

NPA/NPAS Staff

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Good work!

The following newspapers sold network ads. **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

Week of 12/8:

2x2

Blair Enterprise — Lynette Hansen (paper made \$162.50)
Hickman Voice News — Linda Bryant (paper made \$162.50 + \$76.50 out of state)

Wayne Herald — Jan Stark (paper made \$487.50 + \$52.50 out of state)

York News-Times — Paula Miller (paper made \$300.00)

NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Broken Bow Chief — Les Mann (paper made \$112.50)

Nebraska City News-Press — Erin Johnson (2 ads) (paper made \$225.00)

Neligh News & Leader — Joan Wright (NCAN Special Free Ad)

Nominations - cont. from pg. 1

Nominations will be judged on:

Contributions to the profession, achievements within the profession and service to her communities (local as well as state and/or regional/national).

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria. Submit nominations by email to: Cheryl Alberts Irwin, Nebraska Press Women vice president, at rcirwin@windstream.net. **A nomination form and guidelines are available at: <http://nebraskapresswomen.org/>.**

Final selection will be made by the NPW Board of Directors. The inductees will be honored at the 2015 Nebraska Press Women Spring Convention, April 25, in Lexington.

Past Hall of Fame Honorees:

2011 - Bess Furman Armstrong, Wilma Crumley, Lynne Grasz, Marj Marlette, Beverly Pollock, Deanna Sands

2012 - Mildred Brown, Harriet Dakin MacMurphy

2013 - Clara Bewick Colby, Maxine Moul

2014 - Gwen Lindberg, Leta Powell Drake, Elia Wilkinson Peattie

Late fees to increase January 1 for statewide and regional network ads

At the October 24 NPAS board of directors meeting, the board voted to increase late fees for submitting statewide and regional statewide classifieds after deadline.

Effective January 1, 2015, the late fees will be as follows: \$150 for a statewide 2X2 network ad or statewide classified ad and \$50 for a regional network ad. The deadline for display ad network is 4:00 PM Tuesday for ads to appear the following week. The deadline for statewide classified ads is 10:00 AM Wednesday the week prior to publication. We appreciate all your efforts to get ads submitted on deadline.

Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

NPA has created recommended playlists including tutorials and courses on commonly-used newspaper software such as InDesign, Photoshop and Illustrator. Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at sales@nebpress.com or call 1-800-369-2850.

Postal Service headed in the wrong direction

By Russ Pankonin, The Imperian Republican

At a time when businesses are doing all they can to improve customer service to keep their customers happy and help the business grow, the United States Postal Service (USPS) is doing just the opposite.

For all intents and purposes, the USPS has given up its franchise. Rather than trying to improve their service, they are revising their delivery standards downward to vindicate themselves for the substandard service they have become so well known for.

That's bad for rural and small-town America! Despite the ever-growing use of e-mail, many individuals and businesses still count on prompt mail service as a way of transacting business.

Soon, the promise of next-day mail delivery for first-class letters could be a fading memory.

Beginning in 2015, the USPS will close 80 mail processing centers across the country. Two of those are in Nebraska—Grand Island and Norfolk. Mail previously sorted in those centers will now go to Omaha to be sorted and then shipped back to those towns and area post offices.

Fortunately for us, the North Platte center escaped closure. Had that happened, our mail would have gone to Cheyenne to be sorted. Imagine that level of service for Imperial.

Community newspapers and their readers depend heavily on the Postal Service for delivery of their newspaper. In many rural communities, the USPS is the only feasible option for delivery. And like other postal customers, newspapers have witnessed a declining level of service.

It's hard to understand why it can sometimes take a week to deliver a paper across state lines to Holyoke—a town that's less than 40 miles away. On those occasions, I could walk the paper there myself faster than USPS can deliver it.

Congress isn't helping the situation much either as the USPS continues to sink in a sea of red ink. In 2006, Congress passed a bill that required the Postal Service to prepay on its retirees' health care benefits 75 years in advance. That means that unlike any other government or quasi-government agency, USPS has to pay for the retirements of workers who haven't even been born yet!

Those payments—about \$5.6 billion annually—could go a long ways towards helping restore financial stability for the Postal Service and improving delivery standards.

Where's our Congressman Adrian Smith, chair of the House Rural Caucas, on this issue? Nowhere to be found! Despite that, this newspaper and the National Newspaper Association will not stand by quietly while small-town communities are put at risk by a Postal Service intent on degrading delivery standards rather than improving them.

Postal official responds to editorial on service

Dear Editor,

I appreciate the opportunity to respond to the editorial published on Nov. 19 regarding changes in the Postal Service.

The Postal Service isn't giving up its franchise, as the editorial claims. Making these changes will enhance the viability of the organization and its ability to continue providing service in the future. The status quo is not an option.

As an organization that receives no taxpayer funds for operating costs, the Postal Service continues to face significant financial challenges associated with the decline of First-Class Mail volume and revenue, as well as legislative mandates and significant debt pressures.

Like any successful organization, the Postal Service understands it must make operational changes to adapt to meet the changing needs of the American public who are mailing fewer letters but more packages, and our network must reflect that.

In 2013, the Postal Service implemented a realignment of its operations to further reduce costs and strengthen its finances. These operational realignments included reductions in the number of mail processing facilities and realignment of retail office hours to match demand.

In June 2014, we announced that a second phase of mail processing realignments would begin in January, culminating in the consolidation of up to 82 more processing locations.

Barring changes, beginning in January stamped First Class Mail, when sent locally, will be delivered in two days. For 49-cents, First Class Mail will still be delivered anywhere in the contiguous United States within three days.

Package services and Priority Mail will not be affected and will be delivered based on current service standards. This includes most medications and small business shipping.

Service standards for periodicals will change next year from two to nine becoming three to nine days, depending on the destination. USPS will continue to work with publishers to ensure periodicals get to their destination as quickly as possible.

The Postal Service continues to make great strides in adapting to the nation's changing mailing and shipping needs. Innovative new products and services are the cornerstone of those changes.

However, our efforts are severely limited by a statutorily-mandated, restrictive business model. Postal reform legislation is urgently needed.

*Rick Pivovar, USPS District Manager
Central Plains District, Omaha*

Editor's Note: This Nov. 19 editorial, and Nov. 26 (Letter to the Editor) postal response, both appeared in the Imperian Republican and are reprinted here with permission.

2015 Circulation/Audience Mega Summit slated for St. Louis, MO

The Midwest Circulation Management Association (MCMA) has teamed up with the Central States Circulation Managers Association (CSCMA) to offer the 2015 Mega Summit, April 19-20, in St. Louis, MO.



The summit theme is: “Growing Audience & Revenue Utilizing the Tools in Your Toolbox!”

Newspapers must find the optimum balance between the basic subscription/membership models and finding new revenue - no easy feat in today’s business climate.

If you haven’t given up on your circulation, there has never been a better time than now to re-commit to growing your circulation and audience! There is no conference in the industry that offers this valuable of a program at such an affordable price.

Go to <http://summit.360mediaalliance.com> for a sampling of the content and powerful presenters that are lined up for the 2015 Mega Summit.

Midwest Circulation Management Association is a circulation executive organization that provides networking between circulation professionals in the eight state area of Arkansas, Colorado, Kansas, Missouri, Nebraska, New Mexico, Oklahoma and Wyoming.

Contact your Nebraska State Director for more information: Carole Sprunk, Fairbury Journal News; 402-300-0399 or Carole@fairburyjournalnews.com

UNL professor chosen for Al-Jazeera “hackathon”

Sue M. Roush, UNL College of Journalism and Mass Communications
Matt Waite, a professor of practice at the University of Nebraska-Lincoln College of Journalism and Mass Communications, was one of 90 individuals chosen to participate in a media innovation “hackathon” sponsored by Al-Jazeera November 29 through December 1 in Doha, Qatar. Waite was one of 1,000 applicants.



Al-Jazeera selected designers, developers, journalists, media professionals, technologists, inventors and others to compete for \$50,000 in prizes and awards at the hackathon.

The organizers created a space to explore and invent solutions to challenges that advance humanity while also pushing forward media and open-source technologies. Participants were able to collaborate with some of the most innovative minds in media and journalism to imagine the future of news and information.

Waite completed an application laying out his qualifications and ideas regarding the intersection of technology and journalism. According to a Nov. 25 UNL news release, Waite said he hoped to learn from people interested in how areas like information architecture and data science can enhance human-driven storytelling.

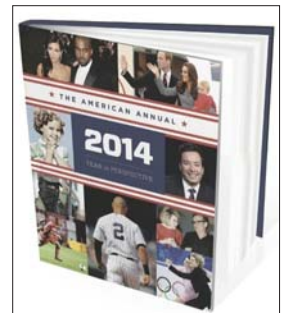
In July, Al-Jazeera launched an Innovation and Research Group. According to the Al-Jazeera website, the group’s purpose is exploring and creating concepts, products and ideas at the intersection of media, technology and popular culture.

Inspired by Al-Jazeera’s heritage of innovation, the group plans to build a network of innovators in technology and media culture, set to grow through a series of conferences, local events, publications and community-building platforms, including the hackathon.

A native of Blair, NE, Waite is the founder of the college’s Drone Journalism Lab and conducts Maker’s Hours. From 2007-2011, he was a programmer and journalist for the St. Petersburg Times, where he was a part of a team that developed the Pulitzer Prize-winning PolitiFact website.

Athlon offers special 2014 annuals to NPA members

Athlon Media, publishers of Parade, American Profile and Relish magazines, is introducing The American Annual, a 160-page, high-quality, hardcover book that looks back at 2014 with a unique perspective on the year’s major events.



Athlon is offering the books to NPA member newspapers for only \$9.00 each. Additionally, \$2.00 from each book sale will be donated to the NPA Foundation by Athlon. The retail price of the book is \$29.95. The books make good gifts for key advertisers, effective subscription incentives, and can be sold as single copies to the public. **Orders are due by December 20, and the books will be delivered directly to newspapers by the end of January.**

To download more details about The American Annual: <http://www.scpres.org/13eBulletin/TheAmericanAnnual.pdf> or contact Charlie Miller at Athlon at 615-440-5623, or cmiller@athlonmediagroup.com.

Even with new fact-checking tools, journalists still need a dose of skepticism

The Donald W. Reynolds Journalism Institute has posted an article on their website about fact checking and how journalists need to practice a little bit of skepticism.



When you see that random tweet that suggests something big is going down, there's a lot of pressure to just run with it — before someone else beats you to the punch. When you combine the push to be first with often-dwindling newsroom resources, taking the time to check the facts — however you might be doing it — often gets deleted from the mix.

Read the article by Gerri Berendzen, a Knight Foundation visiting news editor at the Columbia Missourian newspaper: <http://www.rjionline.org/blog/even-new-fact-checking-tools-journalists-still-need-dose-skepticism>.

Have a Legal Question??

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

Call the Nebraska Press Association
Legal Hotline.

Contact Shawn Renner or John Hewitt at
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com or jhewitt@clinewilliams.com.



“ The difference between genius and stupidity is; ”
genius has its limits.
- Albert Einstein

EARLY DEADLINES!

NCAN(classified) Ads:

Ads running wk of 12/29/14
- DL Tues., 12/23/14 at 10 a.m.

Ads running wk of 01/05/15
- DL Tues., 12/30/14 at 10 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/29/14
- DL Mon., 12/22/14 at 4 p.m.

Ads running wk of 01/05/15
- DL Mon., 12/29/14 at 4 p.m.

Please pass this information along to all employees.

There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 25 & Dec. 26, 2014

& CLOSED January 1 & January 2, 2015.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

Classified Advertising Exchange

Dec. 8, 2014

REPORTER: The Grand Island Independent is seeking an energetic reporter to cover law enforcement in Central Nebraska. This reporter would cover crime news and court proceedings. General assignment reporting would also be part of the job. Please send resume and clips to Jim Faddis, Managing Editor jim.faddis@theindependent.com.

RETAIL ADVERTISING SALES: The Grand Island Independent is seeking an Advertising Retail Sales Professional. Position offers base plus commission. Please send resume to Molly Holcher, Human Resources, molly.holcher@theindependent.com.

REPORTER: This is a full time position for a reporter with education beat experience desired, but not required. Reporter responsibilities include covering the education beat - school board, school activities, community college, as well as various general assignment stories. Photography is a plus. Must be versatile and willing to develop stories. We are a 6-day a week daily located in west-central Nebraska. Send resumes and clips to: jvigil@nptelegraph.com.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange, 2015 Better Newspaper Contest Call for Entries, Contest Guide & Form.

Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which 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.

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



*Nebraska
Press
Association*

*2015
Better
Newspaper
Contest*



Deadline: January 31, 2015



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, 2015. 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, 2015 and mail to:

Nebraska Press Association
845 "S" Street

Lincoln, NE 68508-1226

Contest Period

Calendar Year 2014. All entries must have been
originally published between January 1 and
December 31, 2014.

Awards

Awards will be announced during the Nebraska
Press Association Annual Convention, April 17-18
at the Holiday Inn Downtown, Lincoln.

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/Contest

Entry can consist of up to four examples – print tearsheets and/or permanent links to digital content – 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, and attractiveness and creativity. 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. Creative Ad Writing

Each entry shall consist of three examples of creative ad writing 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.

15. Best New Idea – Ads/Marketing

Submit up to four examples – print tearsheets and/or permanent links and DVD or USB thumb drive – along with a letter explaining why your idea was a winner, how you implemented it, and why it could be successfully adapted for advertising and/or marketing campaigns by other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

Sports

16. 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.

17. 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.

18. 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.

19. 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.

20. 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

21. 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.

22. 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.



23. 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.

24. 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

25W. 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.

26. 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.

27. 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.**

28. 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.**

29. 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.

30. 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.

31. 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.

32. 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.



33. 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. 34).** Maximum three entries.

34. Single Feature Story

Submit full page tearsheets with story clearly outlined. Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 33).** List name of writer. Maximum of four feature entries per newspaper.

35. 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.

36. 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 SWEEPSTAKES AWARD.**

37. Editorial Page

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

38. 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.

39. 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.

40. Best New Idea – News

Submit up to four examples – print tearsheets and/or permanent links to digital content and DVD or USB thumb drive – along with a letter explaining why your idea was a hit, how you implemented it, and why it could be successfully adapted by editors and reporters at other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

41. 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 January, May & October. 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.

Digital

42. 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.



43. 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.

44. 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.

45. 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.

46. 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 and USB thumb drive of ad. 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, 2015.** Please refer to the rules for entries for specific details on each entry.

Newspaper: _____ Contact: _____ Phone: _____

Address: _____ City: _____ Zip: _____

Entry # of
Entries Category

- 1) _____ Use of Computer Graphics - Produced In House (Max. 3)
- 2) _____ Building Circulation (Max. 3)
- 3) _____ Reader Interaction/Contest (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) _____ Creative Ad Writing (Max. 3)
- 15) _____ Best New Idea-Ads/Marketing (Max. 1)
- 16) _____ Sports Action Photo (Max. 7)
- 17) _____ Sports Feature Photo (Max 7)
- 18) _____ Sports Page (Max. 1)
- 19) _____ Sports Column (Max. 3)
- 20) _____ Sports Writing (Max. 3)
- 21) _____ Photo Page (Max. 7)
- 22) _____ Feature Photography (Max. 7)
- 23) _____ News Photography (Max. 7)

Entry # of
Entries Category

- 24) _____ Breaking News Photography (Max. 7)
- 25) _____ Use of Color - News (WEEKLIES ONLY) (Max. 3)
- 26) _____ Lifestyles (Max. 1)
- 27) _____ Special Single Edition Section (Max. 3)
- 28) _____ Special Edition or Section, Multiple Publication Dates (Max. 3)
- 29) _____ Personal Column (Max. 7)
- 30) _____ Youth Coverage (Max. 1)
- 31) _____ Specialty Pages (Max. 1)
- 32) _____ Breaking News (Max. 3)
- 33) _____ Feature Series (Max. 3)
- 34) _____ Single Feature Story (Max. 4)
- 35) _____ In-depth Writing (Max. 2)
- 36) _____ Public Notice & Its Promotion (Max. 1)
- 37) _____ Editorial Page (Max. 1)
- 38) _____ Editorial (Max. 1)
- 39) _____ News Writing (Max. 3)
- 40) _____ Best New Idea-News (Max. 1)
- 41) _____ General Excellence (Max. 1)
- 42) _____ Web Sites (Max. 1)
- 43) _____ Online Video (Max. 3)
- 44) _____ Online Coverage of Breaking News (Max. 3)
- 45) _____ Best Use of Social Media (Max. 3)
- 46) _____ Best Digital Ad Idea (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

Two entry labels must accompany each entry. Affix one label to the actual entry AND one label on the outside of the entry envelope. Please photocopy if you need more forms. This form is also available in a form-fillable PDF format that can be printed from your laser in Acrobat. The form is in the contest section on the NPA website.

Must be attached to each entry

Example

Contest (name & number) W23A - Weekly
(Weekly, contest # 23 Class A)
Contest (name & number) D23 - Daily
(Daily contest # 23)

Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer
(If required) _____

Must be attached to each entry

Example

Contest (name & number) W23A - Weekly
(Weekly, contest # 23 Class A)
Contest (name & number) D23 - Daily
(Daily contest # 23)

Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer
(If required) _____

Must be attached to each entry

Example

Contest (name & number) W23A - Weekly
(Weekly, contest # 23 Class A)
Contest (name & number) D23 - Daily
(Daily contest # 23)

Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer
(If required) _____

Must be attached to each entry

Example

Contest (name & number) W23A - Weekly
(Weekly, contest # 23 Class A)
Contest (name & number) D23 - Daily
(Daily contest # 23)

Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer
(If required) _____

Top of Envelope -- Flap



Must be attached to each entry

Example

Contest (name & number) W23A - Weekly
(Weekly, contest # 23 Class A)
Contest (name & number) D23 - Daily
(Daily contest # 23)

Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer _____
(If required)

Envelope