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Omaha World-Herald staff wins national honor

Omaha World-Herald, March 20, 2016

The World-Herald business staff won top honors in a national competition for its 2015 coverage. The Society of American Business Editors and Writers announced earlier this month the winners in its annual contest.

The World-Herald's Money staff won the General Excellence award for newspapers of its size, with circulations of 150,000 or fewer. The General Excellence award is presented for a news organization's overall "quality, strength and consistency" of business coverage.

"The World-Herald has a strong commitment to serious, thoughtful business coverage - our staff tries to live up to very high standards every day," said World-Herald Business Editor Brad Davis. "It's a great honor that a national organization recognized us among the best."

Contest judges singled out The World-Herald's coverage of ConAgra Foods' departure from the city it had called home since 1922.

"A highlight was the thorough coverage on the sudden loss of a major corporate headquarters," the judges said. "Stories captured the rich irony of ConAgra's departure, asked questions about whether Omaha can compete with big cities, and offered a fair, comprehensive read into the issue of ConAgra's executive pay."

Nebraska Press Women - cont. from pg. 1

Both the Marian Andersen Hall of Fame Luncheon and the Communication Awards Banquet will be held in the Regency Suites on second floor of the City Campus Nebraska Union, at 1400 R St., just two blocks away. Transportation will be available for those who are mobility challenged.

Afternoon sessions will again be in Andersen Hall, beginning with a tour of the physical Nebraska Women Journalists Hall of Fame on second floor of the building, followed by Happy 70th Anniversary festivities.

At 2:15, the focus will turn to using social media for reporting, for community involvement and for promotion. The 90-minute session will be led by Michelle Carr Hassler, a national award-winning UNL CoJMC assistant professor of practice who teaches courses on social media, multimedia reporting and online journalism.

The NPW Membership Meeting at 4 p.m. will complete the afternoon, but there is still more in store.

Nationally-acclaimed author Joe Starita will provide those attending the 5:30 p.m. Awards Banquet a preview of his latest book on Nebraska's Susan LaFlesche Picotte, the first Native American female physician. A Nebraska native, Starita was an investigative reporter for the Miami Herald before joining the CoJMC faculty. He teaches reporting and ethics classes at UNL.

Also on hand to help NPW celebrate its 70th anniversary will be National Federation of Press Women (NFPW) President Marsha Hoffman and NFPW Communications Contest Director Julie Hoffman, both of Council Bluffs, Iowa.

You get all of this plus networking for \$55. Half-day registrations are just \$30. You can register online at www.nebraskapresswomen.org, or send a check to treasurer Lori Potter, P.O. Box 1988, Kearney, NE 68848. To contact her, email potterspix@gmail.com.

In addition to the CoJMC, other sponsors are the Nebraska Press Association, Nebraska Broadcasters Association, Firespring, Nebraska Lottery, BH Media (Omaha World-Herald), Lincoln Journal Star and the Nebraska Farm Bureau.

Indianola News sold

The *Indianola News* has been sold to Cody Gerlach, owner and publisher of the *Cambridge Clarion* and the *Oxford Standard*, however the News will no longer publish as a stand-alone newspaper, but will instead become a section within the Clarion.

The last publication date of the News was March 17. Current *Indianola News* subscribers will now receive the *Cambridge Clarion*.

Mary Marsh, has owned and published the *Indianola News* for the past 21 years and she's ready to retire.



2016 NPA Annual Convention Agenda

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

“Adapt and Advance” *(3/25/16 - 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

10:00 - 11:00 a.m.

ASSOCIATED PRESS

Kia Breaux, KS/MO Bureau Chief

9:00-10:30 a.m.

NEWSPAPER DESIGN - License to Print Money - Content & design concepts to generate increased revenue
Ed Henninger

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 - Communicating with a Community: The Key to Hope
Chuck Schroeder

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

AWARDS LUNCH

Welcome - Kearney Mayor, Stan Clouse
Keynote: UNL Men's BB Coach Tim Miles
Outstanding Young Journalist Awards

1:45-2:45 p.m.

NEWSPAPER DESIGN - You Call the Shots - Complete the checklist for design topics to cover - 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.

PHOTOGRAPHY - Getting the Most Out of the Camera You Have - Tips for making great photos
Jeff Bundy & Matt Miller
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
Nebraska Governor, Pete Ricketts
Omaha World-Herald Awards
Keynote Speaker: Morley Piper
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
Share ideas with your colleagues
(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 - Taking Better Pictures from Any Camera - Russell Viers

10:30-12 Noon

SALES - Making the Sale During the Needs Analysis
Mike Centorani

10:30-12 Noon

ADOBE - Photo Processing Tips Using Adobe Bridge & 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

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 buffett 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.



This year's Apple iPad workshop attendance drawing is sponsored by Black Hills Energy!

One lucky workshop attendee will win an Apple iPad. For each workshop you attend, if you sign in and complete a workshop evaluation form, your name will be entered in the iPad drawing. The winner will be announced at Saturday night's awards banquet.

Need not be present to win. Sessions not included in the drawing: Associated Press, Rural Futures Institute and Nebraska News Service).

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; 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.**

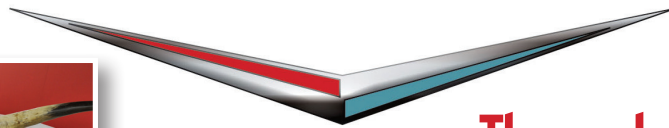
The Nebraska Press Association Foundation & The Kearney Hub

Invite You to a White Glove Tour

OF THE *Classic Car*

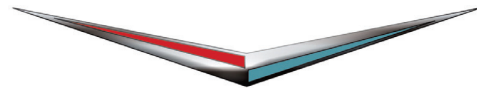
C O L L E C T I O N

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



Classified Advertising Exchange

March 28, 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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Omaha World-Herald Community Service & Service to Ag Awards Flyer; Convention Registration Form, Convention Sessions & Speakers 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*

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.

2016 NPA Workshop Leaders & Sessions - Get Inspired!

Ed Henninger - Newspaper Design - Three FRIDAY Sessions



Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the world's leading design consultant for community newspapers. His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn, and in newsletters of press organizations throughout the U.S. and Canada.

- **“License to Print Money: 10 Design Strategies to Generate Revenue at Your Newspaper—Now!” (Friday, 9:00 a.m.)** - Ed shows you how to use breakthrough content and design concepts to generate increased revenue at even the smallest newspapers. He can help you add \$5,000 to \$10,000 minimum to your bottom line...every year.
 - **“25 Design Things They Say You Can't Do...But You Can” (Friday, 10:45 a.m.)** - Ed takes design myths and helps your publishers and editors understand how...and why...they can make them work. On deadline. With their staff. At their newspapers. But even Ed has his limits, and he has identified the three design things even he says you can never, ever do. Well...mostly.
 - **“You Call the Shots: Create Your Own Design Workshop” (Friday, 1:45 p.m.)** - You Call the Shots is a bold, give-and-take session! The concept is simple: What questions do you have about news design? What do you most want to know? What design points can we clear up for you? **Check off items you most want to discuss on the attached checklist and email or fax it to Susan Watson at NPA, nebpress@nebpress.com no later than Friday, April 8.** Submitted (checklist) topics that have the most interest will be at the top of the list at the workshop.
-

Mike Centorani - Sales Training - Three SATURDAY Sessions



Mike Centorani is the Co-Founder of Sales Transformation Now, Inc. and the former Vice President of Sales Training and Development at Matchcraft. Sales Transformation Now offers Sales Training and Sales Management consulting for traditional media and search companies throughout the US and in 18 countries worldwide. Mike brings over 25 years of print media experience combined with over 10 years of digital and search engine marketing expertise. He has worked with many newspapers in the U.S. and is a frequent speaker at newspaper conferences. Mike is known for his “real world” approach to the sales call process and his ability to teach sales reps “how to speak the small business owner’s language” and “make the right sale” based on their specific needs.

- **“Getting Properly Prepared for Your Sales Call” (Saturday, 9:15 a.m.)** - With more advertising choices today than ever before, it's becoming more and more difficult to get the attention of a small business owner. During this session, participants will learn effective real world steps to take before their sales calls. Specifically, how to speak the business owner's language to lower their guard and gain credibility quickly. This session is a must for any sales people who are looking for ways to get more appointments and have more effective sales interactions.
- **“Making the Sale During the Needs Analysis” (Saturday, 10:30 a.m.)** - During this session, participants will learn both the art and the science needed to conduct an effective needs analysis. They will also learn the exact moment during the needs analysis the sale is made! There are four key areas that must be covered during the needs analysis step of the sales interaction...otherwise, the sales person would be forced to guess on their solution. After this session, sales people will no longer have to guess when making their recommendations. In fact, if the sales person conducts this step effectively, the business owner will be selling the sales person!
- **“Developing Effective Solutions & Proposals” (Saturday, 1:45 p.m.)** - Many sales people struggle to develop effective solutions because years ago many didn't have to in order to make a sale. However, in the newspaper industry, the days of just small talking with the business owner and then politely asking for their artwork and a check are over. During this session, participants will learn how to create effective advertising ideas that will “Wow” the business owner! They will also learn how to effectively and professionally build a proposal that will flow smoothly and keep the business owner's attention. Finally, they will learn how to gain agreement in principle before attempting to gain agreement in price to make a lot more sales...and less “Thanks, but I need to think about it.”

2016 NPA Workshop Leaders & Sessions - Learn From the Experts!

Russell Viers - Adobe InDesign, Photoshop, Illustrator - Three SATURDAY Sessions



Russell Viers is an Adobe Certified Instructor, Trainer and Consultant in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. Russell gave his first seminar on InDesign the week it was released in 1999, and has been an ambassador for the program ever since. A professional trainer since 1997, he currently travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files.

- **“Taking Better Pictures from Any Camera” (Saturday, 9:15 a.m.)** - The best camera is the one you have in your hands when the story happens in front of you. But each camera has its benefits over another, from your smart phone to your dSLR. In this session you’ll learn how to tell the story and offer your readers the best photos possible, regardless of what camera you’re using.
- **“Photo Processing Tips” (Saturday, 10:30 a.m.)** - Are you spending too much time looking through your digital photos trying to find the best ones, only to settle on whatever’s “good enough” after a few minutes? With today’s digital cameras, we should be taking LOTS and LOTS of photographs of every event. Taking them is easy... it’s what to do next that can be a killer. With Adobe’s Bridge and Photoshop, you already have one of the most powerful photo-processing duos on the planet. Learn how to use them together properly to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later.
- **“InDesign Techniques to Get Your Newspaper Out Faster” (Saturday, 1:45 p.m.)** - Learn ways to help speed production of your newspaper. Viers will share some of his favorite time-saving and quality-improving tips and tricks.

Chris Rhoades - Social Media



Chris began his career as a financial advisor for Edward Jones Investments in Omaha, where he honed his skills in sales and customer service. Ten years ago he joined Enterprise Publishing Company in Blair, the Rhoades’ family-owned newspaper and publishing business, with 13 newspapers in Nebraska and Iowa. In early 2015, Chris and his team launched Courtside Marketing, LLC. This company provides digital marketing solutions in an agency format, in addition to niche print publications and other marketing services. In 2011, Chris received NPA’s Outstanding Young Journalist Award. He now serves as associate publisher of Enterprise Publishing Co., and president of Courtside Marketing.

- **“Selling Against Social” (Friday, 10:45 a.m.)** - Social media and on-line marketing is a hot topic these days. But, what do we say, when our customers tell us they “only advertise on Facebook”? How do we combat this public perception that social media is the be-all, end-all when it comes to marketing? This session will uncover some misconceptions about social media, and why it might not be all it’s cracked up to be. We’ll also discuss sales strategies to show the power of print versus social.
- **“Social Media Strategy Session” (Saturday, 1:45 p.m.)** - Half of this session will focus on what’s new in the world of social media and digital marketing. Being educated on the changing landscape of social media can position you as an expert in your market. Use your newfound knowledge to improve your paper’s social media strategy, or pass along these insights to your customers! For the second half of this session, we will have an open Q & A session. A perfect time to ask strategy or operational questions, and we can even provide a quick analysis of your Facebook page or website.



This year’s Apple iPad workshop attendance drawing is sponsored by Black Hills Energy!

One lucky workshop attendee will win an Apple iPad. For each workshop you attend, if you sign in and complete a workshop evaluation form, your name will be entered in the iPad drawing. Winner will be announced at Saturday night’s awards banquet. *Need not be present to win. Sessions not included in the drawing: Associated Press, Rural Futures Institute and Nebraska News Service).*

2016 NPA Workshop Leaders & Sessions - Get Inspired!

Jeff Bundy & Matt Miller - Photography



Jeff Bundy began his career with the Omaha World-Herald in February 1990 as a staff photographer. The Fremont, Nebraska, native has been privileged to cover the gamut while on assignment. He has seen countless state high school and NCAA championships, and Husker football games. He also worked as an embedded photographer with the Nebraska National Guard documenting the war in Iraq. In 2008, Bundy was named the Director of Photography, overseeing the still images for print and web as well as managing video production for online. In 2014 he helped guide the startup of, and currently oversees, World-Herald Live, the Omaha World-Herald internet radio station.



Matt Miller has been a staff photographer at the Omaha World-Herald since 2002, but he hasn't had a "real" job since he worked at an asphalt plant in South Dakota as a 19-year-old in 1996. Shoveling gravel was too hard of work, so he decided to focus on trying to make photography work. Since 2006, Miller has served as the Nebraska News Photographers Association president. He's won a number of local, national and international awards for photography. He's had the privilege of covering a couple of international stories for the World-Herald, but most of his time is spent covering local high school and college sports, features and news. If you'd like to check out some

of his photos, please visit www.mattmillerphoto.com

- **"Getting the Most Out of the Camera You Have" (Friday, 3:00 p.m.)** - Jeff and Matt will provide tips and insight on how you do not need a large equipment budget to make great photos for your publications. The session will talk about getting yourself placed in good situations to make great photos.

Don't miss these networking opportunities!

Great Idea Exchange - Saturday, 8:00 - 9:00 a.m.

Bring your best ideas that have worked for your newspaper. Learn & share.
(This will be a regular session this year - no breakfast - grab a coffee at the hotel's coffee shop and head to the session).

Networking Roundtables, Saturday 3:30 - 5:00 p.m.

Share ideas & experiences with peers from similar-sized newspapers. Casual discussions on a variety of topics. Take ideas & solutions back to your paper.

Chuck Schroeder - Rural Futures Institute



Charles P. "Chuck" Schroeder is a native of southwestern Nebraska ranch country near the rural community of Palisade. He was named founding executive director of the University of Nebraska Rural Futures Institute in December 2013. Prior to joining the RFI, Schroeder served as president and executive director of the National Cowboy & Western Heritage Museum in Oklahoma City, Oklahoma. Schroeder also served as founding CEO of the National Cattlemen's Beef Association; executive vice president and director of development at the University of Nebraska Foundation; and director of the Nebraska Department of Agriculture.

- **"Communicating with a Community: The Key to Hope" (Friday, 10:45 a.m.)** - Chuck Schroeder will address the essential need for key communicators to influence the survival, renaissance and hopeful future of rural communities across Nebraska, and indeed the world. He will address how the Rural Futures Institute can increase a community's ability to thrive and how NPA members are primary partners in helping address the unique challenges and opportunities that face their own individual communities. Plan on joining the discussion of how we each can be effective in our own communities to drive change in very real and deliberate impactful directions. **"The Rural Futures Institute will be a world-class center for exploring and impacting all things rural."**

2016 NPA Workshop Leaders & Sessions - See you in Kearney!

- **“The Nebraska News Service: Five Years and Counting” (Friday, 1:45 p.m.)**



The Nebraska News Service covers state government news for about 120 news outlets throughout Nebraska in an attempt to fulfill part of our land-grant mission of serving the people of the state. NNS provides stories and photographs to participating state news organizations free of charge. NNS will reflect on their efforts and invite audience feedback/participation on ideas for making the service even more worthwhile. **Panel Participants:** The panel will consist of student reporters Seth Olson of Sioux Falls, S.D., Lindsay Esparrago of Papillion, Neb., Mac Wall of Omaha, all journalism undergraduates; Jill Martin, an NNS graduate student who also is managing editor of the Seward County Independent and three

other weekly newspapers that are NNS clients; and Mary Kay Quinlan, NNS bureau chief and associate dean of the UNL College of Journalism and Mass Communications.

Terri Diffenderfer & Ralph Hanson - News Writing & Reporting



Terri Diffenderfer started a teaching career with a BA in English education from Hastings College in 1972, right here in Nebraska. But from those first teaching jobs in southeast Nebraska, work always included publications including newspapers, yearbooks and finally almost 20 years in photography and commercial publishing while her children were young. While working as a non-traditional graduate assistant at UNL and earning an MA in journalism and mass communication, great experiences working with students and in publication brought Diffenderfer back to the classroom at UNK in the fall of 2007. She teaches news writing and photojournalism classes and advises the newspaper staff writers, editors and designers.



Ralph Hanson has a bachelor's degree in journalism and anthropology from Iowa State University, a master's in journalism from Iowa State, and a doctorate in sociology from Arizona State University. Before coming to Kearney, he was on the faculty at West Virginia University and Northern Arizona University. He is the author of the textbook *Mass Communication: Living in a Media World* for Sage Press. He has worked extensively on developing online curriculum and has been blogging on mass communication issues since March 2004 at ralpnehanson.com. Over the years he has taught classes covering ethics, reporting, new media, mass media and society, research methods, editorial page writing, and introduction to mass communication.

- **“Beyond Just the Facts: Telling “Stories” by Reporting the News (Saturday, 10:30 a.m.)** - The session will focus on helping news writers understand the news through context while telling compelling – yet 100 percent true – stories. This will be a working session on using journalistic skills to discuss: How can writers and designers keep readers interested and on the page beyond the summary lead? We will look at headlines, subheads and captions that accurately reflect story content but still draw readers in because they tell stories people want to read. It will include storytelling elements that you can include in online versions of stories. This is for everyone who wants to think about how to tell a compelling story readers will want to read.

- **Shawn Renner - Legal Hotline Q&A Session (Friday, 3:00 p.m.)**



2016 marks the 30th Anniversary of NPA's Legal Hotline! It's a free service provided to our members to offer solid, practical advice with the goal of preventing legal problems. Shawn Renner, with the Lincoln law firm Cline Williams, advises media on free speech, open meetings and other issues. Join the informal Q&A session as Shawn reviews some of the more frequent questions and topics that the Legal Hotline has received from our newspapers over the past year. **Bring your legal questions!**



Friday Awards Banquet Keynote Speaker: Morley Piper

Retired newspaper association executive who stormed the beaches at Normandy during the D-Day Invasion that began the liberation of Western Europe to end WWII. Piper was just 19 years old when he served as second lieutenant during the largest seaborne invasion in history. During the Friday morning kick-off presentation, hear a stirring account of that day when Piper answered the call to take extraordinary action. His powerful account of D-Day will broaden your perspectives on history and the reaches of personal determination.

YOU CALL THE SHOTS: CREATE YOUR OWN DESIGN WORKSHOP FROM THESE 101 CHOICES

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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

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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.**

Newspaper Name:								
NAME (Please print/type) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch	Friday Banquet	Sat. Lunch	Sat. Awards Banquet	"X" Here if you are a First-Time Convention Attendee	Total all columns across for each registrant. 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 \$200.00 VISA _____ Mastercard _____ Expiration date: _____ Card Number: _____ Security Code: _____ Signature: _____ Billing ZIP Code: _____ 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								

2016 NPA Workshop Leaders & Sessions - Get Inspired!

Ed Henninger - Newspaper Design - Three FRIDAY Sessions



Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the world's leading design consultant for community newspapers. His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn, and in newsletters of press organizations throughout the U.S. and Canada.

- **“License to Print Money: 10 Design Strategies to Generate Revenue at Your Newspaper—Now!” (Friday, 9:00 a.m.)** - Ed shows you how to use breakthrough content and design concepts to generate increased revenue at even the smallest newspapers. He can help you add \$5,000 to \$10,000 minimum to your bottom line...every year.
 - **“25 Design Things They Say You Can't Do...But You Can” (Friday, 10:45 a.m.)** - Ed takes design myths and helps your publishers and editors understand how...and why...they can make them work. On deadline. With their staff. At their newspapers. But even Ed has his limits, and he has identified the three design things even he says you can never, ever do. Well...mostly.
 - **“You Call the Shots: Create Your Own Design Workshop” (Friday, 1:45 p.m.)** - You Call the Shots is a bold, give-and-take session! The concept is simple: What questions do you have about news design? What do you most want to know? What design points can we clear up for you? **Check off items you most want to discuss on the attached checklist and email or fax it to Susan Watson at NPA, nebpress@nebpress.com no later than Friday, April 8.** Submitted (checklist) topics that have the most interest will be at the top of the list at the workshop.
-

Mike Centorani - Sales Training - Three SATURDAY Sessions



Mike Centorani is the Co-Founder of Sales Transformation Now, Inc. and the former Vice President of Sales Training and Development at Matchcraft. Sales Transformation Now offers Sales Training and Sales Management consulting for traditional media and search companies throughout the US and in 18 countries worldwide. Mike brings over 25 years of print media experience combined with over 10 years of digital and search engine marketing expertise. He has worked with many newspapers in the U.S. and is a frequent speaker at newspaper conferences. Mike is known for his “real world” approach to the sales call process and his ability to teach sales reps “how to speak the small business owner’s language” and “make the right sale” based on their specific needs.

- **“Getting Properly Prepared for Your Sales Call” (Saturday, 9:15 a.m.)** - With more advertising choices today than ever before, it's becoming more and more difficult to get the attention of a small business owner. During this session, participants will learn effective real world steps to take before their sales calls. Specifically, how to speak the business owner's language to lower their guard and gain credibility quickly. This session is a must for any sales people who are looking for ways to get more appointments and have more effective sales interactions.
- **“Making the Sale During the Needs Analysis” (Saturday, 10:30 a.m.)** - During this session, participants will learn both the art and the science needed to conduct an effective needs analysis. They will also learn the exact moment during the needs analysis the sale is made! There are four key areas that must be covered during the needs analysis step of the sales interaction...otherwise, the sales person would be forced to guess on their solution. After this session, sales people will no longer have to guess when making their recommendations. In fact, if the sales person conducts this step effectively, the business owner will be selling the sales person!
- **“Developing Effective Solutions & Proposals” (Saturday, 1:45 p.m.)** - Many sales people struggle to develop effective solutions because years ago many didn't have to in order to make a sale. However, in the newspaper industry, the days of just small talking with the business owner and then politely asking for their artwork and a check are over. During this session, participants will learn how to create effective advertising ideas that will “Wow” the business owner! They will also learn how to effectively and professionally build a proposal that will flow smoothly and keep the business owner's attention. Finally, they will learn how to gain agreement in principle before attempting to gain agreement in price to make a lot more sales...and less “Thanks, but I need to think about it.”

2016 NPA Workshop Leaders & Sessions - Learn From the Experts!

Russell Viers - Adobe InDesign, Photoshop, Illustrator - Three SATURDAY Sessions



Russell Viers is an Adobe Certified Instructor, Trainer and Consultant in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. Russell gave his first seminar on InDesign the week it was released in 1999, and has been an ambassador for the program ever since. A professional trainer since 1997, he currently travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files.

- **“Taking Better Pictures from Any Camera” (Saturday, 9:15 a.m.)** - The best camera is the one you have in your hands when the story happens in front of you. But each camera has its benefits over another, from your smart phone to your dSLR. In this session you’ll learn how to tell the story and offer your readers the best photos possible, regardless of what camera you’re using.
- **“Photo Processing Tips” (Saturday, 10:30 a.m.)** - Are you spending too much time looking through your digital photos trying to find the best ones, only to settle on whatever’s “good enough” after a few minutes? With today’s digital cameras, we should be taking LOTS and LOTS of photographs of every event. Taking them is easy... it’s what to do next that can be a killer. With Adobe’s Bridge and Photoshop, you already have one of the most powerful photo-processing duos on the planet. Learn how to use them together properly to slice your photo production time dramatically, improve quality and leave your photos in a format that is flexible for changing later.
- **“InDesign Techniques to Get Your Newspaper Out Faster” (Saturday, 1:45 p.m.)** - Learn ways to help speed production of your newspaper. Viers will share some of his favorite time-saving and quality-improving tips and tricks.

Chris Rhoades - Social Media



Chris began his career as a financial advisor for Edward Jones Investments in Omaha, where he honed his skills in sales and customer service. Ten years ago he joined Enterprise Publishing Company in Blair, the Rhoades’ family-owned newspaper and publishing business, with 13 newspapers in Nebraska and Iowa. In early 2015, Chris and his team launched Courtside Marketing, LLC. This company provides digital marketing solutions in an agency format, in addition to niche print publications and other marketing services. In 2011, Chris received NPA’s Outstanding Young Journalist Award. He now serves as associate publisher of Enterprise Publishing Co., and president of Courtside Marketing.

- **“Selling Against Social” (Friday, 10:45 a.m.)** - Social media and on-line marketing is a hot topic these days. But, what do we say, when our customers tell us they “only advertise on Facebook”? How do we combat this public perception that social media is the be-all, end-all when it comes to marketing? This session will uncover some misconceptions about social media, and why it might not be all it’s cracked up to be. We’ll also discuss sales strategies to show the power of print versus social.
- **“Social Media Strategy Session” (Saturday, 1:45 p.m.)** - Half of this session will focus on what’s new in the world of social media and digital marketing. Being educated on the changing landscape of social media can position you as an expert in your market. Use your newfound knowledge to improve your paper’s social media strategy, or pass along these insights to your customers! For the second half of this session, we will have an open Q & A session. A perfect time to ask strategy or operational questions, and we can even provide a quick analysis of your Facebook page or website.



This year’s Apple iPad workshop attendance drawing is sponsored by Black Hills Energy!

One lucky workshop attendee will win an Apple iPad. For each workshop you attend, if you sign in and complete a workshop evaluation form, your name will be entered in the iPad drawing. Winner will be announced at Saturday night’s awards banquet. *Need not be present to win. Sessions not included in the drawing: Associated Press, Rural Futures Institute and Nebraska News Service.*

2016 NPA Workshop Leaders & Sessions - Get Inspired!

Jeff Bundy & Matt Miller - Photography



Jeff Bundy began his career with the Omaha World-Herald in February 1990 as a staff photographer. The Fremont, Nebraska, native has been privileged to cover the gamut while on assignment. He has seen countless state high school and NCAA championships, and Husker football games. He also worked as an embedded photographer with the Nebraska National Guard documenting the war in Iraq. In 2008, Bundy was named the Director of Photography, overseeing the still images for print and web as well as managing video production for online. In 2014 he helped guide the startup of, and currently oversees, World-Herald Live, the Omaha World-Herald internet radio station.



Matt Miller has been a staff photographer at the Omaha World-Herald since 2002, but he hasn't had a "real" job since he worked at an asphalt plant in South Dakota as a 19-year-old in 1996. Shoveling gravel was too hard of work, so he decided to focus on trying to make photography work. Since 2006, Miller has served as the Nebraska News Photographers Association president. He's won a number of local, national and international awards for photography. He's had the privilege of covering a couple of international stories for the World-Herald, but most of his time is spent covering local high school and college sports, features and news. If you'd like to check out some

of his photos, please visit www.mattmillerphoto.com

- **"Getting the Most Out of the Camera You Have" (Friday, 3:00 p.m.)** - Jeff and Matt will provide tips and insight on how you do not need a large equipment budget to make great photos for your publications. The session will talk about getting yourself placed in good situations to make great photos.

Don't miss these networking opportunities!

Great Idea Exchange - Saturday, 8:00 - 9:00 a.m.

Bring your best ideas that have worked for your newspaper. Learn & share.
(This will be a regular session this year - no breakfast - grab a coffee at the hotel's coffee shop and head to the session).

Networking Roundtables, Saturday 3:30 - 5:00 p.m.

Share ideas & experiences with peers from similar-sized newspapers. Casual discussions on a variety of topics. Take ideas & solutions back to your paper.

Chuck Schroeder - Rural Futures Institute



Charles P. "Chuck" Schroeder is a native of southwestern Nebraska ranch country near the rural community of Palisade. He was named founding executive director of the University of Nebraska Rural Futures Institute in December 2013. Prior to joining the RFI, Schroeder served as president and executive director of the National Cowboy & Western Heritage Museum in Oklahoma City, Oklahoma. Schroeder also served as founding CEO of the National Cattlemen's Beef Association; executive vice president and director of development at the University of Nebraska Foundation; and director of the Nebraska Department of Agriculture.

- **"Communicating with a Community: The Key to Hope" (Friday, 10:45 a.m.)** - Chuck Schroeder will address the essential need for key communicators to influence the survival, renaissance and hopeful future of rural communities across Nebraska, and indeed the world. He will address how the Rural Futures Institute can increase a community's ability to thrive and how NPA members are primary partners in helping address the unique challenges and opportunities that face their own individual communities. Plan on joining the discussion of how we each can be effective in our own communities to drive change in very real and deliberate impactful directions. **"The Rural Futures Institute will be a world-class center for exploring and impacting all things rural."**

2016 NPA Workshop Leaders & Sessions - See you in Kearney!

- **“The Nebraska News Service: Five Years and Counting” (Friday, 1:45 p.m.)**



The Nebraska News Service covers state government news for about 120 news outlets throughout Nebraska in an attempt to fulfill part of our land-grant mission of serving the people of the state. NNS provides stories and photographs to participating state news organizations free of charge. NNS will reflect on their efforts and invite audience feedback/participation on ideas for making the service even more worthwhile. **Panel Participants:** The panel will consist of student reporters Seth Olson of Sioux Falls, S.D., Lindsay Esparrago of Papillion, Neb., Mac Wall of Omaha, all journalism undergraduates; Jill Martin, an NNS graduate student who also is managing editor of the Seward County Independent and three

other weekly newspapers that are NNS clients; and Mary Kay Quinlan, NNS bureau chief and associate dean of the UNL College of Journalism and Mass Communications.

Terri Diffenderfer & Ralph Hanson - News Writing & Reporting



Terri Diffenderfer started a teaching career with a BA in English education from Hastings College in 1972, right here in Nebraska. But from those first teaching jobs in southeast Nebraska, work always included publications including newspapers, yearbooks and finally almost 20 years in photography and commercial publishing while her children were young. While working as a non-traditional graduate assistant at UNL and earning an MA in journalism and mass communication, great experiences working with students and in publication brought Diffenderfer back to the classroom at UNK in the fall of 2007. She teaches news writing and photojournalism classes and advises the newspaper staff writers, editors and designers.



Ralph Hanson has a bachelor's degree in journalism and anthropology from Iowa State University, a master's in journalism from Iowa State, and a doctorate in sociology from Arizona State University. Before coming to Kearney, he was on the faculty at West Virginia University and Northern Arizona University. He is the author of the textbook *Mass Communication: Living in a Media World* for Sage Press. He has worked extensively on developing online curriculum and has been blogging on mass communication issues since March 2004 at ralpnehanson.com. Over the years he has taught classes covering ethics, reporting, new media, mass media and society, research methods, editorial page writing, and introduction to mass communication.

- **“Beyond Just the Facts: Telling “Stories” by Reporting the News (Saturday, 10:30 a.m.)** - The session will focus on helping news writers understand the news through context while telling compelling – yet 100 percent true – stories. This will be a working session on using journalistic skills to discuss: How can writers and designers keep readers interested and on the page beyond the summary lead? We will look at headlines, subheads and captions that accurately reflect story content but still draw readers in because they tell stories people want to read. It will include storytelling elements that you can include in online versions of stories. This is for everyone who wants to think about how to tell a compelling story readers will want to read.

- **Shawn Renner - Legal Hotline Q&A Session (Friday, 3:00 p.m.)**



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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.**

Newspaper Name:								
NAME (Please print/type) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch	Friday Banquet	Sat. Lunch	Sat. Awards Banquet	"X" Here if you are a First-Time Convention Attendee	Total all columns across for each registrant. 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 \$200.00 VISA _____ Mastercard _____ Expiration date: _____ Card Number: _____ Security Code: _____ Signature: _____ Billing ZIP Code: _____ 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								