

# Bulletin

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

## Calendar of Events

### Events

**April 1, 2016**

Omaha Press Club Dinner & Show, Holland Center, Omaha

**April 9, 2016**

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

**April 14, 2016**

Panel Discussion - 40th Anniversary of NPA vs Stuart First Amendment Decision Lincoln, NE

**April 22-23, 2016**

NPA Annual Convention Holiday Inn Convention Center, Kearney, NE

### Webinars

**March 24, 2016**

Building Your Graduation Pages

**March 25, 2016**

Growing Your Digital Audience

### Deadlines

**March 31, 2016**

NPA Convention hotel room reservations, Kearney

**April 1, 2016**

OWH Community Service & Service to Ag Awards entry deadline

**April 8, 2016**

Convention registration deadline

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## Panel discussion to commemorate 40th Anniversary of Nebraska Press Association vs Stuart landmark First Amendment decision

Nebraska newspapers are invited and strongly encouraged to attend a panel discussion commemorating the 40th Anniversary of the landmark First Amendment decision, Nebraska Press Association vs. Stuart.

The June 30, 1974 Supreme Court decision held that prior restraint against the press in the Nebraska case violated the First Amendment of the Constitution.

The panel discussion, hosted by the UNL College of Journalism and Mass Communications and the UNL College of Law, will be held Thursday, April 14, from 11:45am to 1:15pm at the College of Law Hamann Auditorium in Lincoln.

Students, media, attorneys, faculty and the general public are invited to attend. A light lunch will be provided during the panel.

The panel includes:

- John Bender, CoJMC professor of Journalism & Mass Media Law
- Steven Burns, 3rd judicial district court judge
- Richard Dooling, College of Law lecturer
- Alan Peterson, Lincoln trial attorney
- Rose Ann Shannon, KETV news director
- Moderator - Bill Kelly, senior producer, NET
- Closing - Nebraska Supreme Court Justice, William Cassel

"The Stuart decision ripples through every aspect of the work done by working journalists, from keeping the courts open to the media through ongoing debates about government secrecy and national security. It's an essential part of protecting press freedom," Kelly said. "This is going to be a fascinating discussion that should help people in the legal community and journalists understand how a four-decade-old court ruling is as fresh and relevant as ever."

For more information about the event, contact Sue Roush, [sroush2@unl.edu](mailto:sroush2@unl.edu), director of marketing and communications for the College of Journalism and Mass Communications or Amber Wolff, [amberwolff@unl.edu](mailto:amberwolff@unl.edu), director of marketing and digital strategy for the College of Law.

**Convention details and NPA Foundation fundraiser info attached!**

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## Proposed NPA by-laws amendment up for discussion, vote at April 22 annual meeting:

ANNUAL MEETING  
NEBRASKA PRESS ASSOCIATION  
APRIL 22, 2016  
KEARNEY, Nebraska Press Association

### PROPOSED AMENDMENT TO BY-LAWS

Article V-Board of Directors

Section 5.2. Number, Elections, Tenure and  
Qualifications.

Section 5.2 a. The number of Directors shall be nine.  
The Immediate Past President shall be an ex officio  
member of the Board of Directors with the power to vote.

Proposed new provision

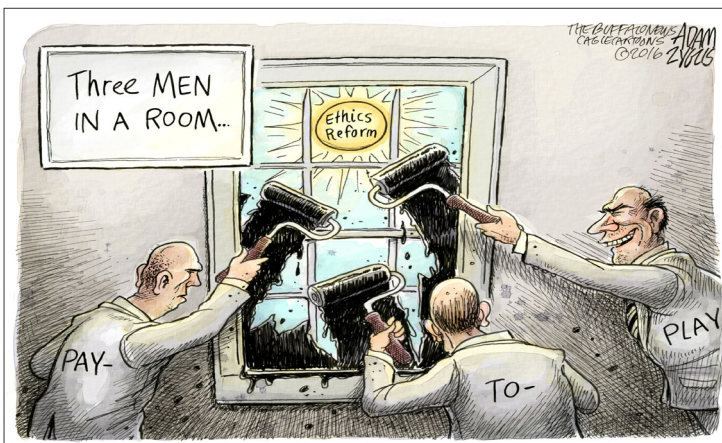
Section 5.2 a. The number of Directors shall be six.  
The Immediate Past President shall be an ex officio mem-  
ber of the Board of Directors with the power to vote. As  
terms of directors expire, they shall not be reappointed  
for an additional term until the board has been reduced  
to the number six.

Section 5.2. b Each of the nine members of the Board  
of Directors shall serve three years, three being elected  
each year.

Proposed new provision

Section 5.2. b Each of the six members of the Board  
of Directors shall serve three years, two being elected  
each year.

***If you have questions regarding this proposed by-  
laws amendment, please contact the NPA office.***



## Deadline is April 1 to submit entries 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 is Friday, 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.

# Ten Commandments for Open Meetings

By Brian J. Hunhoff, Contributing Editor, Yankton County (S.D.) Observer

"I think heroic deeds were all conceived in the open air."

The quote atop this editorial is from Walt Whitman's Song of the Open Road — a cheerful 1856 tribute to freedom and the great outdoors.

Hopefully, Mr. Whitman would have approved use of his prose to promote open, well-aired government. It's unlikely the great poet favored government secrecy and closed-door meetings. He also wrote, "Out of the dark confinement, out from behind the screen!"

For today's purposes, Whitman's "screen" represents the executive session — a self-important term for a classic oxymoron: closed public meeting.

Too many elected boards seek every opportunity to meet out of sight of the public they serve. Some schedule executive sessions as a regular agenda item. Some hold up to three executive sessions in a single meeting. Some have executive sessions that last longer than the open portion of their meeting.

In most cases, executive sessions do not violate open meeting laws. The closed-door discussions are often suggested or encouraged by an elected board's legal counsel.

But legality and necessity are two different things.

Consider the following list our Fourth Estate counsel to county commissions, city councils, and school boards everywhere on executive sessions and general government openness. Citizens should hold their elected officials to the standards below. These are Ten Commandments for Open Meetings:

**ONE:** Do not gather as a quorum outside of regular meetings, and do not hold special meetings without giving at least 24 hours public notice.

**TWO:** Do not habitually add last-minute items to the agenda, and do not act on anything not listed on the posted agenda.

**THREE:** Do not abuse the litigation excuse for executive sessions to speculate about possible or imagined lawsuits.

**FOUR:** Do not stretch the personnel excuse for executive sessions to discuss policy issues. Example: Creating a



new position or changing a department's job descriptions are policy decisions and not appropriate topics for a closed meeting.

**FIVE:** Do not dial up the "negotiations" excuse to suddenly exclude the public from discussion of controversial issues that were previously aired thoroughly in open session.

**SIX:** Do not allow executive session conversations to stray to other topics.

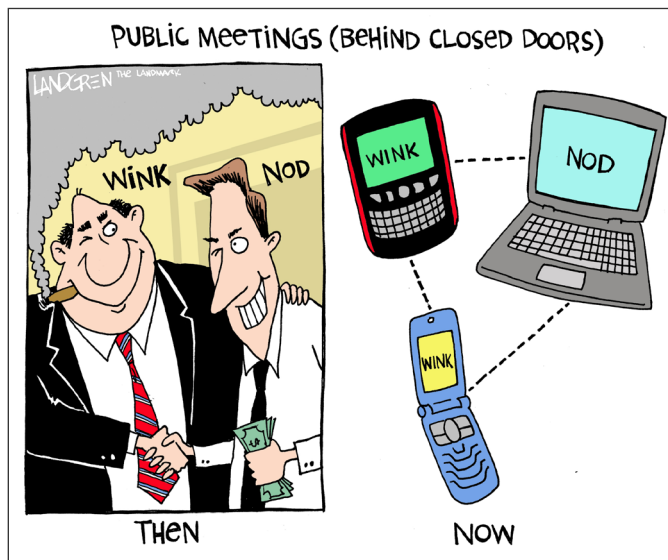
**SEVEN:** Do not violate the spirit of the open meeting law with frequent phone, email or text dialogues with other members. Reach consensus at the meeting.

**EIGHT:** Do not make a habit of whispering or passing notes at meetings. You were elected to speak for us. Tell what you have to say out loud and proud!

**NINE:** Allow public input at every meeting. Include it on every agenda.

**TEN:** Be as transparent as possible. Do not hold executive sessions simply because counsel advised it is "legal" to do so. Ask yourself: "Is it absolutely critical we discuss this privately?"

That should be the standard because legality and necessity are two different things.



We appreciate our local commissioners and board members. They serve for minimal compensation. They make tough decisions. They sometimes lose friends and make enemies. Their dedication to community is admirable.

We simply ask elected officials to think twice before kicking the public out of public meetings.

Strive for fewer. Less is more. A closed meeting should be a rare occasion, not a habit.

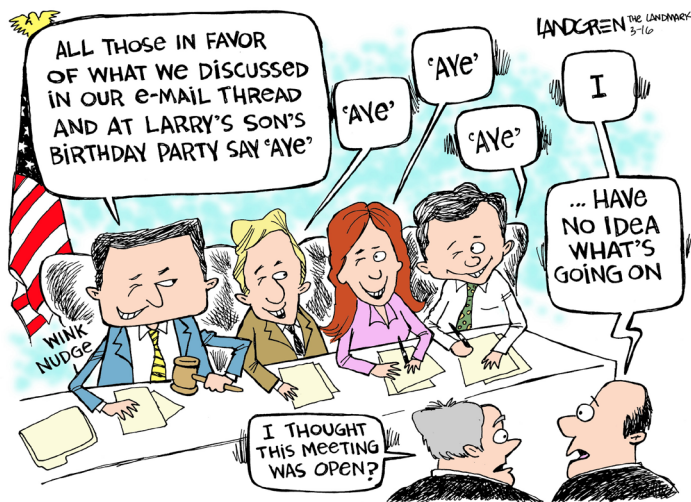
Brian Hunhoff writes for the Yankton County Observer in Yankton, South Dakota. His editorials about open government won the 2015 Freedom of Information award from the National Newspaper Association.

## **North Platte Telegraph is finalist at 7th Annual Second Street Awards**

The *North Platte Telegraph* was honored as a finalist in the Best Small Market Promotions Program category at 7th Annual Second Street Awards, held February 17, in St. Louis, MO.

Media companies from across North America were honored in 26 online promotion categories for their outstanding contests, ballots, quizzes and e-commerce programs.

Second Street is a leading provider of private-label online promotions platforms and success services for over 3,000 media companies, including print, television, radio, magazines and online-only outlets. For more information, go to: [www.secondstreet.com](http://www.secondstreet.com).



## **Omaha World-Herald sports collects more national honors**

*Omaha World-Herald*, March 6, 2016

The Omaha World-Herald was among the most honored newspapers at this year's Associated Press Sports Editors contest, an annual competition that selects the best in sports journalism from newspapers across the U.S.

The World-Herald won six awards when judging by sports editors and journalists took place February 27 through March 2 in St. Petersburg, FL.

The World-Herald sports section placed in the top 10 in daily sections, Sunday sections, special sections and digital. The contest selects the 10 best in each category but does not order them.

The four honors gave the department the APSE grand slam, an honor that only five newspapers with circulations over 75,000 received.

In addition to the overall awards, World-Herald staff writer Dirk Chatelain won a pair of individual writing awards for projects and features.

The World-Herald is continuing a tradition of winning APSE sections awards. Since 2007, the department has won 27 of a possible 29 top 10 section awards, and seven times (2008, 2010, 2011, 2012, 2013, 2014, 2015) The World Herald has swept the daily, Sunday and special section contests.

## **Former Omaha World-Herald editor, journalist, James Clemon, dies**

*Mike Kelly, Omaha World-Herald, March 9, 2016*

James Clemon, a former editor for the *Omaha World-Herald*, died March 7, 2016, at the age of 81.

Hired by The World-Herald in 1956 after graduating from Dana College in Blair, NE, with a major in business administration, Clemon worked as a city hall reporter and city editor before moving to the editorial page. Along the way he wrote articles from China, Sweden, Norway and elsewhere, and was among about 20 editorial writers who met at the White House with President Jimmy Carter.

After leaving The World-Herald in 1979, he became a copywriter at Bozell and Jacobs, an advertising firm in Omaha.

Clemon was involved in the annual Omaha Press Club Show for many years as a chief writer of jokes and song parodies about public figures, along with World-Herald columnist Robert McMorris.

Survivors include his daughter, Amy Woeppel, Soldier, IA, and son, Evan Clemon of Denver, CO. A Celebration of Life was held March 11 in his hometown of Soldier, IA, arrangements by Rush Family Care Service, Onawa, IA. Memorials may be directed to the Soldier Community Club.

## **Former Lincoln Journal Star reporter, journalist, Richard Holman, dies**

Richard Holman died March 7, 2016, in New York City at the age of 69.

Born in McCook, NE, and a graduate of the University of Nebraska-Lincoln, Holman worked as a reporter for the *Lincoln Journal Star*; move to Monterey, CA, to become city editor of the *Monterey Peninsula Herald*; moved to New York City to become a member of the team at *Time, Inc.*, who developed Teletext, a forerunner of broadcasting printed information to TVs equipped with a special decoder, and then worked for 14 years as a columnist for the *Wall Street Journal*. Until his death, he served as a Foundation Trustee for the University of Nebraska Foundation.

Holman is survived by his wife of 42 years, Margaret Holman. Services are pending. Contributions can be made to The University of Nebraska Foundation, 1010 Lincoln Mall, Suite 300, Lincoln, NE 68508, for the Richard and Margaret Holman Scholarship Fund at the College of Journalism and Mass Communications.

# Classified Advertising Exchange

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March 14, 2016

**RETAIL SALES MANAGER:** A western Nebraska daily newspaper is searching for an innovative retail sales manager to oversee day-to-day retail advertising sales operations. This position will be critical for driving sales, creative and customer service for our retail categories across print, online and niche products. Reporting to the publisher, this position will have direct supervision of our outside retail display advertising sales team and other support staff. The right candidates should possess 2+ years experience in successful outside display advertising sales. Preprint, inserts and direct marketing experience is essential. Candidates must also possess a solid understanding of media sales, including newspaper, TV, online, print sales and event marketing. Solid critical thinking skills and problem solving ability required. Qualified candidates must be detail oriented with excellent communication skills, and possess the ability to multi-task and work under tight deadlines. Bachelor's degree in advertising or marketing preferred. Reliable transportation is required. Please send resume to Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508.

**PRINTING PRESS WANTED:** We are looking for a Multilith 1250 (13x19), preferably with T-head. Needs to be in good running condition. Contact Chris and Maureen Zavadil at Emanuel Printing, 130 N. Main St., Fremont, NE 68025. Ph: 402-721-4421. Email: [epbusiness@neb.rr.com](mailto:epbusiness@neb.rr.com).

**REPORTER:** The Scottsbluff Star-Herald is looking for a reporter with photo and video experience. We are a 11,000-circulation six-day daily in a thriving regional trade center a few hours from Denver. A degree in journalism is preferred, but candidates with practical experience and strong writing skills will be considered. The position is full-time and requires occasional evening and Saturday work. Send resume and cover letter to: Star-Herald Attn: Bart Schaneman PO Box 1709, Scottsbluff, NE 69363, or email to [bart.schaneman@starherald.com](mailto:bart.schaneman@starherald.com).

**ADVERTISING SALES:** The Custer County Chief in Broken Bow, NE has openings for full-time sales people to join our team. We need outgoing, self-motivated, organized, team players. People who enjoy the challenge of setting and making goals. Good people skills are a must. Sales experience is preferred, but we will train the right people. We offer salary, commissions and company benefits. The Chief is an award-winning, weekly newspaper that offers the sort of coverage typically found at much larger daily papers. Broken Bow is a lively community located in the center of the state and sits on the "Sandhills Journey Scenic Byway." The Custer County Chief is owned by Horizon Media, with daily newspapers throughout the U.S. There is potential for future advancement to one of our daily papers. Send resume and references to: Bill Parsons, Publisher, at [publisher@custercountychief.com](mailto:publisher@custercountychief.com).

**REPORTER:** If you like talking to people, possess excellent written and verbal communication skills, are organized, have reliable transportation, and want to be part of a creative team, you are the person we're looking for. Send your cover letter, resume and writing samples to: The Custer County Chief, Attn: Mona Weatherly, Editor, P.O. Box 190, Broken Bow, NE 68822 or email them to Mona Weatherly, Editor, [chiefnews@custercountychief.com](mailto:chiefnews@custercountychief.com).

**SPORTS/NEWS WRITER:** The Custer County Chief is searching for a full time sports/news writer. If you love all sports, are detail orientated and organized this may be the job for you. We will train the right team player. Must have a current drivers license, high school diploma and continuing education. We offer competitive wages and benefits. For more information contact Mona Weatherly at [chiefnews@custercounty-chief.com](mailto:chiefnews@custercounty-chief.com), or call 308-872-2471.

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

Classified Advertising Exchange; Omaha World-Herald Community Service & Service to Ag Awards Flyer; NPA Convention: Agenda, Hotel, Menus, Registration Form, Silent Auction Form, NPA Foundation Classic Car Collection Fundraiser Flyers.

**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.

The Nebraska Press Association Foundation & The Kearney Hub

*Invite You to a White Glove Tour*

# OF THE *Classic Car*

C O L L E C T I O N

FEATURING BERNIE & JANICE TAULBORG AUTOMOBILES



Thursday, April 21  
6:00-8:00pm

3600 E. Hwy. 30 • (Next to Cabela's)  
TICKET PRICE: \$40

Classic Car Collection features more than 200 historic automobiles from the early 1900s to the modern era including 130 automobiles from the Bernie & Janice Taulborg collection.

The Collection includes several VERY rare vehicles including a one-of-its-kind 1938 Rolls Royce Wraith Limo, two Locomobiles and three Pierce Arrows.

See a 1909 Jonz built in Beatrice, NE - bet you have never seen one of these!

Always dreamed about owning a Muscle Car or a sports car - you won't believe what we have for you to drool over.

*The Finest Car Collection between Chicago and Denver*

Yes, I want to attend the Classic Car Collection tour, April 21, 2016.

No. of tickets \_\_\_\_\_ @ \$40 per person      Total (\$) enclosed \_\_\_\_\_

Name(s) \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Registration deadline no later than April 15, 2016 • Please make your check payable to: NPA FOUNDATION  
Mail your payment & this form to: Nebraska Press Association, 845 "S" St., Lincoln, NE 68508



# Great line-up planned for NPA Convention, April 22 - 23, in Kearney!

## **Friday, April 22 Sessions:**

### **Newspaper Design - Ed Henninger, Henninger Consulting**

Ed has been an independent newspaper consultant since 1989 and a leading design consultant for community newspapers. **Three Friday sessions:**

- “25 Design Things They Say You Can’t Do...But You Can”
- “License to Print Money” (design ideas to generate revenue)
- “You Call the Shots (Q & As - Bring your design questions!)”

### **Social Media - Chris Rhoades, Enterprise Publishing Co.**

Chris is associate publisher of Enterprise Publishing Company in Blair and heads their Specialized Marketing Division which focuses on digital marketing, speciality printing and niche publications. **One Friday session:**

- “Selling Against Social” (sales strategies to show the power of print vs. social media)

**Nebraska News Service: Five Years & Counting** - Learn about this free state government news service provided by UNL’s College of Journalism & Mass Communications. Panel discussion with Bureau Chief, Mary Kay Quinlan, NNS student reporters and NNS weekly newspaper clients.

**Legal Q & A Session - NPA Legal Hotline attorney, Shawn Renner.** Discussion topics include open meetings, open records, public notices, newspaper copyrights and more. (Bring your legal questions).

**Sports Photography - Jeff Bundy, Omaha World-Herald** - How-tos, tips, suggestions on taking great sports photographs.

## **Saturday, April 23 Sessions:**

**Great Idea Exchange** - Newspapers share successful ideas that they’ve implemented on promotions, circulation, sales, editorial and more. (*No breakfast this year - this will be a regular workshop session - come and share ideas!*)

### **Sales Training - Mike Centorani, Sales Transformation Now**

A sales training and sales management consultant, Mike has over 25 years of print media and digital/search engine marketing expertise. Mike is known for his “real world” approach to the sales call process. **Three Saturday sessions:**

- “Getting Properly Trained for Your Sales Call”
- “Making the Sale During the Needs Analysis”
- “Developing Effective Solutions & Proposals”

### **Adobe InDesign, Photoshop - Russell Viers**

Russell is an Adobe Certified Instructor who specializes in print production. A professional trainer since 1997, he shares his expertise to help newspapers work faster and create better files. **Three Saturday sessions:**

- “InDesign Techniques to Get Your Paper Out Faster”
- “Quality Photos From Any Camera”
- “Photoshop”

**Social Media - Chris Rhoades, Enterprise Publishing Co.** - **One Saturday session:** “Social Media Strategy Session” (what’s new in social media & digital marketing, plus a quick analysis of your Facebook page or website).

**Reporting - Beyond Just the Facts: Telling Stories by Reporting the News** - Learn how writers & designers can keep readers interested and on the page beyond the summary lead, with UNK Journalism Professors, Ralph Hanson & Terri Diffenderfer.

**Networking Roundtables** - Visit and share ideas with colleagues on a variety of topics (sales, editorial, postal, circulation, promotions, etc.); move from table to table every 15 minutes for a different topic!

**Friday Awards Luncheon - Keynote Speaker: Tim Miles, Head Coach, Husker Men’s Basketball** (Coach Miles grew up in a weekly newspaper family!) and awards presentations for Outstanding Young Nebraska Journalist and Harpst Nebraska Leadership. **Friday Awards Banquet - Keynote Speaker: Morley Piper**, former executive director of the New England Newspaper Association, as a 19-year-old second lieutenant, Morley stormed the beaches of Normandy during the WWII D-Day invasion; Omaha World-Herald Awards; presentations for NPA Lifetime Members, Journalism Hall of Fame inductees and Master Editor-Publisher. **Saturday Awards Luncheon** - Presentations of NPA Foundation Scholarships and Collegiate Writing & Photojournalism Contest winners. **Saturday Awards Banquet** - Better Newspaper Contest winners, installation of NPA/NPAS officers.



## **Make your convention hotel reservations now:**

- **Holiday Inn & Convention Center, 110 So. 2nd Ave/Kearney**
- **NPA Convention standard (group) room rate: \$92.95 p/night + tax** (standard room is 1 King or 2 Queen; room can accommodate 1-4 people; no additional fee p/person)
- Free hotel parking
- Be sure to mention “Nebraska Press Association Convention” when you register to ensure group rate
- **RESERVATIONS:** CALL: 308-237-5971 OR 855-444-5769, option “0” (no online reservations)
- **Block room reservations close March 31**  
*NOTE: NPA rate will be honored after 3/31, but subject to availability*



## **2016 NPA Convention - Menu:**

### **Friday - Lunch, 4/22/16:**

*Teriyaki Style Chicken Breast Sandwich* - Grilled chicken breast, marinated in teriyaki sauce, grilled pineapple and green leaf lettuce on a Cuban style baguette. Served with house salad, steak fries, coffee, tea or milk.

### **Friday - Banquet, 4/22/16:**

*Smoked Windsor Loin* - Roasted Windsor loin with balsamic demi-glace reduction. Served with cheese potatoes au gratin, choice of house salad, seasonal vegetables, assorted breads, dessert (carrot cake), coffee, tea or milk.

**(NOTE: No breakfast buffet this year at the Great Idea Exchange on Saturday morning. Instead, grab a coffee at the hotel's "Barista Coffee Shop" before heading to this session).**

### **Saturday - Lunch, 4/23/16:**

*Submarine Sandwich* - Turkey, ham, hard salami, smoked provolone, green leaf lettuce, sliced beefsteak tomato, oregano and red wine vinaigrette on a Cuban style baguette. Served with pasta salad vinaigrette, chips, coffee, tea or milk.

### **Saturday - Banquet, 4/23/16:**

*10 oz. Cut Prime Rib Roast* - Marinated and coated with fresh cracked black pepper and rosemary, slow-roasted and topped with au jus glaze. Served with herb roasted Yukon gold potatoes and whipped horseradish, house salad, seasonal vegetables, assorted breads, dessert (German chocolate cake), coffee, tea or milk.

## **Reasons to attend the NPA Convention...**

***Tremendous learning opportunities.*** The Nebraska Press Association's 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, 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.

***Network with your peers.*** Our convention is the largest annual gathering of Nebraska newspaper people.

***Relax, socialize, enjoy!*** Join in the Great Idea Exchange, Networking Roundtables, Silent Auction, raffle prizes, awards presentations, NPA Foundation (Thursday night) fundraiser event and more!

***More convention details coming soon!***



# 2016 NPA Annual Convention Agenda

April 22-23, 2016 Holiday Inn & Convention Center, Kearney, NE

*“Adapt and Advance”*

*(3/14/16 - agenda subject to change)*

## **THURSDAY, APRIL 21**

**3:00-5:00 p.m.**

NPA & NPAS Board Meetings

**6:00 p.m.**

NPA Foundation Fundraiser Event  
TOUR OF CLASSIC CAR MUSEUM

## **FRIDAY, APRIL 22**

**7:30 a.m.**

Registration Desk Opens

**8:00 a.m.**

Daily Publishers Meeting

**9:00-10:30 a.m.**

NEWSPAPER DESIGN - License to Print Money - Design concepts to generate increased revenue  
Ed Henninger

**10:00-11:00 a.m.**

ASSOCIATED PRESS

Kia Breaux, KS/MO Bureau Chief

**10:45-11:45 a.m.**

NEWSPAPER DESIGN - 25 Design Things They Say You Can't Do... But You Really Can  
Ed Henninger

**10:45-11:45 a.m.**

SELLING AGAINST SOCIAL - Sales strategies to show the power of print vs social  
Chris Rhoades

**10:45-11:45 a.m.**

RURAL FUTURES INSTITUTE - Learn about RFI, programs they provide & how they engage in rural communities  
Chuck Schroeder & Connie Reimers-Hild

**12:00 Noon-1:30 p.m.**

AWARDS LUNCH

Keynote Speaker: Coach Tim Miles  
Young Journalist, Leadership Awards

**1:45-2:45 p.m.**

NEWSPAPER DESIGN - You Call the Shots - Bring your design questions  
Ed Henninger

**1:45-2:45 p.m.**

NEBRASKA NEWS SERVICE - Five Years & Counting (Panel) - Find out about this free news service available to news-

papers, with ready-to-run stories covering state government topics  
Bureau Chief, Mary Kay Quinlan, student reporters & papers that use the service

**1:30-4:30 p.m.**

Writing Contest  
(Collegiate Only)

**1:30-4:30 p.m.**

Omaha World-Herald  
Photojournalism Contest  
(Collegiate Only)

**3:00-4:00 p.m.**

LEGAL WORKSHOP Q&As  
Shawn Renner, NPA Legal Hotline Attorney

**3:00-4:00 p.m.**

SPORTS PHOTOGRAPHY - Tips & tricks for taking great sports photographs  
Jeff Bundy - Omaha World-Herald

**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: Morley Piper  
Lifetime Members Awards  
Hall of Fame Inductees - Announcement  
Master Editor-Publisher Award

**9:30 p.m.**

Master Editor-Publisher Reception

## **SATURDAY, APRIL 23**

**7:30 a.m.**

Registration Desk Opens

**8:00-9:00 a.m.**

GREAT IDEA EXCHANGE  
(session w/moderator - no breakfast)

**9:15-10:15 a.m.**

SALES - Getting Properly Prepared for Your Sales Call  
Mike Centorani

**9:15-10:15 a.m.**

ADOBE - Quality Photos From Any Camera - Russell Viers

**10:30-12 Noon**

SALES - Making the Sale During the Needs Analysis  
Mike Centorani

**10:30-12 Noon**

ADOBE - Photoshop  
Russell Viers

**10:30-12 Noon**

NEWS WRITING/REPORTING - Beyond Just the Facts: Telling Stories by Reporting the News -  
Ralph Hanson & Terri Diffenderfer,  
UNK Journalism Professors

**12:00 Noon-1:30 p.m.**

AWARDS LUNCH  
NPA Foundation Scholarships, Collegiate Writing & Photojournalism winners

**1:45-2:45 p.m.**

SALES - Developing Effective Solutions & Proposals  
Mike Centorani

**1:45-3:15 p.m.**

ADOBE - InDesign Techniques to Get Your Newspaper Out Faster  
Russell Viers

**1:45-3:15 p.m.**

SOCIAL MEDIA STRATEGY  
Industry trends, what's new in social media & digital marketing  
Chris Rhoades

**3:30 - 5:00 p.m.**

NETWORKING ROUNDTABLES  
Share ideas/solutions with colleagues on a variety of topics:  
Sales, writing/reporting, circulation, postal, etc (move from table to table every 15 minutes for a different topic)

**5:30-6:30 p.m.**

Social Hour-Cash Bar

**6:30 p.m.**

NPA CONTEST AWARDS BANQUET  
BNC Winners, Installation of Officers  
NPA Foundation Raffle Drawing & Silent Auction Winners

# SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION 2016 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 22 through April 23. Auction ends April 23 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

## 2016 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 your completed form to Susan Watson by Friday, April 15, 2016!!**

(email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com); fax: 402-476-2942)

**Bring your item(s) to the NPA Convention Registration Table  
at the Holiday Inn & Convention Center, Kearney, NE,  
before 8:00 a.m., Friday, April 22.**



**Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service**  
 Annual Convention, April 22-23, 2016 - Holiday Inn & Convention Center, Kearney, NE



**REGISTRATION INSTRUCTIONS**

Please read carefully!

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased.
2. Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT today. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.
3. Administrative Processing Fee of \$5.00 charged if you cancel convention reservations or meal tickets prior to April 8.
4. **REMEMBER - Registration and meal deadlines are April 8. \$5.00 late fee for registrations after April 8.**
5. **NO Cancellations after April 8. No refunds after April 8.**
6. Please **CIRCLE** which meals you are attending.
7. If you are attending workshops at the convention, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.
8. Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days. **Affiliate and Associate Members must pay registration fee before meals are purchased.**

<b>Newspaper Name:</b>								
<b>NAME</b> (Please print/type) <b>Please circle your meal selections</b> <b>NO SHOWS WILL BE CHARGED!</b>	<b>Convention Registration</b>		<b>Friday Lunch</b>	<b>Friday Banquet</b>	<b>Sat. Lunch</b>	<b>Sat. Awards Banquet</b>	"X" Here if you are a First-Time Convention Attendee	<b>Total all columns across for each registrant.</b> Each registrant must pay a registration fee.
	Fri.	Sat.	Teriyaki Chicken Breast Sandwich	Smoked Windsor Loin	Submarine Sandwich	Prime Rib		
1)	\$10	\$10	\$18	\$32	\$18	\$40		
2)	\$10	\$10	\$18	\$32	\$18	\$40		
3)	\$10	\$10	\$18	\$32	\$18	\$40		
4)	\$10	\$10	\$18	\$32	\$18	\$40		
5)	\$10	\$10	\$18	\$32	\$18	\$40		
6)	\$10	\$10	\$18	\$32	\$18	\$40		
7)	\$10	\$10	\$18	\$32	\$18	\$40		
8)	\$10	\$10	\$18	\$32	\$18	\$40		
9)	\$10	\$10	\$18	\$32	\$18	\$40		
You may charge your NPA convention registration if your total is over <b>\$200.00</b> VISA _____ Mastercard _____ Expiration date: _____ Card Number: _____ Security Code: _____ Signature: _____ Billing ZIP Code: _____ Print Name as it appears on card: _____							<b>Total</b>	
<b>Please return this registration form and check to:</b> <b>Nebraska Press Association</b> <b>845 "S" Street, Lincoln, NE 68508-1226</b>								