

Two full days planned for NPA Convention, Friday & Saturday, April 26 & 27, 2024, Cornhusker Marriott Hotel, Lincoln

Make plans to join us.

Catch up, network, and have a good time with colleagues & friends.

Learn, Connect & Discuss.

Many session topics this year designed to encourage discussion, input and ideas from our members. Remember, we're all in this together!

Get inspired & re-energized.

Take home actionable ideas you can implement right away.



NPA Foundation Fundraiser - CORNHOLE TOURNAMENT*

Thursday evening, April 25 - 7:00-9:00 p.m., Cornhusker Marriott

*Two-person teams compete against fellow NPA members & friends!

Convention Presenters & Sessions

FRIDAY, APRIL 26:

(agenda revised 4/05/24; subject to change)

OPENING SESSION - 8:45-9:35 a.m. - NICK MONICO, Chief Operating Officer, Adams Publishing Group - The opening session brings inspiration and motivation from a long-time industry leader with experience at the smallest to largest newspaper markets in the country. At APG, Nick oversees 100 non-daily newspapers, 30 daily newspapers and 200+ media-related products and websites. He is a solutions-oriented leader with a client-first focus. Nick will share the strategies and vision that have resulted in successes from their community newspaper markets across 19 states. **The session will conclude with a Q&A.**

JOEY & LINDSEY YOUNG - 9:50-10:40 a.m. - Creative Ways to Cover Your Community
Joey & Lindsey (Kansas Publishing Ventures) publishes three newspapers in south-central Kansas, and also created the online journalism course, "Earn Your Press Pass." In this session, learn how change up your weekly routine with new story ideas they've implemented, to help freshen your newspaper content.

TARA SEIBLE - 9:50-10:40 a.m. - Digital /Print Ad Sales & Marketing - Tara founded *In the Green Marketing* with three key principles: creativity, transparency & results. With over 20 years of strong media sales & marketing background, Tara will discuss digital ad sales & marketing, including video, text, email and banner ad sales for small to medium sized businesses.

NATIONAL TRUST FOR LOCAL NEWS - 11:00-11:50 a.m. - The Successful Non-Profit Model
Launched in 2021, the NTLN now operates 20+ newspapers in 3 states and is dedicated to saving local news by helping community newspapers stay in existence with this new business model. Could Nebraska be the next state NTLN ventures into?

"FUN LUNCH" - 12 NOON-1:30 p.m.

Meet the vendors & sponsors - catch up with friends & colleagues

Lunch emcees Amy Johnson (Springview) & Gerri Peterson (Mullen) will keep things lively!

Join us for a (Go Big Red!) Tailgate/Grill-Out buffet, games & prizes.

TERI FINNEMAN - 1:45-2:45 p.m. - "REVIVING RURAL NEWS" - Teri is a journalism professor at the University of Kansas, and she's leading a project to test a new business model based on research with publishers and readers to help rural newspapers adapt, survive and thrive.

TARA SEIBLE - 1:45-2:45 p.m. - Digital /Print Ad Sales & Marketing - Tara will discuss digital ad sales & marketing, including video, text, email and banner ad sales for small to medium sized businesses.

HOT TOPICS SESSION - 3:00-4:00 p.m. - Don't miss this moderator-led discussion on issues and solution ideas for the challenges facing our members. **Join in the discussion!**

NPA/NPAS ANNUAL BUSINESS MEETINGS - 3:00-4:00 p.m.

(NPA meeting, immediately followed by NPAS meeting)

FRIDAY NIGHT RECEPTION & BANQUET, April 26

Reception: **5:30-6:30 p.m.**

Banquet: **6:30-9:00 p.m.**

- Master Editor-Publisher Award
- Harpst Leadership Nebraska Award
- NE State College Systems Award to NPA
- Live Auction & Raffle

SATURDAY, APRIL 27:

(agenda revised 4/05/24; subject to change)

GREAT IDEA EXCHANGE - 8:30-9:30 a.m. - Always a popular session! Bring & share ideas & examples of ways your newspaper generates revenue - promotions, special sections, circulation & more.

MATT WAITE, UNL COLLEGE OF JOURNALISM - 9:45-10:45 a.m. - “AI IN THE NEWSROOM”
Matt, a professor of practice in journalism, will discuss AI as it relates to journalism - pros and cons, opportunities and pitfalls.

NEW SESSION ADDED! DIVERSIFYING REVENUE: Special Sections, Niche Products & Events - 9:45-10:45 a.m.

Learn from our own NPA members on ways to engage & attract more readers & attract new & loyal advertisers, diversifying revenue.

EDITORIAL & PHOTOGRAPHY PANEL - 11:00-11:50 a.m. - Learn tips on how to improve writing & photo quality from this panel of experts among our own NPA members, along with Q&A.

MAX KAUTSCH, NPA Legal Hotline Attorney - 11:00-11:50 a.m. - Updates on the most-frequent issues that result in calls to the NPA Legal Hotline. Get updates from Max on recent changes to Nebraska statutes related to transparency. **Q&A will again be a big part of this popular session.**

NPA FOUNDATION AWARDS LUNCHEON, April 27 - Noon-1:30 p.m.

- Omaha World-Herald Awards (Community Service & Service to Ag)
- Outstanding Young Nebraska Journalist Award
- NPA Foundation scholarship recipients announced

JOEY & LINDSEY YOUNG - 1:45-2:45 p.m. - *How We Doubled Our Subscription Price & Lived to Tell the Tale*
After massive increases in printing & insurance costs at their Harvey County Now newspaper, they had to either cut expenses or increase prices significantly. They did some of both, including doubling their subscription price. Find out what their experience was, and how it's impacted their bottom line.

FLASH SESSION - 3:00-4:15 p.m. - Topics to include postal, OnePress programs, Documenters program, “Earn Your Press Pass” update; buying/selling/succession planning.

SATURDAY NIGHT RECEPTION & BANQUET, April 27

Reception: **5:30-6:30 p.m.**

Banquet: **6:30-9:00 p.m.**

- Better Newspaper Contest Awards & Video Presentation
- Installation of new NPAS officers
- Live Auction & Raffle

Hospitality Reception: **9:00-10:00 p.m.**

All NPA convention sessions, meals & events will be held in the HOTEL'S LOWER LEVEL. (take the escalator)