

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

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

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



THINK F1RST campaign continues through September 30

While the TH1NK FIRST media campaign officially ends September 30, newspapers can continue to promote the campaign throughout the year with house print and online ads.

Download the ads at www.nebpress.com. Login to MEMBER LOGIN, click MEMBER DOWNLOADS, click on SPECIAL SECTIONS & THINK FIRST folder.

**The TH1NK FIRST website will continue to be accessible after Sept. 30:
www.ThinkFirstAmendment.org**

"It is said that power corrupts, but actually it's more true that power attracts the corruptible. The sane are usually attracted by things other than power."

- David Brin, scientist, science fiction author

Statement of Ownership filings due October 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- **Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.**
- **Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.**

Download Postal Forms

- All publications except requestors:
<https://about.usps.com/forms/ps3526.pdf>
- Requester publications:
<https://about.usps.com/forms/ps3526r.pdf>
- Additional forms can be found at:
<https://about.usps.com/forms/periodicals-forms.htm>
- For more information, go to the Domestic Mail Manual on [usps.com](http://pe.usps.com/text/dmm300/dmm300_landing.htm):
http://pe.usps.com/text/dmm300/dmm300_landing.htm

Keep us in the loop!

Notify the NPA office if you have changes:

- New email address(es)
- New phone/fax numbers
- Staff changes (publishers, managers, editors, advertising contacts)
- Advertising/color rate changes
- Change of publication day or format changes
- New mailing or delivery address

Thank you!

Pulitzer Prize winner, presidential historian, Jon Meacham to speak October 9 in Lincoln

Presidential historian and Pulitzer Prize winner Jon Meacham will present a free public lecture at 7:30 p.m. on Tuesday evening, October 9, at the Lied Center in Lincoln, sponsored by Humanities Nebraska.

Meacham's talk, *TUMULT, TRAGEDY AND HOPE: AMERICA IN 1968 FROM A HALF CENTURY'S PERSPECTIVE*, is part of the 2018-19 E.N. Thompson Forum on World Issues.

Meacham is the author of the national bestseller, *American Lion: Andrew Jackson in the White House*, which won the Pulitzer Prize in 2009. He is also the author of bestseller, *Thomas Jefferson: The Art of Power*, and his new book, *The Soul of America: The Battle for Our Better Angels*. From 2006-2010, Meacham served as Newsweek magazine's editor, and he's a regular contributor to TIME and the New York Times Book Review.

Tickets for the free, public lecture are now available from the Lied Center for Performing Arts' box office. The benefit reception dinner on October 9 prior to the free public lecture is sold out.

For more information, contact Humanities Nebraska at 402-474-2131, or go to: www.HumanitiesNebraska.org.

New for 2019! NPA will have two Better Newspaper Contests - one for print, one for digital



Attached with this week's Bulletin is the Call for Entries (PDFs) for the 2019 NPA Better Newspaper Contest, which includes contest guidelines and instructions.

For 2019, there will be two separate contests - one for print and one for digital.

We're sending out the Call for Entries earlier this year 1) to give you more time to sort through your issues to find your best work, and 2) because the 2019 NPA Annual Convention (and BNC Awards Banquet) will be two weeks earlier than usual - on April 5 and 6, in Kearney at the Holiday Inn.

We encourage you to start submitting online entries now to re-familiarize yourself with how the online process works.



Entry deadlines for both print and digital contests is January 10, 2019. If you have any questions, please contact Carolyn Bowman in the NPA office, cb@nebpress.com.

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying

"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthrive



Help Wayne State College - take their journalism survey

Wayne State College is asking for our members' help as they explore whether there's interest in employing college graduates who combine Spanish proficiency with media skills.

This possible new academic major would combine media skills with Spanish proficiency, including journalism and other categories of media content.

Michael Marek, professor of mass communication at Wayne State, is asking print and broadcast media management in Nebraska, Iowa and South Dakota to respond to their survey to help the college better understand the marketplace for Spanish media content creation. This includes content itself, as well as what employers are looking for in employees who are proficient in Spanish.

Marek says he is not aware of any similar programs in the Upper Midwest.

Survey responses will help Wayne State determine whether there are sufficient jobs for graduates of the program they are considering, and if so what employers would be looking for in the background, skills, and abilities of job candidates.

Take this short survey:

https://www.surveymonkey.com/r/WSC_Spanish_Media

Contact Michael Marek, Wayne State College, with questions or for more information, at 402-375-7421, or mimarek1@wsc.edu.

Mighty Unusual Time

Have we ever experienced a time like this in the news business?



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewspapers.com

I've been noticing a couple of patterns lately, and I wonder if you have been, too.

More for fun than anything, and to keep up with as much as possible in the newspaper business, I created stateofnewspapers.com a few months back. A quick check at the unique visitor stats indicate many of you have been to the site.

To keep relevant content on the site, I try to spend a few hours each week researching the latest happenings related to newspapers, then share what I think is most interesting with visitors. I can't include all the information I come across. I'd have to quit my "day job" to do that, but there is a lot going on in the newspaper world and sometimes it's hard to understand why, as well as how, it is taking place simultaneously.

For instance, over the past few months several community papers across the country closed their doors. But at the same time, new newspapers have been popping up, often in the same towns where previous papers had just closed. It seems that most of the shuttered papers are part of large groups, while most of the new papers are independently owned.

Newspapers are closing and opening at the same time. To those uneducated in the history of newspapers, that would seem mighty unusual.

Community papers aren't the only ones on contrasting paths. College newspapers were making news over the past two or three years for shutting down their print editions, trimming staffs, and de-emphasizing their roles on campus. Yet over the past few months, there seems to be a renaissance in the collegiate press, with campus papers re-emphasizing the importance of the printed word.

As I research collegiate media, hardly a week goes by that I don't find one or more editorials, sometimes even front page stories, in college newspapers about the importance of print journalism.

Colleges and universities de-emphasizing print journalism and re-emphasizing it at the same time. That's a head-scratcher, for sure.

If that's not enough confusion for one day, how about the latest trend at schools of journalism across the U.S. It seems record numbers of entering freshmen (and grad students as well) are declaring journalism as their majors.

Reading a story on that subject just today in The Washington Post brought to mind all the students who have told me they were changing their majors to journalism over the past year or so. I ran into just such a student in downtown Knoxville just a few weeks ago. She was working behind the desk at the Knoxville Visitors Center and we began talking about her education. You guessed it. She had recently transferred to the University of Tennessee, where I sometimes teach, and had changed her major to journalism.

Then, there is my son's best friend, Camruin. I like Camruin. He's a nice guy and a great board game player, who majors in computer engineering at the University.

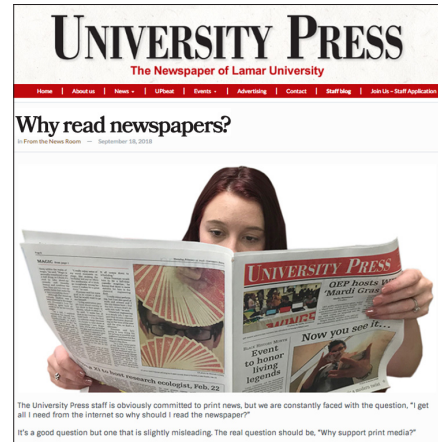
I suppose I should have written "major-ed." Yes, you guessed it. Camruin showed up at my home for a game of Risk recently with big news to share. He had changed his major to journalism.

Many might think Camruin's game play isn't the only risky move he is making, but his increased enthusiasm about school has been apparent since beginning his first semester as a journalism student in September.

At a time when many universities see journalism as archaic, students are flocking in record numbers to schools of journalism. It's confusing to say the least.

Then, there's my work. Many of you know I had planned to reduce my workload in the newspaper industry this year to focus on publishing books, something that is taking up a lot of my time. One of the factors that induced me to make that decision was the decreasing number of attendees at conventions and conferences over the past few years. Other speakers were telling me they just weren't getting invited like they used to, and I was seeing fewer conferences bringing in outside experts to speak.

It just made sense to create a backup plan. Then a funny thing happened. My inbox began filling with requests to speak at conventions. In one six-day period in September, I accepted invitations to speak at five conventions. Apparently



I just thought conventions were drifting away.

It seems unusual to me. Just when I'm beginning to believe conventions are becoming unimportant to newspapers, I start hearing from them – a lot of them – again. I've also seen an upswing in the number of requests I receive from community papers to provide on-site training and consulting. Again, it's confusing.

There is more going on in our industry than I remember at any time in my 25 years as an "expert." Sure, papers are closing. But we all knew groups couldn't keep buying papers forever, cutting content, and expect to magically stick around.

At the same time, independent publishers are opening new papers. It's too early to know how their fortunes will turn out, but I suppose that's always been the case with newspapers.

Almost 19 years ago, we lived through Y2k. This year, we survived the tariff scare. It's always something. I suppose that's why we need journalists...and newspapers.

See Kevin in Person at These Upcoming Conferences

Keene, NH – Newspaper Summit

Phoenix – Arizona Newspaper Assoc.

Bismarck – North Dakota News. Assoc.

Fort Worth – TCU Publishers Event

Casper, WY – Wyoming Press Assoc.

Lexington, KY – Kentucky Press Assoc.

Classified Advertising Exchange

September 24, 2018

MANAGING EDITOR - The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

LINE PRINTER FOR SALE - The Norfolk Daily News has a Printronix P7210 line printer for sale. It is about 7 years old and gently used. Nothing wrong with it, we just got new software and don't use anymore. We have 27 boxes of 14 7/8 x 11 white page to go with it. Please call Cristina at 402-371-1080.

NEWSPAPER FOR SALE - The St. Edward Advance, a weekly newspaper in St. Edward, NE, is for sale. Contact Stephanie Dawson at 402-678-2771.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; Husker FB Pre-Game Flyer; 2018 Journalism Hall of Fame Banquet Letter/ Invitation/RSVP; 2019 NPA Better Newspaper Contest Guidelines/Instructions (Print & Digital versions).

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 217-241-1400.**

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.

**To: Publishers/Staff, Affiliate &
Associate Members & Guests,**

**Join us for pre-game food and
conversation at the
Nebraska Press Association Office
845 "S" Street, Lincoln, NE**

Sept. 29 from 12:30-2:30pm

**Huskers
VS
Purdue**



Sponsored By:

**Cornhusker
Bank**



September, 2018

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, Lincoln, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, October 19, 2018, are: Stuart Bohacek (posthumously), John Gottschalk and Allen J. Beermann.

The evening's keynote speaker will be Jon Clifton, Global Managing Partner of Gallup, with his presentation, "What in the World... are People Thinking?"

The event this year will be held at the Cornhusker Marriott, 333 South 13th St., Lincoln, NE. There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner is \$48.00 per person, featuring a choice of Grilled Center-Cut Pork Loin Chop or Stuffed Chicken Breast. Garden salad, rolls/butter, dessert, coffee/tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists.

Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. (There are several public parking garages adjacent to and near the Cornhusker Marriott). Deadline for dinner reservations is October 8, 2018.

Respectfully requested,

Handwritten signature of Kevin Zadina in black ink.

Kevin Zadina
President
Nebraska Press Association

Handwritten signature of Amy Struthers in black ink.

Amy Struthers
Interim Dean
UNL, College of Journalism and Mass Communications

Nebraska Journalism Hall of Fame Banquet

2018 Honorees are:
Stuart Bohacek
(posthumously)
John Gottschalk
Allen J. Beermann

Friday
October

19
2018

Cornhusker Marriott
333 S 13th St
Lincoln, NE 68508

Cash Bar 6 p.m.
Dinner 7 p.m.

This event is sponsored by the Nebraska Press Association and the University of Nebraska- College of Journalism and Mass Communications.

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. Deadline for dinner reservations is October 8, 2018. If you have any questions, please contact Susan Watson at NPA/NPAS office, 402-476-2851 or nebpress@nebpress.com.

Nebraska Journalism Hall of Fame Banquet

Dinner Reservation Form

Cornhusker Marriott

October 19, 2018

Cash Bar 6 p.m., Dinner 7 p.m.

Meal choices:

Grilled Center-Cut Pork Loin w/ Cajun Mustard Cream Sauce, Starch and Vegetable (Chef's Choice)

OR

Chicken Breast Stuffed w/ Roasted Tomato, Fennel and Garlic, Starch and Vegetable (Chef's Choice)

(Meal includes garden salad, rolls/butter, dessert, coffee/tea)

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Total number of meals ____@ \$48.00 per meal

Check enclosed for \$_____

Please return this form, along with your check made payable to NPAS, to Susan Watson, Nebraska Press Association 845 "S" St., Lincoln, NE 68508

Reservation deadline is October 8, 2018!



*Nebraska
Press
Association*

*2019
Better
Newspaper
Print
Contest*



Deadline: January 10, 2019



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 2018

Statement of Ownership)

Deadlines

Entries must be entered online or mailed no later than Midnight on **January 10, 2019**.

Contest Period

Calendar Year 2018. All entries must have been originally published between January 1 and December 31, 2018.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 5-6, 2019 at the Kearney Holiday Inn & Convention Center, Kearney, NE

NOTICE

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

**Mail check to
Nebraska Press Association
845 "S" Street
Lincoln, NE 68508**



General Rules:

1. Entries accepted only from dues-paying members. Shoppers/TMC Products are not eligible.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. 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). **DO NOT SUBMIT ONLY THE PHOTO OR AD, IT MUST BE A FULL PAGE TEARSHEET.** 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 10, 2019. 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. Any class in a category that has less than 4 entries will be moved up to the next circulation class. 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 statewide 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. Entries in the Photo of the Year categories may have also been entered in other photo categories for circulation class competition.

EDITORIAL OF THE YEAR AWARD — SEE CATEGORY 54. Only one winner statewide. Enter your best editorial and compete against the best entries from weeklies & dailies in all circulation classes. Entries in the Editorial of the Year category may have also been entered in Category 33 for circulation class competition.

ADVERTISEMENT OF THE YEAR AWARD — SEE CATEGORY 55. Only one winner statewide. Enter your best ad and compete against the best entries from weeklies and dailies in all circulation classes. Entries in the Advertisement of the Year category may have also been entered in another Ad category for circulation class competition.



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 original promotional material, from your newspaper, focused on retaining readers and building circulation for either your print or digital product, or both. Cover letter can be included. Maximum three entries per newspaper.

3. Reader Interaction/Contest

Entry can consist of up to four print examples 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.**

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.**

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.**



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.**

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.**

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 April, July & October. 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.

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 January, August & December. 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. THIS IS A MAIL IN ENTRY.

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. THIS IS A MAIL IN ENTRY.

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. THIS IS A MAIL IN ENTRY.**

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. THIS IS A MAIL IN ENTRY.**

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. THIS IS A MAIL IN ENTRY.

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. THIS IS A MAIL IN ENTRY.



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. THIS IS A MAIL IN ENTRY.

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. THIS IS A MAIL IN ENTRY.

(See Categories 46 thru 50 in the Digital Contest Rules)

Special All-Class Awards

(Winners receive a bonus 20 Sweepstakes points)

51. News Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 23 or 24, although an entry in this Category (51) will be considered a separate entry. **Maximum one entry per newspaper.**

52. Sports Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 16 or 17, although an entry in this Category (52) will be considered a separate entry. **Maximum one entry per newspaper.**

53. Feature Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Category 22, although an entry in this Category (53) will be considered a separate entry. **Maximum one entry per newspaper.**

54. Editorial of the Year

Newspapers may submit one entry in this category consisting of a single editorial, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Editorial Category 33, although an entry in this Category (54) will be considered a separate entry. **Maximum one entry per newspaper.**

55. Advertisement of the Year

Newspapers may submit one entry in this category consisting of a single ad, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Advertising Categories 4, 5, 6, 10, 11, 12, 13, 14 or 15, although an entry in this Category (55) will be considered a separate entry. **Maximum one entry 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...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.



*Nebraska
Press
Association*

*2019
Better
Newspaper
Digital
Contest*



Deadline: January 10, 2019



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 2018

Statement of Ownership)

Deadlines

Entries must be entered online no later than Midnight on **January 10, 2019**.

Contest Period

Calendar Year 2018. All entries must have been originally published between January 1 and December 31, 2018.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 5-6, 2019 at the Kearney Holiday Inn & Convention Center, Kearney, NE

NOTICE

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

**Mail check to
Nebraska Press Association
845 "S" Street
Lincoln, NE 68508**



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 Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. 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.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
4. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
5. **All entries may be entered only once, regardless of publication or circulation category.**
6. **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.**
7. **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.**



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.

Digital Sweepstakes Awards

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. 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. 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*