

CONFIDENTIAL

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events

Events

March 18-20, 2015

NNA Leadership Summit
Washington, D.C.

April 17-18, 2015

Annual NPA Convention
Holiday Inn-Downtown
Lincoln, NE

Meetings

February 6, 2015

NPA/NPAS Board Meeting
(by conference call)

Webinars

January 9, 2015

What's Next for Classifieds?
Making 2015 a growth year

2015 Better Newspaper Contest

**Deadline: (postmarked by)
January 31, 2015**

**The NPA/NPAS
office will be
CLOSED**

**Thursday & Friday,
December 25 & 26
for the Christmas
holiday**

CONTACT INFO:

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FAX: 402-476-2942

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



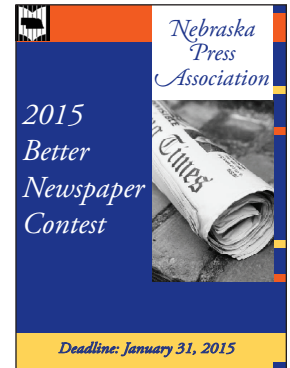
It's contest time!

The Call for Entries for the NPA 2015 Better Newspaper Contest has been emailed out to all publishers, so if your newspaper hasn't begun selecting items you want to submit for contest, now is the time to start.

Entries must be postmarked no later than January 31, 2015. All entries must have been originally published between January 1 and December 31, 2014.

Attached are PDFs of the Call for Entries, Contest Guide and Contest Form. These PDFs are also available on the NPA website, www.nebpress.com.

Read the contest rules carefully as some new categories have been added and some details have been changed from previous years. If you have questions about the Better Newspaper Contest, please contact Carolyn Bowman, cb@nebpress.com.



Advertise in the 2015

NPA Directory/Ratebook!

**See details & ad reservation form
attached to this week's Bulletin.**

NPA/NPAS Staff

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Violet Spader Kirk

Advertising Sales Assistant
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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 12/15:

2x2

Hickman Voice News - Linda Bryant (paper made \$162.50)
Hickman Voice News - Austin Roper (3 ads) (paper made \$487.50)
Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

Broken Bow Chief - Pat Jackson (paper made \$149.50)
Broken Bow Chief - Les Mann (paper made \$112.50)
Central City Republican Nonpareil - Penni Jensen (2 ads) (paper made \$463.00)
Nebraska City News-Press - Erin Johnson (paper made \$112.50)

“

If you think you are too small to
be effective, you have never been
in the dark with a mosquito!

”

- Unknown

Call for nominations for Marian Andersen Nebraska Women Journalists

Hall of Fame

Nominations are being accepted through January 24, 2015, for the Marian Andersen Nebraska Women Journalists Hall of Fame. The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities.

The general public is invited to submit nominations for the award. The women nominated may be living or deceased and may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2014 will be considered again in 2015, and it is not necessary to resubmit the nomination. 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

Longtime UNL sports information director and former sports editor, Don 'Fox' Bryant, dies at 85

Don Bryant died December 5, 2014 in Lincoln, NE. He was 85. Bryant, known as 'Fox,' served as sports information director at the University of Nebraska-Lincoln for 31 years before retiring in 1997. The press box at Memorial Stadium was named for him in 1999.

He received the Football Writers Association of America Bert McGrane Award in 1998 at the College Football Hall of Fame in South Bend, IN.

Prior to joining the NU staff, Bryant was sportswriter and sports editor at the Lincoln Star for 14 years. In 1995, he was inducted into the Nebraska Journalism Hall of Fame.

He is survived by his wife of 63 years, Joan "Pedie" Bryant of Lincoln; sons, William "Bill" (wife, Linda) Bryant of Panama, NE; Jeffrey (wife, Jean) Bryant, Greeley, CO and their families.

Funeral services were held December 12 at Christ United Methodist Church in Lincoln. Memorials are suggested to the UNL College of Journalism to establish a scholarship in his name, Christ United Methodist Church or the Lincoln Municipal Band. The family welcomes condolences, stories and recollections of Fox be left at: www.bmlfh.com. Butherus, Maser & Love Funeral Home, Lincoln, were in charge of arrangements.

Subscribe to the Capitol View (column), Paul Fell (editorial cartoon)!

Do you have readers who enjoy reading editorials or viewing a cartoon? Join the other 65 newspapers in Nebraska that carry the weekly Capitol View column, written by J.L. Schmidt. And join the other 45 Nebraska newspapers that carry the weekly cartoon by Nebraska native, Paul Fell.

Pricing is as follows:

Capitol View is \$1.25 per week for ONE NEWSPAPER; \$1.55 per week for TWO NEWSPAPERS IN A CHAIN and \$2.15 per week for THREE OR MORE NEWSPAPERS IN A CHAIN.

The Paul Fell cartoon is \$3.00 per week per newspaper. No discounts for multiple uses by newspapers in a chain. Each newspaper is charged for the use of the cartoon.

We periodically go through the newspapers checking that only those that subscribe to Capitol View and/or Paul Fell are using the column or cartoon. They are a charged item in the "New Items" folder and not a free service to members.

Contact Jenelle Plachy in the NPA office to begin subscribing to the weekly column and/or editorial cartoon!

2014-15 NPA Foundation scholarship applications now available

The NPA Foundation 2015-16 scholarship applications are now available for current college students and high school seniors. The Foundation will offer up to four total scholarships of \$2,000 each.

Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been sent to Nebraska high schools, colleges and universities. We also encourage newspapers to promote the scholarships in your paper(s) and have copies of the application form available at your front counter for students to pick up.

NEW THIS YEAR: print and online house ads that newspapers can run (optional) to promote the scholarships. Scholarship application forms (high school and college), along with promotional house ads, are available on the NPA website (go to SPECIAL SECTIONS in the MEMBER LOGIN area).

Please help us promote this excellent scholarship opportunity!

If you have questions, please contact the NPA office. Thank you for helping to make the Foundation scholarships a success.

Scholarship OPPORTUNITIES

\$2,000 Nebraska Press Association Foundation Scholarships

Selection based on:

- Scholastic Ability
- Good Citizenship in School
- Good Citizenship in Community
- Preference will be given to students who will be pursuing newspaper journalism education at Nebraska colleges.



Applications must be post-marked by February 20, 2015
For more information and application form, go to:
www.nebpress.com or call 402-476-2851/800-369-2850

New this year! Print and online house ads to help promote NPA Foundation scholarships.

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.

Corn Board articles available on NPA website!

Are you planning to publish a corn section soon?

Articles and graphics from the Nebraska Corn Board are now available on the NPA website, www.nebpress.com.

Login, at top of homepage click on MEMBER DOWNLOADS, then click on SPECIAL SECTIONS.



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

MERRY CHRISTMAS



Wishing all of you a very Merry Christmas!

L to r (front): Madison, Violet, Susan, Jenelle

L to r (back): Rob, Allen, Carolyn



MERRY CHRISTMAS

MERRY CHRISTMAS

Classified Advertising Exchange

Dec. 15, 2014

FOR SALE - ACROPRINT TIMECLOCK: ES900 digital automatic; features atomic time that synchronizes time automatically from the US Atomic Clock. Works great, we just don't need it anymore. \$150 + shipping. Instruction manual, key and (approx) 200 unused timecards included. Contact Jenelle Plachy in the NPA office, 402-476-2851, or jp@nebpress.com.



ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, 2015 Better Newspaper Contest Call for Entries, Contest Guide & Form, 2015 NPA Directory/Ratebook Advertising Reservation Form, NPA Foundation Christmas Letter.

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

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.

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2015 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 173 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
- Many other businesses across Nebraska

If you'd like to advertise in the 2015 Directory, simply fill out the attached reservation form, and email or fax to Susan Watson, NPA, nebpress@nebpress.com, or (fax) 402-476-2942 by JANUARY 9, 2015.

Please call Susan Watson at 402-476-2851, or (NE) 800-369-2850 with questions, or for additional information.

2015 Newspaper Directory & Rate Book Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2015 Nebraska Newspaper Directory. Please reserve the following ad space:

- _____ Full Page, 3 col. (8-1/2" x 11", Back Cover, Full-Color, Bleed \$495.00
- _____ Full Page, 3 col. (7-1/2" x 10" Black & White \$370.00
- _____ Half Page, 3 col. (7-1/2" x 4-7/8" \$195.00
- _____ 1 col. (2-3/8" x 7-3/8" **OR** 3 col. (7-1/2" x 2-1/2" \$100.00
- _____ 1 col. (2-3/8" x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

_____ We will send **NEW AD COPY** no later than January 16, 2015.

_____ We will **REPEAT THE SAME COPY** as our 2014 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2015 Nebraska Newspaper Directory & Rate Book.

Signature _____ Date _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

_____ Please bill me.

_____ Payment Enclosed.

2015 Advertising Deadlines:
Space Reservation: January 9, 2015
Camera Ready (PDF) Copy: no later than January 16, 2015

This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").



*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)
- 25W) _____ 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)

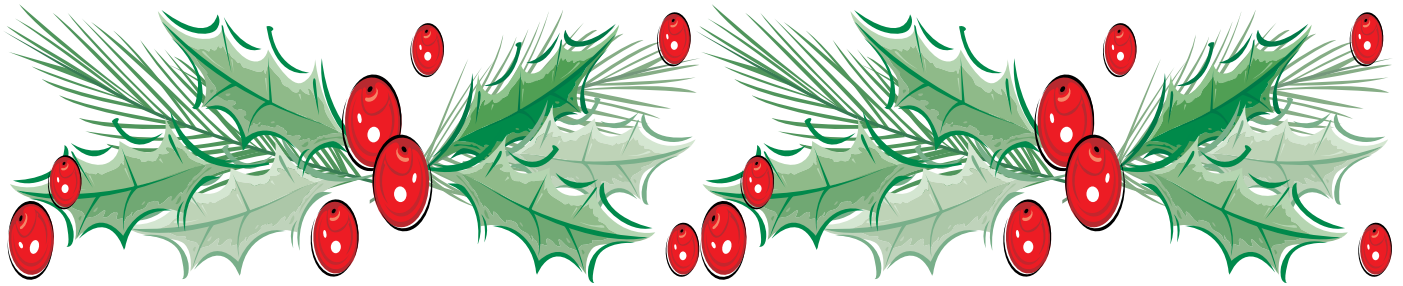
Contest (name & number) _____

Name of Newspaper _____

Date Entry Published _____

Name of Writer
or Photographer _____
(If required)

Envelope



Nebraska Press Association Foundation, Inc.

"We make a living by what we get, but we make a life by what we give."

~ Winston Churchill

Dear Colleagues, Employees and Friends of Nebraska newspapers:

As 2014 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of print journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,

Russ Pankonin

Chairman, Foundation Trustees