



2017 NPA Convention Agenda *(subject to change 3-1-17)*

April 21-22, 2017 - COUNTRY INN & SUITES, LINCOLN, NE

5353 N. 27th St, Lincoln 68521

THURSDAY, APRIL 20

7:00-9:00 p.m.

NPA & NPAS Board Meetings
Location: BOARD ROOM

FRIDAY, APRIL 21

7:30 a.m.

Registration Desk Opens
Location: BALLROOM

8:00 - 9:45 a.m.

Daily Publishers Meeting
Location: BOARD ROOM

10:00-11:00 a.m.

Saving Public Notices
Ed Henninger
Location: CAPITOL ROOM

10:00-11:00 a.m.

How Headlines Matter for Print,
Web & Mobile Audiences
Sue Bullard, UNL
Location: BOARD ROOM

11:15 a.m. - 12:15 p.m.

Designing Great Ads
Ed Henninger
Location: CAPITOL ROOM

11:15 a.m. - 12:15 p.m.

9 Ways to Elevate Your Editing
Sue Bullard, UNL
Location: BOARD ROOM

12:30-1:30 p.m.

**LUNCH ON YOUR OWN
(Silent Auction begins)**

(Convention Committee Mtg. - Hotel Restaurant)

1:30-4:30 p.m.

Writing Contest
(Collegiate Only)
Location: (Breakfast Area)

1:30-4:30 p.m.

Omaha World-Herald
Photojournalism Contest
(Collegiate Only)
Location: (Breakfast Area)

1:45-4:00 p.m.

Afternoon Break
Grab a soft drink & cookie/brownie
before heading to a session
Location: BALLROOM

1:45-2:45 p.m.

InDesign Favorites
Lisa Griffin
Location: BOARD ROOM

1:45-2:45 p.m.

25 Things Every Publisher
Should Know
Ed Henninger
Location: CAPITOL ROOM

1:45-2:45 p.m.

Legal Q&A Session
Shawn Renner
Location: LIGHTHOUSE ROOM

3:00-5:00 p.m.

One-on-One Newspaper Design
Consultations w/Ed Henninger
(contact NPA office to schedule a time)
Location: BALLROOM

3:00-4:00 p.m.

50 Ideas in 50 Minutes
Tim Schmitt, Gatehouse Media
Location: LIGHTHOUSE ROOM

3:00-4:00 p.m.

Creating Great Video Using
Your Smartphone
Chris Snider, Drake University
Location: CAPITOL ROOM

3:00-4:00 p.m.

Newspapers & Technology
Lisa Griffin
Location: BOARD ROOM

4:15 p.m.

NPA Annual Meeting

4:45 p.m.

NPAS Annual Meeting
(Back-to-back meetings)
Location: LIGHTHOUSE ROOM

5:30-6:30 p.m.

Social Hour-Cash Bar
Location: CAPITOL ROOM

6:30 p.m.

AWARDS BANQUET
Keynote Speaker: Shelby Coffey-Newseum
Omaha World-Herald Awards;
Master Editor-Publisher Award
Location: BALLROOM

(Master Editor-Publisher Reception
following banquet)

SATURDAY, APRIL 22

7:30 a.m.

Registration Desk Opens
Location: BALLROOM

8:00-9:00 a.m.

GREAT IDEA EXCHANGE
(No Breakfast)
Location: BALLROOM

(agenda continued)

2017 NPA Annual Convention Agenda, April 21-22, 2017, Lincoln, NE

(Agenda subject to change - 3-1-17)

9:15 - 11:45 a.m.

One-on-One Newspaper Design
Consultations w/Ed Henninger
(contact NPA office to schedule a time)
Location: BALLROOM

9:15-10:15 a.m.

RAVE (Retain Advertising by Providing
Value & Expertise)
Kelly Wirges
Location: LIGHTHOUSE ROOM

9:15-10:15 a.m.

Revamping Your High School
Sports Coverage Plan
Tim Schmitt, Gatehouse Media
Location: CAPITOL ROOM

9:15-10:15 a.m.

Illustrator 101
Lisa Griffin
Location: BOARD ROOM

10:30-11:45 a.m.

Don't Be an Average Joe (or Josephine)
Kelly Wirges
Location: LIGHTHOUSE ROOM

10:30-11:45 a.m.

Creating Great Video Using
Your Smartphone
Chris Snider, Drake University
Location: CAPITOL ROOM

10:30-11:45 a.m.

InDesign Favorites
Lisa Griffin
Location: BOARD ROOM

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

AWARDS LUNCH
Keynote Speaker: Bill Frakes
Outstanding Young NE Journalist;
Pica Pole Awards;
NPA Foundation Scholarship Recipients
Recognized; Collegiate Writing &
Photojournalism Contest Winners
Location: BALLROOM

1:45-4:00 p.m.

*Afternoon Break - Grab a soft drink &
cookie/brownie before heading to the
afternoon sessions*
Location: BALLROOM

1:45-3:00 p.m.

Addressing Objections is Easy as 1-2-3
Kelly Wirges
Location: LIGHTHOUSE ROOM

1:45-3:15 p.m.

NPA Digital Hotline, Website
Evaluations, Industry Trends
Chris Rhoades
Location: CAPITOL ROOM

1:45-3:00 p.m.

Designing Great Ads
Ed Henninger
Location: BOARD ROOM

3:30 - 5:00 p.m.

FLASH SESSIONS
Three 30 min. sessions:
3:30-4:00pm, 4:00-4:30pm &
4:30-5:00pm

*Sessions designed to give attendees an
opportunity to share ideas & info on a
variety of topics.*

*Each table/topic has a moderator.
Attendees move from one 30-min.
session to the next*

Location: LIGHTHOUSE ROOM

(FLASH SESSION TOPICS TBA)

5:30-6:30 p.m.

Social Hour - Cash Bar
Location: CAPITOL ROOM

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

***(AGENDA SUBJECT
TO CHANGE 3-1-17)***