

NPA/NPAS Staff

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Subscribe to the Capitol View (column), Paul Fell (editorial cartoon)

Do you have readers who enjoy reading editorials or viewing a cartoon? Join the other 65 newspapers in Nebraska that carry the weekly Capitol View column, written by J.L. Schmidt. And join the other 45 Nebraska newspapers that carry the weekly cartoon by Nebraska native, Paul Fell.

PRICING: Capitol View is \$1.25 per week for ONE NEWSPAPER; \$1.55 per week for TWO NEWSPAPERS IN A CHAIN and \$2.15 per week for THREE OR MORE NEWSPAPERS IN A CHAIN.

The Paul Fell cartoon is \$3.00 per week per newspaper. No discounts for multiple uses by newspapers in a chain. Each newspaper is charged for the use of the cartoon.

To subscribe to the weekly column and/or editorial cartoon, contact Jenelle Plachy in the NPA office.

Workshops - from pg. 1

newsroom needs in the region and a detailed workshop lineup will be announced after the first of the year.

For NewsTrain details and to sign up to be emailed when more information becomes available on the agendas. Go to: <http://www.apme.com/?page=NewsTrain>

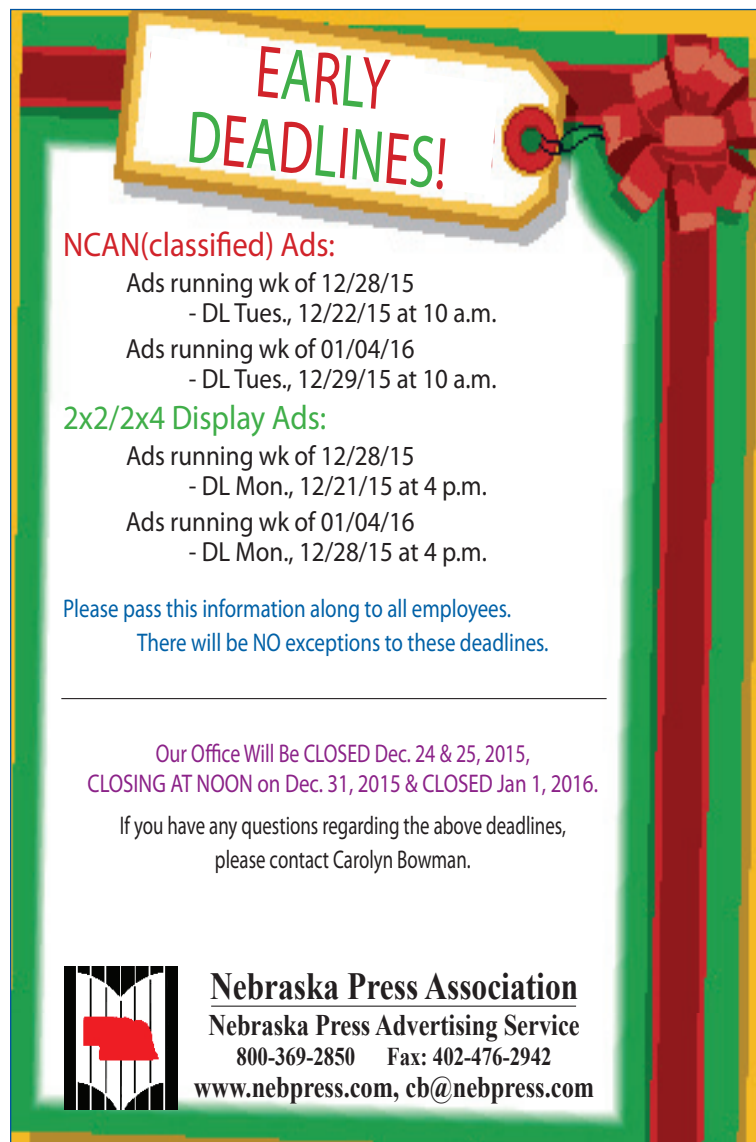
The sites for 2016 – NewsTrain’s 13th year – were selected competitively from applications received from journalists in the United States and Canada.

NewsTrain’s low tuition – \$75 – is made possible by donors, big and small, who in 2015 included Advance Local, The Ethics & Excellence in Journalism Foundation, The Associated Press, The APME Foundation, Scripps Howard Foundation, the Gannett Foundation, GateHouse Media, the Samuel I. Newhouse Foundation and APME past and present board members.

Advertise in the 2016 NPA Directory/Ratebook

There’s still time!

See details attached to this week’s Bulletin



NCAN(classified) Ads:

- Ads running wk of 12/28/15
 - DL Tues., 12/22/15 at 10 a.m.
- Ads running wk of 01/04/16
 - DL Tues., 12/29/15 at 10 a.m.


2x2/2x4 Display Ads:

- Ads running wk of 12/28/15
 - DL Mon., 12/21/15 at 4 p.m.
- Ads running wk of 01/04/16
 - DL Mon., 12/28/15 at 4 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 24 & 25, 2015,
CLOSING AT NOON on Dec. 31, 2015 & CLOSED Jan 1, 2016.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman.



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com, cb@nebpress.com

Ken Blum's annual yuletide special for hometown newspapers!

By Ken Blum, Publisher, Butterfly Publications, blummer@aol.com
Last-minute Christmas shopping? Don't forget your newspaper!

For your paid circulation newspaper - a CD that features 1,000 ways to build circulation - a \$129 value. As a bonus with the CD - a print of Norman Rockwell's classic painting, "Country Editor" - a \$50 value.

Or, order the Norman Rockwell print separately for \$50, including shipping. (For those who already bought the Circulation CD, the Rockwell print is available for \$35, including shipping.)

The Norman Rockwell Painting:

It's a 23x39 inch PRINT OF THE CLASSIC "COUNTRY EDITOR" PAINTING BY THE LEGENDARY NORMAN ROCKWELL (below). Suitable for framing. Suitable for anyone who loves hometown newspapers. Suitable for a newspaper office. Suitable for a man cave. Suitable for a woman nest.



The E-book of Circulation Ideas:

A quarterly publication called Publisher's Circulation Reference was a superb source of ideas for increasing the paid circulation of paid weekly and small daily papers. Although it was published several years ago, the ideas are just as valid and workable today.

I bought PCR, and put all the issues on a single CD (PDF) - a great big bundle of practical techniques, including 30 issues and more than 700 pages. There are more than 1,000 ideas, including subscriptions sales promotions, management columns, in-paper ads, renowned circulation Expert Ron Anderson's "Circulation Ideas at a Glance" columns, tips for increasing single copy sales, and circulation marketing strategies.

The e-book is done in a PDF format that will work on any computer. All you have to do is click on any topic in the table of contents, and it goes right to the page. Print it out if you like. It's simple as 1-2-3 to navigate through this treasure of circulation advice. Also included is a printed copy of the table of contents that you can peruse away from the computer.

How to order:

Just drop me an email with your phone # - I'll call for a credit card number. The order will be shipped immediately. Note - the e-book and Norman Rockwell print will arrive in separate packages. **(Deadline to receive before Christmas is Thursday, 12/17, 5 p.m. EST).**

3,000 community newspaper professionals receive Ken's "Black Inklings" newsletter. If you'd like to receive this free newsletter, e-mail your name, job title, newspaper and e-mail address to blummer@aol.com.

Access to Court Opinions Expands

Janet Bancroft, NE Supreme Court Public Information Officer, Dec. 15, 2015

Free online access to the official published judicial opinions of the Nebraska Supreme Court and Nebraska Court of Appeals will be available to the public beginning January 1, 2016.

Text-searchable opinions dating back to 1871 will be available for the Nebraska Supreme Court. The full collection of opinions of the Nebraska Court of Appeals, beginning with its establishment in 1992, will also be offered.

Previously, appellate court opinions were printed or were available online through various for-profit subscription services. All published opinions will be provided via the Nebraska Appellate Courts Online Library at ne.gov/go/opinions. Once printing of judicial opinions in the Nebraska Advance Sheets and the Decisions of the Nebraska Court of Appeals ceases in June 2016, opinions will be available exclusively online.

Newly released opinions of both courts will continue to be available for 90 days on the Nebraska Judicial Branch Web site at <https://supremecourt.nebraska.gov/> and from the Clerk of the Supreme Court and Court of Appeals upon request, and from any electronic provider of legal information choosing to provide them.

Official opinions in the online library will be accessible 24/7 using smart phones, tablets or computers from anywhere with Internet access. Access via the online library allows the appellate courts to make their judicial opinions more easily available to the public. For more information, contact: Janet R. Bancroft, email: janet.bancroft@nebraska.gov, or 402.471.3205,

"I do not agree with what you say but I'll defend to the death your right to say it."

Evelyn Beatrice Hall in \The Friends of Voltaire\

NSAA high school journalism competition judges needed

The Nebraska School Activities Association is committed in providing quality judges for the preliminary and state NSAA journalism competition. **Preliminary judging is scheduled to occur between the dates of March 2 and March 31, 2016.**

Schools will submit their entries on-line and judges will be provided instructions, to include a passcode, to access the event/entries they are contracted to judge. There will be two classes in each event in which the judge will be responsible for judging separately.

The NSAA State Journalism Championships will be in Norfolk at NE Community College on Monday, April 25, 2016.

Previously, judges appeared on site and judged the events they were assigned. NSAA is investigating allowing the judges to perform their judging responsibilities off-site. Judges would be committed to a 2-hour block on that date in which the final submissions would be provided to them electronically to judge. This has yet to be finalized and may be left to the judge's preference.

Events to be judged are:

- Advertising
- Entertainment Review Writing
- Newspaper Column Writing
- Sports/Action Photography
- Newspaper Feature Photography
- Photo/Artistic Illustration
- Newspaper Feature Writing
- Newspaper In-depth News Writing
- Newspaper News Writing
- Informational Graphic Illustration
- Newspaper Layout
- Yearbook Layout
- Yearbook Feature Writing
- Yearbook Theme Copy Writing
- Yearbook Theme Development
- Newspaper Editorial Cartooning
- Newspaper Editorial Writing
- Headline Writing
- Newspaper Sports Feature Writing
- Newspaper Sports News Writing
- Yearbook Sports Feature Writing

Anyone interested in giving back and supporting future journalists please contact NSAA Associate Director, Debra Velder, email: dvelder@nsaahome.org, or 402-489-0386.

Interested judges should indicate their interest in judging either preliminary entries and/or state entries as well as which events they feel the most qualified.

Your support of high school journalism is greatly appreciated!

It's (online) NPA contest time!

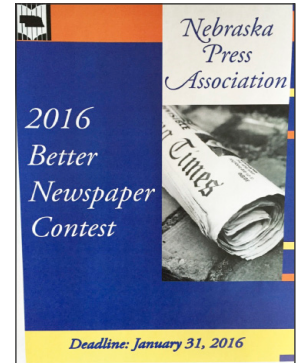
Submit entries online now through January 31


The Nebraska Press Association is excited to roll out our switch to an online/digital Call for Entries for the 2016 Better Newspaper Contest.

While the deadline for entries isn't until January 31, we encourage you to start submitting online entries now to get familiar with how the new online process works.

Click on this link to download the 2016 NPA Call for Entries contest rules and instructions:

<https://portal.newspapercontest.com/nebraska/rules/ContestRules.pdf>, or download a PDF the NPA website, www.nebpress.com. (Login to MEMBERS area and click on SPECIAL SECTIONS on the drop-down menu). Contact Carolyn Bowman with any contest questions, at cb@nebpress.com.





Upcoming Webinars

**PubAux Live -
Generating Revenue with a
Local Business Honor Roll**
Thursday, January 7
*Presenter Cecile Krim,
Crosby (N.D.) Journal*

**Instant Sales: Six-Step
Proven Process**
Thursday, January 14
*Presenter Steve Kloyda,
the Prospecting Expert*

**A Crash Course to
Fact-Checking Journalism**
Friday, January 15
*Presenter Jane Elizabeth,
American Press Institute*

**Google Analytics: Finding
and reading the data**
Thursday, January 21
*Presenter Sherri Horton,
GateHouse Media*

**Register at
onlinemediacampus.com**

*High-quality, low-cost web conferences
that help media professionals develop
new job skills without leaving their offices.*

MERRY CHRISTMAS



Wishing all of you a very Merry Christmas!

l to r (front): Susan, Violet, Mackenzie (intern), Jenelle
l to r (back): Allen, Carolyn, Rob



MERRY CHRISTMAS

MERRY CHRISTMAS

Classified Advertising Exchange

Dec. 14, 2015

FOR SALE: Antique display case. 8 feet long, storage space under glass framed top and front sides. \$500 obo. Call Linda Bryant, 402 540 3322.

FOR SALE: Newspaper layout cabinet, custom built for tabloid size pages, lots of shelving, angled lighted glass top. Could also be used for scrapbooking or artwork. Aprox 5 ft. wide by 4 ft. tall by 20 inches deep. \$150. Call Linda Bryant, 402-540-3322

NEWSPAPER FOR SALE: Bloomfield Monitor in Northeast Nebraska. Profitable weekly newspaper with strong commercial printing department and equipment. Reasonably priced, includes business and real estate. For more information contact Joe or Mary Skrivan, 402-373-2332.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange, NPA Ratebook
Advertising Information.

Available through NPA:

**Reporter's Guide to Media Law
and Nebraska Courts (2005)**
\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)
\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2016 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 170 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
 - Many other businesses across Nebraska

If you'd like to advertise in the 2016 Directory, simply fill out the attached reservation form, and email or fax to Susan Watson, NPA, nebpress@nebpress.com, or (fax) 402-476-2942 by DECEMBER 18, 2015.

Please call Susan Watson at 402-476-2851, or (NE) 800-369-2850 with questions, or for additional information.

Nebraska Press Advertising Service
2016 Newspaper Directory & Rate Book
Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2016 Nebraska Newspaper Directory. Please reserve the following ad space:

- _____ Full Page, 3 col. (8-1/2") x 11", Back Cover, Full-Color, Bleed \$495.00
- _____ Full Page, 3 col. (7-1/2") x 10" Black & White \$370.00
- _____ Half Page, 3 col. (7-1/2") x 4-7/8" \$195.00
- _____ 1 col. (2-3/8") x 7-3/8" **OR** 3 col. (7-1/2") x 2-1/2" \$100.00
- _____ 1 col. (2-3/8") x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

_____ We will send **NEW AD COPY** by **December 18, 2015**.

_____ We will **REPEAT THE SAME COPY** as our 2015 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2016 Nebraska Newspaper Directory & Rate Book.

Signature _____ **Date** _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

_____ Please bill me.

_____ Payment Enclosed.

2016 Advertising Deadlines:
Space Reservation: December 18, 2015
Camera Ready (PDF) Copy: December 18, 2015

This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").