

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 6/8

2x2

Clarkson Colfax Co. Press - Tonya Evans (paper made \$162.50)
Fairbury Journal News - Jennifer Lewis (paper made \$300.00)
Hickman Voice News - Linda Bryant (4 ads) (paper made \$962.50 + \$414.50 out of state)

Hickman Voice News - Austin Roper (4 ads) (paper made \$775.00)

Seward Co. Independent - Pat Daehling (paper made \$150.00)

NCAN

Aurora News-Register - Dani Lemburg (paper made \$259.50)

Broken Bow Chief - Les Mann (2 ads) (paper made \$262.00)

Gothenburg Times - Greg & Kathi Viergutz (paper made \$137.00)

Hebron Journal Register - Christy Farnstrom (paper made \$112.50)

Nebraska City News-Press - Erin Johnson (paper made \$112.50)

2015 AP Stylebook launched May 27

The 2015 AP Stylebook launched on May 27, a day copy editors across the country will begin poring (not pouring) over the new and changed rules.

Some basic style rules are not likely to change in 2015. For example, the word towards should be banished in the eyes of the AP. And there are very specific rules to follow when it comes to capitalizing titles: Capitalize formal titles when they come directly before a person's name. Lowercase titles when they are not used with a person's name or if the title comes after the name or is set off by commas.

Order a 2015 AP Stylebook for \$20.95 at www.apstylebook.com.

Nebraska newspapers win AP's 2015 Great Plains Journalism Awards

Five Nebraska newspapers were winners in the Associated Press' 2015 Great Plains Journalism Awards, which annually recognizes the best newspaper and magazine journalism in eight states: Oklahoma, Arkansas, Missouri, Kansas, Nebraska, Iowa, South Dakota and North Dakota.

Judy Woodruff, co-anchor and managing editor of PBS' "NewsHour," was the keynote speaker at the April 13 luncheon event in Tulsa, OK.

Nebraska newspaper winners were: (Small Newspaper Division) York News-Times - 15 awards; Fremont Tribune - 6 awards; North Platte Telegraph - 2 awards. (Large Newspaper Division) Lincoln Journal Star - 10 awards and Omaha World-Herald - 19 awards.

Included in the top 10 overall winners were: Great Plains Newspaper of the Year (more than 75,000) - Omaha World Herald and Great Plains Designer of the Year - Tim Parks, Omaha World-Herald.

Longtime Scottsbluff Star-Herald employee, Gilbert "Gill" Bailey, dies

Longtime Scottsbluff Star-Herald employee, "Gil" Bailey, died May 13, 2015, at the age of 95, at Heritage Estates in Gering, NE.

Gil was employed by the Scottsbluff Star-Herald for 35 years, starting out as a paperboy and retiring as assistant to the publisher.

He was active in the North Platte Valley Museum and spent time on kindergarten days showing the students how to operate the Linotype and Tacoma single sheet printing process.

Gil served in the 25th fighter squadron known as the "flying tigers" during World War II in China.

Funeral services were held May 18 at Dugan-Kramer Funeral Chapel in Scottsbluff. Interment with military honors followed at Fairview Cemetery. Tributes of sympathy may be left at www.dugankramer.com. Gil is survived by his daughter Kathleen of Scottsbluff and son Phillip of Jefferson, WI, and their families. He was preceded in death by his wife, Caroline.

“ To err is human, but to really foul things up requires a computer. ”
- Farmers' Almanac

DzynTweets: Years of maxims and musings

By Ed Henninger

At first glance, this column may appear self-serving. But, I assure you, it's not. That's not who I am or how I work.

The purpose of this column is to share with you some maxims and musings about newspaper design. They're gathered from the past five-plus years of my "Dzyntweets."



The tweets go out to more than 400 followers and I publish them every weekday (except when I occasionally forget). They're an opportunity for me to share what I've learned in my more-than 25 years as a newspaper design consultant.

What I love about them is that they're brief. If brevity is the soul of wit, then maybe they're also a bit witty. I know they're always fun for me to write—and I hope they're fun for my followers to read. Occasionally, some of them are even retweeted or favorited (I guess "favorited" is a word now).

Because they're so brief and so random, it would be impossible to create a column from them—except when they run as a collection, as they do here. So...following are some of my favorites, created since I began with the DzynTweets back in 2010. And if you want to join the fun, you can follow at twitter.com/edhenninger.

Sign behind the desk of an art director: "Good. Fast. Cheap. ... Pick two." I love it!

Proper headline hierarchy serves to guide readers through your page.

Keep wording in P1 teasers brief, snappy. After all, they're "teasers"—you don't want them to tell the whole story!

Design-by-committee...not the most efficient way to do design. A camel is: A horse designed by a committee.

Many design mistakes occur b/c we're trying 2 hard. Lighten up. You're not designing for the ages...only this issue.

Design is NOT just a matter of taste. It's a discipline, a craft, a profession...a lifelong experience.

Place the visual first. (Yep. that's it! That's the entire tweet!)

The purpose of a headline: Is it to tell the story...or to get readers to read the story? Both?

I wonder if newspapers would be any better if editors went out on some account calls with ad reps. Might open some minds.

First rule of color for newspapers: Just because you have it doesn't mean you HAVE to use it.

When you use a drop cap, PUH-LEEZE...remove the paragraph indent!

When you launch a new design, do you prepare readers for the change? How do you do that?

How do you determine the size of your lead headline? Do you have set sizes? No? Hmmm.....

There are lots of tabloid papers out there that do n-o-t-h-i-n-g with the centerspread. What a waste of premium space!

Design is not the practice of placing elements on a page. It is the art of taking things away.

Are you still "mousing around?" Isn't it time you started to use keyboard shortcuts?

Many editors don't get the idea that negative space is as much a part of design as words...and photos...and headlines...and...

I know some designers who make columns wider/narrower to fit a columnist's meanderings. Whatever happened to editing?

I've heard people tell me they "...love to play with design." How nice. But design is not "play." It's hard work.

Great design requires you to know and respect the rules before you even think of breaking them.

"Design is not just what it looks like. Design is how it works." — Steve Jobs.

You prove how good a designer you are NOT by what you choose to put on a page—but by what you choose to take away.

Readers read...which puts them at least four or five rungs up the evolutionary ladder from those who don't.

Most readers won't notice flush left text type—and those who do won't care.

News design in two words: Plan ahead.
News design in two words: Edit first.
News design in two words: Write tight.
News design in two words: Dominant photo.
News design in two words: Think visually.



A couple of Ed's DzynTweets

Follow on Twitter if you want...or not. The DzynTweets will be there. WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322. Find out more about Henninger on Design and 101 Henninger Helpful Hints by visiting Ed's web site: www.henningerconsulting.com. ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. On the web: www.henningerconsulting.com. Phone: 803-327-3322.

Take it from here

By John Foust, Raleigh, NC

I remember stopping for directions to a golf course. “How do I get to Sea Palms?” I asked. The young man behind the counter of the convenience store responded with his own question, “From here?” I almost laughed out loud at the absurdity – and the profoundness – of his comment. Directions always start from where we are at the moment.



The game of golf provides us with a fine advertising parallel. Let’s say you hit your drive into the trees (I’ve been there, done that many times). You’re in trouble and need to get out. Since you can’t start over, you have to take the next shot “from here.” Let’s take a look at some steps to take when your golf ball – or your advertiser – is in the trees:

1. Find the ball. In other words, figure out where “here” is. Analyze the advertiser’s original goals and marketing tactics. What has worked in the past? Can you pinpoint what made things veer off course? Has the budget been wisely allocated or has it been spent on an impromptu basis? What about external forces? Have new competitors entered the market? Where are your potential customers spending their time and their money?

2. Pick a target. Obviously, the long range objective is to put the ball in the hole. But for now, the task at hand is to move closer to that goal, not necessarily put it in the hole with one swing. Should you go for the green and try to blast it through a gap in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

What’s best for your advertiser? Should you invest a big piece of the budget in an effort to go for the green? Or play it safe with a higher-percentage shot?

3. Pick the right club. Once you decide where and how far you want to hit the ball, the next step is to choose a tactic. If you go for the green, you can propose a big blow-out sale – with substantial savings on a number of products and/or services.

If you play it safe, you can: (1) run image ads while you work out a better long-term strategy, (2) dust off and re-use a former offer that worked well, or (3) best of all,

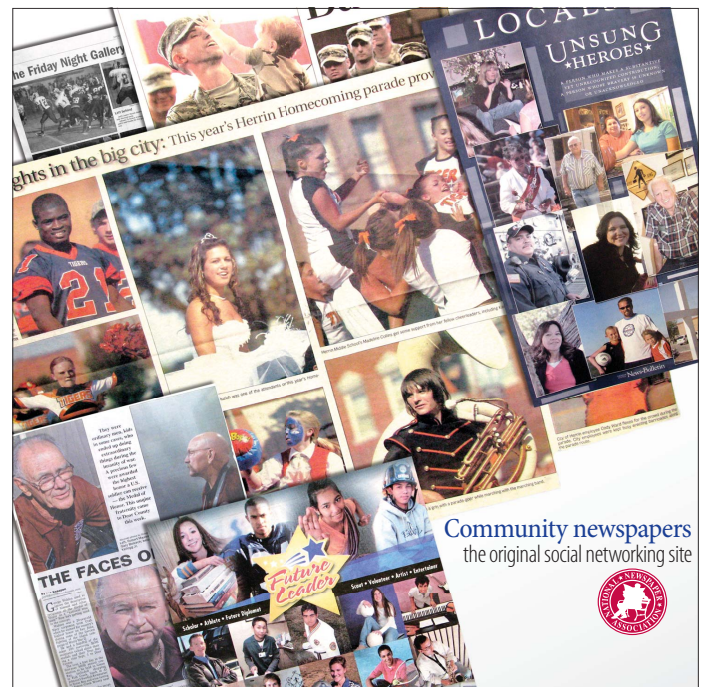
test some offers in smaller doses to determine what you should incorporate in a larger promotion.

4. Have a solid swing. A bad swing can result in an even worse location for your next shot. So make sure to pay careful attention to fundamentals. A great concept won’t work if it is introduced with a weak headline. A compelling offer will flop if the expiration date is too soon. And a message which is loaded with claims and exaggerations will be ignored by consumers.

It’s not unusual for ad campaigns to go astray on occasion. When that happens, it’s an ad professional’s job to step up to the ball and take it “from here.”

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



Classified Advertising Exchange

June 8, 2015

NEWS/SPORTS REPORTER: The Gothenburg Times is looking for a full-time reporter who can write sports, features and general assignment stories. The ideal candidate will have good photo skills and experience with page design, preferably with InDesign. Help us to continue our award-winning tradition. Email cover letter, resume and writing samples to: news@gothenburgtimes.com; or mail them to: Greg Viergutz, Gothenburg Times, P.O. Box 385, Gothenburg, NE 69138.

FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: bgsfarms80@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Arizona Judging Flyer & Arizona Call to Entry Newspaper Contest.

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 only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) 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 to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



Calling All Judges!!!

The **Arizona** annual Newspaper contest is coming up in a few weeks, and they need judges.

WHEN? June 15-July 10

WHERE? In front of your own computer or in your office/home

See Attached Contest Rules for Categories****

The entire contest will be online with the exception of a few categories (Advertising-Best Special Section, Advertising-Best Classified Section) (Newspaper Awards (p.6) #1, #2, #3, #4, #5, #6, #7) (Individual Awards (p.7) #11). For the Best of 2014 Categories, #26 & #27 will need a panel of judges. These will be mailed out to select judges.

All of the mailed entries will be shipped during the week of June 8-12.

Info for the electronic judging will be sent to judges at the beginning of the judging to explain how the website works.

Please see the Contest Rules for the categories they need to have judged.

Please list your category preferences below.

What a great way to gain new ideas for your newspaper!

_____ YES, I can judge.

Name _____

Newspaper: _____

E-mail: _____

Mailing/Shipping Address: _____

Phone: _____

Judging Preferences: _____

Return immediately to:
Carolyn Bowman
Nebraska Press Association
845 "S" St.
Lincoln, NE 68508
FAX: 402-476-2942
cb@nebpress.com



Official Entry
and Information Packet



Excellence in Advertising *AND* Better Newspapers Contest

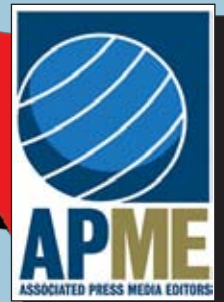
2015

Accepting Entries
May 1 – 29, 2015

Plan to join the excitement as the winners are announced at the
ANA Fall Convention Annual Meeting & Awards Receptions ♦ **SEPTEMBER 25 –26, 2015**
at a **NEW VENUE:**
Wild Horse Pass Hotel & Casino | Chandler, Arizona

CONTEST DEADLINE:
May 29, 2015

Co-Sponsor:
Arizona Associated
Press Media Editors



Instructions and Tips for Excellence in Advertising AND BNC Entries

ATTENTION! NEW CONTEST SYSTEM FOR 2015

ANA is proud to announce that we have moved our BNC and Excellence in Advertising contest to the *Innovative Contest Entry Systems* (ICES) of the Illinois Press Association.

Our categories, divisions and many of the rules remain the same.

We hope you'll find this new entry system much easier to use. See page 3.

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

ELIGIBILITY

Newspapers entering the 2015 contests must be in good standing and must be current on their dues. Entries are NOT accepted from individuals, only from publishers. All entries must have been published in an ANA member newspaper or news website.

CIRCULATION DIVISIONS:

Daily Newspapers

- Circulation More than 25,000
- Circulation Less than 25,000

Non-Daily Newspapers

- Circulation More than 10,000
- Circulation 3,500 to 10,000
- Circulation Less than 3,500

Online Only Organizations

- Circulation None, all content is web-based

CLEARLY INDICATE WHAT IS PART OF THE ENTRY

When you enter online, please give us the title of the piece so we can easily find it on the tearsheet you uploaded.

When mailing in your entry(ies), use a highlighter marker to outline or mark the four corners to identify the piece/content.

WHAT CATEGORIES NEED TO BE ENTERED ONLINE?

Excellence in Advertising: Categories 1, 2, 3, 4, 5, 6, 8, 9, 11 and 12 must be submitted online.

BNC: Categories 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23 and 24 must be submitted online.

WHAT CATEGORIES MUST BE SUBMITTED BY MAIL?

Excellence in Advertising: Categories 7 and 10 must be submitted by mail.

BNC: Categories 1, 2, 3, 4, 5, 6, 7, 11, 26 and 27 must be

submitted by mail.

Even though you are submitting these by mail, you will still need to fill out an online entry form and attach its label to the hard copy entry.

HOW TO MAKE A LABEL: After you create an online entry, instead of uploading/adding a file you will ignore that field and just click SAVE and the 'Entries' page will open. Select the yellow label button, print and attach it to the entries you are mailing in. At the bottom of the LABEL page is a 'Back to list' button where you can go back to continue submitting entries.

Mail entries to:

**ARIZONA NEWSPAPERS ASSOCIATION
CONTESTS
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**

HOW TO MAKE PDF FILES SMALLER

1. Change the resolution to 72 dpi. This can reduce your file size up to 75%. This seldom affects the quality of the file, as most entries will be viewed online.
2. Color mode. Converting your file from CMYK to RGB will reduce the file size.

WHAT PDF FILES DO I SUBMIT?

1. Only submit the pages that contain entry-related content. For example, if your story jumps from page 1 to page 4, only submit tearsheets for page 1 and page 4. We don't need pages 2 and 3.
2. Make PDF files as small as possible.

WHAT IS THE MOST EFFICIENT WAY TO COLLECT ENTRY FILES?

Collect all PDF files that contain entry-related pages. Extract the page(s) you need, giving each file a clear and descriptive name. Combine PDFs if your entry contains multiple pages. Once you've created all your entry PDFs, re-distill each file to reduce it to the smallest practical size.

PLACES WON AND JUDGES' DECISIONS

The rulings of the judges are final. Judges reserve the right NOT to make an award in divisions, categories and places. Judges will not award Honorable Mentions.

You will be notified by July 31, 2015 if you have won an award.

This year the judges are your peers from the newspapers of the Nebraska Press Association.

HOW CAN I GET MORE HELP?

Contact Julie O'Keefe at (602) 261-7655, ext. 110 or at j.okeefe@ananeews.com for assistance.

Instructions for using the online contest system for Excellence in Advertising AND BNC Entries

Contest rules can be viewed and downloaded at:
www.newspapercontest.com/contests/ArizonaNewspapersAssociation

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you’re mailing in an entry, it **MUST** have an **ONLINE RECORD!**

HOW DO I CREATE AN ACCOUNT?

Step 1 — Use the link at top of this page to go to ANA’s contest home page.

- Select the “Register” tab.
- Create your login profile.
- ANA’s Association code is: Arizona-15. The code is case sensitive.

You will then receive a confirmation email, which you need to complete the registration/login.

After confirming the account you will be taken to the “Entries” page.

HOW DO I UPLOAD PDF FILES?

Step 2 — Click on the “Add New Entry” link.

Step 3 — On this page, select your newspaper name. A lot of information will auto-fill. If that information is incorrect, please call Julie O’Keefe at (602) 261-7655, x 110.

Your Division will be selected for you based on your circulation.

Fill in the preparer’s name.

IMPORTANT NOTICE: members that are **Online-only (.com)** can only enter in **three categories:**

- Excellence in Advertising: #8, #9
- BNC: #8.

Step 4 — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special

instructions will appear below it.

Step 5 — If necessary, or required, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It’s a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”

Step 6 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 7 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 8 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 9 — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, before you Save, you will lose the entry you just completed. After clicking “Save,” you will be

automatically directed back to the list of your entries.

Step 10 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 11 — If you are done submitting entries, please review the list carefully. Make sure you have YOUR newspaper’s name selected, and not mistakenly a different paper’s name. You may not change an entry, but you may delete an entry and resubmit it.

HOW DO I LOGIN AFTER LOGGING OUT?

After you have created an account you may log in at any time by using the link at top of this page.

HOW DO I KNOW WHAT I’VE ALREADY UPLOADED?

Each time you start at login, you will be taken to the “Entries” page, there you will see a list of your entries.

HOW DO I MAKE CHANGES?

Entries cannot be changed/modified once they are saved. However, there is a “Delete Selected” button on the “Entries” page. If you need to make changes/modify an entry - you will have to delete and resubmit it.



Excellence in Advertising Contest - GUIDELINES

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

WHO CAN ENTER:

a) Competition is open to all Arizona Newspapers Association member newspapers. Entries from non-member individuals are not accepted. All entries must have been published in an ANA member newspaper or news website. Ads must have been published between May 1, 2014 and April 30, 2015. Number of entries you may submit in each category is unlimited.

b) **Ads published, produced and sold into multiple newspapers in a group must be submitted by the largest circulation newspaper in the group.**

ORIGINALITY: All newspaper entries must be of original creation — conceived, written, designed and sold by employees of the newspaper submitting the entry at the time the material was published. Clip art ads where only a logo is added and there is no use of staff creativity should not be entered as staff prepared. ***Entries judged on originality, copy, layout, typography and reader appeal.***

TEAR SHEETS: Submit a **full tear sheet in PDF format**. You will need to upload a separate PDF file for each single entry. (*Except categories 7 and 10, which are mail-in entries*).

PUBLICATION DATES: Entries must have been published for the first time between **May 1, 2014 and April 30, 2015**. Previous entries are not eligible.

ENTRY LABELS FOR MAIL-INS: Every mail-in entry must have an online entry form registered for it. When you have finished creating the entry form for your mail-in, select SAVE, then print out the label, attach it to the entry. See page 2, '**How to make a Label**' if you need more instructions.

GENERAL EXCELLENCE: Points earned by winning a place in categories 1-5, 7-9 and 11 count toward General Excellence determination. **You must enter at least 6 of those categories** to be eligible for a General Excellence Award (but your point total can be greater if you enter more categories).

Points are:

First Place, 20;

Second Place, 15;

Third Place, 10.

Categories 6, 10 and 12 are excluded.

DISQUALIFICATION: Each entry that you upload will need to have the correct identifying information. Entries without this information will be disqualified.

Ad contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.

Judges reserve the right not to make an award in divisions, categories and places. Judges' decisions are final. In the case of a disqualification, all other winning entries may move up a place if available.

PLAQUES will be awarded to First Place winners, and certificates to Second Place and Third Place winners in each category.

DEADLINE Entries must be postmarked or received online by **4 p.m., Friday, May 29, 2015. NO LATE ENTRIES WILL BE ACCEPTED.** Our new online system does not allow us to accept entries after the posted deadline, so get your entries submitted as soon as possible. No extensions will be given.

IMPROVE YOUR CHANCES: You may enter unlimited entries per category with a fee for each entry. **A newspaper may win only one place per category.**

ENTRY FEES: \$10 per each entry. We are happy to invoice you, just ask!
When you have finished uploading all entries, you can print out an entry cover sheet that will display the total amount owed for entry fees. Please send the sheet to us along with your check. We are not accepting payments online. Please make checks payable to:

**ARIZONA NEWSPAPERS ASSOCIATION
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**



Excellence in Advertising - CATEGORIES

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

Revenue-Generating Ads

1: BEST BLACK & WHITE AD*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry.

2: BEST COLOR AD*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry.

3: BEST PAID AD SERIES (BLACK & WHITE)*

Three or more ads of any size. Ad series must be for one client. Series counts as one entry.

4: BEST PAID AD SERIES (COLOR)*

Three or more ads of any size. Ad series must be for one client. Series counts as one entry.

5: MOST EFFECTIVE USE OF PAID SMALL SPACE*

Any type of display advertising that is no larger than 10 column inches (1x2, 2x2, 2x3, 3x3, 2x4, 2x5, 1x10).

6: BEST PUBLIC NOTICE SECTION

Judged on prominence, educational outreach to readers and visual appeal.

7: BEST SPECIAL SECTION*

(ENTER BY MAIL W/LABEL) Special advertising sections published during the contest period (**May 1, 2014 through April 30, 2015**). Log in online and print a label for entries in this category, then mail hard copy to ANA.

8: BEST ONLINE AD (STATIC)*

Ad must be fixed, with no moving parts. Buttons and banner welcome. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Entries in this category must be submitted electronically. Upload file OR enter URL. If more than one of your ads place in categories 8 or 9, the points from the ad receiving the highest award are the ones counted toward General Excellence and Newspaper of the Year.

9: BEST ONLINE AD (ANIMATED)*

Ad may be .jpg, .gif or Flash. Must have an animated or dynamic element. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design

and message will be criteria for judging. Entries in this category must be submitted electronically. Upload file OR enter URL. If more than one of your ads place in categories 8 or 9, the points from the ad receiving the highest award are the ones counted toward General Excellence and Newspaper of the Year.

10: BEST CLASSIFIED SECTION

(ENTER BY MAIL W/LABEL) Submit one complete classified section from the week of Sept. 1-7, 2014. (Monthly newspapers may submit the issue published closest to that date.) Judged on overall design of pages, classification of items, appeal and ease of understanding by reader of how to submit ads. Log in online and print a label for entries in this category, then mail hard copy to ANA.

Non Revenue-Generating Ads

11: BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION*

Any ad, ad series or section promoting a newspaper's circulation, advertising, editorial or other departments. Include explanation if necessary.

12: BEST PRO BONO/PUBLIC SERVICE AD

Any size ad created at no charge for a local nonprofit organization or event. Public service ads sold on SIG, business card or logo pages are eligible. Must submit full tearsheet.

You must mail these to us:

Categories 7 and 10

Entries in these categories can NOT be accepted online. Submit entries for these two categories in hard copy format, full tear sheets, with labels, by mailing them to ANA.

Please mail them to:

**ARIZONA NEWSPAPERS ASSOCIATION
CONTESTS
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**

Please note:

Entries into the Excellence in Advertising competition may come from any issue published between **May 1, 2014 and April 30, 2015.**

*** Categories with a star indicate categories in which points count toward NEWSPAPER OF THE YEAR.**

**The deadline for entries is
MAY 29, 2015.
No extensions will be given.**

Better Newspapers Contest

BNC - NEWSPAPER AWARDS / CATEGORIES 1-8

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

COMPLETE NEWSPAPERS (Categories 1, 2, 3, 5)

Submit a complete edition (exclude advertising inserts)

Category 4 may be submitted with only the editorial section(s).

All entries must have been published in an ANA member newspaper or news website.

ENTERING: Submit categories **1-7 by mail.** Entries for category 8 must be online.

DAILIES: Must use dates specified.

* Newspapers not publishing on Sunday should submit the larger of the Thursday, Friday or Saturday newspapers.

NON-DAILIES: Dates are for one edition from the week (Sunday through Saturday) which includes the date.

1: REPORTING & NEWS WRITING EXCELLENCE

(ENTER BY MAIL W/LABEL)

What the judges look for: Do the stories show enterprise and originality? Are they well organized? Do they have clarity and carry the reader to the end? Is language and vocabulary effective? Does the publication adhere to news style? Are the ledes effective, do they carry the reader into the story? Do the stories consistently draw relevant connections for readers? Do the stories appear to be balanced and fair? Are multiple sources used?

- 🕒 Thursday, September 11, 2014
- 🕒 Sunday, March 23, 2014* **should be 2015***
- 🕒 Any issue from the month of October 2014

2: DEPARTMENTAL NEWS & COPY EDITING EXCELLENCE

(ENTER BY MAIL W/LABEL)

What the judges look for: Does the entry demonstrate excellence in all areas of news coverage? Do the stories appeal to a broad range of interests? How well do the stories read — their polish. Judges will make judgments based on the flaws they see as they casually scan through the stories as a reader would. The judges may score an entry with an absence of copy editing flaws higher than one with apparent flaws.

- 🕒 Wednesday, October 8, 2014
- 🕒 Sunday, April 12, 2015*
- 🕒 Any issue from the month of March 2015

3: PAGE DESIGN EXCELLENCE

(ENTER BY MAIL W/LABEL)

- 🕒 Sunday, November 2, 2014*
- 🕒 Wednesday, June 11, 2014
- 🕒 Any issue from the month of April 2015

4: EDITORIAL PAGE EXCELLENCE

(ENTER BY MAIL W/LABEL)

- 🕒 Sunday, July 13, 2014*
- 🕒 Monday, December 8, 2014
- 🕒 Any issue from the month of February 2015

5: BEST USE OF PHOTOGRAPHY

(ENTER BY MAIL W/LABEL)

- 🕒 Monday, November 10, 2014
- 🕒 Wednesday, June 4, 2014
- 🕒 Any issue from the month of January ~~2014~~ **should be 2015**

6: COMMUNITY SERVICE/JOURNALISTIC ACHIEVEMENT

(ENTER BY MAIL W/LABEL)

Community Service and Journalistic Achievement is one category. Entries should show how the newspaper is a part of its community, the effect it has on the community, and the results it generates, through good journalism. Materials submitted can be any number of single stories, investigative or special project stories or series, on various topics.

A letter from the editor or publisher describing the newspaper's role in the community is required. You may also submit letters to the editor that show Community Service/Journalistic Achievement.

Scrapbooks are not required. For Category 6, gather full tear sheets and other material, in sequence if possible, clip together and place in a manila folder. Attach entry label to front of folder.

7: SPECIAL SECTION OR NEWSPAPER SUPPLEMENT OR MAGAZINE

(ENTER BY MAIL W/LABEL)

Entry must have been produced by the newspaper and may be from any time during the contest period (**May 1, 2014 through April 30, 2015**). Up to three special sections, newspaper supplements/magazines may be submitted. Please attach entry label to special section.

8: NEWSPAPER WEBSITE (ENTER ONLINE)

Instead of using the online entry system to upload a PDF, simply type the URL of your Web site into the "title" field. Judges will visit entered website on a predetermined date and choose the best based on the following criteria: news content, design and presentation, interactivity and connectivity to other sites of interest.

The deadline for entries is MAY 29, 2015.

No extensions will be given.

Better Newspapers Contest

BNC - INDIVIDUAL AWARDS / CATEGORIES 9 - 24

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

All entries must have been published in an ANA member newspaper or news website, between May 1, 2014 and April 30, 2015. Any number of individuals from a newspaper may enter. There is no limit to the number of entries from each individual. Entries in all categories are to be submitted as PDF or JPG files except where indicated with the words "Enter By Mail."

Stories continued to another page count as one entry. A full tone print is NOT required for photography. Individual entries accepted only with permission of publisher. (If a writer/photographer is a former employee of a member newspaper, the current publisher of that newspaper where the work was published must sign and submit the entry form. Entries not accepted directly from individuals.)

ENTERING: Submit categories **11 by mail.** Entries for category 9-10, 12-24 must be online.

HEADLINES

9: BEST HEADLINE In recognition of the editorial skill and judgment necessary to write a headline that draws the attention of the reader to a particular article. Judging is based on effectiveness of a headline (and subhead, if used) to engage the reader. In this individual category only, each author is charged a single entry fee and may submit unlimited headlines that he or she has written.

STORIES

10: BEST NEWS STORY This category is defined as the coverage of a single news event, planned and anticipated, or breaking or spot news. The entry may include side bars published by the same writer in the same edition as the general news story. Entries will be judged on quality of writing, thoroughness of fact and continuity of thought.

11: BEST SUSTAINED COVERAGE OR SERIES

(ENTER BY MAIL W/LABEL)

This category is defined as a series or package of stories (Min. 3 - Max. of 8) on the same subject that combines the elements of news and/or feature writing. The series can be published in a single issue or a sequence of issues. The bulk of the series must have been published during the contest period. Entries will be judged on quality of writing, ability to hold readers' interest, enterprise, impact and thoroughness.

12: INVESTIGATIVE REPORTING For a story or series of stories that demonstrates the newspaper's ability to obtain hard-to-get information, facts and details and put them in compelling story form.

13: BEST SPORTS STORY This category is confined to news stories dealing with a sports subject or personality. Entries judged on the quality or writing.

14: BEST TEAM, SPORT OR SPORTS BEAT COVERAGE

This category is defined as a series or package of (3-8 stories) sports stories covering a specific school, team or sport. Will be judged on quality of writing and completeness of coverage.

15: BEST SPORTS COLUMN You may submit 1 to 3 columns illustrating excellence in writing and clarity of expression in a sports column.

16: BEST FEATURE STORY This category is defined as a single story in which the writer stresses the elements of feature writing. Entries will be judged on impact, quality of writing and ability of the writer to hold the readers' interest.

17: ENTERPRISE REPORTING This category is for stories demonstrating creative ideas, innovative approach, initiative and reporting that goes beyond routine. Judging will be based on writing, style, enterprise and ability to hold readers' interest. Entry may be a single article or up to 3 parts in a series.

18: BEST COLUMN, ANALYSIS OR COMMENTARY This category includes any byline, serious, issue-oriented commentary column that appears as a regular feature of the newspaper. Entries judged on quality of writing and style, and effectiveness of presentation.

19: BEST COLUMN, FEATURE OR CRITICISM This category includes any general interest byline column that appears as a regular feature of the newspaper. Entries judged on effectiveness, originality, quality of writing, and style of writing.

20: BEST MULTIMEDIA STORYTELLING

Awarded for quality presentation of a single story or series, incorporating text, images and interactive elements. No PDF is required, but you must include the URL of the multimedia story.

PHOTOS / Submit full-tear sheets 21 – 24

21: BEST NEWS PHOTOGRAPH This category includes photographs of general news value that are planned or unplanned. Entries judged on quality of photograph, composition, emotional impact and completeness.

22: BEST SPORTS PHOTOGRAPH This category is defined as any photograph related to a sports subject. Entries judged on quality of photograph, composition, emotional impact and completeness.

23: BEST FEATURE PHOTOGRAPH This category includes any photograph that demonstrates elements of feature photography, photographs that capture the essence of an individual personality or one that presents a portrait story. Entries judged on quality of photograph, composition and emotional impact.

24: BEST FEATURE PHOTO LAYOUT OR PHOTO STORY This entry is defined as any series of photographs in any one issue on any subject. Entries will be judged on quality and effectiveness of presentation as well as layout, captions and text in telling the story.

Better Newspapers Contest

BNC - INDIVIDUAL AWARDS / CATEGORIES 25 - 27

BEST OF 2014 CATEGORIES

25: STORY OF THE YEAR All the first-place entries in categories 10 to 17 will automatically compete for outstanding story of the year.

26: PHOTOGRAPHER OF THE YEAR: DAILY AND NON-DAILY (ENTER BY MAIL W/LABEL) Candidates must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a letter explaining why candidate should be chosen. Each entry packet should include 10 to 12 samples of the nominee's work. Submit full tear-sheets. There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during contest period.

27: JOURNALIST OF THE YEAR: DAILY AND NON-DAILY (ENTER BY MAIL W/LABEL)

Candidates (including editors, columnists, reporters, special section editors) must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a one page letter explaining why their candidate should be chosen Journalist of the Year. Each entry packet should include 10 samples of the nominee's work (no sidebars, please), Submit full tear-sheets. There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during contest period.

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD!**

DEADLINE

Entries AND fees must be received in the ANA office (or be Postmarked) by 4 p.m., Friday, May 29, 2015. Due to the nature of the online system, **no extensions** are able to be granted. If you need ANA to invoice you, please call.

BNC CONTEST PERIOD (Publication Dates of Entries)

May 1, 2014 to April 30, 2015.

ENTRY FEES

a) NEWSPAPER CATEGORIES: The one-time fee covers all entries in Cat. 1 through 8.

NON-DAILIES DIVISION:

Circ. less than 3,500	\$ 70.00
Circ. 3,500 to 10,000	\$105.00
Circ. Greater than 10,000	\$135.00

DAILIES DIVISION:

Circ. less than 25,000	\$150.00
Circ. greater than 25,000	\$170.00

(Circulation divisions are based on data in the 2015 ANA Media Directory.)

b) INDIVIDUAL CATEGORIES: \$10 each entry, (Categories 9-27). Stories continued to a second page count as one entry. **Category 11, Min. 3 - Max. of 8 tear sheets.**

FORMAT FOR ENTRIES

a) Newspaper entries in Cat. 1, 2, 3 and 5 require complete editions (**no ad inserts**). Cat. 4 may be submitted with only the editorial sections. These entries must be submitted by mail.

b) Individual entries (Categories 9, 10, 12-24, 26, 27) must be submitted as PDF or JPG files, with the story, column or photo(s) CLEARLY marked. Writers or photographers may submit as many entries per category as they wish. All entries must have been published in an ANA member newspaper or news website.

ENTRIES UNLIMITED FOR INDIVIDUAL CATEGORIES

A newspaper may submit as many entries in the individual categories as they choose, at \$10 per entry. Entries must come via the newspaper publisher's approval. Separate direct entries from individuals and former employees not accepted unless submitted by the current publisher of the newspaper.

IDENTIFICATION OF ENTRIES

a) Labels for all entries must be printed from the online entry system. If you believe the data on your label is in error, or for further assistance, please don't hesitate to contact us.

b) Staple the printed label to the entries you are mailing in. Be sure to indicate which story or stories the judges should look at. (Entries not identified may be disqualified.)

ADDITIONAL INFORMATION

A letter from the publisher/editor is required for Category 6, 26 and 27. You may attach a letter to any other entry, describing the entry and/or your community, if you think it will help judges.

GENERAL EXCELLENCE

Newspapers must enter at minimum Categories 1 through 5 to be eligible for General Excellence Awards. The total points earned in entry Categories 1 through 8 determine General Excellence finalists.

General Excellence winners are determined by point totals from the first eight categories. Points: First Place, 20; Second Place, 15; Third Place, 10; No Honorable Mentions will be awarded.

AWARDS

Plaques will be awarded to first place winners. Certificates are given for second and third place. First and second place General Excellence winners receive plaques.

PHOTOS OF WINNERS REQUIRED

Winners will be notified by July 31, 2014 if they have placed and in which category. You will be requested to send color photos (JPG files preferred) of the writers, editors, photographers, production personnel, etc., responsible for the winning entry. ANA reserves the right to use photos from past winners.

ENTRIES NOT RETURNABLE. SUBMIT ENTRIES AND MAKE CHECKS PAYABLE TO:

Arizona Newspapers Association
Contests
1001 N. Central Ave., Suite 670
Phoenix, AZ 85004



How do you win Newspaper of the Year?

YOU HAVE TO ENTER BOTH CONTESTS

Although Newspaper of the Year is determined by total points earned in the Excellence in Advertising and Better Newspapers Contests, you have to enter BOTH contests to be eligible to win. The more newspaper categories you enter the better your chances.

THE POINT SYSTEM

Winning entries earn points in both the Excellence in Advertising Contest and the Better Newspapers Contest, so publishers should make sure the respective department heads enter both contests. For equity between the contests, there are eight categories in both contests that count toward total points for Newspaper of the Year.

POINTS ARE AWARDED ACCORDINGLY:

First Place, 20 points; Second Place, 15 points; Third Place, 10 points.

ONE DAILY WINNER AND ONE NON-DAILY WINNER

Two newspapers will be named "Newspaper of the Year": one daily newspaper and one non-daily newspaper, based on total points earned.

IN CASE OF TIES

A tie-break system was developed in 2005. If there is a tie in one of the divisions, the newspaper with the most First Place points wins. If a tie remains, then Second Place points take precedence, and, if needed, then Third Place points.