

**Nebraska Press Association Convention  
April 20-21, 2018 - Cornhusker Marriott, Lincoln, NE**

**REAL NEWSPAPERS,  
REAL NEWS.**



***2018 NPA Foundation raffle prizes:***

- **Apple iPad** (32GB, Wi-Fi, Color: Silver) - **\$360 value**
- **(Pair) Husker Women's Home Volleyball Tickets - \$275 value**  
*(home game date TBD); **PLUS** one night's lodging at Cornhusker Marriott (Lincoln); **AND** breakfast for two at The Cafe at the Cornhusker (lodging cannot be used on Husker home football weekends)*
- **(Pair) Husker Football Home Game Tickets - \$220 value**  
*(home game date TBD); **PLUS** dinner for two at Granite City Food & Brewery (Lincoln); **AND** a \$50.00 gas card*
- **(Pair) Husker Men's Basketball Home Game (Suite Seats) Tickets - \$160 value**  
*(home game date TBD)*

***6 tickets for \$5.00 or 12 tickets for \$10.00***

***Raffle prizes drawn at Saturday's BNC Awards Banquet. Must be present to win!***

Raffle ticket sales go to NPA Foundation scholarships for Nebr. H.S./College students pursuing careers in community journalism.

**Convention Workshop Attendance Drawing  
sponsored by Butch & Nancy Furst Foundation**

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, 32GB, wi-fi, color: Silver).

***Drawing will be held at Saturday night BNC banquet.***

***Need not be present to win.***

# Saturday afternoon FLASH SESSIONS

***Saturday, 3:15 - 4:15 p.m.***

**Four sessions - you pick TWO to attend**

*Each 30-minute session has a moderator. Move from one topic to the next. (IN ROOM C)*

- **Learn how your newspaper can engage with readers across multiple platforms**

Enterprise Media Group values its print product, but also recognizes the importance of social media and e-newsletters to promote the newspaper. EMG uses Facebook, Twitter, Instagram and sends out an e-newsletter four times a week to encourage readers to pick up the newspaper or read online.

***MODERATOR: LEEANNA ELLIS, EDITOR, (BLAIR) ENTERPRISE MEDIA GROUP***

- **Engage & mentor student journalists in your community**

More than ever, we as employers in the newspaper business, are running up against the need for qualified reporters, photographers and sales staff as it is harder and harder to replace staff with qualified staff members. Tory and his staff at the Clay County News have taken steps to become involved with the three schools in Clay County to work with students that show an interest in publishing, writing or some aspect of the newspaper business. The CCN staff will share their experiences that they have both shared with several students they've worked with, as well as what they have learned from these students, regarding their perceptions and directions that interest them most. This school year has been the fourth straight year that the CCN staff has worked with and mentored students in Clay County.

***MODERATOR: TORY DUNCAN, MANAGING EDITOR, SUTTON CLAY CO. NEWS***

- **Nebraska Press Advertising Services - we're more than 2x2s!**

NPAS can help you customize a marketing strategy for your local advertisers — even the ones that say they don't need to be in your newspaper.

***MODERATOR: VIOLET KIRK, SALES & MARKETING MGR., NPAS***

- **Learn about the First Amendment Campaign - launching this summer in Nebr.**

According to the Pew Foundation, only 21% of young people thought the First Amendment was important. That's dangerous to the fabric and culture of America. Media is the only business in America that is mentioned and protected in the U.S. Constitution. The Nebraska Press Association and The Nebraska Broadcasters (through Media of Nebraska) are joining forces to help spread the word and educate young people in Nebraska about the First Amendment.

***MODERATOR: PEGGY YEAR, NPA PRESIDENT & COPUBLISHER OF HARTINGTON CEDAR CO. NEWS***

***Don't miss the NPAS rebranding campaign presentation,  
right after the Saturday afternoon Flash Sessions, in ROOM C!***

Presented by Lyn Wineman, KidGlov