

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



Press Women induct two into Hall of Fame

Lincoln Journal Star, April 7, 2016

The two women to be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame spent their careers - a sum of 75 years - as colleagues at the *North Platte Telegraph*.

Mary Ann Koch Blackledge and Sharron Hollen, both of North Platte, will be recognized April 23, 2016, at Nebraska Press Women's spring convention luncheon in Lincoln.

Hollen was a reporter for 48 years, covering every beat from 1962 to 2010. Blackledge found her true calling as regional editor in her 27 years at the paper, 1968-95.

As editor, writer and "Dear People" columnist, Blackledge joined the paper as a typesetter, then moved to news desk assistant. She soon had responsibilities to recruit and coordinate 14 freelance regional correspondents.

An exemplary writer, Hollen championed many causes, and wrote her "Reporter at Large" column by traveling to 17 countries and writing about people, places and things.

Hollen was early on the scene of the 1975 Kellie family murders at Sutherland. A gag order on coverage of the Erwin Charles Simants trial led to the Nebraska Press v. Hugh Stuart lawsuit that was heard by the U.S. Supreme Court. That decision is now taught in journalism and law schools nationwide.

NewsTrain draws local, regional journalists for day of training in Lincoln

More than 100 journalists, educators and students attended a day long APME (Associated Press Media Editors) NewsTrain workshop on using social media, publishing on multiple platforms and using data for enterprise stories at UNL's College of Journalism and Mass Communications on April 9, in Lincoln, NE.

The workshop successfully attracted participants from throughout the region and from newspapers of all sizes, thanks to the help of Peggy Year, who was the Nebraska Press Association's representative on the host committee.

"Peggy helped get the word out to both NPA members and to press associations in surrounding states," said Sue Burzynski Bullard, chairwoman of the host committee. Year is co-publisher of Northeast Nebraska News Co.

The conference was sponsored by APME, UNL's College of Journalism and Mass Communications, the Nebraska Press Association and the Nebraska Broadcasters Association.

Rustler-Sentinel Publisher, Lodl, named Scribner Economic Director

Hooper-Scribner Rustler-Sentinel, March 23, 2016

Kathy Lodl, owner and publisher of the *Hooper-Scribner Rustler-Sentinel*, has been named the new Scribner Economic Development Director.

Lodl, a native of West Point, became a full-time employee at the *West Point News* after graduating from high school, where she worked in composition before moving to reporting and front office help. She moved to the Scribner area in 1989 when she became managing editor of the *Hooper Sentinel*. In 1994, the *Hooper Sentinel* and *Scribner Rustler* merged to form the *Rustler-Sentinel*. She became owner and publisher of the newspaper in 2000.

She has served on a variety of boards and committees in Scribner, including the Chamber of Commerce, Scribner Area Foundation, Scribner Industrial and Improvement Committee and the Citizens Advisory Committee. She served on the Downtown Revitalization Planning Committee and the LB840 Committee.

"Covering the news these past years has prepared me for this position," Kathy said. "I am excited to continue to help Scribner residents and businesses and address the needs of the city."

While Lodl will remain as owner of the newspaper, the day-to-day operations will be handled by newly appointed managing editor Chris Heitshusen, who has been the Hooper area reporter for a number of years. The Scribner office will be managed by Kathy Buhrman.

Making Things Right

Doing the little (and big) things right is the key to success



Kevin Slimp
The News Guru

The past four weeks have been a blur. I remember driving along a beach in Florida, using a snow shovel for the first time during a blizzard in Minnesota, eating pizza with old friends in Des Moines and standing in front of audiences in both Rochester and Saratoga Springs, New York.

As blurry as the weeks seem, there are several moments that were memorable. At one newspaper in Florida, the plan changed from leading classes to gathering the entire staff together for several hours of brainstorming, changing the editorial and design workflow in the process.



Sharing opinions at *Coastal Breeze News* in Marco Island, Florida.

While at the offices of *Coastal Breeze News* in Marco Island, Florida, I had the chance to meet Gary Elliot. Gary has been everything from president of the Chamber of Commerce to board member of the island's realtors' association. Val Simon, publisher, invited local writers and advertisers to stop by and meet me while I was at the newspaper, and Gary took her up on the offer.

As we visited, Gary took the opportunity to share why *Coastal Breeze News* is so popular in a town with three newspapers.

"People want local news," Gary told me. "The big daily doesn't carry local news like the [Coastal] Breeze. People who live here pick up this paper, see the faces of the writers and say, 'I know him' or 'I know her.' It makes a real difference. That's why people love this newspaper, and that's why adver-

tisers want their ads in this paper."

The following week, I found myself in Des Moines, Iowa, speaking at one of my favorite conferences. Imagine my surprise as the group kept growing to the point where we had to add seats. We even had a full house for the early Saturday session.

What seemed to interest attendees the most? Improving the quality of their papers. I didn't hear any talk of reducing staff sizes or cutting costs.

This group seemed to know the secret: Improving quality. Quality of design. Quality of writing. Quality of service.

Do you want to increase readers, advertisers and profitability? The first and most important step is improving quality.

The year 2015 was the "year of blizzards" in my life, but I dodged the weather bullet in 2016 ... or so I thought. In Kasson, Minnesota, my next stop after Des Moines, I woke up to find my car buried under a mound of snow.

We almost cancelled the trip due to the approaching weather. We agreed at the last moment I would board the flight in Knoxville and head to Minnesota, arriving just before the storm.

We spent three days running press tests, holding classes and discussing workflow. I love it when a staff wants to learn. The group in Kasson asked me to stay late each day so we could look at their individual workstations, find solutions to technical problems and discuss hardware upgrades and improvements.

Imagine my thrill a week later, when I heard from one of my new Kasson friends.

"Everyone is singing your praises," she began. Apparently the press called to report the printing quality of their newspaper had improved drastically.

"They said the pictures are crisp, the dot gain is perfect and the color settings are right on target."

Borrowing an old line from Ford, "Quality" really "is job one." Reduce quality, and the result is fewer readers. Reduce readers, and the result is fewer advertisers. Reduce advertisers, and



Checking out the dot gain and color settings in Kasson, Minnesota.

the result is fewer pages. Reduce pages, and the result is even fewer readers. It's a never-ending cycle.

Finally, there was The Empire State. I made stops in New York to speak at two newspaper conferences over the past eight days.

In Rochester, I spoke to the entire group about my latest research. Afterwards, one publisher after another stopped me to tell me how the research mirrors what is happening at their own papers. The key, most everyone seems to agree, is improving, not cutting.

A few days later, in Saratoga Springs, I led eight classes for editors, designers and others. Between each class, I found publishers waiting in the lobby, wanting to ask my advice about where they should take their papers. Some were from tiny papers. Some owned large groups.

In my travels, I was also able to meet with an industry executive from a major group in Europe and a newspaper industry leader in Canada. Both talked to me about the danger of ever-growing groups of national corporations buying their papers and stripping them down.

Want your newspaper to grow? Resist the short-term fixes, and look toward the long-term. Quality is what matters. Content is what matters. Service is what matters. Cut those, and you can be sure you will cut readers.

Classified Advertising Exchange

April 11, 2016

REPORTER WANTED: 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 to: chiefnews@custercountychief.com, Attn: Mona Weatherly, Editor.

SPORTS/NEWS WRITER WANTED: 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, chiefnews@custercountychief.com, call 308-872-2471 or stop by the Custer County Chief office to pick up an application at 305 South 10, Broken Bow, NE 68822.

ADVERTISING SALES PEOPLE WANTED: 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. We are the Hometown Newspaper of Broken Bow, Custer County and Central Nebraska and We Need You! Let's Grow Together! The Chief is an award-winning, weekly newspaper that offers the sort of coverage typically found at much larger daily papers. The population of Broken Bow is 3,500, with nearby towns (covered by the paper) totaling nearly 21,000. 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, publisher@custercountychief.com.

MITCHELL INDEX NEWSPAPER FOR SALE:

The paper has been in print since 1900 and is a great source of historical reference for the western Panhandle. The Index has a 480 plus subscriber base, and an additional 100 plus in monthly sales through store and paper boxes. One-third of the subscribers live outside of town and like to stay connected with events going on in the communities. It is a solid local paper with a good community advertising base, which supports local sports pages and graduations. The paper covers Mitchell and Morrill neighboring towns, as well as Henry and Lyman. To find out more, contact owner Chabella Guzman at 308-225-6382 or theindexpaper@gmail.com.

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; Convention details; agenda, registration form, Silent Auction form, Classic Car Collection fundraiser flyer.

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 Annual Convention Agenda

April 22-23, 2016 Holiday Inn & Convention Center, 110 Second Avenue, Kearney, NE

“Adapt and Advance”

(4/11/16 - subject to change)

THURSDAY, APRIL 21

3:00-5:00 p.m.

NPA & NPAS Board Meetings
Location: Room A

6:00 p.m.

NPA Foundation Fundraiser Event
TOUR OF CLASSIC CAR MUSEUM
Light appetizers, soft drinks, prize drawing

FRIDAY, APRIL 22

7:30 a.m.

Registration Desk Opens
(Silent Auction begins)
Location: Atrium

8:00 a.m.

Daily Publishers Meeting
Location: Room C

9:45 - 10:45 a.m.

ASSOCIATED PRESS
Kia Breaux, KS/MO Bureau Chief
Location: Room C

9:00-10:30 a.m.

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

10:45-11:45 a.m.

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

10:45-11:45 a.m.

SELLING AGAINST SOCIAL - Sales
strategies to show power of print vs. social
Chris Rhoades
Location: Room A

11:00 a.m. - 12 Noon

UNL RURAL FUTURES INSTITUTE:
Communicating with a Community -
The Key to Hope
Chuck Schroeder
Location: Room C

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

AWARDS LUNCH
Welcome - Kearney Mayor, Stan Clouse;
Speaker, UNL Men's BB Coach Tim Miles;
Outstanding Young NE Journalist Awards
Location: Ballroom 1

1:45-2:45 p.m.

NEWSPAPER DESIGN
You Call the Shots - Q & A Session
Ed Henninger
Location: Room B

1:45-2:45 p.m.

UNL NEBRASKA NEWS SERVICE:
Five Years & Counting (Panel)
Find out about this free news service
available to newspapers, with ready-to-run
stories covering state government topics;
Bureau Chief, Mary Kay Quinlan; student
reporters & papers that use the service
Location: Room A

1:30-5:00 p.m.

Writing Contest
(Collegiate Only)
Location: Room 172

1:30-5:00 p.m.

Omaha World-Herald
Photojournalism Contest
(Collegiate Only)
Location: Room 173

3:00-4:00 p.m.

LEGAL WORKSHOP Q&As
*2016 marks the 30th Anniversary of
NPA's Legal Hotline!*
Shawn Renner, NPA Legal Hotline Attorney
Location: Room A

3:00-4:00 p.m.

PHOTOGRAPHY -
Getting the Most Out of the Camera You
Have - Tips for taking great photos
Jeff Bundy & Matt Miller
Omaha World-Herald
Location: Room B

4:15 p.m.

NPA Annual Meeting

4:45 p.m.

NPAS Annual Meeting
(Back-to-back meetings)
Location: Room C

5:30-6:30 p.m.

Social Hour-Cash Bar
Location: Atrium

6:30 p.m.

AWARDS BANQUET
Nebraska Governor, Pete Ricketts;
Omaha World-Herald Awards;
Keynote Speaker: Morley Piper;
Announcement of Hall of Fame Inductees;
Master Editor-Publisher Award
Location: Ballroom 1

(Master Editor-Publisher Reception following banquet)

SATURDAY, APRIL 23

7:30 a.m.

Registration Desk Opens
Silent Auction begins
Location: Atrium

8:00-9:00 a.m.

GREAT IDEA EXCHANGE
Share ideas with your colleagues
*(No breakfast served - pick up a coffee at
the hotel bistro & join the session)*
Location: Room E

9:15-10:15 a.m.

SALES - Getting Properly Prepared
for Your Sales Call
Mike Centorani
Location: Room F

9:15-10:15 a.m.

ADOBE - Taking Better Pictures
from Any Camera - Russell Viers
Location: Room D

10:30 a.m. - 12 Noon

SALES - Making the Sale
During the Needs Analysis
Mike Centorani
Location: Room F

(agenda cont. on back side of page)



2016 NPA Annual Convention Agenda, April 22-23, 2016, Kearney, NE

“Adapt and Advance”

SATURDAY, APRIL 23 - CONT.

10:30 a.m. - 12 Noon

ADOBE - Photo Processing Tips Using
Adobe Bridge & Photoshop
Russell Viers

Location: Room D

10:30 a.m. - 12 Noon

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

Location: Room E

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

AWARDS LUNCH

NPA Foundation Scholarship Recipients
Recognized; Collegiate Writing &
Photojournalism Contest Winners

Location: Ballroom 1

1:45-2:45 p.m.

SALES - Developing Effective
Solutions & Proposals
Mike Centorani

Location: Room F

1:45-3:15 p.m.

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

Location: Room D

1:45-3:15 p.m.

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

Location: Room E

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)

Location: Room F

5:30-6:30 p.m.

Social Hour - Cash Bar

Location: Atrium

6:30 p.m.

NPA BETTER NEWSPAPER
CONTEST AWARDS BANQUET
Better Newspaper Contest Winners;
Installation of NPA/NPAS Officers
& Board Members; NPA Foundation
Raffle Drawings; Workshop Attendance
Drawing; Silent Auction Winners
Announced

Location: Ballroom 1

*Hospitality Room open after
banquet - sponsored by
Associated Press*

*Silent Auction winners - pay for & pick
up your items at the NPA registration
desk in the Atrium*

**Buy your
NPA Foundation raffle
tickets for a chance to
win these prizes:**

**2 HUSKER FOOTBALL
TICKETS**

to a 2016 home game (you pick the game!)

**2 HUSKER MEN'S
BASKETBALL TICKETS,
SUITE SEATS, to a 2016 home
game at Pinnacle Arena (game TBD)**

**2 HUSKER WOMEN'S
VOLLEYBALL TICKETS**
*to a 2016 home game at Devaney
Center (game TBD)*

APPLE iPad AIR 2
(Wi-Fi, 16GB, color: Space Gray)

Raffle tickets are:
3 for \$25 or 1 for \$10

*Drawing held at Saturday banquet;
need not be present to win; funds raised
from raffle ticket sales help fund NPA
Foundation scholarships!*

Meet Mr. or Ms. “X”
and you could win
\$100!

Someone at the convention
will be Mr. or Ms. “X” and
they will be working the
crowd shaking hands.

If you are the lucky one, you
may win \$100
(winner announced at Saturday banquet)

Workshop Drawing:
Chance to win an Apple
iPad Air 2!
(16GB, Wi-Fi, color: Silver)
sponsored by:



For each workshop that you attend,
your name will be entered into the
drawing, **but to qualify, you must:**

1. Sign into the workshop on the
designated sign-in form
2. Complete a workshop evaluation
form. *(Forms will be gathered after
the workshop by NPA staff)*

*Winner announced at Saturday banquet. Need
not be present to win. Workshops not included in
drawing: AP, Rural Futures Institute,
Nebraska News Service*



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								

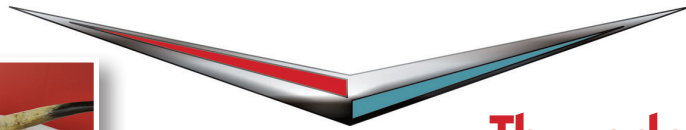
The Nebraska Press Association Foundation & The Kearney Hub

Invite You to a White Glove Tour

OF THE *Classic Car*

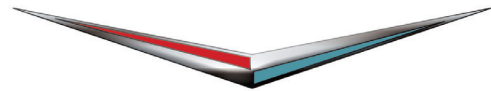
C O L L E C T I O N

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



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.**