

Calendar of Events

Events:

April 19, 2018
 NPA/NPAS Board Meeting
 3:30 - 5:00pm
 Cornhusker Marriott, Lincoln, NE

April 19, 2018
 NPA Foundation Fundraiser
 TESLA Test Drive (see event flyer for details)
 5:30 - 8:30pm
 Lincoln, NE

April 20-21, 2018
 NPA Annual Convention
 Cornhusker Marriott Hotel
 Lincoln, NE

Webinars:

March 28, 2018
 Increasing Your Skills and Efficiency in Adobe InDesign by Using Scripts
 Kevin Slimp - 1:00pm CST
www.newspaperacademy.com

March 29, 2018
 Managing Time to Increase Your Newspaper Ad Sales
 Tim Smith - 10:00am CST
www.newspaperacademy.com

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Join us in Lincoln for convention!

Attached to the Bulletin:

- Overview of workshop topics and presenters
- Convention agenda
- Registration form
- Details on the NPA Foundation fundraiser - take part in a TESLA TEST DRIVE - Thursday evening, April 19

REAL NEWSPAPERS.



REAL NEWS.



NPA 144TH ANNUAL CONVENTION
APRIL 20-21, 2018
CORNHUSKER MARRIOTT,
LINCOLN, NE
 WITH SPONSORSHIP FROM
NEBRASKA PRESS ADVERTISING SERVICE

There's still time to enter - deadline is March 30

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

NPA/NPAS Staff

Allen Beermann

Executive Director
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Office Manager/Bookkeeper
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Violet Spader Kirk

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Admin. Asst./Press Release Coordinator
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Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



- ***Sign up for a one-on-one newspaper consultation with Kevin Slimp***

Kevin will be available to discuss design tips or any newspaper-related topics. *Contact Susan Watson in the NPA office to set up a 25-minute meeting with Kevin.*

Friday & Saturday time slots are available!

- ***Postal question or problems? Sign up for a one-on-one 25-minute consultation with Helen Sosnieki***

Contact Susan Watson in the NPA office to sign up.

Bring copies of your 3541s forms.

Friday & Saturday time slots are available!

You're invited! **Retirement Open House for John Edgecombe, Jr.**

Wednesday, April 11, 2018

1:00 - 4:00 p.m.

*At The Nebraska Signal newspaper
office - Geneva, NE*

John Edgecombe, Jr., has passed along the ownership of The Nebraska Signal to sons, Jim Edgecombe of Minden and Mike Edgecombe of Hickman. Jim and Mike now become the fifth generation of Edgecombe men to publish The Nebraska Signal, in Geneva, NE.

“ Old age is like everything else. To make a success of it, you've got to start young. ”

- Theodore Roosevelt

Longtime newspaper co-publisher, Delores Viergutz, dies at 92

Delores Viergutz, formerly of Gothenburg, died March 15, 2018, at The Independence House in Lincoln, NE.

Delores was born and raised in Randolph, NE, and after graduation, attended a business school in Omaha.

She married Vance Viergutz in 1946, and together they published the Coleridge (NE) Blade for 13 years and the Randolph (NE) Times for 11 years, before moving to Lincoln in 1971. There she was a proofreader for Joe Christensen Printing, a law review printing company. The couple moved to Gothenburg, where her husband and son Greg became co-publishers of the Gothenburg Times. Delores became involved in the newspaper upon her husband's death in 1982 before retiring in 1985.

She was preceded in death by her husband, Vance. Survivors include her son Greg (Kathi) Viergutz of Lincoln; daughter Linda (Charles) Sukup of Navarre, FL; and their families.

Funeral services were held March 21, at St. John the Apostle Catholic Church, Lincoln, with burial in Gothenburg Cemetery. Butherus, Maser and Love Funeral Home in Lincoln was in charge of arrangements.

Memorials are suggested to the National Multiple Sclerosis Society, the American Heart Association, or donor's choice.

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.

See award guidelines 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.

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). For more information and forms, go to: <http://www.nnaweb.org/contests-awards>.

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



"Freedom of the press
is not just important to democracy,
it is democracy."

WALTER CRONKITE

Wayne Herald publisher earns honors for outstanding service to Nebraska high school athletics

Kevin Peterson, publisher of the Wayne Herald, was awarded the Outstanding Service Award earlier this month at the annual spring banquet for the Nebraska State Athletic Administrators Association (NSIAAA), at Wilderness Ridge in Lincoln, NE.

Peterson was the recipient of the award for District III and was nominated by Dr. Chris Loofe, athletic director at Millard West High School in Omaha.

Peterson has been publisher of the Wayne Herald & Morning Shopper since 2005. He got his start in the newspaper industry following graduation from Kearney State in the late 80's by becoming the sports editor for

the Wayne Herald. He left the Herald on two occasions to work in Central City and Plattsmouth, but found his way back to Wayne each time.

Peterson currently serves as public address announcer for the Wayne Blue Devils during football season and does some back up public address for basketball and volleyball when needed.

During summer months he is a site director for the Nebraska Junior Golf Tour and works with the Nebraska Golf Association assisting with the girls and boys high school golf championships.

Peterson also serves on the board of directors for the Nebraska Press Association.

Design...and chess

By Ed Henninger, Henninger Consulting, March, 2018

A man, they say, is king of his castle. That may be so, but there's a word for the man who thinks he's really in charge at home. "Bachelor."



The queen rules...and it's been that way since Adam took his bite of the apple. Some of my friends refer to their wives as "she who must be obeyed." I get that!

Even in chess, the queen is more powerful. The king can move in any direction, but only one space at a time. But the queen? Well she also can move in any direction, and she can go as far as she wants.

So...who's really more powerful? And what in the world does this have to do with news design?

The answer to the first question is simple: The queen.

Stay with me now, and I'll tie this all in with news design.

For decades, I've heard the maxim: "Content is king!" It's true. Content is king, and I've never disagreed with that.

But if content is king, then—at least in my book—design is queen.

It's design that makes your content better.

It's design that compels readers to read.

It's design that organizes content throughout your paper.

It's design that separates the various packages on the page, so readers can tell immediately what goes with what.

It's design that brings a long-term sense of identity to your newspaper.

It's design that creates interest and impact.

It's design that adds color and creativity where those are called for.

It's design that takes all that content—sometimes unshaven, sometimes disheveled, sometimes scruffy and straggly—and cleans it up so it can better serve readers.



Which is more powerful: The king...or his queen?

All the princes and pawns know this simple fact: Content may be king. But then, the king is never at his best without the queen at his side.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com, 803-327-3322. **IF THIS COLUMN** has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's web site: www.henningerconsulting.com.

Classified Advertising Exchange

Mar. 26, 2018

NEWSPAPER FOR SALE - THE PAWNEE REPUBLICAN, a weekly newspaper, is for sale. Located in Southeast Nebraska this historic newspaper is the oldest continually published weekly newspaper in Nebraska. As seen by its longevity, the Pawnee Republican is important to the community. It is also the oldest continually operating business in Pawnee County. A profitable business, there is potential for growth with the proposed establishment of the Elk Creek Niobium mine about 10 miles north of Pawnee City. The business is located in a large two story building which can also be purchased and renovated to create living quarters or be income-generating. For more information contact publisher Ron Puhalla at 402-239-3192 or at ronald@pawneenews.com.

NEWSPAPER FOR SALE - THE NEWMAN GROVE REPORTER, a weekly newspaper located in southwest Madison County is for sale. 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 - THE STANTON REGISTER, an 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; 2018 Omaha World-Herald Community Service & Service to Agriculture Awards flyer; Thomas C. Sorensen Award flyer; NPA 2018 Convention Registration Form, Agenda, Convention Sessions Overview and Foundation TESLA Fundraiser flyers.

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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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 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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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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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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2018 NPA Annual Convention Agenda

April 20-21, 2018 - Cornhusker Marriott, 333 So. 13th St., Lincoln, NE 68508

(3/22/18 - subject to change)

FRIDAY, APRIL 21

7:30 a.m.

Registration Desk Opens
Location: ATRIUM

8:00 - 9:15 a.m.

Daily Publishers Meeting
Location: YANKEE HILL III

9:30-10:30 a.m.

Recruitment/Retention Panel/Q&A

Discussion on what managers should know about hiring new graduates & what graduates look for in the workforce.

Panel: Experts from the UNL Sales Center, Creighton University Career Center/Leadership Program & Doane University

Moderator: Carrie Colburn/York News-Times
(*This session is for daily/weekly publishers & managers - bring your questions!*)
Location: YANKEE HILL III

10:45-11:45 a.m.

Retail from a Retailer's Perspective

Discussion/Q&A on what retailers look for from newspapers; how newspaper sales people can build better relationships with retailers & more.

Rob Simon, UNL Prof. Marketing/Retail
Location: ROOM A

10:45 -11:45 a.m.

What Newspapers Must Do to Keep Public Notices

Richard Karpel, Public Notice Resource Center (via SKYPE)
Location: ROOM B

10:45 - 11:45 a.m.

Postal Issues Update

Discussion of recent USPS changes; cost-saving tips for postal
Postal Expert, Helen Sosniecki
Location: ROOM C

12 Noon - 1:30 p.m.

AWARDS LUNCHEON

Welcome - Roma Amundson, Lancaster Co. Board of Commissioners

Speaker: UNL Chancellor, Ronnie Green

- Outstanding Young Journalist Awards
- Harpst Leadership Award
- Golden Pica Pole Awards
- Foundation Scholarship Recipients Recognized

Location: BALLROOM

1:45-4:00 p.m.

AFTERNOON BREAK

Grab a soft drink & cookie before heading to a session

Location: ATRIUM

1:45 - 2:45 p.m.

Sales: 10 Prospecting Tips for Success

Ryan Dohrn

Location: ROOM A

1:45 - 2:45 p.m.

Getting People to Pick Up Your Newspaper

Kevin Slimp

Location: ROOM B

1:45 - 2:45 p.m.

Legal Hotline Q&A Session

Shawn Renner, Cline Williams law firm

Location: ROOM C

3:00-4:15 p.m.

Great Idea Exchange

Bring ideas/examples to share with your peers - success stories, niche products, special sections, non-traditional ways to build revenue, etc.

Moderator: Susan Rowell, NNA President
Location: ROOM A

4:30 p.m.

NPA Annual Business Meeting

5:00 p.m.

NPAS Annual Business Meeting

(*Back-to-back meetings*)

Location: ROOM B

5:30-6:30 p.m.

Social Hour-Cash Bar

Location: ATRIUM

6:30 p.m.

AWARDS BANQUET

Keynote Speaker:

Connie Reimers-Hild, Assc. Ex. Dir. & Chief Futurist, UNL Rural Futures Institute

The Future of the Rural Urban Divide Opportunity

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: ATRIUM

8:00 - 9:00 a.m.

Sales: Selling Traditional Media to Haters

Ryan Dohrn

Location: ROOM A

8:00 - 9:00 a.m.

InDesign - Keeping Up With Styles

Kevin Slimp

Location: ROOM B

8:00 - 9:00 a.m.

Getting the Most Out of the Camera You Have; Tips & Tricks; Q&A

Omaha World-Herald

Location: ROOM C

9:15-10:15 a.m.

Sales: The 20 Minute Ad Sales Call

Ryan Dohrn

Location: ROOM A

(*agenda continued on back*)



(agenda continued)

9:15 - 10:15 a.m.

**Photoshop - Color Correction
Photo Editing Tips**
Kevin Slimp
Location: ROOM B

9:15 - 10:15 a.m.

News: Who Can You Believe?
Jill Claffin, Nebraska Press Women
Location: ROOM C

10:30 a.m. - 1:30 p.m.

**SPRING GAME TAILGATE
BUFFET & ROUNDTABLES**

Tailgate food; Spring Game on the big screen; cash bar (beer only); caricatures by cartoonist, Paul Fell; casual round-table topics; share ideas/get ideas
Location: BALLROOM

2:00 - 3:00 p.m.

**Sales: Digital Sales Strategies
for Success**
Ryan Dohrn
Location: ROOM A

2:00 - 3:00 p.m.

**Ad & Page Design Tips for Newspapers
(for ad & design staffs & editors)**
Kevin Slimp
Location: ROOM B

3:15 - 4:15 p.m.

**FLASH SESSIONS
TWO 30 minute sessions:
3:15-3:45 & 3:45-4:15**

Each table has a topic & a presenter.

You pick TWO sessions to attend & move from one table to the next after 30 minutes

Location: ROOM C

FLASH SESSION TOPICS:

****NPA FIRST AMENDMENT
CAMPAIGN ANNOUNCEMENT**
Peggy Year, Hartington Cedar Co. News
Location: ROOM C

****ENGAGING YOUR READERS
THROUGH FACEBOOK,
E-NEWSLETTERS & CONTESTS**

Chris Rhoades & Leeanna Ellis,
Enterprise Media Group-Blair
Location: ROOM C

****HOW NPAS CAN HELP YOU
INCREASE REVENUES; PRODUCTS
OVERVIEW**

Violet Kirk, NPAS
Location: ROOM C

****NEWSPAPERS IN EDUCATION:
ENGAGE & MENTOR STUDENT
JOURNALISTS IN YOUR
COMMUNITY**

Tory Duncan, Sutton Clay Co. News
Location: ROOM C

4:30 - 5:00 p.m.

**NPAS REBRANDING CAMPAIGN
ANNOUNCEMENT**

Don't miss this presentation!
Lyn Wineman, KidGlov
Location: ROOM C

5:30-6:30 p.m.

Social Hour - Cash Bar
Location: ATRIUM

6:30 p.m.

**NPA BETTER NEWSPAPER CONTEST
AWARDS BANQUET**

Installation of NPA/NPAS Officers
& Board Members; Better Newspaper
Contest Winners; Foundation raffle
winners drawings; workshop attendance
drawing winner announced
Location: BALLROOM

*Hospitality Room - (Sat night only) after
BNC Awards Banquet*

Location: LINCOLN ROOM (2nd Floor)



Nebraska Press Women is a nonprofit, statewide community of professional communicators that welcomes women and men, as well as Nebraska college students studying in the communications field.

Founded in 1946, NPW provides professional growth opportunities and offers a forum of activities of interest to communicators.

**The Saturday morning
workshop session,
"News: Who Can You
Believe?" is presented by
Nebraska Press Women**

**Stop by the NPW
exhibitor table
(Friday & Saturday)
in the ATRIUM!**

***Workshop Drawing:
Chance to win an Apple***

iPad Air 2!

(32GB, Wi-Fi, color: Silver)

sponsored by:

***Butch & Nancy Furse
Foundation***

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

Sign in on sign-in form &
Complete & sign an evaluation form
*Winner announced at Saturday banquet.
Need not be present to win.*

You know you've always wanted to test out a

TESLA

Here's your chance!

NPA Foundation Fundraiser

Thursday, April 19

5:30-8:30 p.m.

2340 Ridge Road, Lincoln (Home of Don Cox)



Don Cox, a friend of Allen Beermann's, was instrumental in developing motors for electric cars at Stanford University.

Now retired, he is giving NPA Foundation fundraiser attendees the opportunity to drive his four Tesla automobiles, including a self-driving model.

This unique event is open to the first 32 individuals who return the registration form below with payment. You will need to bring your driver's license to the fundraiser.

Dinner will be provided.

Yes! I want to attend the 2018 NPA Foundation Fundraiser!

Name(s): _____

Amount enclosed: _____

Cost: \$40/per person or \$75/per couple. Checks payable to NPA Foundation. Contributions are tax-deductible. Please return registration form and payment to Nebraska Press Association, 845 S Street, Lincoln, NE 68508 by Friday, April 13.

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: TESLA TEST DRIVE; 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 - 4:15 p.m.

Each table/topic will have a moderator. Choose TWO 30-minute sessions to sit in on and move from one table to another.



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

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.