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## **Call for entries: NPA Better Newspaper Contests!**

It's time to start thinking about the 2020 NPA Better Newspaper Contest.

Attached to the Bulletin are two PDFs that include contest guidelines and instructions - one for PRINT and a separate one for DIGITAL. Also attached is a list of possible disqualifications when entering contest (that papers have done in the past).



**Please note that all entries will now be online only, there are NO LONGER ANY MAIL-IN ENTRIES.**

We encourage you to start submitting online entries now to re-familiarize yourself with how the online process works.

**Entry deadlines for both print and digital contests is January 31, 2020.**

If you have questions, please contact Carolyn Bowman in the NPA office, [cb@nebpress.com](mailto:cb@nebpress.com).

### ***DeRossett - from pg. 1***

DeRossett will be stepping into executive director role in January 2020 after relocating from Springfield, Illinois. He and his wife, Katie, have three children and six grandchildren.

"Nebraska is one of the few states that can claim all newspapers in the state as members; that is significant. It is evidence of just how important and relevant the Association is to each newspaper, regardless of their circulation or total audience size," DeRossett said. "NPA members can expect the assistance, promotion and advocacy efforts on their behalf to continue uninterrupted."

The current NPA staff will remain in place under DeRossett's leadership.

"I firmly believe that in working for the benefit of our members, the work of the Nebraska Press Association also impacts every citizen. In addition to providing local news and information, newspapers have direct impact on accountability and transparency in our government, our democracy and with civic engagement," DeRossett said. "The importance of the First Amendment has certainly not diminished and newspapers are a vital component of that."

*"A lot of people like snow. I find it to be the unnecessary freezing of water."*

**- Carl Reiner**

**GIVE ME THE LIBERTY  
TO KNOW, TO UTTER,  
AND TO ARGUE FREELY** **ACCORDING TO  
CONSCIENCE ABOVE  
ALL LIBERTIES.**

John Milton

## **NNA 2020 convention logo contest: You could win \$100+**

The National Newspaper Association convention will be October 1-3, 2020 in Jacksonville, Florida, and

NNA is reaching out to graphic artists at community newspapers to create a logo for its convention.



**The winner will receive \$100 and a free registration (worth more than \$400) to the 2020 convention. NNA member newspapers are eligible to enter.**

The theme for the NNA Annual Convention & Trade Show 2020 is *"Today's Readers, Tomorrow's Leaders."* **cont. pg 3**

### Contest - from pg. 2

This logo will be used with other key words for marketing purposes and in the convention program. Please keep this in mind when creating your design.

Remember, this logo is for the 134th NNA Annual Convention & Trade Show, October 1-3, 2020, in Jacksonville, Florida, so that should be incorporated into your logo or easily added. **Deadline for logo entries is December 23.**

**Learn more about how to enter the logo contest here at: <https://nna.formstack.com/forms/logocontest2020>.**

If you have questions about the logo contest, contact Lynne Lance at [lynne@nna.org](mailto:lynne@nna.org).

## Have a Legal Question??

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

**Call the Nebraska Press Association Legal Hotline.**

**Contact Shawn Renner at:  
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.  
Bank Building, Lincoln, NE 68508, 402-474-6900,  
[srenner@clinewilliams.com](mailto:srenner@clinewilliams.com)**



## New NPA Foundation officers elected

At the November 22, 2019, NPA Foundation board meeting in Lincoln, board members were elected to serve:

Second term: President/Chair, Kurt Johnson, Aurora; and Vice President, Shary Skiles, McCook. First term as an officer: Secretary, Dennis Morgan, Elgin; and Treasurer, Rod Worrell, Ainsworth. Newly elected trustees: Jim Dickerson, Albion and Jim Edgecombe, Minden. Immediate Past President, Mark Rhoades, Blair, serves a one-year term.

The mission of the Nebraska Press Association Foundation is to support the newspaper industry in publishing better newspapers for readers through accessible, practical and quality education. The Foundation works each year to raise funds for high school and college scholarships for students pursuing a community journalism education.

In 2017, the board established a new internship scholarship program, which provides Nebraska college/university journalism students the opportunity to gain hands-on newspaper experience by working at a weekly Nebraska newspaper during the summer. After a successful first year, the board voted to increase the number of available internship scholarships from five to seven.

## Nebraska Senator Slama is on Forbes '30 under 30' list

*Lincoln Journal Star, Don Walton, Dec. 4, 2019*

Nebraska Senator Julie Slama of Peru (Dist. 1) has been cited by Forbes magazine as one of the 30 politicians, attorneys and founders under the age of 30 who will help shape the next decade of law and policy in the United States.

Slama, 23, was appointed to the Legislature by Gov. Pete Ricketts in 2019 and is a candidate for a four-year term in 2020.

A graduate of Yale University who majored in political science, with an emphasis on international relations, Slama is now a student at the University of Nebraska College of Law.

Forbes cited Slama along with 23-year-old Sen. Will Haskell of Connecticut as "two of the youngest state senators in history," noting that they are "diametrically opposed" in terms of political leanings. However, the magazine said, "both share a drive to improve the communities that formed them." Slama is a Republican serving in Nebraska's non-partisan Legislature; Haskell is a Democrat.

"No matter the outcome of next year's election, the 2020 Forbes '30 under 30' Law and Policy honorees will surely be found on the front lines, fighting for - and against - one another," Forbes said.

## National Newspaper Association applauds postal bill

*NNA, Tonda Rush, [tonda@nna.org](mailto:tonda@nna.org), Dec. 5, 2019*

National Newspaper Association President Matt Adelman, publisher of the Douglas (Wyoming) Budget, today announced that a postal reform bill supported by NNA has achieved a sufficient number of both Democrats and Republicans as sponsors and action has been recommended to Speaker Nancy Pelosi. Adelman thanked Rep. Peter DeFazio, D-Ore., for his leadership in moving HR 2382 to possible action on the House consensus calendar, which is a streamlined process for quick passage of legislation.



"We have worked for more than a decade to lift the burden of prefunding retiree health benefits from the U.S. Postal Service. This one requirement, unique among federal government agencies, has led to the most staggering debt by USPS of any measure we have seen in the more than 100 years that NNA has worked on postal policy. Congress took a big risk in 2006 when it decided to impose this burden. USPS has been unable to pay the obligation, so the debt just keeps mounting.

**cont. pg. 4**



### **Postal - cont. from pg. 3**

"Now a wide majority of House members recognize that it is time to rethink the requirement," Adelman said. "NNA appreciates their attention to the plight of our nation's universal service network. Community newspapers need for USPS to be stable and effective."

The obligation imposed in 2006 was for prefunding about \$72 billion in anticipated retiree health benefits covering a 75-year time span into the future. The fund has nearly \$40 billion in it now, which achieves a higher level of prefunding than the rest of the federal government and more than most private sector businesses with health fund obligations. But USPS announced a decade ago that it could not continue adding to the fund as required if it was to continue delivering the mail.

Adelman noted that some members of Congress have been concerned about the perception that HR 2382 is a bailout of the retiree fund. He said that, on the contrary, the reverse is true.

"I know many in Congress are rightfully concerned about fiscal accountability and about the wide gaps in private sector retirement funding coverage. Some have told our members that they worry the government is going to have to pick up the tab. But this bill won't create that problem. Rather, it will help to avoid it by helping USPS to keep rates stable and protecting the mail business that it presently has. If we let this problem drift on, it will lead to much higher rates, drive away more mail and put the USPS into an even deeper hole."

With the assistance of NNA's Congressional Action Team, HR 2382 now has 292 co-sponsors, from both sides of the aisle. A companion Senate bill by Sens. Steve Daines (R-Mont.) and Brian Schatz (D-Hawaii) has been introduced this week. The bill is identical to the House bill and is numbered S 2965.

## **Rudy Smith, longtime World-Herald photojournalist, dies at 74**

Rudy Smith, who had a 45-year photojournalism career at the Omaha World-Herald, died December 5, 2019, at home after a short bout with cancer, at the age of 74.

Funeral services will be held Saturday, December 14, at 10:00 a.m., at Salem Baptist Church, 3131 Lake St. in Omaha.

Smith's career started in 1963, and he retired in 2008. He was known for many contributions to Omaha, including his approach to documenting life in Nebraska, Omaha and the city's black community.

He pointed out injustice and wrongdoing, and showed black life in Omaha. He had been on the front lines of civil rights in Omaha, and knew that his camera could also be

a tool for racial justice. He was involved in a number of organizations that fought for equality and won dozens of awards for his work with a camera.

Smith was involved in his community and his church, organizing food pantries, teaching at UNO, and serving on the board of directors at The Great Plains Black History Museum.

While a student at UNO, Smith was elected student senator and lobbied to get the university to pressure nearby landlords into allowing black students to rent apartments. He also asked for the university to start teaching black history and to hire more black professors. UNO eventually started a black studies department.

When he graduated from UNO in 1969, he was the first black graduate of UNO's communications school. Later, he became the first black faculty member in the communications school.

He served on a state affirmative action advisory committee, pressing for minority employment, training and retention in state jobs. He served under three governors: Bob Kerrey, Ben Nelson and Mike Johanns.

Smith is survived by his wife of 52 years, Llana. The couple have three children, including a son who died several years ago.

**EARLY DEADLINES!**

**NCAN(classified) Ads:**

- Ads running wk of 12/23/19
  - DL Tues., 12/17/19 at 10:00 a.m.
- Ads running wk of 12/30/19
  - DL Mon., 12/23/19 at 4:00 p.m.
- Ads running wk of 1/6/20
  - DL Tues., 12/31/19 at 10:00 a.m.

**2x2/2x4 Display Ads:**

- Ads running wk of 12/23/19
  - DL Mon., 12/16/19 at 4:00 p.m.
- Ads running wk of 12/30/19
  - DL Mon., 12/23/19 at 4:00 p.m.
- Ads running wk of 1/6/20
  - DL Mon., 12/30/19 at 4:00 p.m.

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

Our Office Will Be CLOSED Dec. 25, 26 & 27, 2019,  
& CLOSED Jan. 1, 2020.

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  
cb@nebpress.com

# How do we reach Millennials?

*Focus groups lead to a better understanding of young adults*



by Kevin Slimp  
kevin@kevinslimp.com

Steve Andrist, executive director of North Dakota Newspaper Association, asked me an interesting question yesterday. It was related to my visit to Bismarck in October to work with a focus group of millennials from throughout the state who met together to spend a good part of a day looking at, and discussing, newspapers.

Prior to my trip to Bismarck, I did what I often do: I surveyed newspaper readers and non-readers throughout the U.S. and Canada to determine what differences there were, if any, between the general population and millennials related to interest in newspapers. After meeting with the focus group in Bismarck, I met with North Dakota publishers to discuss what we had learned during the day. A week or so later, I wrote a report for NDNA with the findings of the focus group.

Steve's question yesterday was simple, "Do you have any quick advice on what you'd suggest newspapers do with this information?"

We learned a lot about millennials prior to, and during, the day in Bismarck. We learned they're not quick to spend money on any type of news. If they do spend money, they'd prefer to spend it on their local newspaper than anywhere else. We also learned that most of the millennials who live away from home check their hometown newspaper website for local news now and then.



In answer to Steve's question, here are the main takeaways I would suggest community newspapers keep in mind:

- **Millennials**, like most other in the general population, aren't looking for national or international news in their community papers. Even when looking at papers from larger cities in the state, the group reported having no interest in reading news from outside the community.
- **Millennials** prefer print, as do most other newspaper readers. While they will check out their hometown paper online while away in college or after college, they indicate they would be more likely to spend money on a printed newspaper in the place they live than a digital version.
- **Millennials** have less interest in sports in their community papers than the general population. When ranking areas of interest, local sports came far down the list.
- **Millennials** are most interested in local news, especially news related to - and stories about - individuals. They are more likely to buy a newspaper if it includes stories about individuals in the millennial age group now and then. They are also interested in local government news.
- **Millennials** have a lot of interest in reading about local entertainment, even in a small town. This might mean the entertainment is taking place in a larger town up the road, but entertainment and music are of great interest to readers in this age group.
- **Millennials**, much like the general population, indicate they would read a

free paper if it arrived in their mailbox once a week. More than 50 percent (in the national survey and in the focus group) indicated they would read the paper every week, with another 35 percent indicating they likely read the free paper most weeks.

In answer to Steve's question, what would I take away from this information if I were a local newspaper publisher?

**First, I'd remember** that millennials of this generation aren't so different from most of us when we were in our 20s. They're busy and don't read newspapers as often as older groups, but most of them will likely be newspaper readers as they marry and have families.

**To promote readership among millennials**, keep in mind their interest in stories about individuals. Interview high school, college-age and young adults for stories on a regular basis.

**Include more news** about local entertainment and music.

**Finally, I'd keep the statistic** related to free weekly papers in mind. I wouldn't change my current structure, but I'd begin the thinking about how to use the knowledge that most people report they would read a free newspaper if it ended up in their mailbox. Whether that meant creating an alternate news pub or finding other ways to take advantage of this statistic, it's important information.

In my next column, I'll share some of what I've learned about newspaper websites - what works and what doesn't - as a result of research I did for the Texas Center for Community Journalism in November and December.





# Classified Advertising Exchange

December 9, 2019

**FULL-TIME PRESSROOM OPENING:** The Norfolk Daily News has a full-time opening in its pressroom. Ideal candidate must have:

- Good work ethic
- Attention to detail
- General mechanical knowledge
- Forklift experience a plus
- We will train the right individual
- Outstanding facility and advancement opportunity
- Competitive pay and excellent benefits
- Plus - great people to work with

Apply in person to: Tyler Eisenbraun, Norfolk Daily News, 525 Norfolk Ave., Norfolk, NE 68702.

**DIRECTOR OF MARKETING & SALES:** The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact [allen.vaughan@unl.edu](mailto:allen.vaughan@unl.edu) or call 402.472.1769.

**NEWS EDITOR:** The Ashland Gazette and the Waverly News each have openings for news editor. Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication skills. Some nights and weekends are required. A valid driver's license and working vehicle are required. Bachelors degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Competitive pay and benefits package available. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoonepaper.com](mailto:suzi.nelson@wahoonepaper.com).

**EDITORIAL ASSISTANT:** The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at [suzi.nelson@wahoonepaper.com](mailto:suzi.nelson@wahoonepaper.com).

**NEWSPAPER FOR SALE:** Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

**NEWSPAPER FOR SALE:** The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com), or 402-762-5352.

**NEWSPAPER FOR SALE:** Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email [scjslegals@gmail.com](mailto:scjslegals@gmail.com).

**NEWSPAPER FOR SALE:** Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; NPA Better Newspaper Contests - Print & Digital - Rules & Guidelines; List of possible contest disqualifications.

**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 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.** Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



*Nebraska  
Press  
Association*

*2020  
Better  
Newspaper  
Print  
Contest*



*Deadline: January 31, 2020*



## **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 2019

Directory & Rate Book)

## **Deadlines**

Entries must be entered online no later than Midnight on **January 31, 2020.**

## **Contest Period**

Calendar Year 2019. All entries must have been originally published between January 1 and December 31, 2019.

## **Awards**

Awards will be announced during the Nebraska Press Association Annual Convention, April 17-18, 2020 at the Cornhusker Marriott, Lincoln, NE

## **NOTICE**

**Entry Fee is \$4.00 per entry.**

**Entry fees must be paid by check.**

**Mail check to**

**Nebraska Press Association**

**845 "S" Street**

**Lincoln, NE 68508**





## General Rules:

1. Entries accepted only from dues-paying members. Shoppers/TMC Products are not eligible.
2. Entries must be submitted to [www.newspapercontest.com/nebraska](http://www.newspapercontest.com/nebraska) by Midnight, Central time on Friday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2020**. 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](mailto:cb@nebpress.com). All entries must be submitted online, as specified. **THERE WILL BE NO MAIL IN ENTRIES FOR 2020.**
3. Entries should be **PDF files** showing the **full page tearsheet** (publication name and date must be showing). **DO NOT SUBMIT ONLY THE PHOTO OR AD, IT MUST BE A FULL PAGE TEARSHEET.** Online entries should be clearly identified by headline, topic, etc.
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
5. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
6. **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 ALL-CLASS AWARDS: (Winners receive a bonus 20 Sweepstakes points)

**PHOTOS OF THE YEAR: NEWS, SPORTS AND FEATURE — SEE CATEGORIES 54, 55 & 56.** Only one winner statewide per category: News Photo, Sports Photo & Feature Photo. Enter your best photos and compete against the best photographs entered by weeklies & dailies in all circulation classes. Entries in the Photo of the Year categories may have also been entered in other photo categories for circulation class competition.

**EDITORIAL OF THE YEAR AWARD — SEE CATEGORY 57.** Only one winner statewide. Enter your best editorial and compete against the best entries from weeklies & dailies in all circulation classes. Entries in the Editorial of the Year category may have also been entered in Category 33 for circulation class competition.

**ADVERTISEMENT OF THE YEAR AWARD — SEE CATEGORY 58.** Only one winner statewide. Enter your best ad and compete against the best entries from weeklies and dailies in all circulation classes. Entries in the Advertisement of the Year category may have also been entered in another Ad category for circulation class competition.



# 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 original promotional material, from your newspaper, focused on retaining readers and building circulation for either your print or digital product, or both. Cover letter can be included. Maximum three entries per newspaper.

## 3. Reader Interaction/Contest

Entry can consist of up to four print examples 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.

## 4. Newspaper Organized or Sponsored Event

In an attached cover letter describe the purpose of the event you organized or sponsored and how your involvement was vital to the success of the event. Events may be self-promotional for the newspaper, community-centered, profit-generating or organized and sponsored for other reasons. Judges shall consider the event originality and creativity and benefits for participants, along with the newspaper's level of involvement and leadership. Entry shall consist of the cover letter and no more than five examples that show the newspaper's role in creating, promoting and carrying out the event. PDFs, JPGs and video formats accepted. 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)

## 5. 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.

## 6. 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.

## 7. 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.

## 8. 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.

## 9. 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. NOT TMC/SHOPPERS ALLOWED.**

## 10. 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.



### **11. 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.

### **12. 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.

### **13. 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.

### **14. 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.

### **15. 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.

## **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. **Entry must be full page pdf or jpg tearsheet.**

### **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. **Entry must be full page pdf or jpg tearsheet.**

### **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.

### **21. Sports Feature Writing**

This category is for a single sports story where the focus is not on a specific game or contest (though specific contests may be mentioned and part of the story). For example, the story may feature a particular athlete or coach, a season overview, a state tournament run, a change in a team's philosophy or strategy, etc. Maximum three entries per newspaper.

### **22. Sports Game Coverage**

Enter a single story that covers a single athletic contest. The focus of the story should be on the game play. Maximum three entries per newspaper.





## Photography

### 23. 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. **Entry must be full page pdf or jpg tearsheet.**

### 24. 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. **Entry must be full page pdf or jpg tearsheet.**

### 25. 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. **Entry must be full page pdf or jpg tearsheet.**

### 26. 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. **Entry must be full page pdf or jpg tearsheet.**

## News/Editorial

### 27W. Use of Color — News (WEEKLIES ONLY)

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

### 28. 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.

### 29. 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.

### 30. 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. 31).** Maximum three entries.

### 31. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 30).** List name of writer. Maximum of four feature entries per newspaper.

### 32. Entertainment Story

Previews, reviews and coverage of arts, crafts, theater, music, festivals, restaurants, fairs, etc. Judges shall consider reader interest, creativity and the total impact of writing, photography, layout and digital elements. Entry shall consist of the entrant's reporting on a single subject or event from one publication. PDFs, JPGs and video formats accepted. Maximum three entries per newspaper.

### 33. 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.



### **34. 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.**

### **35. Editorial Page**

Submit digital versions of three issues, one from the months of February, one from June, and the third to be a consecutive issue to one of the above. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

### **36. 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.

### **37. 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.

### **38. 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.

### **39. 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.

### **40. General Excellence**

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Submit digital versions of three issues, one from March, one from September and the third to be a consecutive issue to one of the above. 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. **PUT ALL FILES IN ONE PDF FILE.**

### **41. Lifestyles (Dailies Only)**

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. **PUT ALL FILES IN ONE PDF FILE.**

### **42. Special Single 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. PUT ALL FILES IN ONE PDF FILE.**

### **43. Special Section (Multiple Publication Days)**

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. PUT ALL FILES IN ONE PDF FILE.**



#### 44. Youth Coverage

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. PUT ALL FILES IN ONE PDF FILE.

#### 45. Specialty/Lifestyles Sections

Submit tearsheets from regular editions of up to three examples of specialty/lifestyle sections geared to a specific audience, or three examples geared to a variety of audiences: youth, business, agriculture, seniors, etc. Judges consider page design, impact, relevance of content. Maximum one entry per newspaper. PUT ALL FILES IN ONE PDF FILE.

### *Leadership Awards*

(Winners receive a bonus 20 Sweepstakes points)

#### 46. 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. PUT ALL FILES IN ONE PDF FILE.

#### 47. 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. PUT ALL FILES IN ONE PDF FILE.

(See Categories 48 thru 53 in the Digital Contest Rules)

### *Special All-Class Awards*

(Winners receive a bonus 20 Sweepstakes points)

#### 54. News Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 25 or 26, although an entry in this Category (54) will be considered a separate entry. **Maximum one entry per newspaper.**

#### 55. Sports Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 16 or 17, although an entry in this Category (55) will be considered a separate entry. **Maximum one entry per newspaper.**

#### 56. Feature Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Category 24, although an entry in this Category (56) will be considered a separate entry. **Maximum one entry per newspaper.**





### **57. Editorial of the Year**

Newspapers may submit one entry in this category consisting of a single editorial, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Editorial Category 36, although an entry in this Category (57) will be considered a separate entry. **Maximum one entry per newspaper.**

### **58. Advertisement of the Year**

Newspapers may submit one entry in this category consisting of a single ad, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Advertising Categories 5, 6, 7, 11, 12, 13, 14 or 15, although an entry in this Category (58) will be considered a separate entry. **Maximum one entry 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...8 points\*

Each third place award...6 points\*

\*Double points for General Excellence & Public Notice categories

**Twenty** Sweepstakes points will also be awarded for Freedom of Information, Best NIE Program & Special All-Class Awards: News Photo of the Year; Sports Photo of the Year; Feature Photo of the Year; Editorial of the Year; and, Advertisement of the Year.



*Nebraska  
Press  
Association*

*2020  
Better  
Newspaper  
Digital  
Contest*



*Deadline: January 31, 2020*



## **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 2019

Directory & Rate Book)

## **Deadlines**

Entries must be entered online no later than Midnight on **January 31, 2020.**

## **Contest Period**

Calendar Year 2019. All entries must have been originally published between January 1 and December 31, 2019.

## **Awards**

Awards will be announced during the Nebraska Press Association Annual Convention, April 17-18, 2020 at the Cornhusker Marriott, Lincoln, NE

## **NOTICE**

**Entry Fee is \$4.00 per entry.**

**Entry fees must be paid by check.**

**Mail check to**

**Nebraska Press Association**

**845 "S" Street**

**Lincoln, NE 68508**





## General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted to [www.newspapercontest.com/nebraska](http://www.newspapercontest.com/nebraska) or postmarked by Midnight, Central time on Friday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2020**. 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](mailto:cb@nebpress.com). Entries must be submitted online, as specified.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
4. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
5. **All entries may be entered only once, regardless of publication or circulation category.**
6. **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.**
7. **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.**



## *Digital*

### 48. 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.

### 49. 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.

### 50. 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.

### 51. 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.

### 52. 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.

### 53. Best Sports Video

Capturing magic on the gridiron or inside gymnasium, moments caught on video capture clicks and views on newspaper websites. Submit your best sports video. Videos will be judged based on the uniqueness of the subject matter, how the video was packaged and the impact of the moment captured. Maximum two entries per newspaper.

## *Digital 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 digital 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. 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...8 points\*  
Each third place award...6 points\*

#### POSSIBLE DISQUALIFICATIONS WHEN ENTERING CONTEST:

1. TMC/Shoppers cannot be entered in contest. Only dues paying member newspapers.
2. Entries must be pdf files showing full page tearsheet with publication name & date. Do not submit only the photo or ad, it must be a full page tearsheet.
3. Entries may be entered only once, cannot be entered by multiple newspapers in different circulation classes, or entered in multiple categories. Only exception would be in the Special Awards Categories.
4. Cover letters cannot be included with entries unless called for in that category. Also, if a cover letter is called for, but not included, that entry may be disqualified.
5. Pay attention to whether a category is for black & white or color. If you enter a color entry in a black & white category, it will be disqualified.
6. Pay attention to how many tearsheets/examples a category calls for. Some papers are only sending one or two when the category calls for three examples.
7. When a category calls for three examples, enter the three as one entry. Do not send as three separate entries.
8. A common section that appears in multiple newspapers should be entered in the largest Class. It cannot be entered for each newspaper.
9. Pay attention to what category you are entering. Make sure that your entry is really for that category.