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## What are you doing in your newsroom that you weren't doing a year ago?

The Reynolds Journalism Institute at the Missouri School of Journalism has launched a Q&A series featuring innovation and experimentation taking place in newsrooms and ad agencies. They are looking for folks who would be willing to be interviewed for the series and share what they're learning with others.



What kinds of projects are they looking for? The sky is the limit. Are you using a new technology like AR/VR, Periscope or drones? Maybe you've found a new way of interacting or engaging with your audience — online or in person. If it's new, different and worth sharing, they'd like to hear about it. **Here's the link to the form you can use to submit your ideas: [https://www.rjionline.org/forms/whats\\_new\\_qa](https://www.rjionline.org/forms/whats_new_qa).**

### **Check out the Q & A series here:**

**<https://www.rjionline.org/stories/series/whats-new-qa>.**

If they've already written about the technology you're using, feel free to submit your project anyway. Not all learning experiences are the same and not everyone is using the technologies for the same purpose or the same kinds of projects. Newsrooms/ad agencies come in all sizes. Projects come in all sizes, too, so don't worry about yours being too big or too small. If you know of someone who has a project that would be a good fit for this series, feel free to forward this form to them. *Questions? Contact Jennifer Nelson at [nelsonjenn@rjionline.org](mailto:nelsonjenn@rjionline.org).*



# EARLY DEADLINES!



## **NCAN(classified) Ads:**

Ads running wk of 11/27/17 - DL Tues., 11/21/17 at 10:00 a.m.

## **2x2/2x4 Display Ads:**

Ads running wk of 11/27/17 - DL Mon., 11/20/17 at 4:00 p.m.

**Please pass this information along to all employees.  
There will be NO exceptions to these deadlines.**

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



**Nebraska Press Association**  
**Nebraska Press Advertising Service**  
800-369-2850 Fax: 402-476-2942  
[www.nebpress.com](http://www.nebpress.com)

# What golf teaches us about advertising

By John Foust, Raleigh, NC



I love golf, but I'm a terrible golfer. I'm the only golfer I know who has lost someone else's golf ball. On a best-ball round, I mistakenly hit the wrong ball – directly into a lake.

Regardless of skill level, golf holds plenty of lessons for the business of selling and creating advertising. Let's take a look:

**1. Club selection matters.** Each club has a specific purpose. Drive with a driver, hit long approach shots with a fairway wood, chip with a wedge, putt with a putter.

In advertising, there are tactics for different marketing situations. Image ads are designed to build brand identities and response ads are used to generate immediate results.

**2. Pre-contact is important.** A golf swing starts with lining up the shot, having the right stance and grip, then taking a proper backswing.

Any experienced sales person will tell you to prepare in advance for an appointment. Learn your prospect's marketing objectives, study their previous ad campaigns, and research their competitors' advertising.

**3. Follow-through is equally important.** A swing doesn't end after contact. And neither does a sales conversation. When you return to the office, there are "thank you" emails, additional facts and figures to research, and campaign recommendations to develop.

**4. Every hole has a goal.** And every ad campaign has an objective. At the completion of a particular marketing effort, your client wants to generate x-results. Along the way, there are interim goals, such as weekly and monthly targets.

**5. Every hole has hazards.** Obstacles are part of the game. There are bunkers, creeks, and out-of-bounds areas. Some are visible from a distance, but others seem to appear out of nowhere.

In advertising, there are sales objections, high-maintenance clients, fickle target markets and challenging deadlines.

**6. Play it where it lies.** You will make some shots from level ground, where the ball sits nicely on top of the grass. But others you will have to hit from tall weeds or sand or behind a tree.

Whatever the lie, concentrate on the goal and choose the right club.

**7. Grain and dew affect putting.** The surface of the green can be compared to market conditions which are beyond your control. Read and respond to those conditions correctly, and you're on the way to a successful campaign. Read them incorrectly, and the ball will veer off course.

**8. Close doesn't count.** A score can't be counted until the ball is in the hole. Likewise, a publication can't build its business on sales that are almost made.

**9. Divots should be repaired.** It's important to keep client relationships in order. If something goes wrong – in a conversation or in a campaign – take immediate steps to put things back on track.

**10. A tournament can be won by one stroke.** It's crucial to pay attention to details, because little things make a difference. A sales conversation can turn quickly on one perceptive question. A typographical error can make or break a marketing proposal. And one word can determine the success of a headline.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)

## **IMPORTANT:** **Advertising Insertion Orders & Ad Copy**

We have had several newspapers missing ads this year. Please follow the following instructions when you receive an insertion order from NPAS.

1. Read your insertion order carefully. In the upper right under the advertiser's name, it will tell you if your **ad copy will be sent by e-mail or if it is a repeat from a previous insertion.**

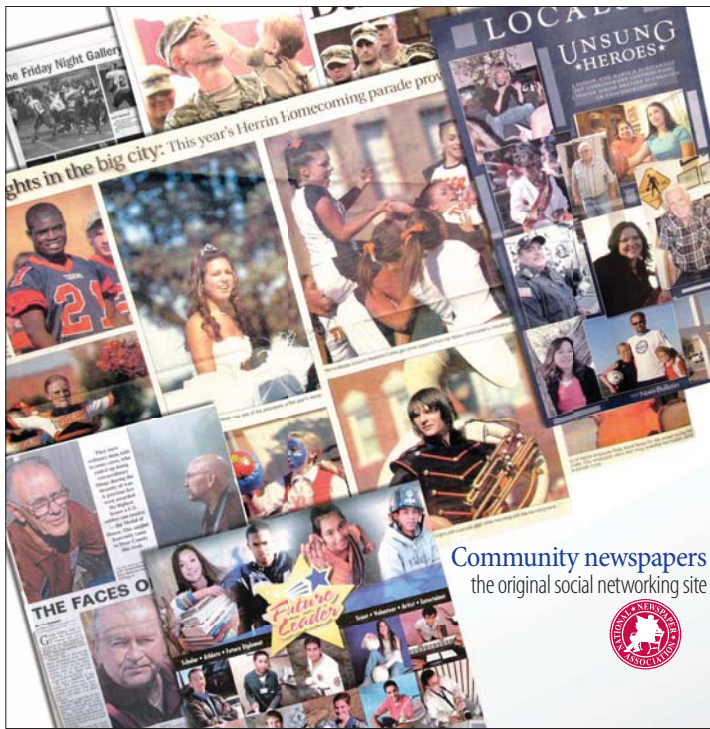
2. If your order says ad copy will be sent, it should come from NPAS in a timely manner. If you haven't received it by your deadline, PLEASE contact me to find out where it is. DON'T assume that since you haven't received your copy, that the ad should not run.

3. Please pay attention to the dates listed on the insertion order. If there are more than one date listed, are they consecutive weeks, or is there a week or two skipped between insertions.

4. AND ALWAYS, if you have any questions whatsoever on insertion orders or ad copy, please contact me.

Thanks!

Carolyn Bowman  
Advertising Manager



## Taking public notices seriously: more newspapers should do this

National Newspaper Association (NNA), October 16, 2017

The Aug. 30 issue of the Scranton (PA) Times-Tribune featured a story by public-notice reporting wiz Jim Lockwood about the annual “upset sale” of tax-delinquent properties in Lackawan-na County. The story was prompted by a six-page notice in the paper listing 1,883 properties for which delinquent taxes are owed to the county.

The story includes comments from the public official responsible for placing the notice.

“In years past, after such public notices of delinquencies were published in newspapers, many owners paid up or entered into a payment plan to get their properties removed from the sale,” Tax Claim Bureau Deputy Director Ron Koldjeski told the Times-Tribune.

He expects the same thing to happen again, and the listing may end up reduced to about 1,200 properties before the sale takes place, according to the paper. Past annual upset sales usually had about 600 owners make good on delinquencies or enter into payment plans to get their properties removed from those sales, Koldjeski said.

The article was the most-read story on the Times-Tribune website the day it was published. Apparently, it’s the kind of reporting people want to read.

The story proved to be valuable in at least four different ways. It:

1. Brought considerably more attention to the notice, which newspapers must work to do in an age of declining print circulation.

2. Helped readers understand a government process of which most citizens are only vaguely aware.

3. Demonstrated the power of newspaper notice by providing evidence of the impact this specific notice has had in the past.

4. Showed local officials, including the government employee responsible for placing the notice, that the Times-Tribune takes its responsibility as the local source of public notice seriously, and doesn’t treat the notices it is paid to publish as an entitlement.

Newspaper notice is under assault from politicians who want to punish reporters and don’t care about government transparency. More newspapers are going to need to treat public notice like the Times-Tribune for the industry to defend its traditional role as the herald of official notice.

This article was originally posted in Public Notice Reporting at [www.pnrc.net](http://www.pnrc.net).

“ Dance like no one is watching; email like it may one day be read aloud in a deposition. ”

- Anonymous

# Classified Advertising Exchange

October 30, 2017

**FT SPORTS WRITER & FT AG/GENERAL ASSIGNMENT REPORTER:** The North Platte Telegraph is seeking a sports writer and an agriculture/general assignment reporter. Strong writing and photography skills required. Both positions are full time and include a comprehensive benefits package. Apply at [www.bhmginc.com](http://www.bhmginc.com), or contact Managing Editor Joan von Kampen, 308-535-4707 or [joan.vonkampen@nptelegraph.com](mailto:joan.vonkampen@nptelegraph.com).

**THE STANTON REGISTER IS FOR SALE!** Established in 1879, this historic, northeast Nebraska, weekly newspaper has a good subscriber base and printing clientele with room for exponential growth! Located minutes from the city of Norfolk, the town of Stanton is the perfect place to retire or raise a family. The Stanton Register is the county seat newspaper, and the only publication in Stanton County. Building, all office equipment and printing supplies included with purchase. Be an integral part of a wonderful community! Contact Brian Hadcock at (402) 640-7723, or email [registersports@stanton.net](mailto:registersports@stanton.net) with the subject line, "Register for sale."

**LOOKING FOR A TALENTED ASSISTANT EDITOR:** Enterprise Publishing Company, a progressive regional publishing company headquartered in Blair, Nebraska, is looking for someone with news writing and photography experience, as well as online and social media skills, for our assistant editor role on our team. Candidate must have previous newspaper experience, and have a desire to think outside the box. Duties would include assisting the managing editor for a twice-weekly newspaper, as well as serve as our special section coordinator for niche and specialty pubs throughout the year. If you have the desire to bring new ideas to the table, and are tired of the same old news room, we'd love to hear from you! Please e-mail your resume and cover letter to Chris Rhoades, Associate Publisher, at [crhoades@enterprisepub.com](mailto:crhoades@enterprisepub.com).

**OFF-SITE GRAPHIC DESIGNER:** The Northeast Nebraska News Company is looking for an off-site graphic designer to work on print and web ads 3-5 hours a week. Please send resume, cover letter, and salary requirements to: Rob Dump, [ccnews@mac.com](mailto:ccnews@mac.com).

**DIGITAL SALES TEAM LEADER:** The Northeast Nebraska News Company has an opening for someone to lead our digital sales department. Qualified applicant must have solid communication, sales and organizational skills. Send resume, cover letter to Rob Dump, [ccnews@mac.com](mailto:ccnews@mac.com), or PO Box 977, Hartington, Neb. 68739.

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, 2018 NPA Better Newspaper Contest Call for Entries, Husker Football NPA Pre-Game flyer.

## Nebraska Press Association Polo Shirts



- \*Page & Tuttle brand
- \*100% polyester jersey, moisture wicking
- \*Embroidered NPA logo
- \*Colors: navy, red
- \*Flat knit collar; button placket; hemmed sleeves; clean finished hem w/side vents
- \*Machine wash/dry

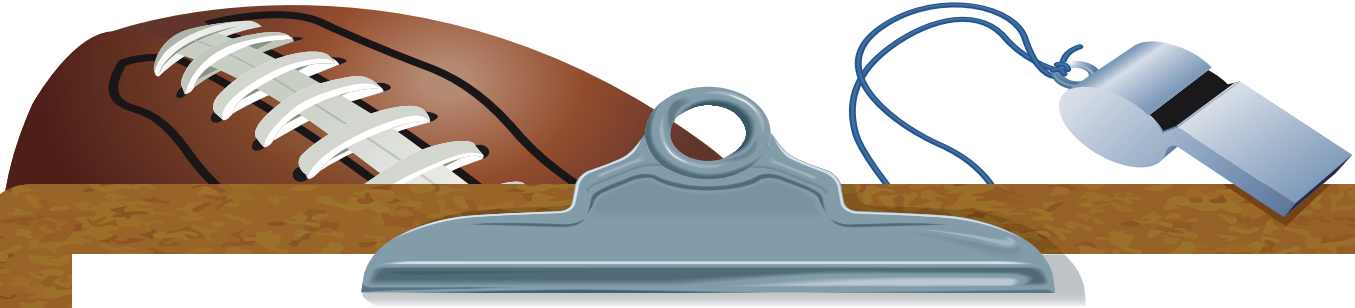
MENS SIZES: L, XL, 2X, 3X

WOMENS SIZES: L, XL, 2X, 3X (runs small)

\$35.50 each (includes 1st Class shipping)

Contact NPA office to order; checks payable to NPA

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



**To: NPA Members & Guests**

***Husker football pre-game!***

**Join us Saturday, November 4**

prior to the game, for food & conversation

**starts at 12:30 p.m.**

at the NPA office, 845 "S" St, Lincoln, NE  
*(no parking available in our lot)*

***Huskers vs. Northwestern***

*Pre-game Sponsor:*

***Nebraska Lottery***

***Go Big Red!***



*Nebraska  
Press  
Association*

*2018  
Better  
Newspaper  
Contest*



*Deadline: January 31, 2018*



# Daily and Weekly Newspaper Contest Rules

## General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted to [www.newspapercontest.com/nebraska](http://www.newspapercontest.com/nebraska) or postmarked by Midnight, Central time on Wednesday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2018**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at [cb@nebpress.com](mailto:cb@nebpress.com). Entries must be submitted online, as specified. Certain categories call for entries in print. They shall be placed in 9x12 envelope and affixed with appropriate label stapled to upper right hand corner. Print label from online entry. Only one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope.
3. Entries should be **PDF files** showing the **full page tearsheet** (publication name and date must be showing). Online entries should be clearly identified by headline, topic, etc.
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
5. Deadline for postmark of print entries: **January 31, 2018. Mail marked contest material to: Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226. Entries must first be entered online & a label printed to affix to print entry.**
6. First, second, and third place winners will be awarded in all categories having qualified entries.
7. **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.**
8. **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.**
9. **Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.**

## SPECIAL ALL-CLASS AWARDS: (Winners receive a bonus 20 Sweepstakes points)

**PHOTOS OF THE YEAR: NEWS, SPORTS AND FEATURE — SEE CATEGORIES 51, 52 & 53.** Only one winner per category: News Photo, Sports Photo & Feature Photo. Enter your best photos and compete against the best photographs entered by weeklies & dailies in all circulation classes. (This category is no longer an automatic entry of first place winners from each circulation class.)

**EDITORIAL OF THE YEAR AWARD — SEE CATEGORY 54.** Only one winner. Enter your best editorial and compete against the best entries by weeklies & dailies in all circulation classes. (This category is no longer an automatic entry of first place winners from each circulation class.)

**ADVERTISEMENT OF THE YEAR AWARD — SEE CATEGORY 55.** Only one winner. Enter your best ad and compete against the best entries by weeklies and dailies in all circulation classes.

## Class Divisions

### Division E

Dailies

### Division A

Weeklies Up to 859 Circ.

### Division B

Weeklies 860-1,499 Circ.

### Division C

Weeklies 1,500-2,499 Circ.

### Division D

Weeklies 2,500 & Up Circ.

(according to 2015

Statement of Ownership)

## Deadlines

Entries must be entered online or mailed no later than Midnight on January 31, 2018.

## Contest Period

Calendar Year 2017. All entries must have been originally published between January 1 and December 31, 2017.

## Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 20-21, 2018 at the Cornhusker Marriott, Lincoln.

## NOTICE

**Entry Fee is \$4.00 per entry.  
Entry fees must be paid by check.**

**Mail check to  
Nebraska Press Association  
845 "S" Street**





# Daily & Weekly Contest Categories

## 1. Use of Computer Graphics - Produced In House

Original news graphics, created in house. 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. Maximum three entries per newspaper.

## 3. Reader Interaction/Contest

Entry can consist of up to four examples – 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, 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

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. 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

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

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)**

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**

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. 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 – permanent links and/or pdf – 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**

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. **Entry must be full page pdf or jpg tearsheet.** See Photo of the Year category under Special Awards.

### **17. Sports Feature Photo**

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. **Entry must be full page pdf or jpg tearsheet.** See Photo of the Year category under Special Awards.

### **18. Sports Page**

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. 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 entries with stories highlighted. Judges consider interest, impact, clarity of writing, local relevance. Maximum three entries per newspaper.

## **Photography**

### **21. Photo Page**

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. **Entry must be full page pdf or jpg tearsheet.**

### **22. Feature Photography**

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. **Entry must be full page pdf or jpg tearsheet.** See Photo of the Year category under Special Awards.



### 23. News Photography

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. **Entry must be full page pdf or jpg tearsheet.** See Photo of the Year category under Special Awards.

### 24. Breaking News Photography

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. **Entry must be full page pdf or jpg tearsheet.** See Photo of the Year category under Special Awards.

## *News/Editorial*

### 25W. Use of Color — News (WEEKLIES ONLY)

Judges consider originality, mechanical reproduction, compatibility with written matter, makeup. Maximum three entries per newspaper.

### 26. 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. 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.

### 27. Breaking News

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.

### 28. Feature Series

The Feature Series must have appeared in two or more issues. Judges consider subject, interest and impact, layout and design, writing. **(Don't confuse with contest No. 29).** Maximum three entries.

### 29. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 28).** List name of writer. Maximum of four feature entries per newspaper.

### 30. In-depth Writing

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.

### 31. Public Notice and Its Promotion

Submit any two examples of 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.**

### 32. Editorial Page

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

### 33. Editorial

Entry shall consist of three staff-originated editorials. 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.

### 34. News Writing

Judges consider the quality of writing... its 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.



### **35. Best New Idea – News**

Submit up to four examples – permanent links to digital content and/or pdf – 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.

### **36. Headline Writing**

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider the effectiveness of front page headlines in capturing reader interest and in accurately reflecting the nature of stories. Maximum one entry per newspaper.

### **37. Front Page**

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider layout and design, writing, use of artwork, headlines, relevance, balance of local and non-local coverage. Maximum one entry per newspaper.

## **The following categories must be mailed to NPA.**

### **38. General Excellence**

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Mail three issues. One issue each from the months of March, May & September. 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.

### **39. Lifestyles (Dailies Only)**

Mail actual complete print section. 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.

### **40. Special Single Section**

Mail actual complete print 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.**

### **41. Special Section (Multiple Publication Days)**

Mail actual complete print sections. 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.**

### **42. Youth Coverage**

This is a mail in entry. 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.

### **43. Specialty/Lifestyles Sections**

This is a mail in entry. Submit tearsheets from regular editions of up to three examples of specialty/lifestyle sections geared to a specific audience, or three examples geared to a variety of audiences: youth, business, agriculture, seniors, etc. Judges consider page design, impact, relevance of content. Maximum one entry per newspaper.



## Leadership Awards

(Winners receive a bonus 20 Sweepstakes points)

### 44. FREEDOM OF INFORMATION AWARD (All Classes Together)

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.

### 45. 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.

## Digital

### 46. Web Sites

To enter include the address of Web Site and name(s) of staff responsible for site. Criteria includes usefulness to readers, effectiveness of advertising, quality and quantity of community content, ease of navigation, inclusion of special features such as links, interaction, etc., and cross-promotion of newspaper and Web Site. Maximum one entry per newspaper.

### 47. 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. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper.

### 48. 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.

### 49. 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.

### 50. Best Digital Ad Idea

Any ad – animated or static – appearing on website or mobile site. Ad must have been created locally by newspaper entering it in the contest. Entry consists of permanent link to digital content. Maximum three entries per newspaper.

## Special All-Class Awards

These are separate entries from any other category.

(Winners receive a bonus 20 Sweepstakes points)

### 51. News Photo of the Year

Only one winner per category. Enter your best news photo and compete against the best photographs entered by weeklies & dailies in all circulation classes. Submit entries online as per other photo category instructions. (This category is no longer an automatic entry of first place winners from each circulation class.) **Entry must be full page pdf or jpg tearsheet. Entry cannot be entered in any other category.**



## 52. Sports Photo of the Year

Only one winner per category. Enter your best sports photo and compete against the best photographs entered by weeklies & dailies in all circulation classes. Submit entries online as per other photo category instructions. (This category is no longer an automatic entry of first place winners from each circulation class.) **Entry must be full page pdf or jpg tearsheet. Entry cannot be entered in any other category.**

## 53. Feature Photo of the Year

Only one winner per category. Enter your best feature photo and compete against the best photographs entered by weeklies & dailies in all circulation classes. Submit entries online as per other photo category instructions. (This category is no longer an automatic entry of first place winners from each circulation class.) **Entry must be full page pdf or jpg tearsheet. Entry cannot be entered in any other category.**

## 54. Editorial of the Year

Only one winner. Enter your best editorial and compete against the best entries by weeklies & dailies in all circulation class. Submit entries online. (This category is no longer an automatic entry of first place winners from each circulation class.) **Entry cannot be entered in any other category.**

## 55. Advertisement of the Year

Only one winner. Enter your best ad and compete against the best entries by weeklies and dailies in all circulation classes. Submit entry online. **Entry cannot be entered in any other category.**

# 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...8 points\*  
Each third place award...6 points\*  
\*Double points for General Excellence & Public Notice categories  
**Twenty** Sweepstakes points will also be awarded for Freedom of Information, Best NIE Program & Special All-Class Awards: News Photo of the Year; Sports Photo of the Year; Feature Photo of the Year; Editorial of the Year; and, Advertisement of the Year.