

**The NPA convention is virtual this year - with two days of (Zoom) sessions, covering a variety of topics - something for everyone.**

**Meet the experts.**  
Learn from some of the industry's best and brightest.

**Get inspired.**  
You'll get actionable ideas and solutions to implement at your newspaper - to boost revenue, improve news content and benefit your community.

**Convention registration is \$25.00 per person - which includes attending as many sessions as you want.**

• **Pay by check or credit card (MC/VS)**  
(Mail check to NPA office or call NPA office & give credit card info over the phone.)

• **Register online**  
(link on page 2)

**Can't join the live sessions? Register & pay now - NPA will send you a link after April 23 so you can watch the recorded sessions on your schedule!**

NPA 2021 Annual Convention

**HINDSIGHT**  
**2020**  
SOSO

April 22-23 • Virtual



## **Thursday, April 22 Sessions:**

**“The State of Youth Culture” - Clint! Runge, Managing Director, Archrival - Thurs., 9:00 a.m. CT -**



Newspapers can grow readership and total audience by being more relevant to younger generations. How do we do that? It starts with understanding the value systems, behaviors and driving beliefs of young people. This session will prove invaluable to newspapers wanting to reach the younger audience. Clint! will show us how to create a new conversation and implement marketing strategies with a focus on the young people in our communities. Archrival is a youth culture agency based in Lincoln, NE, that reinvents how brands win the hearts and minds of young adults. Clint! and team light the fires for clients such as Red Bull, Adidas, Hollister and Spotify by going against the grain of traditional marketing to build brand love, loyalty and sales with teens to twenty-somethings.

**Revenue & Readership Ideas for Newspapers - Jay Dickerson, Advertising Manager, Galena (IL) Gazette - Thurs., 10:00 a.m. CT -**



How does one of the best small, Midwest weekly newspapers continue to grow readership and revenue? In this session you'll learn the answers from Jay Dickerson, advertising manager for the Galena Gazette, located in northwest Illinois. From ROP promotions, campaigns, special sections, events and digital products, this 3,000 circulation weekly does it all to remain a consistent award-winner at the state and national level. Jay's column, "On the Record," runs regularly in NNA's Publisher's Auxiliary. Revenue ideas along with tips for successful selling makes this a session you won't want to miss!

## More Thursday, April 22 Sessions:



### **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's sessions are always requested by our members!***

### **Russell will lead two Thursday sessions:**

- **Alternatives to the Adobe Creative Cloud - Thurs., 11:00 a.m. CT** - Affinity Design discussion & what newspapers should do when considering switching from the Cloud; cost-saving options by staying with Adobe.
- **Putting Your Newspaper Out Faster Using PhotoShop & InDesign - Thurs., 1:30 p.m. CT**

### **FLASH SESSIONS, Thurs., 11:00 a.m. CT - Three separate newspaper-related topics will be covered in this one 60-minute session:**



- **Postal issues, updates, challenges that affect newspapers** - Matt Paxton is the NNA postal chair and a member of the Mailers Technical Advisory Committee for NNA. His column, "Postal Tips," runs regularly in Publisher's Auxiliary. He is the owner/publisher of The News-Gazette in Lexington, VA. He is a past president of NNA.



- **OnePress Network Advertising Overview** - Need a tried and true idea to generate revenue for your newspaper? Violet Spader, OnePress sales and marketing director, will share information about the network advertising options provided by OnePress: 2x2/2x4 display, online/digital and classified networks. This is a great refresher for seasoned sales reps and a helpful introduction to the networks for newer sales staff.



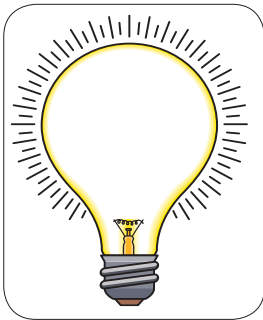
- **Nebraska News Service** - Jill Martin, UNL College of Journalism professor/coordinator of NE News Service, along with one or two of her student reporters will review the state news and sports wire service provided by the University of Nebraska-Lincoln College of Journalism and Mass Communications. **This is a free service to NPA newspapers**, with student journalists providing articles and feature stories on Nebraska Legislature, the governor's office, state agencies, Husker sports and more.

**To register for convention sessions, go to:**  
**<https://forms.gle/FpqKttuFyvrdQ6Fk7>**

## **Friday, April 23 Sessions:**



**Advertising & Marketing Data, Insights, Trends in Nebraska - Gordon Borrell, CEO of Borrell Associates - Fri., 9:00 a.m. CT** - As the local media industry's leading analyst, Gordon is a sought-after speaker and will provide in-depth data and insights on local advertising and marketing expenditures, specific to Nebraska. With these latest insights into advertising trends in our state, it will assist NPA members in determining how to bolster advertising sales on both the print and digital sides of the business. We encourage you and your staff to take this opportunity to hear one of the industry's top consultants.



### **Great Idea Exchange - Get ideas, share ideas! - Fri., 10:00 a.m. CT**

This always-popular session offers the chance to get good ideas that can help you generate revenue and help improve your products across several departments - advertising, digital, editorial, etc. Bring your ideas that have worked at your newspaper - to share and discuss - promotions, special sections or niche products that have generated revenue; ways to increase subscribers; tips on engaging your readers, and more. Moderating the session will be Terrie Baker, Publisher of the Grand Island Independent and Peggy Year, Co-Publisher of the Hartington Cedar Co. News.



**Covering Natural Disasters/Pandemic Close to Home - Panel Discussion - Fri., 11:00 a.m. CT** - Floods, storm damage, wildfires, COVID pandemic - they can impact an entire community, and in some cases prevent your paper from being published. Hear from the North Bend Eagle, the Kearney Hub & the Scottsbluff Star-Herald who've experienced some of these events first-hand. How did they communicate with their readers/community and share vital information - often with limited resources? What did they learn about having a plan in place when disaster strikes?

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