

NPA/NPAS Staff

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• Internships will take place in the summer of 2018; students must submit letters, resumes and work samples to NPA by March 1, 2018; participating newspapers will then contact students directly to set up interviews and make offers.

• Once the internship is successfully completed, both the intern and the participating paper must submit close-out evaluations to NPA. Upon completion, the student will receive a \$1,000 scholarship from the Foundation (check sent to their school for deposit into student's account) to assist with the next semester's tuition.

Contest season is here!

Enclosed with this week's Bulletin is the Call for Entries (PDF) for the 2018 NPA Better Newspaper Contest, which includes contest guidelines and instructions.

We're sending the Call for Entries out earlier this year to give you more time to sort through your issues to find your best work.

We encourage you to start submitting online entries now to re-familiarize yourself with how the online process works. **Contest entries deadline is January 31, 2018.**



Internships - from pg. 1

Program guidelines for participating weekly newspapers:

- **Newspapers wishing to participate in the program must contact the NPA office no later than December 8, 2017. Participation is on a first-come, first-served basis, so papers should call (800-369-2850) or email (nebpress@nebpress.com) Susan Watson right away.**
- Newspapers that participated in the 2017 internship program can sign up for the 2018 program, but students that participated as interns in 2017 are not eligible for the 2018 program.
- The program is available only to students enrolled in a Nebraska college or university and majoring in journalism or communications.
- Participating newspapers must agree to pay the interns a living wage, a housing stipend, and provide hands-on experience in the newspaper operation.
- Interns can be involved in any aspect of journalism — reporter, photographer, videographer, graphic artist or advertising. Each employer will define the specifics of the job.

Save the dates!
NPA Annual Convention
April 20 & 21, 2018
Cornhusker Marriott, Lincoln, NE

Free newspaper design basics webinar offered for high school newspapers
Please share this webinar information with your local high school journalism instructor/adviser.

Kevin Slimp, with the Newspaper Academy, is offering a free 40-minute webinar for high school newspapers on December 12 at 2:30pm (CST).

Slimp led this design basics webinar last month and it was a huge success, with hundreds of high school journalists in attendance.

The webinar is open to the first 100 high schools to register. High schools can register at: <http://msb.press/72f4>.

Survey - cont. from 1

2. Schedule and run the ROP ad

Consistent print promotion works.

3. Promote on your Facebook page.

A posting on your Facebook page or other social media can get quick results.

4. Send Email Blast

Contact your readers directly with a message about helping local businesses.

5. Run Website Banner Ads

This is one of the easiest ways to consistently promote and get samples.

6. Run Classified Ad

Just set the ad to run in every issue and in a variety of sections.

Go to www.pulseresearch.com/poa for website, ROP and classified ads, plus examples of email blasts.

If you have questions, please contact Violet Kirk at the NPA office, 402-476-2851/800-369-2850, or vk@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 11/6/17:

2x2

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

Hickman Voice News – Austin Roper (paper made \$150.00)

Tecumseh Chieftain – Bev Puhalla (paper made \$300.00)

Tekamah Plaindealer – Kelly Adamson (paper made \$475.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

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

Week of 11/13/17:

2x2

Hickman Voice News – Austin Roper (paper made \$150.00)

Tecumseh Chieftain – Bev Puhalla (paper made \$300.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

Week of 11/20:

2x2

Crete News – Jeannifer Zapata (paper made \$150.00)

Hickman Voice News – Austin Roper (paper made \$150.00)

Tekamah Plaindealer – Kelly Adamson (paper made \$475.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

Week of 11/27/17:

2x2

Tecumseh Chieftain – Bev Puhalla (paper made \$625.00)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$137.50)

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.

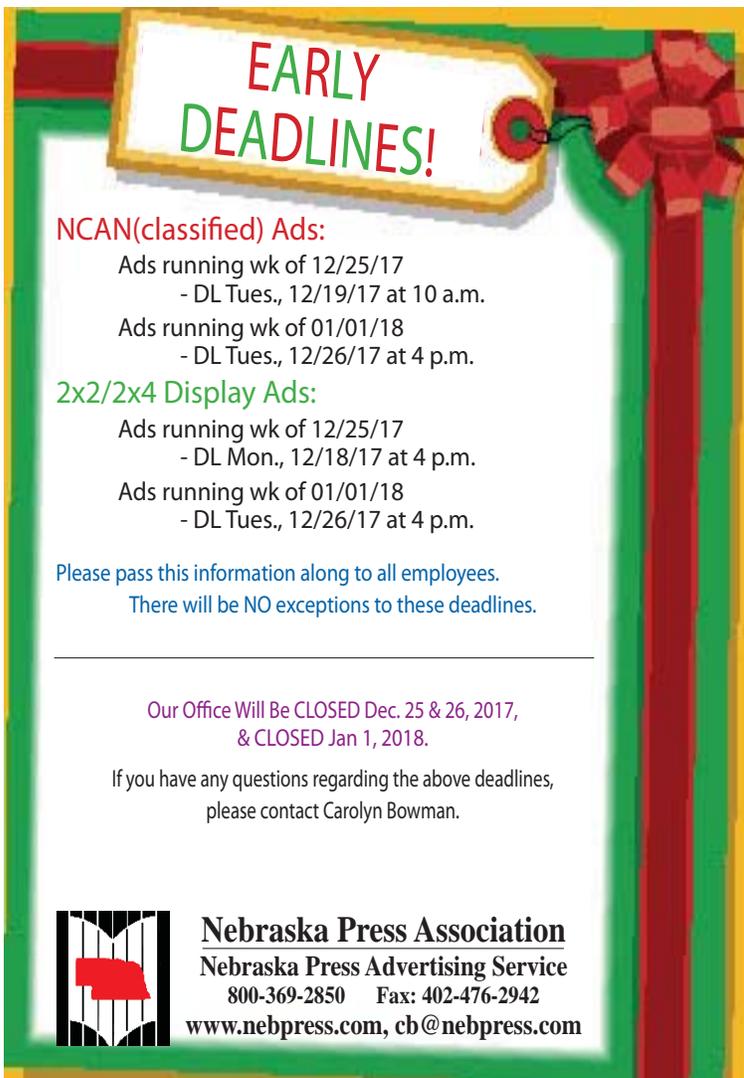
1. Read your insertion order carefully. In the upper right under the advertiser's name, it will tell you if your **ad copy will be sent by e-mail or if it is a repeat from a previous insertion.**

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.

Carolyn Bowman, advertising manager
cb@nebpress.com



NCAN(classified) Ads:
Ads running wk of 12/25/17
- DL Tues., 12/19/17 at 10 a.m.
Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

2x2/2x4 Display Ads:
Ads running wk of 12/25/17
- DL Mon., 12/18/17 at 4 p.m.
Ads running wk of 01/01/18
- DL Tues., 12/26/17 at 4 p.m.

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

Our Office Will Be CLOSED Dec. 25 & 26, 2017,
& CLOSED Jan 1, 2018.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman.



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

Proposed newsprint tariffs threaten small-town newspapers

December 4, 2017, News Media Alliance

Arlington, VA – Today, more than 1,100 newspapers in small and medium-sized communities across the United States signed a letter calling on Commerce Secretary Wilbur Ross to heavily scrutinize the anti-dumping and countervailing duty petitions filed in September by Longview, WA-based paper mill, North Pacific Paper Company (NORPAC). NORPAC's petition asks for steep import duties in excess of 50 percent on imports of uncoated groundwood paper from Canada. Such duties, if implemented, could result in steep increases in the cost of newsprint, which would cause widespread harm to local newspapers.

The NORPAC petitions are based on incorrect assessments of a changing market and appear to be driven by the short-term investment strategies of the mill's hedge fund owners, One Rock Capital Partners.

"This attempt by a Wall Street hedge fund to utilize the trade laws for a short-term return is inconsistent with the views of the broader U.S. paper industry, and is being pursued without any consideration for the significant negative impacts on news publishers serving readers in thousands of small U.S. cities and towns," stated News Media Alliance President & CEO, David Chavern.

Chavern added, "The recent declines in the newsprint market have nothing at all to do with trade issues, and everything to do with a decade-long trend of readers shifting to digital platforms." Over the last ten years, there has been a 30 percent decline in print newspaper subscriptions, resulting in a reduction in the demand for

newsprint from paper manufacturers.

The Department of Commerce will make a determination on January 8, 2018 regarding the NORPAC petition requesting countervailing duties. The determination on the petition for anti-dumping duties is scheduled for January 16. If the Department of Commerce makes an affirmative preliminary determination in either the countervailing

duty or anti-dumping petition, Commerce will instruct U.S. Customs and Border Protection to begin collecting estimated duties on uncoated groundwood paper, at a preliminary rate established by the Commerce Department. Thus, even before there is a final determination in this case, duties will have an immediate impact on importers of newsprint.

"Facing increased newsprint costs, the operations of many small-town papers will be threatened," stated Chavern. "This would only exacerbate the challenges already facing print newspapers and accelerate the decline of the newsprint industry – hurting all newsprint manufacturers and ultimately, hurting residents of local communities that rely on their local, community newspaper to stay informed."



The News Media Alliance is a nonprofit organization representing nearly 2,000 news organizations and their multiplatform businesses in the United States. Alliance members include print, digital and mobile publishers of original news content. Headquartered near Washington, D.C., in Arlington, Va., the association focuses on ensuring the future of news media through communication, research, advocacy and innovation. Information about the News Media Alliance (formerly NAA) can be found at www.newsmediaalliance.org.

Small-market newspapers in the digital age

Nov. 15, 2017, *Columbia Journalism Review*

It's lengthy but this recent report by the Tow Center for Digital Journalism at Columbia University is good.

At the least, you may want to read the executive summary:

"Too often we tend to hear one single narrative about the state of newspapers in the United States. The newspaper industry is not one sector. While there are considerable variances between the myriad of outlets—whether national titles, major metros, dailies in large towns, alt weeklies, publications in rural communities, ethnic press, and so on—a major challenge for anyone trying to make sense of industry data is its

aggregated nature. It's nearly impossible to deduce trends or characteristics at a more granular level.

"The story of local newspapers with circulations below 50,000, or what we call "small-market newspapers," tends to get overlooked due to the narrative dominance of larger players. However, small-market publications represent a major cohort that we as a community of researchers know very little about, and a community of practitioners that too often—we were told—knows little about itself. "Our study seeks to help redress this recent imbalance. We embarked on our research with a relatively simple yet ambitious research question: How are small-market newspapers responding to digital disruption?"

https://www.cjr.org/tow_center_reports/local-small-market-newspapers-study.php

Classified Advertising Exchange

December 4, 2017

ADVERTISING COORDINATOR: The York News-Times has an immediate opening in our advertising department for the position of Advertising Coordinator. Join our talented and fun team today! Friendly, organized and computer savvy? We want you! This is a full-time position with benefits. No experience necessary. The York News-Times is a BH Media newspaper, a Berkshire Hathaway Company. To apply send resume to sales manager Garrett Schwarz at garrett.schwarz@yorknewstimes.com.

MANAGING EDITOR: The award-winning Kearney Hub newspaper is seeking a Managing Editor to lead an experienced staff of reporters, editors and image specialists looking to the future of digital and print publishing. The successful candidate must be a professional journalist with at least five years of daily newspaper experience and a bachelor's degree or equivalent experience.

This Managing Editor must be forward-thinking and innovative with a focus on producing the best content possible to excite our readers and grow our audience. Candidate must be knowledgeable about technology and how to deliver news on every digital platform as well as producing a quality print edition. Strong editing and story development skills a must with the ability to coach staff. Managing Editor will be responsible for editorial writing and all departmental administrative duties.

The Kearney Hub publishes Monday through Saturday in a community of 30,000 and covers nine counties in central Nebraska. Kearney is a very progressive community home to the University of Nebraska at Kearney with vibrant arts and entertainment offerings, sporting events including a USHL hockey team and outdoor activities.

This position offers a competitive salary and benefits package. The Kearney Hub is a BHMedia newspaper, a Berkshire Hathaway Company. To apply send resume and cover letter to publisher Julie Speirs at julie.speirs@kearneyhub.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 with the subject line, "Register for sale."

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange; 2018 NPA Better Newspaper Contest Call for Entries.

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.



*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 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. 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.