

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

October 23, 2015
Journalism Hall of Fame Banquet
Nebraska Club, 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

January 15, 2015
Making Digital Editions Really
Work for Your Newspaper

January 29, 2015
Think Bigger than Native Advertising

**The NPA/NPAS office
will be CLOSED
Thursday & Friday,
January 1 & 2,
for the New Year's
Holiday**

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851
FAX: 402-476-2942
Legal Hotline: 402-474-6900
E-mail: nebpress@nebpress.com
Web Site: <http://www.nebpress.com>

"Here's to a wonderful new year!"

Advertise in the 2015 NPA Directory.

Space reservation deadline:

Friday, January 9

Ad copy deadline:

Friday, January 9

**Details and ad
reservation
form is attached.**

It's contest time!

Attached are contest guidelines and contest forms, which are also available on the NPA website.

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

Read the contest rules carefully as some new categories have been added and some details have changed from previous years.

Contact Carolyn Bowman with any questions, cb@nebpress.com.

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Rob James

Sales Manager
email: rj@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Violet Spader Kirk

Advertising Sales Assistant
email: sales@nebpress.com



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 12/22:

2x2

Hickman Voice News - Linda Bryant (5 ads) (paper made \$762.50)

Hickman Voice News - Austin Roper (2 ads) (paper made \$312.50)

Scottsbluff Business Farmer - Craig Allen (paper made \$487.50)

NCAN

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

Broken Bow Chief - Les Mann (NCAN Special Free Ad)

Holdrege Citizen - Linda Boyll (paper made \$326.00)

Nebraska City News-Press - Erin Johnson (paper made \$112.50)

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.

Wolfe named new Fremont Tribune publisher

Josh Wolfe became the new publisher and advertising director of the *Fremont Tribune* effective December 22.

Wolfe began his newspaper career as a reporter for the *Crete News* in 2000. He later became a special projects intern and part-time photographer for Lee Enterprises newspapers in Mason City, IA, and Lincoln, NE.

He twice returned to the *Crete News*, once as news editor and later as the managing editor. He was also the general manager for EMC Publishers Inc.'s newspaper in Caledonia, MN. For the past three years, Wolfe has been the major accounts manager for Nebraska Printing Center in Lincoln.

In addition to the Tribune, its digital products and the *Fremont Area Shopper*, Wolfe will oversee the *Plattsmouth Journal* and *Consumer Connection*.

Subscribe to the Capitol View column, Paul Fell editorial 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 editorial cartoon by Nebraska native, Paul Fell.

PRICING: Capitol View is \$1.25 p/week for ONE NEWSPAPER; \$1.55 p/week for TWO NEWSPAPERS IN A CHAIN and \$2.15 p/week for THREE OR MORE NEWSPAPERS IN A CHAIN. The Paul Fell cartoon is \$3.00 p/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 check newspapers to ensure 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.



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.**



Reynolds Journalism Institute seeks innovative ideas and projects for 2015-2016 Reynolds Fellowships

The Donald W. Reynolds Journalism Institute invites proposals from people and institutions to collaborate with RJI on innovative ideas and projects to improve the practice or understanding of journalism.

RJI is giving special consideration this year to ideas and projects focused on mobile engagement and monetization; however, RJI staff also invites submission of other ideas and projects that could strengthen democracy through better journalism.

Successful collaborations are often in one of three categories but are not limited to these categories:

- Transformation of an idea into a market tested prototype
- Development and deployment of a prototyped product or service into a substantial market test to prepare it for angel or venture investment or a full launch of the project
- Scholarly research that leads to publication of new understandings about the practice of journalism.

There are three types of fellowships for 2015-2016: residential, non-residential and institutional.

Residential fellows spend eight months on the University of Missouri campus. Non-residential fellows explore their

ideas from their home or office, with an occasional visit to campus.

The institutional fellowship allows an individual to remain at their post at a news organization or other institution while developing an idea.

Each fellowship includes a stipend. Residential fellows receive an \$80,000 stipend and a \$10,000 one-time housing or relocation allowance.

Non-residential fellows receive a \$20,000 stipend, plus research and travel support. The institutional fellowship stipend – \$20,000 – is paid to the company or institution and can be used for salary relief or for another purpose to best ensure the success of the fellowship project.

Reynolds fellowships are open to U.S. citizens and foreign journalists. **The deadline to apply is February 1, 2015.**

For more information, or to apply, go to: <http://rjionline.org/fellowship>. Contact Roger Gafke at rjifellows2015@rjionline.org with questions.

About the Donald W. Reynolds Journalism Institute: The Donald W. Reynolds Journalism Institute works with citizens, journalists and researchers to strengthen democracy through better journalism. RJI seeks out the most exciting new ideas, tests them with real-world experiments, uses social science research to assess their effectiveness and delivers solutions that citizens and journalists can put to use in their own communities.

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.



The National Newspaper Association's 2015 Leadership Summit: We Believe In Newspapers

March 18-19, Arlington, VA * Register: <http://bit.ly/1zYZyCD> * Hotel: <http://bit.ly/1s55Qlb>

Let your voice be heard, too!

- An inside look at the National Postal Museum and an invitation to share artifacts for this Smithsonian Museum's new industry exhibit
- A day on the Hill
- Dinner with NNA Foundation News Fellows and ABC News Senior Washington Correspondent Jeff Zeleny

Reception
co-sponsored
by



Smithsonian
National Postal Museum

Preliminary Schedule

Wed., March 18

5:30 p.m.

NNA Industry Reception and Insider's Tour of the National Postal Museum. Invited guests: New Postmaster General of the United States, Megan Brennan, and Museum Curator Allen Kane. NOTE: Please look in your archives for materials you might be willing to donate to the exhibit in D.C.

Thurs., March 19

8 a.m.

Welcome from NNA President John Edgecombe, Jr.

8:30-10 a.m.

Briefings on legislative issues

10:30 a.m. - 5 p.m.

Day on the Hill—make appointments with your Congressional delegation

6 p.m.

We Believe In Newspapers Dinner at the National Press Club with ABC News Correspondent Jeff Zeleny



Jeff Zeleny



Megan Brennan (invited)



Allen Kane



John Edgecombe, Jr.

Registration by Feb. 23 (<http://bit.ly/1zYZyCD>)

\$180 - NNA members, past presidents, NAM members and spouse/guest (\$200 afterward)

\$225 - Non-member rate (\$250 afterward)

Hotel—Crystal City Marriott (<http://bit.ly/1s55Qlb>)

Rooms booked by 2/23/2015 are \$184/night. Rate available 3/16-22/2015.

How much of your advertising revenue can you afford to give up?

Your advertisers might soon be unable to deduct their full advertising expense. Uncle Sam wants to slash the long-standing deduction to **raise advertisers' taxes even higher!**

Cutting advertising expense deductibility is now on the table in both the House and Senate. Advertising is the economic engine that drives local economies. More government intervention will hurt **your** pocketbook. Thousands of communities across America could be harmed. Advertising should continue to be a fully deductible business expense!

Join the National Newspaper Association in the battle **against advertising taxes.**

Content That Works Announces Representation Agreement with Kid Scoop

Content That Works (CTW) announces that it has entered into a long-term distribution and management agreement with Vicki Whiting's Kid Scoop. Now CTW is the exclusive distribution and billing agent for all Kid Scoop products and platforms to local media outlets. Whiting and her team will continue to produce and package the content.



"I have been marketing Kid Scoop to newspapers since 1990," said Vicki Whiting, creator, owner and driving force behind the educational page. "Our efforts were very successful. Today more than 250 outlets use Kid Scoop.

"We realized we needed help to fuel our growth. CTW already represented some of our products so it was logical to let them do what they do best: market all of our products to media outlets. That way we can concentrate on what we do best: creating great, engaging, educational content for students."

Each week, Kid Scoop brings students interactive games, activities, puzzles and more in a bright and bouncy, award-winning content package for newspapers and their websites. The content provides kids and their families with reading selections and games they enjoy together. Kid Scoop gives its media partners a new way to reach out to non-traditional advertisers who sponsor the page or monthly magazine.

"We can think of no time in history that it has been more important for local media companies to reach out to young parents and their children," said Dan Dalton executive vice president of Content That Works who heads the Kid Scoop sales and marketing effort. "We know there is no better product at connecting children with the importance of news and the value of the newspaper in the classroom than Kid Scoop. We are so excited to have this exclusive opportunity to represent Vicki and her talented team."



CTW will represent all five of the different Kid Scoop products currently available, including the Spanish language Kid Scoop weekly page. Kid Scoop and Content That Works are already working on new product offerings, including an interactive website that will give featured presence to local sponsors of the content.

"For the first time, the new online Kid Scoop platform gives television or radio stations the opportunity to participate in Kid Scoop via their websites," added Dalton. "It's a market exclusive product, but some newspapers produce their own pages or choose not to support teachers and

young parents in their communities. So online gives us a new avenue of attack."

About Content That Works

About Content That Works: Founded in 2001, Content That Works (CTW) is a digital agency specializing in content development, hosted web solutions and native advertising. CTW's content in a dozen niche content areas regularly reaches more than 30 million households across North America.

About Kid Scoop

Founded in 1986, Kid Scoop was created by an elementary school teacher as an educational feature for her local newspaper, The Sonoma Index-Tribune. The page's appeal to kids, families and teachers has launched it into becoming the leading educational feature for children, reaching nearly 7 million readers each week in print and online.

Saturday Mail Delivery Continues but Congress Leaves Postal Service in Limbo

Tonda Rush, CEO, National Newspaper Association (NNA), tonda@nna.org, December 19, 2014

The National Newspaper Association this week celebrated the continuation of Saturday mail delivery through the federal fiscal year ending Sept. 30, but lamented the passage of another congressional session without postal reform. NNA President John Edgecombe Jr. called on publishers to attend NNA's Leadership Summit March 19 in Washington to urge quick action in the next Congress.



"If common sense had prevailed, a reform bill would have been completed. We had a solid proposal that provided USPS with financial relief, preserved service and implemented health cost reforms. It should have been accepted," said Edgecombe, publisher of The Nebraska Signal in Geneva, NE.

But disputes among Senate leaders stalled the progress. Congress finally adopted a government funding resolution for 2015 that included a continued mandate for Saturday home delivery. Other reform provisions, including preservation of service standards and reasonable guidelines on USPS' use of negotiated service agreements to market its advertising mail, never reached the Senate floor.

Edgecombe said NNA was disappointed, but he applauded President Obama's signature of the funding resolution that continued six-day delivery.

He said NNA would highlight declining rural mail service in 2015. USPS is on track to close more than 80 mail processing plants in smaller U.S. cities. It has said it wants to concentrate mail sorting in urban areas, where declining mail volume has left urban plants with idle time. NNA Postal Committee Chair Max Heath said the changes in mail processing ahead would be the next wave in shrinking rural service and focusing processing in urban areas.

cont. pg. 6

Postal - from pg. 5

“Although USPS has a genuine problem keeping its plants busy, the error was in overbuilding during the fat times. Trying to fix it by carrying the mail further and further down the highways so those big plants can stay busy is simply going to accelerate the problems we have already seen. There is only so much you can do to improve efficiency when you are faced with reality of miles of asphalt.”

“Sadly, we are looking at two different visions of the Postal Service,” Edgcombe said. “USPS management believes it must focus on urban areas in the hope of improving its revenue.

“But that pits the Postal Service against private-sector competition in over-served areas. It abandons the essential needs in smaller towns and under-served rural areas where the service is most critical. Reports of declining mail service in NNA-member towns continue, and I frankly see little change on the horizon unless Congress acts.”

Edgcombe said he was gratified that key senators supported universal service and had tried to broker a bill in the final days of Congress. He thanked Sens. Roy Blunt, R-MO; Jon Tester, D-MT; Tammy Baldwin, D-WI; and Bernard Sanders, D-VT, in particular for leading the effort to wrap up a bill.

“The 114th Congress will be our fourth Congress where we fight for universal service,” Edgcombe said. “We’ll be back. We will go armed with our concerns, including service problems. We have faith that legislation can be passed that preserves mail delivery and sustains the Postal Service.”



January 5-9: “National Thank Your Customers Week”

January 5-9 is National Thank Your Customers Week, positioned when one year is ending and another beginning. It’s the perfect first-of-the-year promotion to get the first quarter sales ball rolling.

The simple act of thanking your customers can be a powerful and memorable marketing tool, yet often we are too busy to personally acknowledge our customers - the same people who make our growth and prosperity even possible.

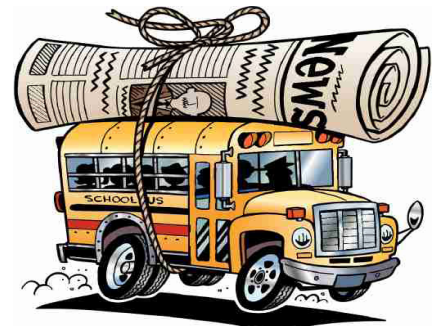
There are some basic approaches for the promotion:

- Use it as a promotion to thank your own customers.
- Play host to the theme for your advertisers to say “thank you.”
- Expand the week to make it a month-long promotion.

1/2-Price end-of-year subscription offer to the Newspaper in Education

(NIE) Institute!

The NIE Institute is offering half-price subscription rates of \$125.00 or \$62.50 for small papers (under 20K circ.). *



The NIE Institute provides you with a FREE subscriber website with over 340 NIE and editorial resources. Your website also includes Election Central, a Serial Story & Reader’s Theater Page (run them in-paper over several weeks), Parent & Student Education Page, and Video & Audio Teacher Training Page.

ALL RESOURCES ARE FREE WITH YOUR SUBSCRIPTION!

Take a look, with the understanding you’ll only use the copyrighted materials if you subscribe, at: www.nieteacher.org/testnie

All materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at: www.nieinstitute.org.

To subscribe, e-mail your full contact information to Doug Alexander, President, NIE Institute, dalexander@nieinstitute.org, or call 202-636-4847.

**Offer for new subscribers only.*

Classified Advertising Exchange

Dec. 29, 2014

ATTACHED TO THIS WEEK'S BULLETIN:

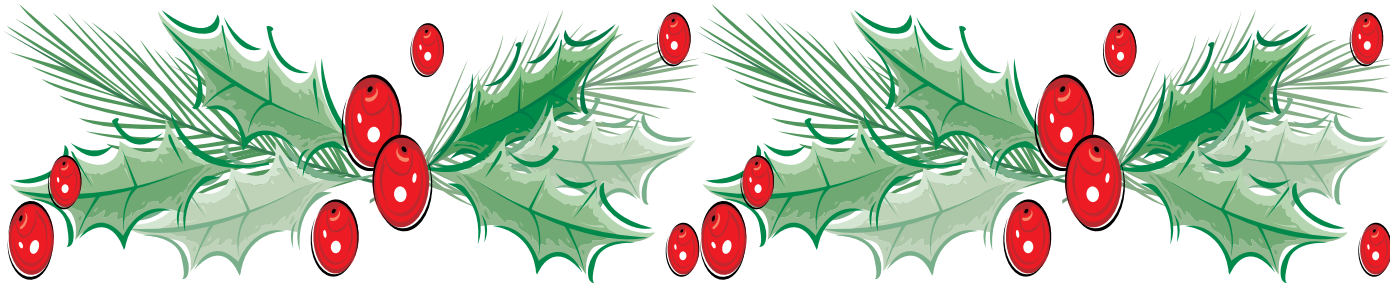
Classified Advertising Exchange, 2015 Better Newspaper Contest Guidelines & Contest Forms, 2015 NPA Directory/Ratebook Advertising Reservation Form, NPA Foundation Christmas Letter, Webinar Flyer.

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.



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



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

What's Next for Classifieds?

Making 2015 a growth year

Friday, January 9

2:00-3:00 p.m. EST

1:00-2:00 p.m. CST

Registration fee: \$35

Registration Deadline:

Tuesday, January 6



*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

In this webinar...

Classifieds in 2015 can be a huge challenge or an easy way to hit budget. Learn what it will take to grow auto, employment and real estate in 2015. In this webinar you will learn:

- What is the ONE reason your advertisers will stick with you in 2015?
- What big changes are coming in automotive and how should your newspaper react?
- What is the new trend in recruitment and are you ready to capture that revenue?
- Why will your local realtors come back to your newspaper and spend more money?
- What online partnerships do you need to create the best online/print synergy?

Presented in partnership with:

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...

Janet DeGeorge



Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She spent 13 years at the Mercury News, much of it as a manager in the paper's state-of-the-art classified advertising department.

She then relocated to southern California as recruitment advertising manager before moving to Arizona where she was the classified advertising director of the Scottsdale and Mesa Tribune for seven years.

DeGeorge has been the president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.



Online Media
Campus



OnlineMediaCamp

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.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



Omaha World-Herald Community Service Award

Deadline:

Must be postmarked by March 2, 2015

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, 2015

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.

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