

Help Celebrate NPA's 150th Anniversary Convention
Friday-Saturday, April 14-15, 2023 - Cornhusker Marriott Hotel in Lincoln



Nebraska Press Association

NPA Foundation Fundraiser

Music Bingo!

Thursday evening, April 13, 7:00-9:00pm

(\$40.00 per person)

**A fun variation on Bingo, using popular hit songs & tv/movie theme songs.
Song titles replace #s on the bingo card. Music & prizes!**

CONVENTION SESSIONS - FRIDAY, APRIL 14

OPENING KEYNOTE: CLINT! RUNGE, ARCHRIVAL -- Reaching New Generations & New Readers.... Generations change; do you? With a fresh and relatable approach to understanding young adults, Clint! outlines young adult DNA and their value systems, preferences and opinions. Newspapers can rely on these insights to build stronger positioning, create more on-message marketing, evolve their products & grow audiences.

RYAN DOHRN, Brain Swell Media - Sales & Marketing
-- 6 Ways to Sell Web & Digital Along With Your Print Product
-- How to Sell Paid & Sponsored Content

RUSSELL VIERS - Adobe Training
-- InDesign's Toolbar
-- Editing & Altering PDFs

FRIDAY FUN LUNCH – Networking & Meet the Vendors/Sponsors.
Lincoln Mayor Leirion Gaylor Baird scheduled to attend & welcome NPA members to Lincoln!

LINDSEY & JOEY YOUNG
Creatively Covering Your Community
“Earn Your Press Pass” – a new training program available for new journalists or those wanting a refresher.
This year-long program is a free benefit to all NPA members.

FLASH SESSIONS

BRAD HILL / Interlink – Postal questions? Brad is the expert!
JULIE BERGMAN – Determining the value of your newspaper. Whether you're thinking of buying, selling, merging...or succession planning, this information will be helpful to you.
MAX KAUTSCH – Q&A from our Hotline Attorney & updates on transparency issues
JOHN GALER & LYNNE LANCE – All about National Newspaper Association & how it can benefit you
ROBERT WILLIAMS – Newspapers are still the tie that binds the community!



Nebraska Press Association

MORE ON FRIDAY, APRIL 14...

ANNUAL MEETINGS

NPA at 4:00 PM and NPAS to immediately follow

GALA RECEPTION 5:30p – 6:30p

GALA DINNER 6:30p to 9:30pm – Special recognitions, awards & presentations

Scheduled to attend are Governor Jim Pillen, Lt. Governor Joe Kelly and

NE Supreme Court Chief Justice Mike Heavican

KEYNOTE SPEAKER: KEN PAULSON, director of Free Speech Center, Middle TN State Univ.,
former editor of USA Today

HOSPITALITY HOUR will follow Gala Dinner

CONVENTION SESSIONS - SATURDAY, APRIL 15

GREAT IDEA EXCHANGE! – One of the most popular & beneficial sessions at each year's convention!
Robert Williams, director of creative resources for NNA, will lead this session....he has many ideas to share but, very importantly, each member is asked to bring a few great ideas & examples to share with other NPA members. You'll go away from this session with ideas & opportunities to pay for the cost of attending convention many times over. And, the idea voted "the best" of this session will win a nice prize!

RYAN DOHRN

-- Flipping Objections On The Spot; -- Negotiation Skills/Writing Amazing Sales Emails

RUSSELL VIERS

-- Increase Your Bottom Line w/Better Production Tips & Tricks; -- Advanced InDesign Tricks

SATURDAY AWARDS LUNCHEON

NEBRASKA BAR ASSOCIATION

Covering the Court in Nebraska

ROBERT WILLIAMS

Wow – Why Didn't I Already Know That!

JULIE BERGMAN – *Determining the value of your newspaper. Whether you're thinking of buying, selling, merging....or succession planning, this information will help guide you.*

BRAD HILL – *All things Postal / plus Q&A*

JOEY & LINDSEY YOUNG – *Earn Your Press Pass*

MAX KAUTSCH – *Public Notice Issues / NPA Hotline topics*

5:30-6:30p BNC RECEPTION

6:30-9:30p BNC AWARDS BANQUET, followed by HOSPITALITY HOUR

LIVE AUCTION, PLINKO, RAFFLE PRIZES!