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NOTE:

No Master Editor-Publisher award in 2020.

This award is usually announced at the NPA Convention Friday evening banquet, followed by a reception in their honor.

This year, the Friday, April 17, banquet at the Cornhusker Hotel in Lincoln will honor Allen Beermann, who is retiring in early 2020 after serving 25 years as NPA's Executive Director.

***Details on Friday, April 17
banquet to come.
Save the date!***

Papers cautioned against use of "Super Bowl" in ads

The NFL has more than 100 federally registered trademarks, including "Super Bowl" and "Super Sunday." The Super Bowl logo, NFL shield and team names & designs are also trademarked. They cannot be used in newspaper ads or for other commercial purposes without the NFL's permission. *You can use these words and graphics in news stories about the Super Bowl.*



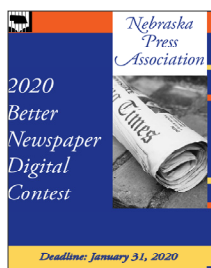
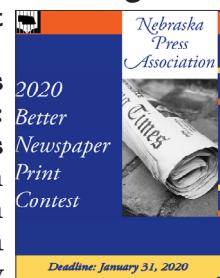
Enter now: NPA Better Newspaper Contest

Note: late change to contest "sports" categories

A late change was made to the contest categories – do not enter category 20!

The contest committee split the "Sports Writing" category into two categories:

"Sports Feature Writing" and "Sports Game Coverage." Traditionally, a high percentage of the award winners in "Sports Writing" would be classified as a sports feature story. Yet the vast majority of the sports writing we do is game



coverage. So to recognize and honor this type of writing, we made game coverage its own category, because it is certainly a different type of writing than feature writing.

These two new categories were intended to replace the "Sports Writing" category, since obviously they are both composed of sports writing, making the Sports Writing category redundant. However, when the contest guidelines came out, Sports Writing (category #20) was still included in addition to the two new categories (21 and 22).

To rectify the redundancy and confusion, **DO NOT ENTER CATEGORY 20, SPORTS WRITING. It will not be judged. A revised set of contest guidelines and categories were emailed to newspapers on Jan. 16, where you will see No. 20 titled "Do Not Enter." The same will be done with No. 20 on the entry website.** (We could not delete No. 20 altogether because it would throw off the numbering of all other contest categories.)

At this time, only one newspaper has submitted entries for contest 20 (way to work ahead, well in front of the deadline, and we are informing that newspaper to remove those entries and instead include them in categories 21 and 22.

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Call for nominations: 2020 Nebraska Press Association Awards

Outstanding Young Nebraska Journalist Award

The Outstanding Young Nebraska Journalist Award was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award – administered by the NPA and Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent.

- **One winner and one runner-up from all Nebraska weekly and daily entries will be recognized.** Winner receives a plaque and a \$500 cash stipend. Runner Up receives a plaque.
- Competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.
- Nominees must be under the age of 30, as of December 31 of each competition year. *Past winners are not eligible to enter again.*
- A panel of judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.
- **Deadline to submit Outstanding Young Journalist nominations is February 21, 2020.**
- **Young Journalist Awards will be presented at the Saturday, April 18, Awards Luncheon** as part of the 2020 NPA Convention, April 17-18, at the Cornhusker Marriott Hotel in Lincoln, NE.

Golden Pica Pole Award

If you know someone who has worked in the Nebraska newspaper business for 50 years or more, they are eligible to receive the Golden Pica Pole Award.

- **Deadline to submit Golden Pica Pole nominations is February 21, 2020.**
- **Pica Pole Awards will be presented at the Saturday, April 18 Awards Luncheon** as part of the 2020 NPA Convention, April 17-18, at the Cornhusker Marriott Hotel in Lincoln, NE.

Leadership Nebraska (Harpst) Award

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts.

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this is consistent with leadership programs that are active in many Nebraska communities, and is a further incentive for our newspapers to promote and develop future leaders.

- **Deadline to submit Leadership Nebraska nominations is February 21, 2020.**
- **Leadership Nebraska Award will be presented at the Saturday, April 18, Awards Luncheon** as part of the 2020 NPA Convention, April 17-18, at the Cornhusker Marriott Hotel in Lincoln, NE.

Nebraska Journalism Hall of Fame

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and copublisher of the Sidney Telegraph. The Hall of Fame honors persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Journalism Hall of Fame started, over 100 individuals have been inducted.

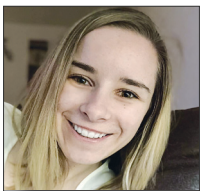
Nomination rules:

- Persons living or dead may be nominated.
- Nominees should have made a significant contribution to print, their communities, state and/or nation.
- Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
- Nominees must have spent a significant percentage of their newspaper careers in Nebraska.
- **Deadline to submit Journalism Hall of Fame nominations is March 16, 2020.**
- **Mail or email nominations and accompanying documents to:** Susan Watson, Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508, or email to: nebpress@nebpress.com.
- **Hall of Fame inductees will be announced in early May, 2020**, and honored at a banquet in late October.

Stop believing the lies, be positive, journalism isn't dying

By Lauren Brant, *Gering Courier*

I was sitting in a conference call recently discussing the upcoming Nebraska Press Convention in Lincoln and the speakers we have lined out. From what the committee and colleagues have shared with me, the event is one of excitement for reporters, who hope to be recognized for their work throughout the previous year, and for editors and publishers looking toward the future of their papers. That got me thinking about the future of journalism.



Throughout my time in college, professors spoke about the death of print journalism as the rise in technology changed the industry. It's been eight years since that lecture and thankfully for many of us, myself included, print is not dead and nowhere close to it either.

Examining that statement further, the mainstream media has written the obituary for print journalism many times to the point it is old news, but how does this coverage impact the future of the industry? According to The New Yorker article "Does Journalism have a future?" by Jill Lepore, newspapers have been closing across the country. That does not mean news has stop.

"Between 1970 and 2016, the year the American Society of News Editors quit counting, 500 or so dailies went out of business; the rest cut news coverage, or shrank the paper's size, or stopped producing a print edition, or did all of that, and it still wasn't enough," Lepore wrote.

Within the past five years, more reports of newspapers closing or employee layoffs have made national news. Lepore said a third of the nation's largest newspapers reported layoffs between January 2017 and April 2018. Some of those papers included the San Jose Mercury News and the Denver Post.

One of my college friends was one of the many young journalists laid off by the Denver Post, which was hard to hear. She had to re-brand herself and found employment at a Colorado magazine company.

So what's the big deal?

The newspaper industry has been around for centuries. According to Poynter, the first colonial newspaper was published in 1690. It was called "Publick Occurrences Both Forreign and Domestick."

Following the first edition, the British governor forced publisher Benjamin Pierce to close down the paper due to "reflections of a very high nature" and not having a valid printing license.

Newspapers have been a source of local and national news in America for a long time, overcoming local and

national government efforts to silence the freedom of the press. Still, the industry pushes on, at least for now.

A review of bachelor's degrees conferred by postsecondary institutions from the National Center for Education Statistics show a steady increase in graduates with degrees in communication, journalism, and related programs. During the 2016-17 academic year, 93,778 degrees were conferred within the communication and journalism field, but where are these graduates going?

The number of journalists is being outpaced by public relations specialists as data from the U.S. Census revealed for every one reporter, there are six PR workers. That number has grown over the past 20 years when the numbers were one reporter for every 1.6 PR specialist. The disparity is likely to worsen.

The Labor Department projections indicate a 9% increase of public relation specialists by 2026 since 2016 with estimates around 282,000 specialists. Oppositely, the projections for reporters, correspondents and broadcast news are expected to decline 9% to 45,900.

Such news can be disheartening, but that's only if we believe the course has been chosen and cannot be changed. I believe it can. We have to share our passion for this industry with young journalists and believe in the future before we can convince the community that print is not dead.

In an effort to connect with young journalists, the Nebraska Press Convention committee welcomed young journalists onto the committee.

As we plan for the annual convention, we have to focus on continuing to connect with the next generation. To do that, we have to inspire them and show them how to be successful by providing guidance on owning and operating a successful newspaper.

As a young journalist, I don't want to see this industry die simply because it's a self-fulfilling prophecy.

If the publishers, editors and veteran reporters don't show the next generation how to get through the battles, then maybe we will die. That's why mentors are important to the future of our industry. They provide guidance on how to overcome obstacles and tell success stories of how to grow this industry.

While sharing such knowledge can be a challenge as it is a sign of change, it can also be a source of new ideas to push the industry forward into this print and digital age of consumerism.

It's time to pass the torch to the next generation of journalists by inspiring them about the bright future of our industry.

We have to show them what it takes to run successful newspapers from the small town weekly to a regional daily newspaper.

Our future is bright and it starts with we as journalists changing the script, believing in ourselves and inspiring young journalists.

Contest - cont. from 2

The revised guidelines also removed a few mentions of mail-in entries that should only be submitted online, so make sure you have the most current contest entry information in front of you when putting together your entries. There are no longer any categories that require mail-in entries.

Please note that all entries are now online only, there are NO LONGER ANY MAIL-IN ENTRIES. Newspapers are encouraged 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.

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



URGENT REQUEST***CONTEST JUDGES NEEDED!

This year we are judging the Illinois Press Association Better Newspaper Contest. They are requesting a lot of judges so we need to really step forward & try our best to provide them with what they need.

Their contest ends in January and their **judging will take place from early February to March 6.**

Thank you to those who have already signed up to judge! 35 people have signed up so far...**SO WE NEED ANOTHER 65 JUDGES!**

About 100 judges total are needed: 75 editorial, 25 advertising. **All judges need to be signed up by January 31.**

Click on this link to sign up to judge for their contest:

<http://ilpress.formstack.com/forms/ipajudge2019>

If you have any questions, please contact Carolyn Bowman, cb@nebpress.com.

New face, familiar name joins Hartington Cedar Co. News staff

Kellyn Dump has joined the Hartington Cedar Co. News as an advertising and marketing specialist.

Kellyn is the son of Cedar Co. News and Northeast Nebraska News Co. publishers Rob Dump and Peggy Year.

After graduating from Cedar Catholic High School, he attended Wayne State College and then University of Nebraska-Lincoln.

Kellyn will work with advertising clients for all five of the Northeast Nebraska News Co. publications and the NE Nebraska Rocket, as well as the company's three websites.

Growing up in the newspaper business, Kellyn's been involved in many facets of the operation over the years, but now he will get a chance to see it from a new perspective.

Gabriel named sportswriter of the year

Lincoln Journal Star, Jan. 16, 2020

Lincoln Journal Star football writer Parker Gabriel was named the best sportswriter in Nebraska by the National Sports Media Association.

This is the first time Gabriel, who started at the Journal Star in 2017, has been named sportswriter of the year by the NSMA. He primarily covers the Nebraska football team.

Sportscasters and sportswriters of the year from 49 states, plus the District of Columbia, will be recognized at the 61st NSMA awards banquet on June 29 in Winston-Salem, North Carolina.

New dean of UNL's College of Journalism and Mass Communications announced

University of Nebraska, Jan. 13, 2020

Shari Veil is the new dean of the University of Nebraska-Lincoln's College of Journalism and Mass Communications. She will also hold a faculty position in the college as a tenured full professor.

Veil will officially begin the role July 1, pending approval by the University of Nebraska Board of Regents.

Veil comes to Nebraska from the University of Kentucky, where she is associate dean for undergraduate affairs in the College of Communication and Information and chair and professor in the Dept. of Communication.

Prior to Kentucky, she taught strategic communication and served as the director of the Center for Risk and Crisis Management at the University of Oklahoma, a public research university.

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Veil - from pg. 5

Veil earned a Bachelor of Science in communication, with a concentration in public relations and a minor in business administration, and a Master of Business Administration, with an emphasis in marketing, from the University of Mary in North Dakota. Her doctorate in communication, with a research focus on risk and crisis communication, is from North Dakota State University.

Amy Struthers will continue as interim dean of the UNL College of Journalism and Mass Communications until July 1.

NewsTrain bringing digital skills training to Lincoln in April 2020!

Newspaper staffs can attend the NewsTrain workshop that will bring affordable digital skills training to the University of Nebraska-Lincoln on April 4, 2020.

Sports journalism, particularly local sports coverage, is not immune to the changes that have disrupted journalism across the country. While interest in sports remains high, journalists are finding they need to learn new technologies to stay competitive.



Register today to get the early-bird rate of \$75 for a full day of interactive training on April 4. The last NewsTrain in Lincoln in 2016 sold out.

Attendees regularly rate NewsTrain as 4.5, with 5 as highly useful and highly effective.

The sessions — requested by a committee of local journalists and designed to teach immediately usable skills — include:

- Using social media as powerful reporting tools,
- Storytelling on mobile: making smart choices,
- Becoming a verification ninja,
- Editing smarter video on your smartphone, with #MobileJournalism evangelist Geoff Roth, and
- Mining data for enterprise off any beat, with USA Today Senior Reporter Matt Wynn.

The early-bird rate of \$75 includes two light meals. Plus, the first 20 registrants receive a free, yearlong, online subscription to The AP Stylebook – a \$22 value. Discounted hotel rooms start at \$99 a night.

Journalists, journalism educators and journalism students from diverse backgrounds are invited to apply for competitive scholarships, which cover their registration, by Feb. 19.

Lincoln will be the site of the 97th NewsTrain, designed in collaboration with a host committee of local journalists. The host committee for Lincoln is led by the University of Nebraska-Lincoln's College of Journalism and Mass Communications. **LEARN MORE & REGISTER:** <https://www.apme.comLincolnNebraskaNewsTrain2020> or email Jessica Fargen Walsh at jessicafargen-walsh@gmail.com.

CALL FOR ENTRIES: Omaha World-Herald Community Service & Service to Agriculture Awards

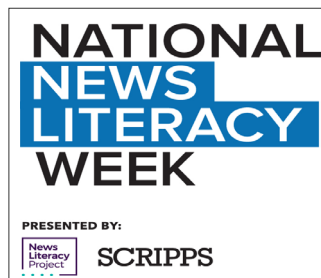
- *One winner may be named in each of the five circulation categories. Each class winner will receive a crystal award.*
- **Entries must be postmarked by March 6, 2020.** (Submit in a 3-ring binder and mail it to the NPA office).
- *Winners will be announced at the Friday, April 17 awards banquet at the NPA convention in Lincoln.*

**Contest guidelines/details
attached to the Bulletin.**

Announcing the first National News Literacy Week, January 27-31

Local Media Assn, Jan. 20, 2020

The first National News Literacy Week, which will raise awareness of news literacy as a fundamental life skill, will be held January 27-31. The initiative, presented by The E.W. Scripps Co. and the nonprofit News Literacy Project, will provide educators, students and the general public with easy-to-implement tips and tools to help them sort fact from fiction in today's media landscape.



The public will have access to lessons from the News Literacy Project's e-learning platform, Checkology virtual classroom, while Scripps' 60 local TV stations and national media brands including Newsy and Stitcher will publish stories and run a national advertising campaign focused on the critical need for news literacy and the important role of a free press in a healthy democracy. Scripps' stations will work with high schools in their communities to produce original pieces of student journalism that will focus on issues of importance to local audiences and will further promote understanding of news literacy.

Classified Advertising Exchange

January 20, 2020

NEWS EDITOR: The Columbus Telegram is looking for a highly driven reporter ready for the next level. As the news editor and alongside the sports editor, you will lead a group of reporters in the planning and execution of the daily newspaper, two weeklies and special sections under the direction of the managing editor. Responsibilities include reporting, coaching, planning daily budgets and page production oversight, while building rapport within the communities we cover. This is a great opportunity for someone looking to spread their wings and be part of a growing regional print and digital operation. Competitive pay and benefits package available. Please send inquiries to Managing Editor Matt Lindberg at mlindberg@columbustelegram.com.

NEWS EDITOR: The News/Waverly has an immediate opening 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. Apply at bhmginc.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. Apply at bhmginc.com.

NEW/UNOPENED INK CARTRIDGES FOR SALE: I have changed printers, and now have new/unused ink cartridges available. Standard No. 69 - 1 box of all four ink colors - upopened/new; other No. 69 cartridges - 2 Black and 1 Cyan. Will sell for half price. Will ship pre-paid. If interested, contact Ted M. Gill, P.O. Box 659, Arapahoe, NE 68922, ph: 308-962-5347.

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, or 402-762-5352.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NPA Awards guidelines and nomination forms; (REVISED) NPA Better Newspaper Contests-Print & Digital-rules, guidelines & list of possible contest disqualifications; Omaha World-Herald Community Service & Service to Ag Awards - call for entries & guidelines.

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.



OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

NEBRASKA PRESS ASSOCIATION



PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award -- administered by the Nebraska Press Association and the Nebraska Press Advertising Service/OnePress -- was established to recognize the outstanding work of the state's young journalism talent. The winner receives a plaque and a \$500 cash stipend; the runner-up receives a plaque.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.

One winner and runner-up from all weekly and daily entries will be recognized at the NPA Convention's Saturday Awards Luncheon on April 18, 2020, at the Cornhusker Marriott in Lincoln, NE.

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

A panel of judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

NOMINATION GUIDELINES

1. The young journalist, or his or her editor or publisher, may submit entry nominations. The nominating newspaper, publisher or executives must be members of the Nebraska Press Association.
2. Nominees must submit six examples of their work product (published within the previous 2 years) along with a statement from their editor or publisher, as well as a statement from a person of the nominee's choice attesting to his or her qualifications.
3. Each entry must include a statement of no fewer than 150 words, written by the nominee, telling of his or her journalistic goals. This statement must be included with all other entry materials. The nominee must also submit a photo copy of their Nebraska driver's license.
4. All entries should be sent in a 9x12 envelope to the NPA office in Lincoln (address below). The envelope should be clearly labeled "Outstanding Young Nebraska Journalist Award."
5. If entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of nominees, may be used for education or instructional purposes by NPA/NPAS.
6. Winners will give permission to NPA to have their work published in the contest online or print publications produced for conventions or shown during any photo galleries, videos or presentations.
7. **The deadline for nomination submissions is February 21, 2020.**
8. Information, instructions, guidelines and inquiries will be available from the NPA/OnePress office located at 845 "S" St., Lincoln NE 68508. You can also contact them directly at 800-369-2850, or 402-476-2851. The email address is nebpress@nebpress.com.

**Nomination submissions must be received
at the NPA office by February 21, 2020!**



Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)

Nomination Form



Name of nominee: _____ Phone: _____

Current Mailing address of nominee: _____

Number of years employed in newspaper business: _____

Locations Worked:

No. of Years:

_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes _____ No _____

If yes, where presently employed? _____

Present job title: _____

Nomination submitted by: _____

Title: _____

Newspaper: _____

Date: _____

Return this form no later than February 21, 2020 to:



Nebraska Press Association
Attn: Susan Watson
845 "S" Street, Lincoln, NE 68508-1226
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942
e-mail: nebpress@nebpress.com



THE LEADERSHIP NEBRASKA AWARD

Nebraska Press Association



AWARD PROMOTES LEADERSHIP: With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

Deadline for submission of nominees must be received by the NPA office by February 21, 2020.

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders".

AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- *photo essay
- *editorial or series of editorials
- *news articles
- *feature story or stories
- *promotional activities
- *reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels".

NOMINATION GUIDELINES

1. **Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
2. **Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
3. **No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
4. **Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
5. **Any Nebraska Press Association member can submit a nomination.**
6. **Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
7. **No entry fee shall be required.**

JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought "The Indianola Reporter" in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a "note and a prayer"! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

Submission of nominees must be received in the NPA office by February 21, 2020.



Nebraska Journalism Hall of Fame

Deadline for nominations is March 16, 2020.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor. **Here are the rules:**

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

Nominations must include a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and

one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

Previous inductees include: Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Allen J. Beermann, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Stuart "Stu" Bohacek, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Copple, W.F. Cramb, Walter Christenson, J. Alan Cramer, Lyle Denniston, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Richard "Dick" Fleming, Ronald "Butch" Furse, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Ted M. Gill, John Gottschalk, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Sharron Hollen, Edgar Howard, G. Woodson "Woody" Howe, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, Larry King, James E. Lawrence, Dick Lindberg, Jack Lowe, Les Mann, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, Maxine Moul, John G. Neihardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, J.P. O'Furey, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Joe Starita, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Dean Terrill, Jack Thompson, Henry Trysla, Paul F. Wagner, Matt Waite, Lester A. Walker, Kent Warneke, Lee Warneke, Alton "Mook" Wilhelms, Eileen Wirth, H. J. Wisner and Asa B. Wood.

What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame started, over 100 journalists have been inducted.

NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: _____

YOUR NAME: _____

YOUR NEWSPAPER: _____

NAME OF NOMINEE: _____

NEWSPAPER: _____

NOMINEE'S ADDRESS: _____

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: _____

NOMINEE OR CONTACT TELEPHONE: _____

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2020

Send nominations to:
Susan Watson, Nebraska Press
Association, 845 "S" St., Lincoln,
NE 68508

Nominations must be received by March 16, 2020.
*(Hall of Fame inductees will be announced in early May,
and honored at a banquet in October in Lincoln, NE.)*



2020
Omaha World-Herald
Community Service
Award

Deadline:

Entries must be postmarked by March 6, 2020.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. Each class winner will receive a crystal award.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.

2020
Omaha World-Herald
Service to Agriculture
Award

Deadline:

Entries must be postmarked by March 6, 2020.

Mail entries to:

Nebraska Press Association
845 "S" Street
Lincoln, NE 68508

Classes:

Class A: Up to 859 circulation
Class B: 860-1,499
Class C: 1,500-2,499
Class D: 2,500 and up
Daily: All circulations

Prizes:

One winner may be named in each of the five circulation categories. Each class winner will receive a crystal award.

What to Enter:

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

Contest Theme:

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

Awards Presentation:

Award ceremony will take place at Friday night banquet of NPA convention. Winning entries will be showcased at Saturday convention.



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 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. 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 MC/SOPPERS 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. DO NOT ENTER

This category is being eliminated. It is now replaced with #21 & #22.

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.

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Weeklies 860-1,499 Circ.

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Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2019

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NOTICE

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Nebraska Press Association

845 "S" Street

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General Rules:

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2. Entries must be submitted to 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. Entries must be submitted online, as specified.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
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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.