

Two days of workshops, networking and awards - April 5-6, in Kearney

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.

Socialize, network. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. Take advantage of low convention registration fees & discounted meal prices!
(A bargain compared to other press association conventions!)

John Hatcher - Writing and Reporting



John Hatcher is director of the journalism program at the University of Minnesota Duluth and received his Ph.D. from Syracuse University's Newhouse School of Public Communications. He was the education director at the Center for Community Journalism in upstate New York. From 1992 to 2003, he worked for The Daily Messenger, a small daily newspaper in the Finger Lakes region of upstate New York. John leads training sessions for press associations and newspapers in the U.S. and Canada, as well as online webinars through the Newspaper Academy.

- **Survival Guide for Community Newspapers.** Veterans and novice editors alike will walk away with valuable information to improve your work at newspapers. **Friday Session, 1:15-2:15 p.m.**
- **Reporter's Bootcamp: Finding & Writing Better Stories.** John is the best when it comes to coaching and training newspaper reporters and editors. Join him as he discusses what every reporter has to know to get better leads and write better stories. **Saturday Session, 10:15-11:15 a.m.**
- **Getting Better Interviews: Honing Your Interview Skills.** In this session, John will cover the basics, and throw in some veteran tips to improve your interview skills immediately. Whether you are a relative newcomer or veteran reporter, you'll go away with solid information to make you a better reporter. **Saturday Session, 1:15-2:15 p.m.**
- **Save Your Readers! Making School Board, City Council & Other Meetings More Interesting.** We've all been there – the dreaded public meeting. Sometimes school board meetings, county commission meetings and other public meetings can be dreadful to sit through, much less report. Reporters and editors will want to hear what John has to say about those meetings - your articles don't have to be boring! **Saturday Session, 2:30-3:30 p.m.**

Russell Viers - Adobe Certified Instructor, Trainer, Consultant



Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop, and Illustrator who specializes in print production. He started his career in 1981 as a reporter/photographer for a small daily newspaper and through the years has been involved in most aspects of publishing. A professional Adobe trainer since 1997, he travels the world sharing his expertise with newspaper and magazine professionals to help them work faster and create better files. Russell is a frequent speaker at press association conventions and international events.

- **InDesign Techniques to Get Your Paper Out Faster.** Are you spending too much time building ads and pages? Russell will cover some key techniques that will cut time from your weekly production cycle, allowing you more time for selling ads, taking more photos or writing more stories. **Friday Session, 1:15-2:15 p.m.**

Russell Viers - cont.

- **Creating Modern Infographics.** Are you ever in need of an infographic to support a story? Maybe you need a bar chart or pie chart, but don't have a lot of time? Using Illustrator, Russell will show you how it's done. **Saturday Sessions, 10:15-11:15 a.m. & 2:30-3:30 p.m. (repeat sessions).**
- **Editing & Altering PDFs.** This session takes a practical, nuts-and-bolts look at working with PDFs. Russell shows how to look at a PDF and understand what's going on, diagnose potential problems, and fix those problems, with tips on editing PDFs in Adobe Photoshop and Illustrator. **Saturday Session, 1:15-2:15 p.m.**

V. J. Smith - Professional Speaker - "The Richest Man in Town" - Sat. A.M. General Session



V. J. Smith is a professional speaker and published author. He graduated from South Dakota State University in 1978 and spent the decade of the 1980s working for the Allied Signal Aerospace Company in Kansas City. He returned to his alma mater in 1990, working for six years in the SDSU Athletic Department. He was appointed executive director of the SDSU Alumni Association in 1996. In January 2007 he left that position to pursue a career in professional speaking. Smith travels the country and makes over 100 speaking appearances a year. In March 2014, Meetings and Conventions Magazine named V. J. as one of the favorite speakers of meeting planners throughout America. He is the author of the best-selling book, "The Richest Man in Town." In November 2018, V. J. was elected to the State Senate of South Dakota by a landslide vote of 61%. He and his wife Julie currently reside in Brookings, SD.

Saturday General Session, 9:00-10:00am.

Great Idea Exchange - Share ideas, get ideas!



Bring your best ideas that have worked for your newspaper - promotions, special sections or niche products that have generated revenue; ways to increase subscribers; tips on engaging your readers, and more. Learn & share. *NNA President, Andrew Johnson will moderator this always-popular session.* **Saturday Session, 3:45-4:45 p.m.**

OpenSky Policy Institute - Current state of Nebraska's tax, budget & school finance debates



OpenSky Policy Institute is a nonpartisan think tank that examines state fiscal policy. They will provide an update about the current state of Nebraska's tax, budget and school finance debates. Among the topics OpenSky will discuss are conversations around the Legislature's efforts to balance the state budget and to provide property tax relief. **Friday Session, 10:45-11:45 a.m.**

OnePress - Sales Certification Training in network & digital advertising



OnePress Sales Manager, Violet Kirk, will lead an abbreviated certification training session for member newspapers that couldn't attend one of the Fall 2018 sessions she took around the state. Violet will cover topics from revenue-sharing networks to strategy for implementing targeted digital advertising. In addition to receiving sales training in the 2x2, classified, online and digital networks, OnePress certified newspapers will receive specially branded sales

materials to display in their offices and for use by their advertising staff. **Saturday Session, 1:15-2:15 p.m.**

Don't miss Friday's lunch!

- No awards; no planned program
- Meet new newspaper people
- Casual lunch buffet:

Tossed salad greens & spinach; assorted meat toppings; crudites; cheese, mushrooms, olives, croutons, tomatoes; German Potato Salad; Pasta Vinaigrette Salad; assorted breads.



Michelle Hassler - UNL College of Journalism & Mass Communications



Michelle Carr Hassler is an associate professor of practice in journalism at the University of Nebraska-Lincoln College of Journalism and Mass Communications. A McCook native, she spent most of her professional journalism career at the Lincoln Journal and Lincoln Journal Star. She's been teaching at UNL for 20 years.

- **Solutions Journalism.** This presentation will explore the concept and practice of solutions journalism, an emerging model that is being adopted by a variety of news outlets -- from The New York Times to the Rappahannock News in rural Virginia. You'll find out why journalists like to write it and audiences like to read it. **Friday Session, 2:30-3:30 p.m.**

• **USING VIDEO IN YOUR NEWSPAPER - examples & how-tos on ways to embed video in your newspaper.**
Saturday Session, 1:15-2:15 p.m. (Details to come).

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



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 received from our newspapers over the past year. 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! Friday Session, 1:15-2:15 p.m.

Carole Grubbe - Sales, Communication - TownNews.com



Carol has worked in media for over 20 years. First in radio sales, then in newspaper as a retail sales person, then as niche publication and online sales director for Rust Communications. She now is the Senior Regional Sales Manager with TownNews.com, a software company for all media companies, providing digital solutions for her clients whether on web, print or mobile. About a year ago, Carol received certification by Personality Insights to teach effective communication through DISC assessments, and it has helped her have the best two years in sales she's ever had!

- **Increase Sales Performance NOW!** Newspapers were built on informing their communities. Communication is a KEY element. Now, more than ever, it is SO important to BOOST SALES. Carol will teach you a simple and easy way to understand basic communications patterns by asking TWO questions that will change EVERYTHING. You won't want to miss this session! **Saturday Sessions, 10:15-11:15 a.m. & 2:30-3:30 p.m. (repeat sessions).**

**More
convention details
coming soon!**

INSPIRE
NEBRASKA PRESS ASSOCIATION
2019 ANNUAL CONVENTION

Make your NPA Convention hotel reservations now!

The NPA Annual Convention is Friday & Saturday, April 5 & 6, 2019, in Kearney at the Holiday Inn Convention Center.

There are two other large events in Kearney the same weekend as our convention, and it's likely that hotel rooms in Kearney will sell out. So please, **MAKE YOUR ROOM RESERVATION** right away!


(You can make room reservations now and cancel by 6pm - 24 hours prior - with no penalty).



- **NPA CONVENTION STANDARD ROOM RATE: \$99.95 p/night+tax**
(standard room is 1 King or 2 Queen; room can accommodate 1-4 people; no additional fee p/person).
- **TO MAKE RESERVATIONS: You must call the main (Kearney) hotel switchboard at 308-237-5971.** (NPA rate not available through worldwide reservations or online).
- **BE SURE TO MENTION** “Nebraska Press Association Convention” when you register to ensure group rate. **Block room reservations close March 7.**
- **COMPLIMENTARY HOTEL PARKING.**


**Holiday Inn & Convention Center
110 2nd Avenue
Kearney, NE 68845
308-237-5971**

HOLIDAY INN HOTEL & CONVENTION CENTER
 KEARNEY, NEBRASKA... *“ Where You ’re Always Welcome! ”*

Holiday Inn

The Holiday Inn® Kearney features a full-service restaurant and lounge. With amenities like free shuttle service within city limits, an on-site fitness center with weights and cardio equipment and a video game room for kids, it's easy to see why we're the first choice in Kearney's finest lodging facilities.



Hotel Features



- Complimentary Wi-Fi
- Complimentary Business Center with Print & Fax Services
- HD Flat Screen TVs with DVD Players
- Complimentary DVD Library
- Microwaves & Refrigerators in Every Room
- Indoor Water Center with Two Adult Slides, Children's Slides & Whirlpool
- Video Game Room
- Complimentary Fitness Center
- All Non-Smoking Rooms
- Gift Shop
- Convention & Meetings Space for up to 700 people.



MORE ►



Nebraska Press Association with Sponsorship from OnePress
 Annual Convention, April 5-6, 2019 - Holiday Inn & Convention Center, Kearney, NE



REGISTRATION INSTRUCTIONS
 Please read carefully!

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 March 22.

4. **Registration and meal deadline is March 22. A \$10.00 late fee will be added to registrations received after March 22. NO cancellations after March 22. No refunds after March 22.**

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 March 22 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.

Newspaper Name: _____

NAME (Please print/type) Indicate your meal selections NO SHOWS WILL BE CHARGED!	First-time convention attendee, or haven't attended in awhile? "X" BOX BELOW	Convention Registration		Friday Lunch	Friday Banquet	Saturday Lunch	Saturday Banquet	Total all columns across for each registrant. Each registrant must pay a registration fee.
		Fri.	Sat.	Salad Bar Buffett	Windsor Loin OR Shrimp Fettucine Alfredo	Chicken Piccata OR Vegetarian Entree	Beef Tenderloin OR Vegetarian Entree	
1)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
2)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
3)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
4)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
5)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
6)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
7)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
8)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ OR Veg _____	
9)		\$10	\$10	\$12	\$21 Pork _____ OR Shrimp _____	\$16 Chicken _____ OR Veg _____	\$30 Beef _____ 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

2019 NPA Convention - Menus

- *Once again this year, NPA has discounted all meal prices by 35%!*
- *With these discounts, we hope you will register more of your staff to attend convention sessions and meals.*

FRIDAY NETWORKING LUNCH (Fri, Apr 5):

- Salad Bar Buffet – tossed salad greens & fresh spinach salad. Choice of three dressings. Assorted toppings of julienne of ham & turkey, shredded cheese, sliced mushrooms, diced tomatoes, sliced olives, croutons, fresh crudité, German Potato Salad & Pasta Vinaigrette Salad.
- Assorted Breads
- Coffee/Iced Tea/Milk

FRIDAY AWARDS BANQUET (Fri, Apr 5):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Smoked Windsor Loin – roasted with a balsamic demi-glace reduction; cheese potatoes al gratin; seasonal vegetables OR
- Shrimp Fettucine Alfredo – fresh egg noodles tossed in a garlic parmesan cream sauce with marinated tiger prawns & sautéed broccoli
- Assorted Breads
- Dessert – Carrot Cake
- Coffee/Iced Tea/Milk
- *If you'd prefer a vegetarian entrée, cross out pork & fettucine and write "vegetarian" or "V" across menu selection box.*

SATURDAY AWARDS LUNCHEON (Sat, Apr 6):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Chicken Piccata – Lightly dusted chicken breast sautéed & served with lemon & white wine caper sauce & butter; served with angel hair pasta; seasonal vegetables OR
- Vegetarian Entree
- Assorted Breads
- Coffee/Iced Tea/Milk

SATURDAY AWARDS BANQUET (Sat, Apr 6):

- House Salad w/Vermont Maple Syrup Vinaigrette
- Vegetarian Entrée OR
- Beef Tenderloin Medallions pan seared & topped with a portabella mushroom balsamic cream sauce; mashed potatoes; seasonal vegetables.
- Assorted Breads
- Dessert – German Chocolate Cake
- Coffee/Iced Tea/Milk

Register
Now

NPA FOUNDATION FUNDRAISER

Photo credit: Lori Potter, Kearney Hub

SANDHILL CRANES MIGRATION VIEWING & PHOTOGRAPHY

Every March/April, more than 500,000 Sandhill Cranes – more than 80 percent of the world’s population – converge on the Platte River Valley to fuel-up before continuing north to their nesting grounds. National Geographic named this annual migration as one of North America’s two greatest natural wildlife phenomena, drawing people from across the U.S. and internationally.

Members and friends of the Nebraska Press Association will view Sandhill Cranes from three separate viewing blinds on land owned by the Platte River Recovery Implementation Program (PRRIP). The PRRIP is a collaborative program that addresses the needs of four threatened and endangered species using the Platte River Basin.

Thursday, April 4 | Kearney, NE

— Only 30 spots available —

\$40/per person (10 people p/blind, pre-registered)

Yes! I want to attend the 2019 NPA Foundation Fundraiser!

Name(s): _____

Amount enclosed: _____

Cost: \$40/per person. 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.

More Info

ITINERARY

5:15 – 5:45 pm: Those who have pre-registered/pre-paid for the event will meet at the Holiday Inn Convention Center (110 2nd Ave, Kearney, NE) to load carpool vehicles for the drive to crane viewing blinds near Gibbon and Alda. There are three separate blinds (maximum 10 people per blind). Those going to the Alda blind will leave at 5:15pm.

6:00 pm: Arrive at the blinds.

6:15 – 8:00 pm: Crane viewing.

8:45 pm: Return to hotel; leave for Ice Cream Social at Cash-wa Distributing in Kearney (attendance optional).

GETTING TO THE CRANE VIEWING BLINDS

Three Headwaters Corp staff members will meet attendees at the hotel and lead carpool vehicles to the blinds. A few people can ride with Headwaters staff, but attendees must make carpool arrangements to the blinds. Trucks or vans are recommended for carpool vehicles, versus smaller cars.

SPECIAL INSTRUCTIONS

Weather in Central Nebraska in April is unpredictable, and it could be very chilly. The group will be standing in unheated blinds, so dressing in layers is recommended, so you can remove layers if it is too warm. It's better to wear too much than not enough.

WHAT TO WEAR

- Warmest coat/clothing you have, including long underwear.
- Warmest boots you have, along with wool/synthetic socks (avoid cotton).
- Very warm mittens or gloves.
- Stocking cap or insulated hat.
- Please wear dark clothing to help blend with surroundings when walking to/from the blinds.

WHAT TO BRING

- Binoculars.
- Camera and/or video camera. Absolutely NO flash photography is allowed during viewing. Monopods are recommended; tripods are DISCOURAGED.
- NO flashlights are allowed.

