

Two days of workshops, awards and networking planned!

2017 NPA Convention, April 21-22, in Lincoln

Meet the experts. Sessions are packed with top-notch professionals, giving you the opportunity to learn from some of the industry's best and brightest.

Get inspired. Take home actionable ideas and solutions that you can implement at your newspaper right away to boost revenue, improve news content and benefit your community.

Network with your peers. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. NPA convention registration fees are some of the lowest (if not the lowest), compared to other press association conventions.

Relax, socialize, enjoy. Join in the Great Idea Exchange, Saturday afternoon Flash Sessions, awards presentations, Silent Auction, raffle prizes and more.



Ed Henninger - Henninger Consulting, Newspaper Design



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 leading design consultant for community newspapers. Ed's column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn, and in press organization newsletters throughout the U.S. and Canada.

Saving Public Notices: Giving Them Their Due. In this presentation, Ed offers ideas and approaches designed to give publishers the tools they need to bring added reader attention to public notices--in every issue. Ed recently received accolades from the Public Notices Resource Center for placing these ideas before publishers throughout the nation. These ideas are a breakthrough in our battle to retain public notices in newspapers. Your publishers will thank you for bringing this to them.

Designing Great Ads. Ed offers an ad design presentation that's fresh and full of ideas that will bring new direction and new excitement to newspaper advertising departments. We often create ads that are cluttered...with poor visuals...no focus...and no direction. This presentation gives a fresh outlook and a renewed sense of purpose to help your advertisers.

25 Things Every Publisher Needs to Know About the Design of His/Her Newspaper. 25 Things... is an opportunity for publishers to get valuable information they can use at their papers to make positive, pivotal changes--right away. This session will open your eyes and open your minds to methods that will help you develop newspapers that are more compelling, more concise and more comfortable to read, plus the knowledge and tools you need to markedly improve your product for your readers and your advertisers.

PLUS: One-on-one private design evaluations. Ed's an expert on the design of community newspapers. Ed will spend one-on-one time with anyone who signs up for an evaluation. **Contact Susan Watson in the NPA office to sign up for a one-on-one evaluation with Ed.**

Sign up for a
**ONE-ON-ONE
CONSULTATION
with Ed!**

Contact Susan
Watson (NPA
office) to sign up.

Kelly Wirges - ProMax Training & Consulting, Sales Training



For over 25 years, Kelly Wirges has helped media companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies. Kelly is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

RAVE -- Retain Advertisers by Providing Value & Expertise. Acquiring new clients is difficult. Keeping them is also a challenge. Join this session to learn how to establish effective client relationships and implement powerful retention techniques to ensure enthusiastic, long-term clients that RAVE about you, as well as provide you referrals to help you increase your customer base and commissions.

Kelly Wirges - ProMax Training & Consulting, Sales Training

Don't Be an Average Joe (or Josephine!) This session tells the story of the difference between an average and top performer. It describes their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. Most importantly, this session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don't fall into the "average Joe" trap.

Addressing Objections is as Easy as 1-2-3. Getting objections during the sales process is expected; however, it can be one of the most frustrating aspects of selling. This session introduces an easy, three-step process to lower resistance and gain agreement that can be put to work immediately. You will also learn the secret weapon to turn prospects into new, excited and long-term customers.



Lisa Griffin - Tennessee Institute for Newspaper Technology, Adobe Products Specialist



Lisa Tackett Griffin is a popular trainer at Macintosh training events around the United States. She is recognized as a pioneer in the areas of computer pagination, PDF technology, and remote printing methods for newspapers. Lisa is a staff member at the University of Tennessee/Tennessee Press Association Institute for Newspaper Technology and has conducted group training for press associations and newspapers. Since 1983, Lisa has provided consultation, training and support to newspapers as well as other markets. Attendees will find the material to be interesting, informative and applicable to their everyday workload.

Newspapers & Technology. This session will take a look at the latest technology available in hardware, software, cloud based services, and much more. It's not always about getting what's the latest and greatest but about what we can utilize in your existing workflow to increase productivity and provide a stable system.

Illustrator 101. We'll explore simple and effective techniques that will let you start using Adobe Illustrator right away. You won't walk out an expert but you can walk out with no fear in exploring this powerful application.

InDesign: Favorite Features. No matter if you have been using InDesign for years or just recently converted, there is always something to learn. We'll take a look at features, tips, and shortcuts that have been available in older versions as well as the latest and greatest that will make life a little easier. We will look at 'oldies but goodies' and a few new tricks to streamline your workflow, increase your productivity and release your creativity. Be prepared to share your favorite tip with those in attendance!

Tim Schmitt - Gatehouse Media, News & Sports Reporting



Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun in Flagstaff, the Mesa Tribune, the Arizona Republic, the alt-weekly Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies — spearheading coverage of the Buffalo Bills and Sabres. He also worked as a weekend anchor and reporter at Buffalo's ABC-TV affiliate, WKBW, and was the news director of WLVL-AM in the Buffalo market, where he hosted a daily two-hour talk show covering local politics and current events. He moved to Austin to join GateHouse in early 2015.

50 Ideas in 50 Minutes. This session will offer up creative ideas you can start working on in your newsroom immediately. This will be fast-paced, and will include references to the original stories as well as some great techniques to help you execute these stories in newsrooms of all sizes.

Revamping Your High School Sports Coverage. While game stories are important, adding new features and better coordination to your overall prep coverage plan can help maximize your resources. We'll talk about building a better plan in advance of the prep sports season, including a weekly schedule, report cards, season previews and post-season awards and events.

Sue Burzynski Bullard - UNL College of Journalism & Mass Communications, Editing & Writing



Sue Burzynski Bullard teaches editing, reporting, ethics and other courses at the University of Nebraska-Lincoln's College of Journalism and Mass Communications. Before she began teaching in 2008, Sue held a variety of editing positions at The Detroit News, including three years as managing editor. In 2014, she was named the Society of Professional Journalists' Educator of the Year. She is on the board of the American Copy Editors Society, and she's written a textbook, "Everybody's an Editor: Navigating Journalism's Changing Landscape." She also teaches journalists from around the world in workshops and online courses for the Poynter Institute for Media Studies.

9 Ways to Elevate Your Editing. No magic formula exists for editing stories. An editor's approach to a story may depend on how much time he or she has, how complicated the story is, and even where the story is going to be published. But in every case, editors must remember they serve as quality control for readers. Your publication's credibility depends on it. This session offers tips for editors working in a fast-paced world.

How Headlines Matter for Print, Web, Mobile Audiences. Six in 10 people only read the headlines, studies show. On the web, you have about 15 seconds to grab a reader's attention before he or she clicks on another page. This session focuses on how to write headlines for print, web and mobile devices. Find out what works and what doesn't whether you're writing headlines for a newspaper or for social media.



Chris Snider - Drake University, Multi-Media/Digital Media



Chris Snider is an assistant professor at Drake University in Des Moines. He has a degree in journalism from the University of Iowa and an MBA from Drake University. He teaches classes on multimedia, web design and digital media strategies. He was previously assistant managing editor for digital innovation at the Des Moines Register, editor of Juice magazine, news design director at the St. Louis Post-Dispatch and a designer at the Baltimore Sun.

Make Great Videos With Just Your Smartphone. This session will introduce you to tools and techniques to create and edit high quality video with your smartphone. Chris Snider will introduce you to tools for stabilizing your video, adding external lights, adding external lenses and getting clear audio (and a few tools to add creativity to your videos). We'll also discuss the best apps for shooting and editing on your phone. Examples of the tools discussed in the presentation will be available, so bring your smartphone and test out how to get quality audio and stable video.

Chris Rhoades, (Blair) Enterprise Publishing Co., Digital Marketing & 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.

NPA Digital Hotline Discussion, Social Media Trends & Website Reviews. This session will shed some light on what the Digital Hotline is, and how it can help Nebraska newspapers. We'll discuss some of the current trends in social media, and digital marketing, to give keep you and your staff in the know. Finally, we will spend some time doing quick website reviews for those newspapers who would like one.

PLUS: Chris will lead one of the Saturday afternoon Flash Sessions: **Selling Against Social**

Share ideas, get ideas!

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

Bring your best ideas that have worked for your newspaper. Learn & share.
Take ideas & solutions back to use at your paper.
(No breakfast served)

Flash Sessions - Saturday, 3:30 - 5:00 p.m.

Get info & ideas on a variety of topics. Each table/topic will have a moderator.
Three 30-minute sessions. Attendees move from one table to another.
(Flash Session topics & details to come)



Shawn Renner, Cline Williams law firm - Legal Q & A Session



Last year marked the 30th anniversary of the Nebraska Press Association's Legal Hotline, a free service provided to our member newspapers that provides solid, practical advice with the goal of preventing legal problems.

Cline Williams' Attorney, Shawn Renner, advises media on free speech, open meetings and other issues. Join this 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!**

The Trump Era Begins: The Man, The Press, The World

Friday Awards Banquet - Keynote Speaker Shelby Coffey, vice chair, Newseum, Washington, D.C.



Currently a senior fellow of the Freedom Forum and vice chair at the Newseum, Coffey was president of CNN Business News and CNNfn. Prior to joining CNN, Coffey served as executive vice president of ABC News. From 1989 to 1997, he was the editor and executive vice president of the Los Angeles Times. Before joining The Times, Coffey was senior vice president and editor of the Dallas Times Herald, and earlier was editor for U.S. News and World Report. He began his journalism career at the Washington Post as a sports editor. He is a member of the Council of Foreign Relations and the International Press Institute.

Saturday Awards Luncheon - Keynote Speaker Bill Frakes, visual storyteller and educator



Bill Frakes, a fifth-generation Nebraskan and award-winning visual storyteller, has worked in every U.S. state and in more than 139 countries for a variety of editorial and advertising clients. His still photographs and short documentaries have appeared in nearly every major general interest publication, hundreds of websites and most major TV networks. Frakes was a visiting professor Spring through Fall 2016 at UNL's College of Journalism and Mass Communications, working with students on an in-depth report about small town Nebraska. He has given lectures at more than 100 universities in the last five years discussing multimedia and photojournalism. Through his production company, Straw Hat Visuals, Frakes prepares educational content that is distributed in 22 countries throughout North and South America.

Nebraska Press Association Convention April 21-22

- **Sign up for a one-on-one newspaper design consultation with Ed Henninger**

Ed is an expert on the design of community newspapers. Don't miss the chance for a 20-minute consultation. Contact Susan Watson in the NPA office to sign up.

Friday & Saturday time slots are available!



- **Bring ideas, get ideas at the Great Idea Exchange**

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

Share ideas (promotions, circulation, advertising, etc.) that have worked for your newspaper. NNA President, Matt Paxton, will be the moderator.



Convention raffle prizes:

- **2 Husker home game football tickets**
(Ohio State on 10/14/17)
- **2 Husker men's basketball tickets (suite seats)**
(home game TBD)
- **Sony Bravia big screen TV**
(55" screen, full HD, 1080p, wi-fi, W650D)
- **Apple iPad Air 2 (32GB, wi-fi, color: Silver)**

Please donate an item for the NPA Foundation Silent Auction!
(Donation form attached)

All proceeds from raffle ticket and Silent Auction sales go toward
NPA Foundation scholarships for Nebraska high school/college students
pursuing careers in print journalism.

This years' (Apple iPad) convention workshop attendance drawing sponsored by Wells Fargo

For each workshop you attend, if you sign the attendance sign-in sheet and complete a workshop evaluation, your name will go into the drawing for an Apple iPad Air 2, 32GB, wi-fi, color: Space Gray).

**WELLS
FARGO**

Don't miss the FLASH SESSIONS!

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

Five sessions - you pick three to attend

Each 30-minute session has a moderator. Move from one topic to the next.

- **Mentoring the future of community newspapers**

Tory Duncan, managing editor of the Sutton-Clay County News will present how he and his staff are working with students in all three schools that his newspaper covers in Clay County. The staff at CCN has hosted students through internships, as well as assisting students with "newspaper related" projects within each of schools' journalism curriculum, with the hopes of creating interest from students in the community newspaper business and preparing students interested in a career in journalism to better understand the life of a reporter, photographer, editor and maybe someday, even as a publisher.

- **Selling against social**

We've all encountered this from our customers.... "I don't need to advertise, I have Facebook." Or something along those lines. Many sales reps and publishers respond with blank stares or a weak attempt at combatting the objections. In this session, we'll learn what to say when faced with this dilemma, and go over multiple reasons why Facebook isn't quite the wonderful marketing tool that business owners think it is. Chris Rhoades, president of Courtside Marketing, the digital agency that provides expertise for our NPA Digital Hotline, will lead the discussion.

- **Boost your paper's revenue with network ads & advertising Q & A**

Want to know how to bring in extra \$\$\$ for your newspaper with the 2x2 and Classified Network ads? Do you have questions on how much to charge for legals, or understanding insertion orders from NPAS? Get your NPAS advertising questions answered and learn how to increase your revenue with network ads. Carolyn Bowman, advertising manager of Nebraska Press Advertising Service, will answer these questions and more.

- **The State Budget and what it really means for Nebraskans**

Numbers matter. Legislative decisions about Nebraska's budget have implications throughout the state, particularly for public education, health care, public safety and other critical programs and services. Join Tiffany Seibert Joekel, policy director at OpenSky Policy Institute, to learn more about the impact of the 2017 state budget and tax debates and what they could mean for state agencies and the Nebraskans they serve.

- **NewsFirst: digital news & advertising platform showcases
16 northeast Nebraska newspapers**

Find out more about how 16 Nebraska newspapers teamed up together to form a digital news and advertising platform which garners over three-quarters of a million page views each month. Rob Dump and Peggy Year, co-publishers of the Hartington Cedar Co. News, will give you the background on this new online product, designed to showcase the impressive content newspapers in the northeast corner of Nebraska produce on a regular basis.



2017 NPA Annual Convention Agenda

April 21-22, 2017 - Country Inn & Suites-North (5353 N. 27th St.), Lincoln, NE

(agenda updated 4/10/17 - subject to change)

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

*Check out the hotel's new restaurant,
JB's Burger Kitchen + Bar
(Open at 11:30 a.m. for lunch Fri. & Sat.)*

(Silent Auction begins in Ballroom)

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
before heading to a session
(BREAK SPONSORED BY
BLACK HILLS ENERGY)
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
(check at registration desk for available times)

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, Adobe Products Specialist
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
Welcome: Governor Pete Ricketts
Keynote Speaker:
Shelby Coffey, Newseum
*The Trump Era Begins:
The Man, The Press, The World*
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

9:15 - 11:45 a.m.

One-on-One Newspaper Design
Consultations w/Ed Henninger
(check at registration desk for available times)

9:15-10:15 a.m.

RAVE (Retain Advertising by Providing
Value & Expertise)
Kelly Wirges, ProMax
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, Adobe Products Specialist
Location: BOARD ROOM

(agenda continued)



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

10:30-11:45 a.m.

Don't Be an Average Joe (or Josephine)
Kelly Wirges, ProMax
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, Adobe Products Specialist
Location: BOARD ROOM

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

AWARDS LUNCH

Welcome: Lincoln Mayor, Chris Beutler
Keynote Speaker:
Photojournalist, Bill Frakes
Nebraska: Hometown Journalism
Outstanding Young NE Journalist
Awards; Pica Pole Awards;
NPA Foundation Scholarship Recipients;
Collegiate Writing & Photo Contest
Winners
Location: BALLROOM

1:45-4:00 p.m.

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

1:45-3:00 p.m.

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

1:45-3:15 p.m.

NPA Digital Hotline, Website
Evaluations, Industry Trends
Chris Rhoades, Enterprise Publishing
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

Location: LIGHTHOUSE ROOM

Three 30 minute sessions

You pick 3 sessions to attend:

- Mentoring the Future of Community
Newspapers
(Tory Duncan, Sutton Clay Co. News)

- Selling Against Social
(Chris Rhoades, Enterprise Publishing Co.)

- The State Budget & What it Really
Means for Nebraskans
(Tiffany Seibert Joekel, OpenSky Policy Institute)

- Boost Your Paper's Revenue Using
Network Ads + NPAS Advertising Q&A
(Carolyn Bowman, Nebr. Press Adv. Service)

- Newsfirst: Find Out How 16 Nebraska
Newspapers Teamed Up to Form a Digital
News/Advertising Platform
(Rob Dump & Peggy Year,
Northeast Nebraska News Co.)

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 & Silent Auction winners announced;
workshop attendance drawing winner
announced

*(pay for & pick up your Silent Auction items at
the NPA registration desk)*

*Hospitality Room open after
the Saturday Awards Banquet*

NPA Foundation Raffle Prizes:

**2 HUSKER FOOTBALL
TICKETS**

(Ohio State on 10/14/17)

**2 HUSKER MEN'S
BASKETBALL TICKETS**
(SUITE SEATS)(home game TBA)

**SONY BRAVIA
BIG SCREEN TV**

(55" screen, full HD, 1080p, wi-fi, W650D)

APPLE iPad AIR 2
(Wi-Fi, 32GB, color: Silver)

**3 for \$25
or 1 for \$10**

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

**Workshop Drawing:
Chance to win an Apple
iPad Air 2!**
(32GB, Wi-Fi, color: Space Gray)
sponsored by:



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

- Sign in on sign-in form
- Complete evaluation form

*Winner announced at Saturday banquet.
Need not be present to win.*

SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION 2017 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 beginning 12:30 p.m., Fri, Apr 21. Auction ends Sat, Apr 22 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

2017 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 14, 2017!!

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

**Bring your item(s) to the NPA Convention Registration Table
at the Country Inn & Suites-North, Lincoln, NE,
before 10:00 a.m., Friday, April 21.**