



Nebraska Press Association

NPA Foundation Fundraiser - Music Bingo!

Thursday evening, April 13 - 7:00-9:00 p.m. (\$40.00 p/person)

A fun variation on Bingo using popular hit songs & tv/movie theme songs.

Song titles replace #s on the bingo card. Music & prizes!

FRIDAY, APRIL 14 - CONVENTION:

(sessions, presenters & times subject to change)

FRIDAY, 8:45-9:45 a.m. - RYAN DOHRN - OPENING SESSION:

COMMUNITY NEWSPAPERS...THE RIGHT BUSINESS AT THE RIGHT TIME!

Media sales and marketing coach Ryan Dohrn shares ten reasons why NOW is the right time to be in the community media business. Ryan will share practical and tactical ways to engage with readers, advertisers, and the citizens you serve. **VALUABLE SESSION FOR ALL CONVENTION ATTENDEES.**

FRIDAY, 10:00-10:50 a.m. - RYAN DOHRN - SIX WAYS TO SELL WEB AND DIGITAL LIKE A PRO

Ryan Dohrn, has been selling digital ads and working in local media since 1998. Learn tested & proven ways to sell everything from banner ads to programmatic better, faster & without deep knowledge of digital products. Ryan will share the exact templates he uses when meeting with clients to sell complex digital offerings in simple ways.

A must-attend workshop for those looking to sell more digital ads & grow digital revenue at their newspaper.

FRIDAY, 10:00-10:50 a.m. - RUSSELL VIERS - BOSS YOUR TYPE AROUND

Stop feeling like a hostage to the behavior of text in InDesign. You have the power to control it, boss it around, and make it work for you so your newspaper is more readable and enjoyable. Weird Hyphenations? You've got this. Spell Check Nightmares? You can master that. Bad line breaks? You can fix most of them automatically. Hours spent manually formatting bolds, all caps, and more? Stop that stuff! This session will focus on the many ways we can change the default settings of InDesign to make type work for US.

FRIDAY, 11:15-11:45 a.m. - JOEY & LINDSEY YOUNG - "EARN YOUR PRESS PASS"

The Youngs own & publish four Kansas community newspapers. Learn about this online training course they created - and it's available free to NPA newspapers - to use for new employee training & as a refresher for current staff.

FRIDAY, 11:15-11:45 a.m. - JULIE BERGMAN - DETERMINING YOUR NEWSPAPER'S VALUE

Whether you're buying, merging or selling, this is information you need to know from this veteran community newspaper broker.

FRIDAY FUN LUNCH - NOON-1:15 p.m.

Welcome by Lincoln Mayor Leirion Gaylor Baird; Networking/Meet the Vendors/Sponsors

FRIDAY, 1:45-2:45 p.m. - JOEY & LINDSEY YOUNG - CREATIVELY COVERING YOUR COMMUNITY

Joey and Lindsey will share their take on covering & presenting local news - to engage their communities. In 2020, Joey was featured in Editor & Publisher's "25 Under 35," and in 2022, their company, Kansas Publishing Ventures (KPV) was featured as one of Editor & Publisher's 10 "News Publishers That Do It Right."

FRIDAY, 1:45-2:45 p.m. - ROBERT WILLIAMS - WOW, WHY DIDN'T I THINK OF THAT!

Robert is a longtime community newspaper publisher from Blackshear, Georgia. He served as NNA president in 2013-14, and is now NNA director of creative resources. Robert will share his tips for increasing ad revenue & creating advertising promotions.



**Friday Gala Banquet Keynote Speaker:
KEN PAULSON**

- A First Amendment expert, he has written & been quoted widely on issues related to free speech & a free press.
- Ken has spent much of his career as a journalist, educator, & advocate for First Amendment values.

FRIDAY, 1:45-2:45 p.m. - NPA & NPAS ANNUAL BUSINESS MEETINGS
Nebr. Press Assn. Meeting, followed by Nebr. Press Advertising Service Meeting.

FRIDAY, 3:15-4:15 p.m. - RYAN DOHRN - SELLING PAID/SPONSORED CONTENT
*Ryan provides a step-by-step guide showing you how to sell & execute the paid content plan. Help your advertisers position themselves as thought leaders through compelling content creation, with detailed advice to make this ad opportunity a must-buy for your advertisers. Learn about the digital side of paid content opportunity, with selling techniques that will excite the prospect, and close the deal!. **SESSION IS FOR AD SALES, EDITORS & PUBLISHERS.***

FRIDAY, 3:15-4:15 p.m. - RUSSELL VIERS - ADJUST PHOTOS LIKE IT'S 2023
You probably have a way of adjusting your photos, and maybe it's the same way you've been doing it for years. Well, technology has changed...A LOT, and the last few upgrades to the Creative Cloud have given us not only new tools, but new workflows & new ways to process our digital photos. In this session, Russell helps you catch up to 2023, & see ways to work faster, & improve image quality, over techniques we've used in the past. We'll cover new tools in Photoshop, with a focus on desktop software.

FRIDAY, 3:15-4:30 p.m. FLASH SESSIONS:
-- **SUCCESS WITH VIDEOS IN SMALLER MARKETS** - Ryan Dettman, Central City Republican-Nonpareil
-- **PRINT/DIGITAL COMBO SELLING** - Terrie Baker, Syndicate Publishing, Gothenburg

5:30-6:30 p.m. - GALA RECEPTION (cash bar)
6:30-9:30 p.m. - GALA BANQUET

Scheduled to attend: Governor, Jim Pillen; Lt. Governor, Joe Kelly; and NE Supreme Court Chief Justice, Mike Heavican
KEYNOTE SPEAKER: KEN PAULSON - "STANDING UP FOR THE 1ST AMENDMENT"
Director, Free Speech Center/Middle Tennessee State University
HOSPITALITY HOUR following Banquet

SATURDAY, APRIL 15 - CONVENTION:
(sessions, presenters & times subject to change)

SATURDAY, 8:30-9:30 a.m. - 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 leave this session with ideas & opportunities to pay for the cost of attending convention many times over.

SATURDAY, 9:45-10:30 a.m. - JULIE BERGMAN - BEST PRACTICES IN TOUGHER TIMES
Improve your newspaper's operation with these proven steps.

SATURDAY, 9:45-10:30 a.m. MAX KAUTSCH, NPA LEGAL HOTLINE ATTORNEY
The top Legal Hotline questions asked by Nebraska newspapers; public notices, Q&A.



Nebraska Press Association

**-- LIVE AUCTION
-- PLINKO GAME
-- RAFFLE PRIZES**

SATURDAY, 9:45-10:45 a.m. - RUSSELL VIERS - THINK INSIDE THE INDESIGN BOX

If you've used InDesign for more than 15 minutes you've already made boxes...probably lots of them. But there are more to boxes, or frames, than just drawing with the default frame tools. And what about making boxes without making boxes? In this class you'll see how to really use InDesign to make magic happen in creating ads, pages, covers, and much more. If you use the techniques from this session, you'll work faster, have more exciting designs, and actually have more fun in front of the computer.

**SATURDAY, 10:50-11:50 a.m. - UNL COLLEGE OF JOURNALISM & MASS COMMUNICATION
PANEL DISCUSSION: FUTURE TECHNOLOGY IN JOURNALISM**

This panel will discuss emerging trends in media/journalism technology & practice, including trends in artificial intelligence & data science, deep fakes & viral videos, audience engagement & accountability journalism.

Moderator: Shari Veil, CoJMC Professor and Dean; Panelists: Chris Graves, Asst. Professor (writing, reporting); Shoun Hill, Asst. Professor of Practice (photography); Jason Stamm, Asst. Professor (sports media, communications); & Matt Waite, Professor of Practice (reporting, data journalism, digital product development).

SATURDAY, 10:50-11:50 a.m. - RYAN DOHRN - FLIPPING OBJECTIONS ON THE SPOT!

*Objection handling is a skill that all newspaper salespeople need to master. Ryan Dohrn is a 30-year local sales and marketing media veteran, and he will dig deep on the ten most common objections media salespeople face on a daily basis. This workshop is designed to give sales reps at all levels the skills they need to walk into any conversation or answer any email with an advertiser with confidence. **ONE OF RYAN'S MOST POPULAR & REQUESTED SESSIONS!***

SATURDAY, Noon-1:15 p.m. - AWARDS LUNCHEON

Omaha World-Herald Community Service & Service to Agriculture; Outstanding Young Nebraska Journalist; and NPA Foundation 2023 scholarship recipients announced.

SATURDAY, 1:30-2:30 p.m. - PANEL DISCUSSION: REPORTING ON NEBRASKA'S TRIAL COURTS

Moderator, Bill Kelly, Sr. Producer, Nebraska Public Media; Supreme Court Justice, Jeff Funke; Douglas Co. District Judge, Leigh Ann Retelsdorf & Norfolk Daily News Court Reporter, Austin Svelah will discuss the use of cameras/video by print media in the courtroom; review of Court Coverage guidelines & legal language; Q&A.

FOR NEW & SEASONED REPORTERS!

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Robert is a longtime community newspaper publisher from Blackshear, Georgia. Robert will share his tips for increasing ad revenue & creating advertising promotions. He served as NNA president in 2013-14, and is now NNA director of creative resources.

SATURDAY, 3:00-4:15 p.m. - FLASH SESSIONS:

- SUCCESS WITH VIDEOS IN SMALLER MARKETS** - Ryan Dettman, Central City Republican-Nonpareil
- PRINT/DIGITAL COMBO SELLING** - Terrie Baker, Syndicate Publishing, Gothenburg
- NPA's KIDSCOOP NEWS PROJECT** - Violet Spader, OnePress Sales/Mktg. Mgr.
- Q&As WITH:**
 - POSTAL** - John Galer, NNA President
 - CURRENT NEWSPAPER VALUATIONS** - Julie Bergman, community newspaper broker
 - EARN YOUR PRESS PASS** - Joey & Lindsey Young

5:30-6:30 p.m. - RECEPTION (cash bar)

6:30-9:30 p.m. BETTER NEWSPAPER CONTEST AWARDS BANQUET

Installation of 2023-24 NPA & NPAS officers; BNC awards video presentation

HOSPITALITY HOUR following Banquet