



*Nebraska
Press
Association*

*2014
Better
Newspaper
Contest*



Deadline: January 31, 2014



Daily and Weekly Newspaper Contest Rules

General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted flat, either 1/2 or 1/4 fold. Entries must be in 9x12 envelope and affixed with appropriate label **stapled to upper right hand corner (vertically, see sample)**. Only one entry per envelope. Entries in larger or smaller envelopes will be disqualified. No presentation folders, please. **Use two labels per entry; label the actual entry AND the outside of entry envelope.**
3. Tearsheets must have entry outlined **IN YELLOW, NOT BLACK OR RED.**
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies.**
5. **Do not enter actual photos. Only tearsheets are accepted in Photo categories.**
6. Deadline for postmark of entries: **January 31, 2014. Please mail your marked contest material to:** Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226
7. First, second, and third place winners will be awarded in all categories having qualified entries.
8. **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.**
9. 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.
10. Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff.

Automatic Entries: (All NPA member newspapers are automatically entered in the following two categories.)

• **HEADLINE WRITING** — Entries are from the same date as randomly selected by the NPA staff. Judges consider the effectiveness of front page headlines in capturing reader interest and in accurately reflecting the nature of stories.

• **FRONT PAGE** — Entries are from the same date as randomly selected by the NPA staff. Judges consider layout and design, writing, use of artwork, headlines, relevance, balance of local and non-local coverage.

Special Awards: (No Sweepstake points awarded.)

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

EDITORIAL OF THE YEAR AWARD — Only one winner. First place winners from Category #36 "Editorial" from each class, both weeklies and dailies, will be judged together to choose the Editorial of the Year. First place winners are automatically entered in this category.

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

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

Weekly Divisions

Class A
Up to 859

Class B
860-1,499

Class C
1,500-2,499

Class D
2,500 & Up

(according to previous year's
Statement of Ownership)

Deadlines

Postmark entries no later than
January 31, 2014 and mail to:

Nebraska Press Association
845 "S" Street

Lincoln, NE 68508-1226

Contest Period

Calendar Year 2013. All entries must have been
originally published between January 1 and
December 31, 2013.

Awards

Awards will be announced during the Nebraska
Press Association Annual Convention, April 11-12
at the Mid-Town Holiday Inn, Grand Island.

NOTICE

**All Newspapers are allowed one free
entry. All other entries MUST be
accompanied by a fee of \$3.00 each.**



Daily & Weekly Contest Categories

1. Use of Computer Graphics - Produced In House

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

2. Building Circulation

Must be focused on retaining readers and building circulation. Cover letter can be included. Can be any original promotional material, not necessarily a tearsheet. Maximum three entries per newspaper.

3. Reader Interaction

Submit up to six tearsheets (one entry) exhibiting opportunities for reader interaction. Programs, features, etc., designed specifically to involve readers. Initiated by news, marketing, advertising, circulation or cooperative efforts. Judges consider validity and relevance of pieces, creativity and reader impact. Maximum one entry per newspaper.

Advertising

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

4. Community Promotion Advertisement

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

5. Agricultural Advertisement

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

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

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

7. Signature Page

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

8. Classified Section

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



9. Advertising Campaign

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

10. Single Retail Advertising Idea - Color

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

11. Single Retail Advertising Idea - Black and White

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

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

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

13. Single Classified Advertising Idea - Black and White

Send full-page tearsheets. 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. Ad Copywriting

Each entry shall consist of three examples of copywriting in separate and unique advertisements. Ads should be clearly marked on full-page tearsheets. 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

15. Sports Action Photo

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

16. Sports Feature Photo

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

17. Sports Page

Submit full-page tearsheets. 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.

18. Sports Column

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

19. Sports Writing

Submit full-page tearsheets with story clearly outlined. Judges consider interest, impact, clarity of writing, local relevance. Maximum three entries per newspaper.



Photography

20. Photo Page

Submit tearsheet(s). 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.

21. Feature Photography

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

22. News Photography

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

23. Breaking News

Photography

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

News/Editorial

24W. Use of Color — News (WEEKLIES ONLY)

Submit full-page tearsheet. Judges consider originality, mechanical reproduction, compatibility with written matter, makeup. Maximum three entries per newspaper.

25. Lifestyles

Submit full-page tearsheets. 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.

26. Special Single Edition or 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.**

27. Special Edition or 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.**

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. Submit full-page tearsheets with columns clearly outlined. 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. 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.

30. Specialty Pages

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

31. Breaking News

Submit full-size tearsheets with story or stories clearly outlined. 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.

32. Feature Series

The Feature Series must have appeared in two or more issues. Submit full page tearsheets with entry clearly outlined. Judges consider subject, interest and impact, layout and design, writing. **(Don't confuse with contest No. 33).** Maximum three entries.

33. Single Feature Story

Submit full page tearsheets with story clearly outlined. Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 32).** List name of writer. Maximum of four feature entries per newspaper.

34. In-depth Writing

Submit full-page tearsheets with subject clearly marked. 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.

35. Public Notice and Its Promotion

NO ENTRY FEE REQUIRED FOR THIS ENTRY. Submit tearsheet(s) from any two issues of published notices (legal advertisements) or 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 SWEEP-STAKES AWARD.**

36. Editorial Page

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

37. Editorial

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



38. News Writing

Submit full-page tearsheet with story clearly outlined. Judges consider the quality of writing....it's 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.

39. Reader Contest

Entry consists of up to three tearsheets. Judges shall consider contest's potential for reader participation, originality of theme, copywriting, and attractiveness and creativity. Maximum three entries 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 three issues. One issue each from the months of March, August & December. 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.

41. Web Sites

To enter, complete the entry form provided for regular contest categories and affix it to a 9x12 envelope. (Submit the envelope and entry form along with other contest entries.) Include the address of Web Site and name(s) of staff responsible for site. Judges will visit Web Sites at a set time for judging. 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.

42. 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. To enter, complete the entry form provided for regular contest categories and place DVD of entry in a 9x12 envelope. Submit the envelope and entry form along with other contest entries. Maximum three entries per newspaper.

Sweepstakes Awards

Weekly Class Award

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

Weekly Sweepstakes Award

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

Daily Sweepstakes Award

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

Each first place award...10 points*

Each second place award...7 points*

Each third place award...4 points*

*Double points for General Excellence & Public Notice categories



Each newspaper must complete this summary of entries form and submit it along with the one entry fee check or entries will not be considered by the judges.

Entries must be submitted flat, either 1/2 or 1/4 fold. Entries must be in 9x12 envelope and affixed with appropriate label (enclosed) attached to upper right vertical corner, one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope. Tearsheets must have all entries outlined IN YELLOW, NOT BLACK OR RED. **All contest materials must be postmarked no later than January 31, 2014.** Please refer to the rules for entries for specific details on each entry.

Newspaper: _____ Contact: _____ Phone: _____

Address: _____ City: _____ Zip: _____

- | <i>Entry #</i> | <i># of Entries</i> | <i>Category</i> |
|----------------|---------------------|--|
| 1) _____ | | Use of Computer Graphics - Produced In House (Max. 3) |
| 2) _____ | | Building Circulation (Max. 3) |
| 3) _____ | | Reader Interaction (Max. 1) |
| 4) _____ | | Community Promotion Advertisement (Max. 3) |
| 5) _____ | | Agricultural Ad (Max. 3) |
| 6) _____ | | Small Ad (Max. 3) |
| 7) _____ | | Signature Page (Max. 3) |
| 8) _____ | | Classified Section (Max. 1) |
| 9) _____ | | Advertising Campaign (Max. 3) |
| 10) _____ | | Single Retail Ad Idea - Color (Max. 3) |
| 11) _____ | | Single Retail Ad Idea - B&W (Max. 3) |
| 12) _____ | | Single Classified Ad Idea-Color (DAILIES ONLY) (Max.3) |
| 13) _____ | | Single Classified Ad Idea-B&W (Max. 3) |
| 14) _____ | | Ad Copywriting (Max. 3) |
| 15) _____ | | Sports Action Photo (Max. 7) |
| 16) _____ | | Sports Feature Photo (Max 7) |
| 17) _____ | | Sports Page (Max. 1) |
| 18) _____ | | Sports Column (Max. 3) |
| 19) _____ | | Sports Writing (Max. 3) |
| 20) _____ | | Photo Page(Max. 7) |
| 21) _____ | | Feature Photography (Max. 7) |

- | <i>Entry #</i> | <i># of Entries</i> | <i>Category</i> |
|----------------|---------------------|---|
| 22) _____ | | News Photography (Max. 7) |
| 23) _____ | | Breaking News Photography (Max. 7) |
| 24W) _____ | | Use of Color - News (WEEKLIES ONLY) (Max. 3) |
| 25) _____ | | Lifestyles (Max. 1) |
| 26) _____ | | Special Single Edition Section(Max. 3) |
| 27) _____ | | Special Edition or Section, Multiple Publication Dates (Max. 3) |
| 28) _____ | | Personal Column (Max. 7) |
| 29) _____ | | Youth Coverage (Max. 1) |
| 30) _____ | | Specialty Pages (Max. 1) |
| 31) _____ | | Breaking News (Max. 3) |
| 32) _____ | | Feature Series (Max. 3) |
| 33) _____ | | Single Feature Story (Max. 4) |
| 34) _____ | | In-depth Writing (Max. 2) |
| 35) _____ | | Public Notice & Its Promotion (Max. 1) |
| 36) _____ | | Editorial Page (Max. 1) |
| 37) _____ | | Editorial (Max. 1) |
| 38) _____ | | News Writing (Max. 3) |
| 39) _____ | | Reader Contest (Max. 3) |
| 40) _____ | | General Excellence (Max. 1) |
| 41) _____ | | Web Sites |
| 42) _____ | | Online Video (Max. 3) |

Check class	
<input checked="" type="checkbox"/>	Class A Weekly
<input checked="" type="checkbox"/>	Class B Weekly
<input checked="" type="checkbox"/>	Class C Weekly
<input checked="" type="checkbox"/>	Class D Weekly
<input checked="" type="checkbox"/>	Daily

_____ **Total Number of Entries**
 _____ **1 x Free (See General Rules)**
 _____ **x \$3.00**
 _____ **= Amount Enclosed**

Send all entries with **ONE CHECK** at one time to:
Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508



Omaha World-Herald Community Service Award

Deadline:

Must be postmarked by March 2, 2013

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. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

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.

Omaha World-Herald Service to Agriculture Award

Deadline:

Must be postmarked by March 2, 2013

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. \$250 cash prize to Daily winner, \$200 cash prize to Weekly winners.

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.