

CONFIDENTIAL

Bulletin

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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:

April 12, 2018

Ed Henninger - The Most Common Mistakes I See in Newspaper Design
10:00am CDT
www.newspaperacademy.com

April 13, 2018

Ryan Dohrn - Writing Amazing Sales Emails
1:00pm CDT
www.onlinemediacampus.com

April 19, 2018

Megan Rohrbacher - Making Digital Audio Part of Your Daily Routine
1:00pm CDT
www.onlinemediacampus.com

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Spots are still available for the NPA Foundation fundraiser, TESLA TEST DRIVE 5:30 - 8:30 p.m., Thursday evening, April 19th.

Details attached.

Proceeds from the fundraiser go toward Foundation scholarships for Nebraska high school and college students pursuing a career in community journalism.

REAL NEWSPAPERS.



REAL NEWS.



NPA 144TH ANNUAL CONVENTION

APRIL 20-21, 2018

**CORNHUSKER MARRIOTT,
LINCOLN, NE**

**WITH SPONSORSHIP FROM
NEBRASKA PRESS ADVERTISING SERVICE**

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

Bring copies of your 3541s forms.

Contact Susan Watson in the NPA office to sign up.

Friday & Saturday time slots are available!

**• 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!

NPA/NPAS Staff

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Prior to the hiatus, Taylor was managing editor and general manager for several newspapers in mainly rural and agricultural communities from the Gulf Coast and the Northwest. She has received several awards in journalism for her reporting on education, business and economics, and criminal justice systems, as well as photography.

Jordan named new Hemingford Ledger editor

Spike Jordan, former ag editor for the Hemingford Ledger, has been named editor of the Ledger, with the departure of Amber Ningen.

Jordan grew up on a ranch near Harrison, NE, and after graduating from high school, joined the Marines as a field radio operator from 2006 to 2011.

He attended Chadron State College, intending to study broadcasting, but found his place as a reporter, columnist and later managing editor for CSC's student newspaper, The Eagle. After college he worked as a reporter for the Douglas (WY) Budget.

When the Wyoming oil market went bust, he found a job at the Scottsbluff Star-Herald doing page layout and editing, and became the Star-Herald's ag editor after applying for the job when Sandra Hansen retired from the newspaper last June.

The Star-Herald's Charissa Bryce, who had been a general reporter covering education, religion and youth, has been named their new ag reporter.

Steve Jeffres, longtime Burwell Tribune employee, dies at 58

Steven Jeffres of Burwell, NE, died suddenly on March 26, 2018, at the age of 58.

Born and raised in Burwell, Steve worked at the Burwell Tribune for over twenty years.

A memorial service was held March 30 at United Methodist Church in Burwell, with arrangements handled by Hitchcock Funeral Home in Burwell. Memorials are suggested to the Burwell Ambulance and Fire Department.

Steve is survived by his wife Patty Jeffres of Burwell and two daughters, Mandy (Ian) Broden of Clark, CO, and Alicia Jeffres of Burwell.

Taylor joins Ogallala Keith Co. News staff as writer

Polly Taylor has joined the Keith County News staff as a news writer and photographer. After a two-year hiatus from media, and working for a global IT company in Missouri, Taylor joined the Keith County News in late March. Before moving to Ogallala, she resided in Jefferson City, MO.

Call for entries - 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.

UNO's student newspaper, Gateway, to host first-ever fundraiser, Run the Press 5K run/walk, April 14

The University of Nebraska at Omaha's Gateway student newspaper will host its first-ever fundraising Run the Press 5K fun run/walk at Memorial Park in Omaha on Saturday, April 14. Registration is \$25 for adults and \$10 for children, and includes a free T-shirt.

The Gateway is a news, entertainment, sports and events website and weekly newspaper that provides the latest breaking news and videos straight from UNO's campus. In fact, the Gateway has been the university's source for news and opinion for students, faculty, and alumni since 1913.

To ensure the 105-year-old newspaper continues to grow, students are campaigning for donations and 5K participants. Your participation will give countless college students newsroom experience in the fields of communication, public relations, photography, videography, graphic arts, marketing and journalism in its entirety.

The event is open to the public. To register for the event, go to: <http://bit.ly/2GG7suL>.

For more information, email Josie Loza, Manager of Student Publications, jloza@unomaha.edu.

Free access to all Newspaper in Education Institute curriculum, NIE resources

All newspapers are now welcome to access all NIE Institute curriculum and NIE department resources for FREE. Doug Alexander, President of the NIE Institute recently retired and he wants all the resources used to benefit NIE programs and their teachers. The site is not customized like it is for subscribers.

The curriculum website address is:
www.nieteacher.org



You and your teachers may access over 340 instructional resources on the curriculum website plus video/audio teacher training and serial stories & features pages (that can be run in-paper over several weeks).

Just click on any resource and it will download or open, whichever the computer is set for. Doug recommends that you make a link on your NIE, e-edition, or other online pages to this curriculum page and send the web address out in all your teacher communications (e-mail, newsletters, etc.)

Besides providing these resources through the website, here are other ways to use the resources.

- E-mail the resource or the link to teachers
- Use resources as a multi-unit in-paper serial
- Use portions for in-paper NIE or editorial features or pages

The Institute invested thousands of dollars to develop and purchase these resources. Please put them to good use!

NIE Department Resources and information about the NIE Institute at:
www.nieinstitute.org

Fundraising is a major part of NIE. More than ever newspapers are focused on the bottom line. NIE is expected to help that effort. To help you do that, download the Compilation of Fundraising Ideas. It also includes a list of events throughout the year with supplements that may offer sponsorship opportunities.

The Gateway
Presents:

**INAUGURAL
5K FUN
RUN**

Saturday, April 14th
9 a.m.-12 p.m.
Memorial Park

<http://bit.ly/2GG7suL>

Pre-register today!
Ages 5 and under: Free
Ages 6-11: \$10
Adults: \$25
FREE T-SHIRT!

AAEEO Institution. For special needs or assistance, please call or contact adults@unomahagateway.com or TTY: 402-554-1799.

*The University of Nebraska at Omaha shall not discriminate based upon age, race, ethnicity, color, national or origin, gender-identity, sex, pregnancy, disability, sexual orientation, genetic information, veteran's status, marital status, religion, or political affiliation.

University of
Nebraska
Omaha

Community newspapers fear newsprint tariffs will put some of them out of business

By Al Cross, *Institute for Rural Journalism and Community Issues*, April 9, 2018

WASHINGTON—Rural newspaper publishers from all over the country came to Washington in March to plead their case against new tariffs that will increase the cost of newsprint—still a key cost for newspapers, which depend on print advertising even as they try to increase their digital revenue.

“My fear is for the community newspapers that don’t see this coming. This is a tidal wave that could wipe out a lot of community newspapers,” Tony Smithson, vice president of printing for Bliss Communications in Janesville, WI, told the publishers as they headed for Capitol Hill. As a publisher and printer in House Speaker Paul Ryan’s hometown, Smithson is a point man for the newsprint efforts of the National Newspaper Association, which organizes a lobbying blitz by community newspaper publishers every March.

This year’s gathering began the day after the Department of Commerce announced preliminary “anti-dumping” duties as high as 22.16 percent on Canadian imports of untreated groundwood paper, such as newsprint. The new tariffs are in addition to a first round announced Jan. 9, ranging from 4.4 percent to 9.9 percent. “Newspapers could see an 8 percent to 10 percent increase in production costs in the short term,” Smithson told the publishers.

The tariffs were prompted by a petition from a newsprint mill in Washington state, recently bought by a hedge fund. The International Trade Commission is expected to make a recommendation for final action by Commerce Secretary Wilbur Ross in September. Newspapers can’t offer testimony to the ITC, “but members of Congress can,” said Tonda Rush, NNA’s director of public policy. The News Media Alliance, comprising mainly daily newspapers, has created a lobbying coalition on the issue, but Rush said the case to Congress is “focused more on small papers because it’s hard to get sympathy for the larger ones.”

Go to NNA website, www.nna.org, for more info on newsprint tariffs.

Now available: ads to fight newsprint tariffs

The News Media Alliance and the Stop Tariffs on Printers & Publishers (STOPP) Coalition have provided several new ads for newspapers to run in their publications. The ads educate readers on the negative consequences of the recent tariffs imposed on Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers.

More info at:

<https://www.stopnewsprinttariffs.org/>

These tariffs, set by the Department of Commerce, can run up to 32 percent combined, and newspapers are already feeling the pain of the added costs and disruptions in supply. An ITC investigation is now underway, but we need your help to get the word out about these unwarranted tariffs.

Run the Alliance and STOPP ads in your publications and encourage your readers to stand up to protect their access to news, as well as jobs in their own community. The ads are available in full- and quarter-page sizes, in PDF and EPS formats. **You can customize the ads with your newspaper’s logo and contact information.**

Get the ads at:

https://www.newsmediaalliance.org/research_tools/newsprint-tariff-ads/

If you have questions or would like more information, contact:

News Media Alliance
membership@newsmediaalliance.org
Or call: 571-366-1000



**Your Access To
Local News Just
Got More
Expensive.**

The U.S. government just imposed a new tax on newsprint, increasing the cost of the paper you are holding. These tariffs hurt newspapers, readers, workers and local communities.



**PROTECT YOUR RIGHT TO READ.
TELL YOUR REPRESENTATIVES IN CONGRESS
TO STOP THE TARIFFS ON NEWSPRINT.
202.225.3121
stopnewsprinttariffs.org**



Classified Advertising Exchange

Apr. 9, 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; UNO Gateway Student Newspaper Fun Run flyer; Sorensen Award for Distinguished Nebr. Journalism-Call for Entries flyer; NPA 2018 Convention Registration Form, Agenda, Convention Sessions and TESLA Test Drive Foundation 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.

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.



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 20

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 21

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.*

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:
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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.