

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.