

2025

**Better Newspaper  
Digital Contest**



**Nebraska Press Association**

**Deadline: February 3rd, 2025**

# Nebraska Press Association 2025 Better Newspaper Digital Contest

**Early Bird Deadline: Friday, January 24, 2025**

(All newspapers with entries submitted before midnight January 24, 2025 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)

**Regular Deadline: Monday, February 3<sup>rd</sup>, 2025**

## **NEW Class Divisions**

### **Division A**

Newspapers Publishing 1x-2x per week.

### **Division B**

Newspapers Publishing 3x-7x per week  
(according to 2024 Statements of Ownership)

## **Deadlines**

Entries must be entered online by **Midnight on February 3<sup>rd</sup>, 2025**. Early bird deadline is midnight, January 24, 2025.

## **Contest Period**

Calendar Year 2024. All entries must have been originally published between January 1 and December 31, 2024.

## **NOTICE**

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

**Payment methods: Check or online payment.**

**Mail check to:  
Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508**

**Pay online at:  
<https://nebpress.com/nebraska-press-association-payment-form/>**

## 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, February 3. Follow the onscreen instructions and register using your information. You will be asked for an “Association Code”, please enter **NE2025**. 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.

## **Digital:**

### **49. 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.

### **50. 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.

### **51. 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.

### **52. Online Coverage of Breaking News**

Entry consists of permanent link to digital content of the breaking news. 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.

### **53. 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 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.

### **54. 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.

### **55. 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**

Newspapers published 1x-2x per week 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**

Newspapers published 3x-7x per week 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\*

###