

# Bulletin

## Upcoming Events:

**Save the dates!**  
**Thurs.-Sat., April 13-15**  
**2023 NPA Convention**  
**Celebrating NPA's 150th Anniversary!**  
**Cornhusker Marriott Hotel,**  
**Lincoln, NE**

## Upcoming Webinar:

**Thurs., Jan. 19, 1:00pm CT**  
**Classifieds 2023:**  
**Top Five Revenue Opportunities**

### **Presenter:**

**Janet DeGeorge, president of**  
**Classified Executive Training**  
**& Consulting**

*Today's classifieds struggle at almost every newspaper. And yet, there are papers from Florida to Montana with hundreds of ads in all categories. Let Janet DeGeorge share their TOP FIVE REVENUE secrets with you for a great revenue boost in 2023.*

**Register by January 16!**  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

### **NOTE:**

**If you want to attend a webinar, register & pay for the webinar - then submit your registration receipt to Susan Watson at NPA ([nebpress@nebpress.com](mailto:nebpress@nebpress.com)) and NPA will reimburse you for your registration fee!**

### **CONTACT INFO:**

Telephone: 800-369-2850 or  
402-476-2851  
FAX: 402-476-2942

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>



## **Nebraska Press Association**

Congratulations NPA members - 2023 marks the 150th anniversary year of our Association!

This milestone is one very few Associations in Nebraska can claim. Thank you to all members for continuing to support the mission of our Association. You'll be seeing the 150th logo (above) a lot throughout the year.

*This logo design comes from Jim Orr, publisher of the Western Nebraska Observer in Kimball. Jim receives the \$150 prize for this winning submission - congratulations, Jim! NPA thanks Jim and all members who submitted entries in our logo contest - with over 20 entries received.*

We look forward to celebrating our Sesquicentennial in a variety of ways, including our 2023 Annual Convention - to be held April 13-14-15 (Thurs-Sat) in Lincoln at the Cornhusker Marriott hotel.

*Watch for convention details to be announced later this month - but mark the dates on your calendar now and plan to join in the festivities come Spring! It will be one convention you don't want to miss!*

## **Only 15 DAYS left to enter the NPA Better Newspaper Contest!** **Entry deadline is midnight Tues., Jan. 31**

Enter now and get recognized for the great work that you do!

- **BNC rules & guidelines for print & digital entries are attached.**
- **Also attached is the alphabetical list of newspapers in each division,** so you know who you are competing with - since the divisions were realigned. Circ #s are based on what's been used since 2021.

### **EARLY BIRD SPECIAL DRAWING:**

**for contest entries submitted by (midnight) January 24!**  
**Submit entries by Jan. 24 and your name goes into a drawing for a chance to win NPA convention registration & your convention meals for the day(s) you attend convention (\$250.00 value).**

**Only person whose name is drawn wins registration/meals - prize not transferable.**

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## **NPA/OnePress Staff**



### **Dennis DeRossett**

Executive Director  
Email: [dderossett@nebpress.com](mailto:dderossett@nebpress.com)

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### **Susan Watson**

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Editor, NPA Bulletin  
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### **Allen Beermann**

Emeritus Executive Director  
Email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **NPA Legal Hotline**

#### **Max Kautsch**

Attorney at Law  
Phone: 785-840-0077  
Email: [maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)

## **Enterprise Media Group announces adjustment in leadership**

*Arlington Citizen, Jan. 6, 2023*

Effective January 2, the Enterprise Media Group, based in Blair, NE, announced an adjustment in its leadership.

Publisher Mark Rhoades transitions into a consultant role and will have the title of copublisher, along with his son, Chris Rhoades, who previously served as associate publisher.

Mark will continue to be involved in the financial oversight of the newspaper, but will step aside from many day-to-day duties. He will continue to serve as the primary shareholder of the company.

Chris Rhoades, who has been with Enterprise Media Group for 17 years, said, “our goal is to continue to operate as we have been, with continued growth and adapting to the market and the industry as we go, which is what we’ve done for decades.”

Enterprise Media Group owns newspapers in Nebraska and Iowa, which includes: Arlington Citizen, Blair Washington Co. Enterprise & Washington Co. Pilot-Tribune, Lyons Mirror-Sun Milford Times, Oakland Independent, West Point News, Wisner News-Chronicle, and Missouri Valley (IA) Times.

### ***BNC contest - from pg. 1***

Awards will be presented at the Nebraska Press Association’s 150th Anniversary Convention on Saturday evening, April 15, at the Cornhusker Marriott Hotel in Lincoln. **Convention details will be announced soon.**

**Lynne Lance, executive director of the National Newspaper Association, will again serve as manager of the NPA contest.** Lynne is the executive director of the National Newspaper Association. She was part of the development of the ACES contest platform system, which is used by Nebraska and 25+ other state and regional press associations – including NNA. Besides being an expert on the ACES platform, Lynne makes customer service a top priority and promptly answers questions and helps members through the entry process, if needed.

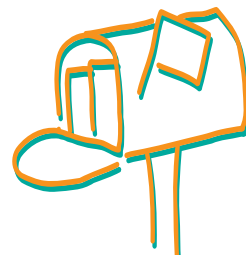
### **Contact Lynne directly at:**

Email: [lynne@nebpress.com](mailto:lynne@nebpress.com)

NPA Phone: (402) 476-2851 (after prompt, press “7” for Lynne’s extension)  
Lynne’s Cell Ph: (850) 542-7087

## **USPS gives 30-day grace period**

National Newspaper Association is pleased to announce that the USPS has agreed to an extension period for the elimination of sacks for Periodicals and Marketing Mail. The Postal Service announced late Jan. 6 that it concluded mailers needed more time to make the adjustment.



Sacks will now be accepted through Feb. 21, 2023. Mailers are reminded that exceptions will remain.

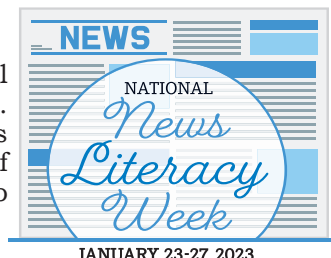
- **For Periodicals and Marketing Mail:** sacks can be accepted when they are carrier route containers, 5-digit scheme containers or 5-digit carrier route containers.
- **For mail entered at Delivery Units:** no container is needed, bundles can be entered directly.

To mitigate the impact on larger mailers, the 100 pound weight minimum for pallets destined for mixed ADC destinations will be eliminated so mailers can put bundles on pallets for these sparsely-distributed destinations.

## **National News Literacy Week 2023 explores declining public trust in national news media**

*E.W. Scripps Company, Jan 09, 2023*

This year’s fourth annual National News Literacy Week, from Jan. 23-27, will encourage news consumers to stop the flood of misinformation and learn how to identify trustworthy news.



The week includes events and resources that will explore the complex issues relating to declining trust in national news media and highlight successful efforts to help rebuild credibility. **cont. pg. 3**

*literacy - cont. from 2*

This year's fourth annual National News Literacy Week, from Jan. 23-27, will encourage news consumers to stop the flood of misinformation and learn how to identify trustworthy news.

According to the Edelman Trust Barometer faith in the national media is falling across the globe, and particularly in the United States. Only 39% of American adults said they trust the media in 2022, down six points from 2021. At the same time, concern about false and misleading information is at an all-time high. This year's news literacy event tackles these challenges with free tips, tools and conversations, both online and in-person.

National News Literacy Week is co-presented by the News Literacy Project, a national nonpartisan education nonprofit and the nation's leading provider of news literacy resources, and The E.W. Scripps Company, one of the nation's largest TV news organizations. The week aims to elevate the role of news literacy and a free press in our democracy by empowering everyone with the skills they need to sort fact from fiction.

**Here are more ways the public, educators and journalists can get involved:**

- Watch our public service announcement, which encourages viewers to “stop the flood” of misinformation by learning how to identify credible sources of news and information.
- Visit [NewsLiteracyWeek.org](https://NewsLiteracyWeek.org) to learn about the events happening over the course of the week and specific actions you can take to improve your own news literacy skills.
- Share your support for news literacy via social media by using the National News Literacy Week social media toolkit.
- Join the conversation on social media using the #NewsLiteracyWeek hashtag.

**For more information on National News Literacy Week events and resources, go to:**  
<https://newslit.org/news-literacy-week/>



## Is it time to buy a mirrorless camera?

*Column by Jeremy Buss, Buss Photography, Jan., 2023*

Christmas and New Years are past us, hopefully Santa was good to you, and you got to enjoy some relaxing time with your family! If you were on the naughty list like I was, and Santa did not bring you all the new electronic toys you were looking for you might now be debating them with the new year.



*Jeremy Buss*

If you follow any photography groups on Facebook, or really anywhere, one word you have been seeing over and over for a while but with even more volume in the new year is ‘mirrorless’.

I'm not going to lie, there are some things about mirrorless cameras that are pretty awesome, but do you really need to spend the money for it at this point?

I've had the chance to shoot several mirrorless cameras and brands. Sony and Fuji both sent me cameras and lenses to use and I got loaner items from Canon so I have had a chance to see what they can do first hand.

One of the biggest items with mirrorless is the eye focus/face tracking most offer, it is amazing, until it isn't. In good light it amazes me how these cameras lock onto a face/eye and follow it, though football linemen, through volleyball nets you name it. But where the limitations start and where most of you shoot, in low light, it starts to falter and you are back to regular focus tracking, which is still good, but not much different than DSLR cameras.

The rolling shutter, 20-30 frames per second, you miss a lot less of those split-second shots. Anyone that shoots sports has at some point been amazed at what you can miss between frames even at 10 FPS. There is however an obvious downside to this in that you can end up with stupid amounts of files to go through.

The last big positive to me, and I can't speak to Nikon but have to assume it would be the same, my native EF Canon lenses, even with adaptor, I think perform even better on the mirrorless bodies than on the native Canon EF cameras.

So after listening to a few of the praises you might think that I am about to say don't walk, but run to buy a new mirrorless camera, but you would be wrong! Don't get me wrong, I would love to but I can't, at the moment, justify the price. My good old Canon 7D Mark II's are going to continue to be workhorses for a while, and nobody I am consistently shooting for seems to have an issue with that.

The first issue I see is to do what many of you are doing on a daily basis, especially with sports you can't jump in on the low end of mirrorless like you can with current DSLR's, you are going to be disappointed.

*cont. on pg. 4*



## Former owner, publisher of The Fairbury News, dies at 93

Bill Nuckolls, 93, of Lincoln, former owner and publisher of The Fairbury Journal News, passed away December 18, 2022.

Born in Fairbury, NE, Nuckolls graduated from Fairbury High School, then attended and graduated from the University of Nebraska in 1951 with a Bachelor of Science degree.



On Jan. 7, 1951, he enlisted in the National Air Guard and was called to active duty with the 32nd Fighter-Bomber Wing and stationed during the Korean War at Dow Air Force Base at Bangor, Maine, and Alexandria, LA. He attended the National War College in Washington, D.C., and retired from the Guard in January 1971 at the rank of Major after 20 years of service.

His grandfather, W.F. Cramb founded the Fairbury Journal in 1897, and Nuckolls returned to Fairbury in 1954 to run it with his mother, Pauline. Nuckolls taught Journalism part-time at Fairbury Junior College.

Bill met his wife, Wynn, of Stanton, NE, in Scottsdale, AZ in Jan. 1959 at the wedding of his cousin. Wynn was a bridesmaid, Bill was an usher. They were married on Sept. 1959, in Stanton.

The Nuckolls family is musical as all play an instrument and also sang together whenever possible. They sang in 1986 when Bill became president of the Nebraska Press Association. Bill played saxophone all through school in dance bands and in an Air Force dance band.

Upon the retirement of his uncle, L.K. Cramb, and the death of his grandparents, Mr. & Mrs. W.F. Cramb, he and his mother, Pauline Cramb Nuckolls, were publishers of the Fairbury Journal-News until 1990, when it was sold. They purchased Stilwell Printery and Fairbury Daily News in 1965, establishing Fairbury Printing and Office Supply and Fairbury Journal-News. He converted the newspaper from letterpress to offset printing and occasionally wrote a column, "Odds and Ends."

Bill was active in the Fairbury community as well as several Nebraska organizations. He served as NPAS President in 1972, NPA President in 1986, was awarded the Master Editor-Publisher award in 2006, and in 2013, he was inducted into the Nebraska Journalism Hall of Fame. Three years later, he was presented an Honorary Lifetime Membership plaque to the Nebraska Press Association and Admiral in the Navy of the State of Nebraska. He received the Golden Pica Pole Award in 2017.

He became manager of Nuckolls Farms, Inc. with his mother and later co-owner with his sister, Marjorie Nuckolls Mooberry. They were recipients of the Ak-Sar-Ben Pioneer Farm Family Award.

Surviving Bill are his wife, Wynn; their four children, Nancy (Wayne) Videtich of Lincoln; David (Leslie) Nuckolls of Camden, SC; Dan (Christine) Nuckolls of Nixa, MO; T.J. (Therese) Nuckolls of Omaha; three grandsons and three granddaughters.

Memorials can be made to St. Mark's Methodist of Lincoln, Fairbury United Methodist of Fairbury, or to the Nebraska Press Association Foundation. A memorial service will be held at a later date.

*Buss column - from pg. 3*

You are looking at probably a minimum, at least with Canon and Sony, of \$2000 and that is before any extra pieces you may want.

The second issue I see, is this is a rapidly evolving technology. Using Canon as the example again, they are coming out with new mirrorless cameras within months of each other, the tried-and-true DSLR's were years between them. If you are a real photo geek and follow some rumor sights, there are new patents being filed by the major camera makers right and left, we are on the verge a LOT more technology in sensors and programming coming in the not-too-distant future. On the flip side of the rapid release is they are trying to fix some of the issues that keep arising as they push out new technology.

Where does that leave us for mirrorless, if you have the money laying around burning a hole in your pocket go for it! If your workhorse dies and you are being forced into a new camera, definitely consider it.

*Jeremy Buss Photography is based in Lincoln, NE. Jeremy's journalistic style of photography has earned many awards and been published nationally - covering everything from sporting events, to portraits, to the beauty of nature. A longtime news photographer at the Cedar Co. News in Hartington, NE, Jeremy led a photography session at the 2022 NPA Convention in Kearney. Reach Jeremy at [jeremy@bussphotography.com](mailto:jeremy@bussphotography.com).*

## Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

Max Kautsch,  
Attorney at Law  
Phone 785-840-0077  
Fax 785-842-3039  
[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://kautschlaw.com)



**785-840-0077**

**NPA Legal Hotline: free service for member newspapers**

**The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues - providing solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.**

***If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, contact Max Kautsch, NPA's LEGAL HOTLINE attorney.***

# Classified Advertising Exchange

Jan. 16, 2023

**EDITOR SOUGHT:** The newly merged Cedar Valley News is seeking an editor. The position will be based in either Greeley or Cedar Rapids, Nebraska.

The successful candidate will work with the publisher for news and sports coverage. This newspaper is part of the Pitzer Digital media family and the editor will be collaborating often with those from the Antelope County News, Knox County News and Stanton Register.

There is opportunity for advancement with the company. Benefits include vacation time, sick pay and supplemental insurance. Pay is highly competitive. Please send resume to [carrie@pitzerdigital.com](mailto:carrie@pitzerdigital.com).

## **DIGITAL MARKETING MANAGER - FULL-TIME**

**POSITION:** *Build your career with this fast-paced position! JOIN OUR TEAM AT A COMMUNITY-ORIENTED FAMILY ORGANIZATION.*

Must love people and have a desire to learn and think outside the box for company and client growth and success. Work with our sales staff and Northeast Nebraska businesses to create comprehensive marketing packages.

Job duties include, but are not limited to: • Social media management for the company and clients • Maintaining company website and social media platforms, website ads and client websites • Work closely with established vendors • Educate/train sales staff on digital offerings • Accompany sales presentations when needed • Some sales of multimedia offerings • Stay current on new digital products, and lead innovative change in how sales team can grow advertising revenue The ideal candidate would possess • Prior sales experience preferred; but willing to train the right person with a great work ethic and desire to succeed • Good communication skills are necessary. • The ability to multi-task and stay organized. • Family friendly hours, Monday-Friday • Salary and commission, with room for growth based on performance • 401K • 11 paid holidays • Paid vacation.

Send resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977 Norfolk, NE 68702, or email [vhrabanek@norfolkdailynews.com](mailto:vhrabanek@norfolkdailynews.com).

**FULL-TIME ADVERTISING EXEC:** *Join our established sales team at a Community-Minded FAMILY Organization!*

Build your career with Northeast Nebraska businesses by helping them succeed with print, digital and social media. Want a job that's never boring?

We're looking for someone with a desire to learn and be part of a great team. Great communication skills necessary, both by phone and email. Must be organized and able to multi-task. Flexible, family-oriented, hours Monday through Friday. Aggressive compensation package (salary + commissions); paid vacation; 401K; 11 paid holidays. Northeast Nebraska's progressive, established, family-owned news organization.

Send resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977 Norfolk, NE 68702, or email [vhrabanek@norfolkdailynews.com](mailto:vhrabanek@norfolkdailynews.com).

**Our newsroom -- covering Sarpy County, Nebraska weeklies (Bellevue Leader, Papillion Times and Gretna Breeze), as well as Council Bluffs and Southwest Iowa -- is looking to hire a full-time person to help us boost our digital products as well as a part-time person to provide reporting and editing support on Saturdays. Contact Rachel George at [rachel.george@nonpareilonline.com](mailto:rachel.george@nonpareilonline.com) for more information on either posting:**

**DIGITAL REPORTER (FT):** Do you possess a versatile skillset including the ability to write snappy stories, produce engaging new videos, and craft inviting social media posts to engage and grow our audience? Do you have experience with interactive graphics and/or digital journalism, prior journalism experience, and are familiar with AP style? If so, this could be the role for you! Primary job duties include:

- Write and post urgent, breaking news stories on the website.
- Shoot, edit and post video to accompany content.
- Manage social media and website posts to grow our digital audience.
- Prepare stories and content from others for online presentation and debut.
- Monitor the police scanner and local agencies' social media and websites to assess potential news stories.
- Interpret web analytics to enable colleagues to respond to trends.
- This position work primarily work day hours Monday through Friday, although some evening and weekend work will be required on occasion.

**Find the full job posting here:** [https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/SITE/CANDIDATEPORTAL/Posting/View/20075?fbclid=IwAR2OQ8lkjVVTikUCFEFZLv1pafC0Sa11WzQ5VirL-Svzi\\_T1p-NQMo0zv5A](https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/SITE/CANDIDATEPORTAL/Posting/View/20075?fbclid=IwAR2OQ8lkjVVTikUCFEFZLv1pafC0Sa11WzQ5VirL-Svzi_T1p-NQMo0zv5A)

**SATURDAY EDITOR (PT):** The Daily Nonpareil, a Lee Enterprises, Inc. publication is seeking a PT Editor to work on Saturdays in order to support the production of the Sunday edition. This position works an 8-hour flexible day on Saturdays and may work part of the shift remotely. Are you adept at proofing, multi-tasking, writing news stories, taking photos, and shooting videos? Are you familiar with AP, interactive graphics and data journalism?

- Cover one to two events/stories on Saturdays within coverage area.
- Write stories, take photos and shoot video.
- Monitoring breaking news.
- Proofing/editing pages on Saturday evenings by deadline, primarily between 8-10 PM which can be done remotely.
- Other duties as assigned.

**Find the full job posting here:** <https://us63.dayforcehcm.com/CandidatePortal/en-US/leeenterprises/Posting/View/20079?fbclid=IwAROntg8tooJvyjOQpcNqGIN6lpLqavGFEEy5uUJAvjZjrms-7Ku6ve4HWU>

**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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



*Nebraska  
Press  
Association*

*2023  
Better  
Newspaper  
Print  
Contest*



*Deadline: January 31, 2023*

**Nebraska Press Association**  
**2023 Better Newspaper Print Contest**  
**Early Bird Deadline: Tuesday, January 24, 2023**  
*(All newspapers with entries submitted before midnight January 24, 2023 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)*  
**Deadline: Tuesday, January 31, 2023**

**NEW Class Divisions**

**Division E**

Dailies

**Division A**

Weeklies Up to 699 Circ.

**Division B**

Weeklies 700 - 999 Circ.

**Division C**

Weeklies 1000 - 1899 Circ.

**Division D**

Weeklies 1900 & Up Circ.

(according to 2022

Directory & Rate Book)

**Deadlines**

Entries must be entered online by

**Midnight on January 31, 2023**

Early bird deadline is midnight, January 24, 2023

**Contest Period**

Calendar Year 2022. All entries must have been  
originally published between  
January 1 and December 31, 2022

**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. Entries from new NPA member newspapers will be allowed only from the months after they've become official members.
2. Entries must be submitted to [www.newspapercontest.com/nebraska](http://www.newspapercontest.com/nebraska) by Midnight, Central time on Monday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2023**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Lynne Lance at [lynnel@nebpress.com](mailto:lynnel@nebpress.com) or call 850-542-7087. All entries must be submitted online, as specified. **THERE WILL BE NO MAIL-IN ENTRIES FOR 2023.**
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.**
7. 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.
8. 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 55, 56 & 57.**

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 58.** 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 59.** 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 OnePress 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. NO 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, and two of the 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 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.

## 21. 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**

### **22. 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.**

### **23. 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.**

### **24. 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.**

### **25. 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**

### **26W. Use of Color — News (WEEKLIES ONLY)**

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

### **27. 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.

### **28. 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.

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

### **30. Single Feature Story**

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 29).** List name of writer. Maximum of four feature entries per newspaper.

### **31. 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.

### **32. 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.

### **33. Public Notice and Its Promotion**

Submit any two examples of staff-written 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.**

### **34. Editorial Page**

Submit digital versions of three issues, one from the months of April, one from August, and one from a month of your choice. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

### **35. 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.

### **36. 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.

### **37. 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.

### **38. 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.

### **39. 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 May, one from October 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.

### **40. 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.

#### **41. 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 ONEPress sponsored sections. 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.**

#### **42. 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 ONEPress sponsored sections. 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. 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.

#### **44. 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)

### **45. 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.

### **46. 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 47 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 24 or 25, 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 23, 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 35, 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.**

# *Print Sweepstakes Awards*

## Weekly Class Awards

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*

*2023  
Better  
Newspaper  
Digital  
Contest*



*Deadline: January 31, 2023*



**Nebraska Press Association**  
**2023 Better Newspaper Digital Contest**  
**Early Bird Deadline: Tuesday, January 24, 2023**

*(All newspapers with entries submitted before midnight January 24, 2023 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)*

**Deadline: Tuesday, January 31, 2023**

**NEW Class Divisions**

**Division E**

Dailies

**Division A**

Weeklies Up to 699 Circ.

**Division B**

Weeklies 700 - 999 Circ.

**Division C**

Weeklies 1000 - 1899 Circ.

**Division D**

Weeklies 1900 & Up Circ.

(according to 2022

Directory & Rate Book)

**Deadlines**

Entries must be entered online by

**Midnight on January 31, 2023**

Early bird deadline is midnight, January 24, 2023

**Contest Period**

Calendar Year 2022. All entries must have been  
originally published between  
January 1 and December 31, 2022

**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) by Midnight, Central time on Monday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2023**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Lynne Lance at [lynne@nebpress.com](mailto:lynne@nebpress.com) or call 850-542-7087. 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*

## **47. 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.

## **48. Online Video - Advertising**

Advertising, promotional and other styles of non-editorial video are eligible. Judges shall consider quality of visual messaging, 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

## **49. Online Video - Editorial**

Breaking news, sports, features, special interest 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 Awards

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\*

**2023 NPA BETTER NEWSPAPER CONTEST****Division A -- Weeklies up to 699**

Arlington Citizen  
 Arthur Enterprise  
 Battle Creek Enterprise  
 Butte Gazette  
 Callaway Courier  
 Chappell Register  
 Clearwater Summerland Advocate-Messenger  
 Crofton Journal  
 Dodge Criterion  
 Doniphan Herald  
 Elm Creek Beacon-Observer  
 Friend Sentinel  
 Genoa Leader-Times  
 Gering Courier  
 Hayes Center Times-Republican  
 Hemingford Ledger  
 Henderson News  
 Hyannis Grant County News  
 Laurel Advocate  
 Leigh World  
 Lyons Mirror-Sun  
 Madison Star-Mail  
 Milford Times  
 Morrill Voice News of Western Nebraska  
 Niobrara Tribune  
 Osmond Republican  
 Palmer Journal  
 Petersburg Press  
 Ralston Recorder  
 Randolph Times  
 Sargent Leader  
 Schuyler Sun  
 Spalding Enterprise  
 Springview Herald  
 St. Edward Advance  
 Stanton Register  
 Thedford Thomas County Herald  
 Tilden Citizen/Meadow Grove News  
 Wausa Gazette  
 Waverly News

**Division B --- Weeklies 700 to 999**

Alma Harlan Co. Journal  
 Arnold Sentinel  
 Ashland Gazette  
 Bassett Rock County Leader  
 Bayard Transcript  
 Benkelman Post & News-Chronicle  
 Blue Hill Leader  
 Bridgeport News-Blade  
 Burwell Tribune  
 Crawford Clipper  
 Curtis Frontier County Enterprise  
 Elgin Review  
 Gothenburg Leader  
 Greeley Citizen  
 Gretna Breeze  
 Gretna Guide & News  
 Hooper-Scribner Rustler-Sentinel  
 Howells Journal  
 Humboldt Standard  
 Humphrey Democrat  
 Kimball Western Nebraska Observer  
 Loup City Sherman County Times  
 Mullen Hooker County Tribune  
 Nelson Nuckolls Co. Locomotive Gazette  
 North Bend Eagle  
 Oakland Independent  
 Pender Times  
 Plainview News  
 Spencer Advocate  
 Stapleton Enterprise  
 Sutherland Courier-Times  
 Syracuse Journal-Democrat  
 Trenton Hitchcock County News  
 Wakefield Republican  
 Wilber Republican

**Division C -- Weeklies 1,000 to 1,899**

Ainsworth Star-Journal  
 Alliance Times Herald  
 Atkinson Graphic  
 Auburn Nemaha County Herald  
 Broken Bow Custer Co.Chief  
 Cambridge Valley Voice  
 Central City Republican-Nonpareil  
 Chadron Record  
 Clarkson Colfax Co. Press  
 David City Banner-Press  
 Elkhorn Douglas Co. Post-Gazette  
 Franklin County Chronicle  
 Fullerton Nance County Journal  
 Geneva Nebraska Signal  
 Gordon Sheridan Co. Journal-Star  
 Grant Tribune-Sentinel  
 Hartington Cedar County News  
 Hebron Journal-Register  
 Imperial Republican  
 Lexington Clipper-Herald  
 Minden Courier  
 Nebraska City News-Press  
 O'Neill Frontier & Holt Co. Independent  
 Ord Quiz  
 Oshkosh Garden Co. News  
 Papillion Times  
 Pawnee Republican  
 Pierce County Leader  
 Plattsmouth Journal  
 Ponca Nebraska Journal-Leader  
 Ravenna News  
 Red Cloud Chief  
 Scottsbluff Business Farmer-Stockman  
 Shelton Clipper  
 Sidney Sun-Telegraph  
 South Sioux City Dakota Co. Star  
 Stromsburg Polk County News  
 Sutton Clay County News  
 Tecumseh Chieftain  
 Tekamah Burt Co. Plaindealer  
 Valentine Midland News  
 Verdigre Eagle  
 Wayne Herald  
 West Point News  
 Wisner News-Chronicle

**Division D -- Weeklies 1,900 and up**

Ainsworth Star-Journal  
 Alliance Times Herald  
 Atkinson Graphic  
 Auburn Nemaha County Herald  
 Broken Bow Custer Co.Chief  
 Cambridge Valley Voice  
 Central City Republican-Nonpareil  
 Chadron Record  
 Clarkson Colfax Co. Press  
 David City Banner-Press  
 Elkhorn Douglas Co. Post-Gazette  
 Franklin County Chronicle  
 Fullerton Nance County Journal  
 Geneva Nebraska Signal  
 Gordon Sheridan Co. Journal-Star  
 Grant Tribune-Sentinel  
 Hartington Cedar County News  
 Hebron Journal-Register  
 Imperial Republican  
 Lexington Clipper-Herald  
 Minden Courier  
 Nebraska City News-Press  
 O'Neill Frontier & Holt Co. Independent  
 Ord Quiz  
 Oshkosh Garden Co. News  
 Papillion Times  
 Pawnee Republican  
 Pierce County Leader  
 Plattsmouth Journal  
 Ponca Nebraska Journal-Leader  
 Ravenna News  
 Red Cloud Chief  
 Scottsbluff Business Farmer-Stockman  
 Shelton Clipper  
 Sidney Sun-Telegraph  
 South Sioux City Dakota Co. Star  
 Stromsburg Polk County News  
 Sutton Clay County News  
 Tecumseh Chieftain  
 Tekamah Burt Co. Plaindealer  
 Valentine Midland News  
 Verdigre Eagle  
 Wayne Herald  
 West Point News  
 Wisner News-Chronicle

**Division E -- Dailies**

Beatrice Daily Sun  
 Columbus Telegram  
 Fremont Tribune  
 Grand Island Independent  
 Hastings Tribune  
 Holdrege Citizen  
 Kearney Hub  
 Lincoln Journal Star  
 Norfolk Daily News  
 North Platte Telegraph  
 Omaha The Daily Record  
 Omaha World Herald  
 Scottsbluff Star-Herald  
 York News-Times