information and application form, go to:  
[www.nebpress.com](http://www.nebpress.com) or call 402-476-2851/800-369-2850

## It's contest time!

By Julie Dickerson, Co-Publisher, Albion News

Every January, we scramble about trying to come up with stories, advertising, photos, etc. for the Nebraska Press Association contest. The deadline is later in January this year so that allows us to have more time to get them done.

Changes were made in the contest. Most of the entries now can be done online.

Online contest?

Remember NPA, Jim and I are in the 'technology challenged age group.'

Even after attending a seminar last spring about the online contest, we had trepidations about handling the whole process.

Well, as I sent Carolyn at the NPA office several emails back and forth with many 'how to' questions, I only have one comment to make, "The EAGLE has landed."

We have successfully made the change from cutting out the contest entries out of saved newspapers, circling the item with a yellow highlighter, attaching entry forms filled out by hand on the newspaper and on the envelope in which the entry was placed. Then, a trip to the P.O. with the box and send it certified mail.

Forward to the past weekend...

We now simply move the PDF pages into Adobe Acrobat, use the rectangle tool to place a yellow box around the contest entry.

Then, we open the contest online and type in the information in the required fields. Grab the yellow highlighted PDF and upload it on the site.

Whew!

I am sure all of this is like mud to you, but it worked. I even enjoyed the 'new contest online submission process.'

*"We had trepidations about handling the whole process."*

Neil Armstrong said when he landed on the moon, "That's one small step for man, one giant leap for mankind."

I changed it to read: "That's one more small step for the technology-challenged Dickersons; one huge leap for our industry."

Thanks to the NPA board for choosing to change the contest to an online format.

A note for our colleagues: The new online contest is like riding a bike for the first time. You try and try. Then, you might hit a few bumps along the way or a curb jumps out at you, but you just keep on going. At the end of the process, you successfully stay upright and head on down the road.

Our newspaper industry is heading on down the road and we are here to stay!

*Editor's Note: This column originally ran in the Jan. 13, 2016, issue of the Albion News and is reprinted with permission.*

# Public notices best recorded in newspapers

By Jeff Headley, co-publisher, Ogallala Keith Co. News, Jan. 4, 2016

Despite the advances in computers and the electronic media, the general public simply can't beat newspapers as the place where public notices should be documented and recorded for history.

Society must be wary of being too dependent on the Internet, and we remind residents that public notices, or legal notices as they are better known, best serve the public interest while being published in the local newspaper.

Presently, legal notices, which are required by law to inform the public of actions taken by government, must be posted in newspapers.

One of the largest responsibilities at any newspaper is to correctly record and publish public notices. It is a responsibility we do not take for granted.

Newspapers employees are responsible for booking, setting, placing and publishing public notices. Newspapers provide, in effect, an independent firm, serving as an accountant and historian of proposed government action.

One of the biggest drawbacks of publishing legal notices on the Internet remains accountability. Once a legal notice is published in print by a newspaper, it becomes part of the public record, and a hard copy will remain for centuries, perhaps longer.

The press was invented to keep government honest, to allow the common man a place to stay informed about government actions. We still believe in that theory.

One point not previously discussed includes both hardware and software. What are today's electronic methods of saving information is tomorrow's outdated dinosaurs. The cost, to both government and the individual, to maintain current hardware, programs and monthly fees to access Internet information are expensive, more expensive than maintaining the current system of publishing legal notices through newspapers.

We readily admit newspapers receive revenue from those notices, but newspapers don't make as much as one might think. Rates, which are set the by the Legislature, haven't been raised in many years.

Newspaper people involved with the publishing of legal notices, for the most part, believe in the higher purpose of informing the public. And, this service is accomplished for pennies on the dollar.

At the News, we make sure our legal notices are in an easy-to-read format and are grouped together as best as the issue's configuration will allow. They really don't take much time to read once one is accustomed to doing so.

Eventually, we do believe that public notices will be placed regularly on the Internet. We do, however, believe that newspapers should be the keeper of these notices, publishing them both in their newspapers and on their websites.

We do understand the value of computers, but we also understand the problems that go along with electronic transfer and electronic record keeping.

In most cases, and on this particular important issue, you simply can't beat the newspaper to record history.

*Editor's Note: column reprinted with permission.*

**WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS**

SOME GOVERNMENT AGENCIES WANT TO TAKE OFFICIAL NOTICES OUT OF LOCAL NEWSPAPERS AND BURY THEM ON GOVERNMENT-RUN WEBSITES. THIS IS LIKE PUTTING THE FOX IN CHARGE OF THE HEN HOUSE.

**KEEP PUBLIC NOTICES IN NEWSPAPERS**

**N** Newspaper Association of America  
www.naa.org

## Copyright Registration of Newspapers

*This article was written by Shawn Renner, NPA's Legal Hotline attorney with the Cline Williams law firm in Lincoln, NE.*

Over the past six months or so, NPA has been working with libraries to raise awareness of newspapers' ownership of rights relating to information they create and publish. As libraries attempt to digitize their periodical collections, various issues about how the public can access and copy newspaper materials held by libraries have risen. As we have worked through those issues, it has become apparent that one particular aspect of copyright law is not very well-known in Nebraska newspaper circles.

Generally, when someone creates and publishes a writing, photograph or graphics, that person owns the "copyright" in that material whether or not he provides notice of the copyright claim (usually by affixing "©" with the date of publication) or registers the copyright material with the U.S. Copyright Office. However, under federal law, before a copyright holder can sue another for copyright infringement, the owner must register the copyright. And if the copyright has not been registered before the actual infringement takes place, the remedies available to the copyright holder are less effective. Specifically, if a copyright holder has not registered the copyright in a given work before infringement, he cannot collect "statutory damages" but must instead prove actual loss in order to recover money from the infringer and cannot require the infringer to pay his attorney fees.

Registering a copyright requires completion of a form created by the U.S. Copyright Office and paying a fee. Both are done on-line. Different forms and fees apply to weekly and daily newspapers, and both weeklies and

dailies can register each publication individually, or register a group of publications in a single filing. Both forms of registration require the copyright holder to deposit with the Copyright Office a copy of the issue or issues of the newspaper being registered.

A summary of the registration requirements and copies of detailed "circulars" put out by the Copyright Office are available through NPA.

In general terms, group registration for weekly newspapers can be done every three months. Each group registration costs \$25. The filing fee for group registration of a daily newspaper is \$80 per filing, and there are somewhat different deposit requirement details.

This matters only to the extent that your newspaper would have to sue someone for copyright infringement. That is a rare, but not-unheard-of, situation. The vast majority of Nebraska weeklies do not register their copyrights, and that has not caused any serious problems. However, while a copyright holder could get an injunction (a court order to cease using the copyrighted material) even without having registered the copyright, he could probably not realistically obtain substantial damages for the infringement.

4836-7752-8876, v. 1

**Available on the NPA website is a more detailed description of the copyright registration process, and two circulars from the U.S. Copyright Office, which provide guidance for the online registration process. To access these documents, log in to the members area of the NPA website, [www.nebpress.com](http://www.nebpress.com), and click on SPECIAL SECTIONS on the drop-down menu.**

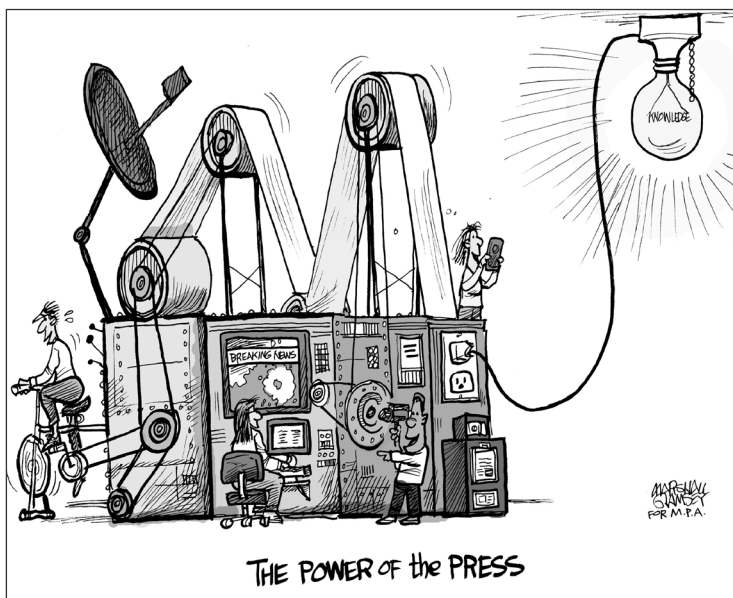
## Media of Nebraska elects new officers for 2016

Media of Nebraska held their annual winter meeting on January 26, 2015, by conference call to elect new officers for 2016.

Newly elected officers are:

- President/Chair - Mike Reilly, Omaha World-Herald
- Vice President/Secretary - Jim Timm, Nebraska Broadcasters Assn.
- Treasurer - Allen Beermann, Nebraska Press Assn.

Media of Nebraska represents media organizations, associations, radio and television stations and newspapers in Nebraska, whose mission is to keep the public informed, make records transparent and keep official meetings open to the public.



# Classified Advertising Exchange

Feb. 1, 2016

**ADVERTISING DESIGNER:** We want a creative self-starter for graphic arts/advertising design position, full time, with some writing possible. Good typing, computer and organization skills, writing, grammar and spelling. Qualified applicants only. Will train the right candidate. Competitive wages/benefits. Contact: Jim or Julie Dickerson, Albion News, Albion, NE. Email: [albnnuz@frontiernet.net](mailto:albnnuz@frontiernet.net); phone: 402-395-2115.

**FOR SALE:** Custom layout table (used before pagination) will work great for a newspaper or for scrapbooking or other paper projects, lighted, angled top, lots of 11x17 shelves, drawers, \$150. approx 5 ft. wide x 18 in. deep by 4.5 tall. Call 402-540-3322.

**WAREHOUSE/COMMERCIAL/OFFICE SPACE:** in downtown Lincoln for lease. 6,900 sq. ft. or partial space available. \$1,200-\$3,500 month, inc. utilities. Call 402-430-2559.

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; Omaha World-Herald Community Service & Service to Agriculture Awards Call to Entry, Online Media Campus Webinar Flyers, Nebraska NewsTrain Workshop Flyers.

## **Available through NPA:**

**Reporter's Guide to Media Law  
and Nebraska Courts (2005)**  
\$3.00 ea.

**Nebraska Open Meetings Act Booklet (2012)**  
\$1.00 ea.

*(plus postage)*

*To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)*

## **ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 accepted.** Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



**2016**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

Must be postmarked by April 1, 2016

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

**2016**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Must be postmarked by April 1, 2016

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. \$1,000 cash prize to Daily winner, \$500 cash prize to Weekly winners.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.



**ONLINEMEDIACAMPUS**

*Online Media Campus, in partnership with NNA, presents:*



# PUB AUX LIVE

## Building a Bumper Sticker Contest

**Thursday, February 11**

**10:00 a.m.**

### **About this program:**

The Echo Press in Alexandria, Minn. started its bumper sticker contest back in the '90s as a fun way to grow revenue. The newspaper provides residents with bumper stickers promoting local businesses. Newspaper staff are charged with photographing the bumper stickers throughout the week and selecting one participant as a winner. It has been a hit among residents because of the opportunity to win prizes, and advertisers equally enjoy it because of the added exposure they receive.

In this session, learn how the paper uses this program to gain and engage more readers, increase single-copy sales and grow advertising revenue. As a bonus, learn how the paper increased salesperson morale by using incentives to drive ad sales.

**Registration fee: \$30**

**Registration deadline: Monday, February 8**

*Registrations submitted after the deadline will be subject to a \$10 late fee.*

**Register now for this webinar at**  
**[www.regonline.com/NNASTickers](http://www.regonline.com/NNASTickers)**

*PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.*

### **Leading the Discussion:**

**HOST Stan Schwartz,**  
National Newspaper  
Association

**GUEST STAR Jody**  
Hanson, Echo Press

**PUB AUX LIVE**  
**first Thursdays at**  
**11 a.m. EST/**  
**10 a.m. CST**

**Follow us:**



Online Media  
Campus



OnlineMediaCamp

**Questions? Contact Ryan Rohlf at 515-422-9052 or [rrohlf@inanews.com](mailto:rrohlf@inanews.com)**





High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

## Social Journalism

The keys to connecting with your audience



Friday, February 12

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

Registration fee: \$35  
Registration Deadline:  
February 9

### In this webinar...

As journalists, we strive to engage our communities and build stronger relationships with our audiences. In order to best serve them, we must understand the types of content they value.

In this session, Dr. Carrie Brown will explain social journalism and define best practices for journalists seeking to use social media and other tools to better listen, engage and serve their audiences.

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

### Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### The presenter...

#### Carrie Brown



Dr. Carrie Brown heads the City University of New York (CUNY) Journalism School's new Master of Arts in Social Journalism program. She was most recently an associate professor of journalism at the University of Memphis.

Brown's research has focused primarily on how newsrooms can adapt to the rapidly evolving digital, mobile and economic climate, and has included extensive periods of observation at various news organizations. Prior to working as a professor, she worked in reporting and editing roles at the Eau Claire Leader-Telegram, CD Publications, and the Columbia Missourian.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**



# Affordable training

Coming April 9 to Lincoln



- **What is it?** NewsTrain is a full day of cutting-edge journalism training. Sessions include maximizing social media for audience engagement, making smart choices in digital storytelling, planning for breaking news in the digital age, writing for mobile and producing data-driven enterprise.
- **Who should attend?** Journalists from print, digital and broadcast newsrooms of all sizes, as well as journalism educators and students.
- **When?** 8:30 a.m. to 5 p.m., Saturday, April 9, 2016
- **Where?** College of Journalism and Mass Communications (CoJMC), University of Nebraska-Lincoln
- **Why attend?** Get top-notch training and meals for **just \$75**. Diversity scholarships for journalists of color and discounted hotel rates are available.
- **Registration and more info:** <http://bit.ly/LincolnNewsTrain>
- **Local sponsors:** CoJMC at UNL, Nebraska Press Association, Nebraska Broadcasters Association



# Lincoln, Nebraska, NewsTrain: April 9, 2016

Andersen Hall, 200 Centennial Mall North, University of Nebraska-Lincoln

|                   |  |   |
|-------------------|--|---|
| 8:30-9 am         | <b>REGISTRATION/continental breakfast</b>  |   |
| 9-9:10 am         | <b>WELCOME/ introductions / agenda (Room 15)</b>   |   |
|                   | <b>BLUE track (Room 15)</b>  | <b>GREEN track (Room 109)</b>   |
| 9:10-10:25 am     | <p><b>Am I Doing Social Media Right? Maximizing Your Use of Social Media for Personal Branding and Audience Engagement</b> So, you're a journalist on social media, but you're not sure you're taking the right approach. This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working.</p>  | <p><b>Digital Storytelling: Making Smart Choices</b> What's the best way to tell a particular story: text, photos, video, audio, curation, interactive graphic or some combination. What are the strengths of different digital formats? What's the time involved to produce them? What works best on which platform and for which audiences?</p>   |
| 10:25-10:35 am    | <b>BREAK</b>   |   |
| 10:35-11:50 am    | <p><b>Planning for Breaking News in a Mobile-First, Multi-platform Environment</b> Emerge with a checklist for constructing a breaking-news coverage plan, including how to deploy staff to utilize social media (both as a news platform and a reporting tool), live-blog and curate other news sources, use crowdsourcing and social media to gather information, verify user-generated content, make the best use of smartphone video, and quickly access relevant public records.</p>  | <p><b>Writing News for Mobile</b> With mobile traffic approaching or surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines for both readers and search engines.</p>   |
| 11:50 am-12:45 pm | <b>LUNCH (Provided in Nebraska Union)</b>  |   |
| 12:45-2 pm        | <p><b>Data-Driven Enterprise off Your Beat</b> How do you fit enterprise stories around the many other demands you face as a beat reporter to write dailies, file Web updates, tweet and shoot video? One way is to take advantage of the plethora of local data available online to spot and develop unique stories for your news outlet. All you need is either you or someone else in your newsroom who can download and sort databases in a spreadsheet program, such as Excel. Your instructor will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is government, sports, the arts, business or education. Bring your laptop for the exercise.</p> | <p><b>Am I Doing Social Media Right? Maximizing Your Use of Social Media for Personal Branding and Audience Engagement</b> So, you're a journalist on social media, but you're not sure you're taking the right approach. This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working.</p>   |
| 2-2:10 pm         | <b>BREAK</b>   |   |
| 2:10-3:25 pm      | <p><b>Digital Storytelling: Making Smart Choices</b> What's the best way to tell a particular story: text, photos, video, audio, curation, interactive graphic or some combination. What are the strengths of different digital formats? What's the time involved to produce them? What works best on which platform and for which audiences?</p>  | <p><b>Planning for Breaking News in a Mobile-First, Multi-platform Environment</b> Emerge with a checklist for constructing a breaking-news coverage plan, including how to deploy staff to utilize social media (both as a news platform and a reporting tool), live-blog and curate other news sources, use crowdsourcing and social media to gather information, verify user-generated content, make the best use of smartphone video, and quickly access relevant public records.</p> |
| 3:25-3:35 pm      | <b>BREAK</b>   |   |

# Lincoln, Nebraska, NewsTrain: April 9, 2016

Andersen Hall, 200 Centennial Mall North, University of Nebraska-Lincoln

|              | BLUE track (Room 15)  | GREEN track (Room 109)   |
|--------------|---|--|
| 3:35-4:50 pm | <p><b>Writing News for Mobile</b> With mobile traffic approaching or surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines for both readers and search engines.</p> | <p><b>Data-Driven Enterprise off Your Beat</b> How do you fit enterprise stories around the many other demands you face as a beat reporter to write dailies, file Web updates, tweet and shoot video? One way is to take advantage of the plethora of local data available online to spot and develop unique stories for your news outlet. All you need is either you or someone else in your newsroom who can download and sort databases in a spreadsheet program, such as Excel. Your instructor will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is government, sports, the arts, business or education. Bring your laptop for the exercise.</p> |
| 4:50-5 pm    | <b>WRAP-UP (Room 15)</b>  |  |