

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

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

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



CALL FOR ENTRIES:

Omaha World-Herald Community Service & Service to Agriculture Awards



- Prize amounts for each award: \$1,000 for the DAILY winner and \$500 for each WEEKLY class winner.
- Winners will be announced at convention at the Friday Awards Banquet on April 20 at the Cornhusker Marriott in Lincoln.
- **Entries must be postmarked by March 30, 2018.**
- Submit entries in a 3-ring binder and mail to the NPA office (this is not an online entry).

Contest rules/guidelines attached

Two join Tecumseh Chieftain staff

Michelle Eltiste and Elaine Karel have joined the Tecumseh Chieftain staff and will be working together in the area of advertising sales and design.

Michelle Eltiste joined the newspaper in mid-February as their new advertising salesperson. A native of Massachusetts, she spent 21 years serving in the U.S. Coast Guard handling communications, search and rescue, before retiring from her military service in 2016, when she and her husband moved to Tecumseh.

Elaine Karel, a graduate of Peru State College, will work at the newspaper part-time, designing ads for Chieftain customers. Karel had previously worked at the Chieftain from March 2013 through September 2016 for previous owners Ron and Bev Puhalla.

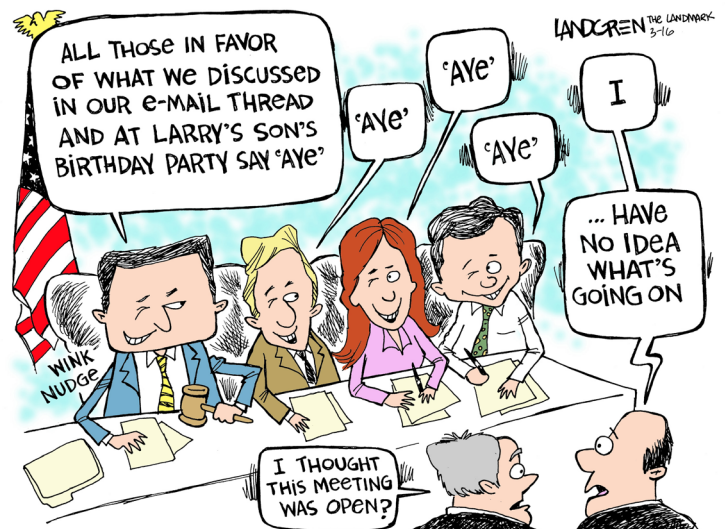
Call for entries for 2017 Thomas C. Sorensen Award for Distinguished Nebraska Journalism

The University of Nebraska-Lincoln College of Journalism and Mass Communications invites entries for the 2017 Thomas C. Sorensen Award for Distinguished Nebraska Journalism.

The Thomas C. Sorensen Award for Distinguished Nebraska Journalism is given to a journalist for any story distributed through Nebraska's mass media, whether cablecast, telecast, newspaper, magazine, online or radio.

Thomas C. Sorensen was a former Nebraska journalist who left the state to pursue a career in government service. He came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels, and graduated from UNL with a degree in journalism and political science.

Entry deadline is 5:00 p.m. CDT, April 15, 2018. Details attached to this Bulletin. Award guidelines are attached to the Bulletin.



Nebraska Press Women collegiate, high school scholarship applications open - deadline April 5

Two scholarships, one for college students and one for high school students, are available from the Nebraska Press Women. **Application deadline (postmarked by) is April 5, 2018.**

The \$500 Marianne Beel High School Scholarship is open to high school seniors with interests in photography, writing or videography, or who have a strong school or work social media/online presence. Preference is given to Sandhills students pursuing an education in communications or related field.



NPW's \$1,000 Memorial Scholarship is open to women graduate or undergraduate students pursuing careers in mass communications at a Nebraska college or university. Undergraduates must be in or beyond the second half of their second academic year in college taking 12 credit hours. Graduate students must be enrolled for at least nine credit hours.

For information on either scholarship, go to www.nebraskapresswomen.org and look under the 'Scholarships' tab.



NNA Call for Nominations: Amos, McKinney and Phillips Awards

Every year, the National Newspaper Association announces the Call for Nominations for the Amos, McKinney & Phillips Awards, which are the highest honors awarded to working and retired newspapermen and women who have exhibited distinguished service to the community press. The General James O. Amos Award was established in

1938 by E.C. Amos, publisher of The Sidney Daily News, to honor his father, General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association.

The Emma C. McKinney Award was created in 1966 to honor Emma C. McKinney, co-publisher and editor of the Hillsboro (OR) Argus for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women and in 1957 received the Amos Voorhies Award, the highest state honor that can be awarded to an Oregon newspaper person. Mrs. McKinney was inducted into the Oregon Journalism Hall of Fame in 1982.

The Daniel M. Phillips Leadership Award was established in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer and photographer who passed away in 2005 at the age of 47.

For more information and forms: <http://www.nnaweb.org/contests-awards>. Nomination deadline for all three awards is May 21, 2018. The awards will be presented on the morning of September 29, 2018 in Norfolk, VA (NNA Convention & Trade Show).

NNA Amos Award - Nebraska recipients:

Jack Tarr, David City, 1993
Kenneth H. Rhoades, Blair, 2008
Zean Carney, Lincoln, 2012

NNA McKinney Award - Nebraska recipients:

Elna Johnson, Imperial, 1990
Beverly Buck Pollock, Ogallala, 2002

NNA Phillips Award - Nebraska recipients:

Jim Edgecombe, Minden, 2008
Gerri Peterson, Mullen, 2011
Chris Rhoades, Blair, 2016

Sutton Clay Co. News features Newspapers in Education Week

Newspapers in Education Week was March 5-9, and the Sutton Clay Co. News promoted the week by running a full-page article featuring Chadron State College graduates who talked about how working at their college newspaper helped prepare them for a career in journalism.

Read the article on page five of the Bulletin.

“ Education's purpose is to replace an empty mind with an open one. ”

- Malcolm Forbes

Newspapers in Education Week

Value of newspapers starts young; Chadron State College graduates tell of how working at their college newspaper prepared them for future in journalism and life

Although the times have changed, requirements for being a journalist have not. Journalists are still required to report the news in a factual manner, while also making sure to stay concise and engaging, to draw readers in.

Chadron State College's The Eagle newspaper adviser, Michael D. Kennedy, says there are three main values that go into being a journalist.

"Accuracy, balance, fairness...and accuracy. Did I say accuracy?"

Kennedy has been the adviser at The Eagle, the student-produced newspaper, since August 2008. With accuracy at the top of the core values, Kennedy said in today's world, where journalists are constantly blamed for printing false news, it's imperative to be accurate.

However, Kennedy doesn't just teach these values in his classes, which include News Reporting, Publication Design, Media Law, and Photojournalism, to name a few.

"What we do goes beyond [the core values]," Kennedy said. "Reasons for those values is because our responsibility is to our readers and communities. Making those three errors is a disservice to our readers...our primary value is service to the reader, and in order to do that properly we must use the three values in our reporting. To achieve those things requires commitment, dedication, and a strong work ethic."

The Eagle's staff is no stranger to Kennedy's demand for excellence in those values. As Kennedy was in journalism for several years prior to becoming a professor at CSC, his life experiences and knowledge was shared vastly among any student who came across his path.

"Mr. Kennedy was not only a great teacher but a great mentor as well," former CSC student and The Eagle staff member, Preston Goehring, said. Goehring now works at the Scotts-



bluff Star-Herald as a sports writer.

"He talked about his life as a reporter a lot and knowing what he went through and some of the mistakes he made, or just the experiences he had, showed me a lot about what I wanted," he added. "Working at The Eagle set me up with real life experience. I've always been more of a 'hands-on' learner so actually doing it for a real purpose, instead of just for a grade, was beneficial."

For several former members of The Eagle staff, who now work at newspapers in Nebraska, being able to have that hands-on experience allowed them to branch out with their skills, while also learning different avenues of a newspaper.

Former staff members of The Eagle, Jordyn Hulinsky, sports reporter and photographer at the Clay County News, Robert "Spike" Jordan, agriculture editor at the Scottsbluff Star-Herald, and Kira Fish, assistant designer at the York News Times, said the skills they learned while working alongside other staff members, as well as with Kennedy, prepared them for life after college.

"The Eagle gave me a real-world lab where I could start practicing journalism," Jordan said. "The student government and college administrator took ire at the subjects of our coverage on occasion, but from the get-go it was crucial to dispel the discomfort felt from making people unhappy. You have to be tough and thick-skinned to work in this business."

Hulinsky added, "The Eagle was stressful. We were taught how newspapers were going to work in the 'real world.' We didn't shy away from any story. I covered events such as deaths and scandals, but was also able to cover exciting sporting events and feel-good stories. I used investigative journalism and in-depth research to publish a newspaper each week. I worked with a staff from all different backgrounds and all walks of life and I was able to travel to new places based on my work with The Eagle."

"Mr. Kennedy always pushes his students to do better and to do the best work possible," Fish said. "He prepared me for life after college by helping me set up a portfolio and by demanding more of me in class."

Newspapers are something Kennedy finds as a valuable piece to developing a person as a whole, and is something that a person should be exposed to early in life.

"I think they're [newspapers] invaluable to teach young people to be aware of the world around them. One of the things in a community is to establish a rapport and establish trust with readers. We need to nurture and develop and maintain readers at a young age, so when they grow up they can rely on us when they make decisions."

Being exposed to newspapers not only opens a world of opportunities, it also develops skills that can be used outside of the newspaper business.

"Critical thinking skills skyrocket. It lets them see all the sides of something," Kennedy said. "We bring a background with us to college and then in college we get exposed to world views. It forces students to see all sides of a story. It cuts into a student's creative skills. It gives them a greater understanding of how to communicate."

Communication comes from more than just talking to someone. Students learn how to visually communicate through layout and design, through photos, and even through an article. In visually seeing the world, students are able to capture what a story is about.

In working with items such as layout and design, students learn how to make things easy for readers to understand and choose from a cacophony of news outlets out there.

"They [students] make it easy to follow for readers.

It gives them an understanding of how others communicate on a mass level," Kennedy said.

Ashley D. Swanson, news editor at the Clay County News and former staff member of The Eagle, said, "While working at The Eagle, I was exposed to a variety of items, including in-depth writing, photography from every angle, how to better communicate, whether it be in an interview or on a page, and the fact that there is more than one way to do something. Mr. Kennedy taught me, as well as other staff members, that reaching toward excellence is a step in the right direction because I knew that I was attempting my best work and helping to produce the best product we could for our readers."

"It was never an option to simply say 'good enough' when it came to our newspaper. Working at a newspaper taught us that you are going to work long hours in this business. You are going to be stressed sometimes and wish there were more events going on other times. You are forever going to be writing and taking photos. You are going to hate covering certain events, such as deaths, accidents, or anything else that causes damage to life or property. Other times, you are going to love what you're covering, such as plays, sporting events, and even certain meetings. But the number one thing I, at least, learned while working at a newspaper is that at the end of the day I was going to be proud of our product, of myself, and of the staff, because we were also embedded with a strong urge to be excellent for our readers."

Fish added, "My work at The Eagle prepared me for



Swanson



Jordan



Kesterson



Hulinsky



Goehring



Fish

my current job by introducing me to basic Photoshop work, as well as the journalistic writing skills necessary for editing and writing headlines. The Eagle impacted my future positively, in my opinion, providing me with a supportive work environment."

The Eagle has produced a number of journalists, ranging in the newspaper business, to broadcasting and developing products through graphic design and photography. Of the many journalists, designers, and photographers, six still reside and work in Nebraska, including Jordan, Goehring, Hulinsky, Swanson, Fish, and Janelle Kesterson, who serves as the news editor at the Aurora News-Register.

Having the opportunity to work at a newspaper and have their work published is a big step into growing and developing trustworthy, hard working journalists. Having that exposure allows advisers, such as Kennedy, to build a foundation for those willing to put in the work and succeed in the news business.

"Mike Kennedy told me that writing—especially journalism—is lonely work. I don't know if that's advice, but I feel it reflects how Mike never once sugarcoated it," Jordan said. "I think having an adviser who was a veteran of the industry—someone who spoke to his students like an editor or publisher would speak to other journalists—was important. It's part of a normalization or socialization process that helps weed out non-hackers and people who aren't fit for the career. It's helped me fit in all of the newsrooms I've worked in since."

"Mr. Kennedy helped prepare me for my job after college in a variety of ways. First, he taught me all I would need to know about

journalism. He also had confidence in me and my abilities. I came into college with no prior experience with newspapers or journalism and only slight experience with photography, but he took me under his wing and taught me that in order to succeed in anything, you have to first trust yourself and believe in your abilities...he also pushed me harder than most people would have pushed me in the past," Hulinsky said.

"He expected excellence of me and our staff and he demanded I expect excellence of myself and never settle. He was a pain and we didn't always see eye-to-eye, but he certainly wasn't going to let me out of college without having all the experience and knowledge I would need to succeed, no matter what I ended up doing—journalism or otherwise."

For Goehring, being able to work at a newspaper in college allowed him to know how the industry works, while also making sure he could carry his own and help his newspaper succeed.

"I feel like in the communication/news business, being able to show that you have done the work and show an understanding of how the industry works is more important than being able to show that you were able to read a textbook and get an A. We produced real work that improves everyone's resume that much more."

Having newspapers integrated into education, whether it be in high school or at the collegiate level, is an important aspect to helping students develop skills that will not only help them succeed as journalists, but also succeed in life. Having mentors along the way is an added bonus to helping build the foundation for a student to succeed and develop.

'I think they're [newspapers] are invaluable to teach young people to be aware of the world around them...we need to nurture and develop and maintain readers at a young age..'

Michael D. Kennedy
The Eagle Adviser,
Chadron State Professor

OPINION

BALANCE IN STATE LAW

Public has right to know

Lawmakers made clear at a legislative hearing Wednesday that they intend to adjust state law to prevent competitors to Nebraska's public power districts from using public information requests to obtain proprietary information.

The vehicle for that change will be an amendment to Legislative Bill 822 by State Sen. Dan Hughes of Venango, chairman of the Natural Resources Committee. Public utilities said the change is needed in the wake of a Feb. 23 ruling by the Nebraska Supreme Court that said the Nebraska Public Power District must

Public information requests can be of great importance in helping the public understand how political subdivisions are handling their duties.

release specific information on the cost of generating electricity from its power plants.

Testifiers representing Nebraska's journalism community rightly cautioned that senators should phrase the amendment carefully to make sure it doesn't block the public from having access to information that ratepayers need to know.

Public information requests can be of great importance in helping the public understand how political subdivisions are handling their duties. This

applies not only to public utilities but also to entities such as natural resources districts and school districts. Having elected board members to oversee such bodies is one safeguard; another is allowing access to information of direct public interest.

The Omaha Public Power District is a key example. Major debates have swirled in recent years over a host of OPPD issues: its rate overhaul several years ago; the utility's big headaches over flooding problems at the Fort Calhoun Nuclear Station; and the enormous sums required to pay a Chicago-based firm to manage the plant and to cover the years-long process of decommissioning the facility.

These matters spurred tremendous public attention, and without question, the public deserved ample information on all of them.

Hughes rightly encouraged compromise on his amendment so that it addresses the utilities' concerns but doesn't stifle appropriate public information requests.

On Thursday, agreement was reached on such language. The new wording says public utilities "may withhold competitive or proprietary information which would give an advantage to business competitors." Under the amendment, requests for information would be processed under Nebraska's open records law to allow for appeals if a request is denied.

Such a balanced approach best serves the interests of Nebraskans.

This editorial ran in the March 11, 2018, issue of the Omaha World-Herald and is reprinted here with permission.

Classified Advertising Exchange

Mar. 12, 2018

NEWSPAPER FOR SALE — The Newman Grove Reporter: A weekly newspaper located in southwest Madison County. Profitable with large potential for growth in a thriving community. For more information contact publisher Patrick Murphy at (402) 910-8603 or at hydemo@eaglecom.net.

ADVERTISING SALES: Seeking an innovative and high energy individual for a full-time position opening at a progressive weekly newspaper based in Cozad, NE. Job involves traveling and making contacts with potential advertisers throughout a five community region that the newspaper covers extensively. Contact Kelly Ninas, Tri-City Tribune; PO Box 6; Cozad, NE 69130 or email: kelly@tricitytrib.com.

NEWSPAPER FOR SALE - STANTON REGISTER: Historic county seat newspaper for sale in northeast Nebraska! This weekly newspaper has a good subscriber base and printing clientele with room for exponential growth. Prime business location on main street of thriving small town, minutes from Norfolk. Archives dating back to 1879 included with sale. Building has livable accommodations in back (bath, kitchen, living area, bedroom and private office). Building, office equipment and printing supplies included. If interested, contact Brian at (402) 640-7723, or email registersports@stanton.net with the subject line, "Register for sale."

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NPA Convention 2018 Registration Form; 2018 Omaha World-Herald Community Service & Service to Agriculture Awards flyer; Call for Entries-Thomas C. Sorensen Award flyer.

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 217-241-1400.**

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.



2018
Omaha World-Herald
Community Service
Award

2018
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Must be postmarked by March 30, 2018.

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Must be postmarked by March 30, 2018.

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

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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.

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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.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture 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 service to agriculture. 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.

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Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. 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.

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Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service
 Annual Convention, April 20-21, 2018 - Cornhusker Marriott Hotel, Lincoln, NE



REGISTRATION INSTRUCTIONS

Please read carefully!

Newspaper Name:

1. Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased. Affiliate and Associate Members (and their spouses) must pay registration fee before meals 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 reservations or meal tickets prior to April 6.

4. **Registration and meal deadline is April 6. A \$10.00 late fee will be added to registrations received after April 6. NO cancellations after April 6. No refunds after April 6.**

5. **Indicate your entree selection from choices shown at right of each meal price.** If you select a vegetarian entree, you'll receive a meal slip with your registration badge, which you must present to your waiter. **Vegetarian meals must be ordered on the registration form by the April 6 deadline.**

6. If you are attending workshops, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.

7. 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.

NAME (Please print/type) Please indicate your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch Parmesan Chicken OR Vegetarian Entree	Friday Banquet Pork Loin OR Vegetarian Entree	Sat. Tailgate Buffet Wings, Mini Hot Dogs, Pork Sliders, Nachos & More	Sat. Banquet Filet Mignon OR Vegetarian Entree	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.					
			Indicate Your Entree Selection Below	Indicate Your Entree Selection Below		Indicate Your Entree Selection Below	
1)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
2)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
3)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
4)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
5)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
6)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
7)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
8)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	
9)	\$10	\$10	\$20 Chicken _____ OR Veg _____	\$27 Pork _____ OR Veg _____	\$14	\$37 Filet _____ OR Veg _____	

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

Two days of workshops, awards and networking!

2018 NPA Convention, April 20-21, 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.

Networking. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. Take advantage of NPA's low registration fees & discounted meal prices!
(Compared with other press association conventions)

Relax, socialize, enjoy. Thursday evening (4/19) NPA Foundation fundraiser event (details TBA);
Saturday Husker Spring Game Tailgate, awards, raffle prizes and more.

Kevin Slimp - Newspaper Academy, InDesign & Photoshop Guru

Kevin Slimp was working in InDesign before it even had a name. He has become known as a leading spokesperson for the newspaper industry, and his syndicated columns can be found in more than 60 professional publications on four continents. He's gained attention through his research and surveys of newspaper executives across North America, and Publishers Auxiliary called him "The most popular and effective speaker among community newspaper publishers today." You will leave Kevin's sessions with a treasure chest of information.



Getting People to Pick Up Your Newspaper. Possibly Kevin's most requested topic, Kevin will reference research and focus groups to take a look at just about every area of our own papers and what we can do to make people want to pick up our papers. Bring two pens. You will need them.

Session - Friday, 1:45-2:45pm

InDesign: Keeping Up With Styles. Who has time to learn to use advanced tools and techniques in InDesign with all these deadlines? During this 60-minute class, Kevin will take you past the basic tools you use each day to teach you skills to improve your design and speed up your workflow. Sure, you know what libraries are – but do you know how to create and use various styles and how to make them work together to allow you to accomplish multiple tasks with the touch of a button? **Session - Saturday, 8:00-9:00am**

Color Correction and Photo Editing Tips for Newspaper Reproduction.

The name says it all. Kevin taught his first photoshop class to a group of 200 newspaper professionals in Lexington, Kentucky in 1995. There's not much he doesn't know about getting your pictures to look better on the page, and he'll share some of that knowledge during this session. **Session - Saturday, 9:15-10:15am**

Ad & Page Design Tips for Newspapers. For ad and design staffs and editors - tips your paper can immediately implement to improve sales and keep readers coming back for more. **Session - Saturday, 2:00-3:00pm**

Ryan Dohrn - Advertising Sales, Brain Swell Media

Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan works with the sales teams at over 50 community newspapers per year and has a deep passion for the newspaper business. His 25-year career in media sales and marketing includes training sales and management teams for a variety of media companies, and business book author who's been featured in USA Today and on Forbes.com.



Prospecting for Success. This workshop is all about sales lead generation. Prospecting is a dying skill set and it is so important to sales success. Ryan will show how to create and executive your prospect list. **Session - Friday, 1:45-2:45pm**

Digital Sales Strategies for Success. Learn how to handle objections with facts and statistics; learn why advertisers think digital is a cheaper alternative, when it really isn't. **Session - Saturday, 2:00-3:00pm**

**Sign up for a
25-minute
ONE-ON-ONE
CONSULTATION
with Kevin!**

*Contact Susan Watson
(NPA office) to sign up.*

Ryan Dohrn - Brain Swell Media (cont.)

Selling Traditional Media to Haters. Every advertiser has a unique, “understanding,” of our community and media products. So, how do you convince a digitally focused business owner that our traditional, media-based products are viable and worth their time? Ryan will show you how to create a compelling media sales presentation that will inform and inspire even the harshest media critic. Ryan’s magazine and newspaper sales career has given him a unique perspective on the industry, and the right sales strategies vital for success. **Session - Saturday, 8:00-9:00am**

The 20 Minute Ad Sales Call. Stop wasting time with long sales presentations. Learn how to turn 20 minutes into a closed deal! Advertisers love it and sales reps are raving! This sales technique is so easy you will be able to use it immediately. Learn how to establish relevancy fast; how to grow trust by sharing success stories; to present ideas on the spot, ask critical questions, and close more deals on the first sales call. This is one of Ryan’s most popular workshops. It is packed with tactical and practical take away points that every sales rep can put into action right away. **Session - Saturday, 9:15-10:15am**

Helen Sosniecki - Postal expert (formerly with Interlink) & former publisher

Helen Sosniecki has presented postal-related programs in Kansas, Nebraska, Missouri, Alabama and the Dakotas plus to the tri-state ArkLaMiss Circulation Conference in Mississippi. Before retiring from full-time work, Sosniecki spent seven years as the Senior Sales and Marketing Manager at Interlink, a circulation-software company. She previously had a 34-year newspaper career that included working on dailies in Tennessee, Illinois and Kansas. She and her husband, Gary, owned three weeklies and published a small daily in Missouri.



Postal Issues Update. Helen knows the postal issues and at her Friday session she will help you find ways to save money on your postal costs and provide an overview of the current postal news and issues facing the newspaper industry. She understands all sides of the issue and has been on the front lines of the postal “war” for years. **Session - Friday, 10:45-11:45am**

**Sign up for a
25-minute
ONE-ON-ONE
CONSULTATION
with Helen!**

**Bring copies of recent
3541s**

Contact Susan Watson
(NPA office) to sign up.

One-on-One Consultations. Helen will be available Friday and Saturday for 25-minute one-on-one meetings to discuss specific postal issues. **(Bring copies of your recent 3541s to the consultation).** **Call Susan Watson (NPA office) to sign up.**

Jill Claflin - Nebraska Press Women, professional development director



Jill Claflin spent 28 years in the newspaper business, including time as co-owner and editor of The Callaway Courier, general manager of The Lexington Clipper-Herald and managing editor and executive editor of The North Platte Telegraph in Nebraska. She was senior director of communications at Habitat for Humanity International headquarters in Georgia before retiring from full-time work in 2014 and returning to Nebraska. She continues to do communications consulting work and special projects for Habitat. She is active in Nebraska Press Women, currently serving as professional development director.



News: Who Can You Believe? Are Nebraska journalists affected by today’s fake-news environment? How about media organizations? Do consumers distinguish between what they may read from national outlets and their local news providers? Learning about “fake news” is the first step in combating it. During this session, participants will discuss this timely topic and learn about an educational resource available to them. **Session - Saturday, 9:15-10:15am**



What Newspapers Must Do to Keep Public Notices

Richard Karpel with the Public Notice Resource Center will lead this session via SKYPE.

Last year, a record number of bills in 25 states were introduced, dealing with public notices in newspapers. The newspaper industry has had success protecting public notice in the state legislatures, but collectively we’re on the defensive.

This session will focus on the state of public notices and the best practices that every publisher should follow to help the industry maintain its rightful position as the publisher of official notice of public actions. **Session - Friday, 10:45-11:45am**



Spring Game Tailgate Buffet & Networking

Embrace the Husker frenzy and talk shop with your friends in the business!

Enjoy a tailgate buffet (wings, mini hot dogs, pork sliders, nachos and more); Husker Spring Game streamed live on the big screen; cash bar (beer only) and caricatures by cartoonist Paul Fell. *Not into the Spring Game? Start a casual roundtable discussion. (Find the tables with assigned topics and question sheets to get a conversation started).* **Saturday 10:30am-1:30pm**

Finding, Recruiting and Retaining Young Talent - Panel Q&A

Hiring young people is an ongoing challenge for community newspapers, especially in rural areas. Panelists from UNL, Creighton University and Doane University will discuss how students are being prepared for the workforce, what graduates want in today's working world, what companies can offer them, etc...



Panelists: Leah Georges, Creighton University Leadership Program; Jeremy Fisher, Creighton University Career Center; David Swartzlander, Doane University; and UNL's Sales Center. They are in direct contact with students (new talent) on a

regular basis as they prepare for the working world. **Moderator:** Carrie Colburn, Publisher, York News-Times.

This session is for daily and weekly publishers and managers. Session - Friday, 9:30-10:30am

Send your recruiting/hiring questions for the panelists ahead of time to Susan Watson in the NPA office.

Rob Simon - UNL-College of Business Admin, Associate Professor of Practice/Marketing



Rob utilizes his past professional experience in retail (longtime Nebraska apparel store, Ben Simons), wholesale and e-commerce to bring real-world perspective to the classroom.

Retail From a Retailer's Perspective - and Q&A

From his retailing perspective, Rob will share what retailers look for from newspapers; how sales people can build better relationships with retailers; case studies and more. The last half of the session will open up for Q&A and group discussion. **Send your questions for Rob ahead of time to Susan Watson. Session - Friday, 10:45-11:45am**

Send your retail questions for Rob ahead of time to Susan Watson in the NPA office.



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

This always-popular session covers topics from the Nebraska Press Association's Legal Hotline, a free service to our member newspapers that provides solid, practical advice with the goal of preventing legal problems. **Bring your legal questions!**

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. **Session - Friday, 1:45-2:45pm**

Share ideas, get ideas!

Great Idea Exchange - Friday, 3:00 - 4:15 p.m.

Bring your best ideas that have worked for your newspaper. Learn & share. Take ideas & solutions back to your paper that you can implement right away.

Roundtable Discussions (during Spring Game Tailgate) - Saturday, 10:30 a.m. - 1:30 p.m.

For those who want to network instead of watching the Spring Game, casual roundtables will be set up, each with a different topic (circulation, advertising, etc.) & accompanying question sheet to get the conversations started.

Flash Sessions - Saturday, 3:15 - 4:45 p.m.

Get info & ideas on a variety of topics. Each table/topic will have a moderator. Choose three 30-minute session topics and move from one table to another. **(Topic details to come).**

You are invited to enter a competition for the

2017 Thomas C. Sorensen Award For Distinguished Nebraska Journalism

Thomas C. Sorensen was a former Nebraska journalist who left the state to pursue a career in government service. Sorensen graduated from the University of Nebraska-Lincoln with a degree in journalism and political science. He was assistant night editor at the Lincoln State Journal and later served as news director and commentator on KLMS radio in Lincoln. Sorensen served with the United States Information Agency. Later he was an investment adviser, first with The Advest Group, Inc., and then with The Capital Group Companies, Inc. Sorensen came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels.

Eligibility: Any story distributed through Nebraska's mass media, whether cablecast, telecast, published in a newspaper, a magazine or online or broadcast over the radio, from Jan. 1, 2017, through Dec. 31, 2017.

To Apply: Submit one copy (or link) to your published work and a letter of entry that provides background information and reasons for the story's assignment. Submit your entry at <https://go.unl.edu/sorensen2017>.

You may submit up to three entries. Non-English entries must be accompanied by an English script or translation.

There is no entry fee, and winners will receive cash awards.

Deadline: Entries must be received by 5 p.m. CT on April 15, 2018. The winner will be notified by April 21, 2017, and invited to attend an event to honor winners at the University of Nebraska-Lincoln College of Journalism and Mass Communications.

For additional information contact Haley Hamel at hbush2@unl.edu.