

NPA/NPAS Staff

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Statement of Ownership publication deadline is this month

A reminder that the deadline to publish your Statement of Ownership is fast approaching!

- The deadline for publishing your notice depends on the frequency of publication: For dailies and newspapers published two or more times a week, the deadline is **October 10**. For weeklies, the deadline is **October 31**.
- The NNA (National Newspaper Association) also requests **all NNA member newspapers send a copy of their statement of ownership to NNA/Lynn Edinger, PO Box 7540, Columbia, MO 65205-7540;** or email them to lynn@nna.org.

(The deadline for filing your Periodicals Class Statement of Ownership with the Postal Service was October 1 (Form 3526, and for e-subscriptions, Form 3526x).

If you have any questions, please contact Allen Beermann in the NPA office.

New publisher takes the reins at Lee Enterprises' Plaindealer Publishing

Mike Wood, a North Dakota native, took over the position of publisher at Lee Enterprises' Plaindealer Publishing as of September 14, 2015.

Plaindealer Publishing includes the Tekamah Burt Co. Plaindealer, farm trade shopper, Midwest Messenger, and the Midwest Producer, an ag journal covering Nebraska and Kansas.

Wood, a 15-year veteran of the newspaper industry, comes to Tekamah from Aberdeen, SD, where he has been associated with Farm Forum Green Sheet for the last five years. Prior to his work in Aberdeen, Wood worked in Minneapolis as an advertising rep with a string of small newspapers in the St. Paul, MN, area, then at the Bismarck Tribune for four years in a variety of roles, and as ad director in Chippewa Falls, WI.



Husker pre-game, Sat., Oct. 10!

If you're going to the Husker game this Saturday, October 10, why not stop by the NPA office for complimentary food (while it lasts!) and conversation with fellow newspaper people? Pre-game begins at 12:30 p.m. at the NPA office, 845 "S" Street. Parking in our lot is sold out, but we're conveniently located near the Stadium, so stop by on your way to the game. GO BIG RED!

Upcoming Webinars

**Mapping Your
Digital Strategy**
Thursday, October 15
*Presenter Jean Hodges,
GateHouse Media*

**What You Need to Know
About Overtime and
Independent Contractor
Laws and Regulations**
Friday, October 16
*Presenter Michael Zinser,
The Zinser Law Firm*

**Growing Revenue
in Your Local Market**
Thursday, October 29
*Presenter Mark Lane,
Morris Communications*

**Register at
onlinemediacampus.com**

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



Free Speech Week, October 19-25

Free Speech Week is a yearly event to raise awareness and celebrate the importance of free speech and a free press in the United States. As freedom of speech is a right all American's share, this non-partisan, non-ideological event is intended to be a unifying celebration.

Anyone can participate in Free Speech Week! Individuals, schools, organizations and communities. Whether it's raising awareness about the history and importance of freedoms of speech and of the press, or engaging in everyday activities made possible because of these freedoms.

Go to <http://www.freespeechweek.org/> for resources and promotional and educational ideas

Those who work at small newspapers are a gift to us all

By Ed Henninger

Editor's note: This column originally published in June, 2013, but it seemed appropriate to share it again during National Newspaper Week.

IT'S AMAZING WHAT WE CAN LEARN over the course of a career. So many people have taught me so much. And then, there are the many things I've learned by observing newspaper people at work. In more than 45 years in newspapering, one of the most important things I've learned: Small newspapers are a gift. But the real gift is the people who work at those newspapers.

Here's why:

The folks who work at small newspapers live in the town. Many of them grew up there. They go to church there. They shop there. Their kids go to school there. They know who's who and who would-like-to-be-but- isn't.

You'll not find harder workers than those who work at small newspapers. They put in long hours and rarely (if ever) complain, they'll visit an advertiser before sunrise and they'll report on those high school football games that run into double-overtime...at an opponent's stadium 28 miles away.

They try to improve with every issue. If they hear about a better way to do things, whether it's new software, digital photography, the web—whatever—most are willing to give the new technology a shot. Granted, some are old dogs. But even they are willing to learn new tricks.

They have the best interests of the newspaper—and the town—at heart. They want to see both succeed and flourish and they are willing to go the extra mile to make that happen.

They are boosters. They will offer a balanced report on how things are going in town. They'll tell the bad along with the good, but they look for the good and they focus on that because they firmly believe the town itself is a good place to live and work.

They are courageous. When that difficult story comes along, the one where they must hold up a mirror to the town and point out an ugly spot, they're not afraid to tell the unvarnished truth. And they do that because they know that the truth is what makes the town and its people stronger.

They lead. Perhaps the town needs a nudge in the right direction. There's a chance for growth—if the people are willing to take it. The publisher and editor will take up the cause and help to generate the momentum needed for positive change.

They appreciate core values. They're too busy for office politics and they really don't care for the gossip and back-biting that goes on at larger newspapers. They have no desire to go write for The New York Times or The Washington Post because they realize they are making a positive difference right where they are.

They treat each other like family. From the publisher on down, everyone on the staff at a small newspaper is "family." They know each other's kids. They talk about the things that bring them together. They trust each other. And when one of them is hurting, they care for each other.

Small newspapers are part of the lifeblood of their town. Whether it's a report on a hotly-argued county tax increase or a few sentences about a party for a bride-to-be, the people at a small newspaper take the time to get all the facts and figures correct, and all the names of the partygoers right. And...they work hard to give advertisers the service and support they need to be successful. A town without the bright, dedicated people who work at a small newspaper is a town that struggles.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. On the web: www.henningerconsulting.com. Phone: 803-327-3322.

NNA selects Illinois Press Association as managers

*NNA (National Newspaper Association), October 5, 2015;
Contact: Stan Schwartz, NNA, 703-777-4981*

National Newspaper Association President John Edgecombe Jr., publisher of The Nebraska Signal in Geneva, NE, today announced that the Illinois Press Association, based in Springfield, IL, would become NNA's new management firm beginning January 2016.

"I am very pleased with our board's selection of a management partner. We received many qualified submissions for management, which our Transition Committee reviewed over the summer, and we found the highly-talented management team at Illinois Press would provide the best fit for NNA. They have a deep bench of marketing, database and leadership-oriented executives and they are completely committed to the success of the newspaper business," Edgecombe said.

"The Illinois Press Association is honored to be chosen to provide management services to NNA. We are confident the synergies of our combined resources will greatly benefit both organizations," said Dennis DeRossett, IPA executive director. "Our missions are parallel—we are both strong advocates of newspapers and the important role they play in our communities and in our democracy. At this time in our histories, this partnership is an important next step that will strengthen both organizations and enable us to move forward in new ways to the benefit of our member newspapers."

The press association will take over from American PressWorks, Inc., which will resume its public policy work and management of NNA's Washington Office, when the transition is complete. APW began managing NNA's business affairs in 2010, adding that work to its public policy portfolio.

NNA's long-time editor, Stanley Schwartz, who has overseen the industry's leading trade newspaper, Publishers' Auxiliary, will join the Illinois team.

"We have the total support of both boards of directors and both management teams to carry out a seamless transition and to focus all of our talents on serving community newspapers," Edgecombe said. "I believe NNA will continue to grow and will serve local newspapers well as it heads into its 131st year."

NNA was founded in 1885 and represents about 2,100 community newspapers across America, with an emphasis on weekly and small daily newspapers.

The IPA was founded in 1865 and is celebrating its 150th anniversary in 2015. Its membership consists of approximately 475 newspapers located throughout Illinois.

“ Always go to other people's funerals. Otherwise, they won't come to yours. ”
Yogi Berra
1925-2015

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthive

David Chavern named new President and CEO of Newspaper Association of America

Arlington, Va., October 1, 2015

Newspaper Association of America (NAA) announced that its board of directors has selected David Chavern, a seasoned public policy and advocacy leader, as its new president and CEO, effective October 14, 2015. Chavern succeeds Caroline H. Little, who led the association for four years and announced her retirement earlier in 2015. In his new role at NAA, Chavern will work closely with board members and staff to navigate the organization through a continued period of significant opportunity for newspaper media. With technological advancements changing the ways in which people consume the news, he will provide strong, strategic direction to ensure the future success of the organization.

Chavern has built a career spanning 30 years in executive strategic and operational roles, and most recently completed a decade-long tenure at the United States Chamber of Commerce.

"I am honored to join the Newspaper Association of America in a time of great change and great opportunity for the newspaper industry," said Chavern. "I look forward to working with the organization's incredible board and staff as we continue to strategically refocus our efforts by leveraging new technologies to bring the irreplaceable newspaper content that is loved by so many to more people than ever before. Newspapers play such a vital role in all of our lives, and I am excited for what is to come."

NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada. NAA members include daily newspapers, as well as nondailies, other print publications and online products. Headquartered near Washington, D.C., in Arlington, Va., the association focuses on the major issues that affect today's newspaper industry: public policy/legal matters, advertising revenue growth and audience development across the medium's broad portfolio of products and digital platforms.

Classified Advertising Exchange

Oct 5, 2015

AGRICULTURAL ADVERTISING SALES: Midwest Messenger has openings in Nebraska, Kansas & Iowa. Previous Sales experience required, valid driver's license and willing to travel. Apply at www.midwestmessenger.com/workhere. EOE

EQUIPMENT FOR SALE: Agfa Repromaster 3800 Dark-room Camera, \$75; NuArc Darkroom Platemaker, \$125; Iconics plate processor, \$50; 15 HP DC motor (used with News King KJ4), \$200. Call or email Tom at West Point News, publisher@wpnews.com, 402-380-0784.

ATTACHED TO THIS WEEK'S BULLETIN:
Classified Advertising Exchange, 2016 NPA Better Newspaper Contest - Call for Entries.

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.



*Nebraska
Press
Association*

*2016
Better
Newspaper
Contest*



Deadline: January 31, 2016



Daily and Weekly Newspaper Contest Rules

General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by 5 p.m. Central time on Sunday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2016**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. Entries must be submitted online, as specified. Certain categories call for entries in print. They shall be placed in 9x12 envelope and affixed with appropriate label stapled to upper right hand corner. Only one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope.
3. Entries should be PDF files showing the full page tearsheet (publication name and date must be showing). Online entries must be outlined IN YELLOW.
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies.**
5. Deadline for postmark of print entries: **January 31, 2016. Mail marked contest material to:** Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226. Entries must first be entered online & a label printed to affix to print entry.
6. First, second, and third place winners will be awarded in all categories having qualified entries.
7. **All entries may be entered only once, regardless of publication or circulation category. (i.e., a feature story, advertisement, news photo or section may have been published in multiple newspapers, but that story, ad, photo or section cannot be entered in multiple contest categories or circulation divisions.) A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**
8. **Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.**
9. **Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.**

Special Awards: (No Sweepstake points awarded.)

PHOTO OF THE YEAR AWARD — Only one winner. First place photography entries from all categories and each class, both weeklies and dailies, will be judged together to choose the Photo of the Year. First place winners are automatically entered in this category.

EDITORIAL OF THE YEAR AWARD — Only one winner. First place winners from Category #33 "Editorial" from each class, both weeklies and dailies, will be judged together to choose the Editorial of the Year. First place winners are automatically entered in this category.

FREEDOM OF INFORMATION AWARD — Only one winner. Submit news articles, editorials, house ads and other materials demonstrating your newspaper's commitment to combating government secrecy and ensuring the public's right to know. Entry can include cover letter from entrant and supporting letters from the community.

BEST NIE PROGRAM — One entry per newspaper accompanied by cover letter explaining how your publication promotes Newspapers in Education. Samples can include full-page tearsheets of promotional advertisements, specialty pages or sections aimed at student readers, copies of fliers or letters sent to teachers, etc. Subject matter should be clearly outlined. Judges will consider ingenuity and impact of promotional materials and ads, and results of efforts. Maximum one entry per newspaper.

Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2015

Statement of Ownership)

Deadlines

Entries must be entered online or mailed no later than Midnight on January 31, 2016.

Contest Period

Calendar Year 2015. All entries must have been originally published between January 1 and December 31, 2015.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 22-23 at the Holiday Inn, Kearney.

NOTICE

**Entry Fee is \$3.00 per entry.
Entry fees must be paid by check.
Mail check to
Nebraska Press Association
845 "S" Street**



Daily & Weekly Contest Categories

1. Use of Computer Graphics - Produced In House

Original news graphics, created in house. Judges consider design, impact, clarity, relevance and quality of artwork. Maximum three entries per newspaper.

2. Building Circulation

Must be focused on retaining readers and building circulation. Cover letter can be included. Can be any original promotional material. Maximum three entries per newspaper.

3. Reader Interaction/Contest

Entry can consist of up to four examples – permanent links to digital content – exhibiting opportunities for reader interaction or promoting a contest designed specifically to engage readers. Initiated by news, marketing, advertising, circulation or cooperative efforts. Judges shall consider potential for reader participation, originality of theme, copywriting, attractiveness and creativity. Maximum one entry per newspaper.

Advertising

(The following applies to all Advertising Categories: **NO NPAS HOUSE, AGENCY OR CLIENT PRODUCED ADS ALLOWED – ALL ADS MUST BE CREATED BY SUBMITTING NEWSPAPER**)

4. Community Promotion Advertisement

A single ad or series of ads created by the newspaper promoting its community, a project in its community or a community event. List name responsible for content. Maximum three entries per newspaper.

5. Agricultural Advertisement

Best advertisement featuring an agricultural theme. Advertisement must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Must be produced in-house. Maximum three entries per newspaper.

6. Small Ad (Under 1/4 page or less than 3 x 10 1/2")

May submit up to three entries per newspaper. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Ad must be for a single advertiser. Maximum three entries per newspaper.

7. Signature Page

Best ad featuring any theme and containing multiple advertisers. Judges will consider originality of theme, design and layout, makeup, visual appeal and overall continuity. Maximum three entries per newspaper.

8. Classified Section

The purpose of this category is to recognize quality classified advertising pages. Judges will consider overall attractiveness, ease in reading, clarity of classified headlines, organization, promotion of classified advertising use, ease for readers to place and use classifieds. Maximum one entry per newspaper. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**

9. Advertising Campaign

Two or more ads constitute "campaign." Campaign ads must be created by newspaper entered. List name of person responsible for content. Maximum three entries per newspaper.

10. Single Retail Advertising Idea - Color

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

11. Single Retail Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.



12. Single Classified Advertising Idea - Color (DAILIES ONLY)

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

13. Single Classified Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

14. Creative Ad Writing

Each entry shall consist of three examples of creative ad writing in separate and unique advertisements. Judges will consider how the headlines and text complement artwork and other elements in the advertisements, and how the writing captures readers' attention, entertains, inspires, and prompts reader action. Maximum three entries per newspaper.

15. Best New Idea – Ads/Marketing

Submit up to four examples – permanent links and/or pdf – along with a letter explaining why your idea was a winner, how you implemented it, and why it could be successfully adapted for advertising and/or marketing campaigns by other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

Sports

16. Sports Action Photo

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. See Photo of the Year category under Special Awards.

17. Sports Feature Photo

Picture must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. See Photo of the Year category under Special Awards.

18. Sports Page

Select page or pages from one issue each of Fall, Winter, Spring and one of newspaper's choice. This is one entry. Judges consider content, writing, headline suitability, layout, design and appeal. Maximum one entry per newspaper.

19. Sports Column

Submit any two columns per columnist. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Maximum three entries per newspaper.

20. Sports Writing

Submit entries with stories highlighted. Judges consider interest, impact, clarity of writing, local relevance. Maximum three entries per newspaper.

Photography

21. Photo Page

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Judges consider the theme, composition of individual photos, local interest, layout, reproduction, captions. A premium for originality. Maximum seven entries per newspaper.

22. Feature Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. See Photo of the Year category under Special Awards.

23. News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. See Photo of the Year category under Special Awards.



24. Breaking News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Breaking News is defined as a photo in which no advance planning is possible...tornadoes...accidents...fires... quick action items. Maximum seven entries per newspaper. See Photo of the Year category under Special Awards.

News/Editorial

25W. Use of Color – News (WEEKLIES ONLY)

Judges consider originality, mechanical reproduction, compatibility with written matter, makeup. Maximum three entries per newspaper.

26. Personal Column

Submit any two columns per columnist. Each columnist limited to one entry. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Entry shall consist of any two columns per columnist. Maximum seven entries per newspaper.

27. Breaking News

Breaking News is defined as an event or development in which no advance planning is possible...tornadoes... accidents...fires...quick-action items. Judges consider interest, thoroughness, clarity of writing and impact of visual elements and presentation. Maximum three entries per newspaper.

28. Feature Series

The Feature Series must have appeared in two or more issues. Judges consider subject, interest and impact, layout and design, writing. **(Don't confuse with contest No. 29).** Maximum three entries.

29. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 28).** List name of writer. Maximum of four feature entries per newspaper.

30. In-depth Writing

An in-depth report on a serious subject, single or multiple elements or a series. Judges consider news peg, local relevance, use of research, computer-aided research, multiple sources, enterprise on the part of the newspaper in pulling resources together to get the story, impact on community, opportunity for the community to take action. Maximum two entries per newspaper.

31. Public Notice and Its Promotion

Submit any two examples of articles, editorials or ads which promote the concept of newspaper public notice as the best way to guarantee the public's right to know. This is one entry. Maximum of one entry. **THIS CATEGORY COUNTS DOUBLE POINTS FOR SWEEPSTAKES AWARD.**

32. Editorial Page

Limited to one entry per newspaper to be composed of one page each from the months of May, August & November. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

33. Editorial

Entry shall consist of three staff-originated editorials. This is one entry. Judges consider local interest in issues raised, suggested solutions and call to action. Judges also consider clearness of style, sound reasoning, power to influence public opinion and literary merit. Maximum one entry per newspaper. See Editorial of the Year Award category under Special Awards.

34. News Writing

Judges consider the quality of writing.... its impact, clarity of sourcing, thoroughness and relevance. Entry consists of story dealing with general news coverage. One entry per topic, any number of staff members may contribute to the story. Maximum of three entries per newspaper.

35. Best New Idea – News

Submit up to four examples – permanent links to digital content and/or pdf – along with a letter explaining why your idea was a hit, how you implemented it, and why it could be successfully adapted by editors and reporters at other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.



36. **Headline Writing**

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider the effectiveness of front page headlines in capturing reader interest and in accurately reflecting the nature of stories. Maximum one entry per newspaper.

37. **Front Page**

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider layout and design, writing, use of artwork, headlines, relevance, balance of local and non-local coverage. Maximum one entry per newspaper.

The following categories must be mailed to NPA.

38. **General Excellence**

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Mail three issues. One issue each from the months of February, August & November. Judges consider news, content, quality of writing, headlines, page design, photos and captions, graphics and art elements, editorial page, front page, lifestyle pages, sports pages, reproduction, advertising design and content, treatment of public notices. Maximum one entry per newspaper.

39. **Lifestyles**

Mail actual complete print section. Select page or pages from any three issues. This is one entry. Judges consider layout, design, content, writing and local impact. Maximum one entry per newspaper.

40. **Special Single Section**

Mail actual complete print section. Each entry consists of one section on a single date of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. "By Staff" byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**

41. **Special Section (Multiple Publication Days)**

Mail actual complete print sections. Each entry consists of section on multiple dates of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. "By Staff" byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**

42. **Youth Coverage**

This is a mail in entry. Submit three examples of coverage of young people (full-page tearsheets of youth pages, opinions, in-depth series about issues facing young people, advertisements, special sections, etc.) with subject matter clearly outlined. Must include cover letter. This will be one entry. Judges will consider local interest, relevance, impact and ingenuity. Maximum one entry per newspaper.

43. **Specialty Pages**

This is a mail in entry. Submit tearsheets from regular editions of up to three pages geared to a specific audience, or three pages geared to a variety of audiences: youth, business, agriculture, seniors, etc. Judges consider page design, impact, relevance of content. Maximum one entry per newspaper.

44. **FREEDOM OF INFORMATION AWARD (All Classes Together)**

Only one winner. Submit news articles, editorials, house ads and other materials demonstrating your newspaper's commitment to combating government secrecy and ensuring the public's right to know. Entry can include cover letter from entrant and supporting letters from the community.

45. **BEST NIE PROGRAM**

One entry per newspaper accompanied by cover letter explaining how your publication promotes Newspapers in Education. Samples can include full-page tearsheets of promotional advertisements, specialty pages or sections aimed at student readers, copies of fliers or letters sent to teachers, etc. Subject matter should be clearly outlined. Judges will consider ingenuity and impact of promotional materials and ads, and results of efforts. Maximum one entry per newspaper.



Digital

46. Web Sites

To enter include the address of Web Site and name(s) of staff responsible for site. Criteria includes usefulness to readers, effectiveness of advertising, quality and quantity of community content, ease of navigation, inclusion of special features such as links, interaction, etc., and cross-promotion of newspaper and Web Site. Maximum one entry per newspaper.

47. Online Video

Breaking news, sports, features, special interest, advertising and other styles of video are eligible. Judges shall consider quality of visual storytelling, graphics, sound, special effects and quality of script, camerawork, and editing. Premium for uniqueness and viewer impact. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper.

48. Online Coverage of Breaking News

Entry consists of permanent link to digital content of the breaking news coverage along with cover letter explaining the depth and breadth of the coverage and containing statistical data on traffic growth, social media/video views, etc. during the event. Judges will consider the newspaper's use of multi-media to break a spot news story and develop the coverage as the news event unfolds. Maximum three entries per newspaper.

49. Best Use of Social Media

This category recognizes newspapers that have utilized social media in an innovative way to expand coverage beyond traditional print. Entry shall consist of a cover letter of 300 words or less describing a single news event in which your newspaper creatively used social media to inform and interact with readers. Entry should include up to three examples (screen shots of Facebook posts, tweets, etc.). Judges will consider the entry's impact on the audience, clarity of the message and creativity. Maximum three entries per newspaper.

50. Best Digital Ad Idea

Any ad – animated or static – appearing on website or mobile site. Ad must have been created locally by newspaper entering it in the contest. Entry consists of permanent link to digital content. Maximum three entries per newspaper.

Sweepstakes Awards

Weekly Class Award

All **weekly** newspapers entered are automatically eligible. The award will be presented to the newspaper in each class of A, B, C and D that accumulates the most points in its class based on the formula given below.

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. This is the most prestigious award in the weekly competition. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. This is the most prestigious award in the daily competition. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*
Each second place award...7 points*
Each third place award...4 points*
*Double points for General Excellence & Public Notice categories