

CONFIDENTIAL

Bulletin

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

Calendar of Events

Webinars:

October 25, 2018

Ed Henninger - Redesign: 10 Most Important Steps When Planning Your Redesign

10:00-11:00am CDT

www.newspaperacademy.com

October 25, 2018

Gatehouse Media - Launching a Native Advertising Program in Your Newsroom

1:00-2:00pm CDT

www.onlinemediacampus.com

October 31, 2018

John Hatcher - Writing the BIG STORY! Land & Write a Story Readers Will Remember

1:00-2:00pm CDT

www.newspaperacademy.com

CONTACT INFO:

Telephone: 800-369-2850 or

402-476-2851

FAX: 402-476-2942

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

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



Become OnePress certified!

OnePress is the sales division of the Nebraska Press Association, formerly Nebraska Press Advertising Service. Our mission is to help our member newspapers generate revenue. We do this through many avenues — many of which you can take advantage of at your local newspaper! Attend one of these free OnePress certification training sessions and earn your newspaper the distinction of being OnePress certified.

In addition to becoming certified, you'll:

- Learn how to pair digital advertising with print in smart, actionable ways.
- Discover what many businesses and advertisers expect from their advertising.
- Get valuable stats about newspaper readership in Nebraska and how you can incorporate them into your sales materials.
- Network with newspaper staff from your area.
- Receive your OnePress certification diploma and other sales collateral.

Lunch will be provided. Please RSVP to Violet Kirk, vk@nebpress.com, with the number of people attending from your newspaper.

OGALLALA

Thursday, October 25

10:00 - 2:00 MST

Kenfield Petrified Wood Gallery
418 East 1st Street, Ogallala, NE

RSVP by Tuesday, October 23

NORFOLK

Thursday, November 1

10:00 - 2:00 CST

Norfolk Area Chamber of Commerce
609 W. Norfolk Avenue, Norfolk, NE

RSVP by Tuesday, October 30

BROKEN BOW

Thursday, November 8

10:00 - 2:00 CST

Broken Bow Public Library
626 South D Street, Broken Bow, NE

RSVP by Tuesday, November 6

LINCOLN

Thursday, November 15

10:00 - 2:00 CST

Nebraska School Activities Association
500 Charleston Street, Lincoln, NE

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



Crete News sold to Enterprise Media Group in Blair

Crete News owners Trudy Reeves, and her son John Reeves, have sold the newspaper to the Enterprise Media Group in Blair, effective October 1.

Enterprise Media Group now owns a total of 13 newspapers in Nebraska and Iowa, including the Seward County Independent, Friend Sentinel, Milford Times, Wilber Republican, Arlington Citizen, Blair Enterprise, Blair Pilot-Tribune, Lyons Mirror-Sun, Oakland Independent, Missouri Valley (IA) Times, Dunlap (IA) Reporter and Mapleton (IA) Press.

Mark Rhoades, president of Enterprise Media Group intends to continue the Crete News' focus on local news, just as he has with his other newspapers.

Kevin Zadina, publisher of the Seward Newspaper Group (Seward, Milford, Friend and Wilber papers), will also serve as publisher of the Crete News.

According to John Reeves, Mark and Kevin were the right buyers at the right time, and while selling the paper to them was the right decision, it was not necessarily an easy one, after managing the day-to-day operations of the News since his father Lloyd retired in 1995.

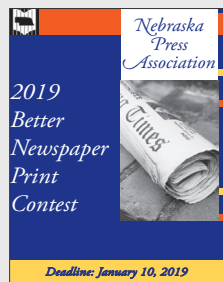
Reeves will now fulfill his ultimate dream of coaching

Call for Entries:

NPA Better Newspaper Contest

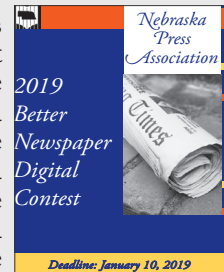
New for 2019 - one contest for print, one for digital

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.



There will be two separate contests starting in 2019 - one for print and one for digital.

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



We encourage you to begin 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.

Contact Carolyn Bowman in the NPA office, cb@nebpress.com, if you have questions.

football full-time at Doane University. He recently joined the Doane University football staff as their offensive line coach, after stepping away from coaching years ago to manage the newspaper.

The Crete News has been a part of Trudy Reeves' life ever since she married Lloyd Reeves in 1960. In addition to raising three children, the Reeves bought the News from Wally Weeks. Trudy took over as bookkeeper and front office manager, and over the years also served as proofreader and society editor.

Technical difficulties with UNL Nebraska News Service

NPA was notified last week that due to technical difficulties, UNL's Nebraska News Service has been delayed in serving their clients (newspapers).

Nebr. News Service is currently sending stories to their clients via MailChimp, so please watch for this email source, and check your spam folders.

If you have questions or need more information, please email Mary Kay Quinlan at mquinlan2@unl.edu.

Free Speech Week, October 22-28

Free Speech Week is a yearly event to raise public awareness of the importance of freedom of speech and of the press in our democracy - and to celebrate that freedom.



As freedom of speech and of the press are rights all Americans share, this non-partisan, non-ideological event is intended to be a unifying celebration.

“

**OUR LIVES BEGIN TO
END THE DAY WE
BECOME SILENT
ABOUT THINGS THAT
MATTER.**

**MARTIN LUTHER
KING, JR.**

”

BH Media Group names Geiger as VP of Information Technology

BH Media News Release, October 18, 2018

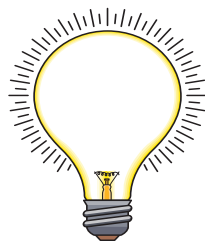
Terry Geiger, a newspaper executive with extensive experience in local media's digital transformation, has been named BH Media Group's Vice President of Information Technology.

Geiger served as VP of Technology and Information Technology Director for 15 years at The McClatchy Company. In all, Geiger has 35 years of IT experience in the publishing industry.

Reynolds Journalism Institute seeks newsroom partners for millennial-driven innovative projects

*Jennifer Nelson, Sr. Information Specialist,
Donald W. Reynolds Journalism Institute*

With shrinking newsrooms and tight budgets, it can be a challenge to come up with fresh ideas or enough hands to work on all the innovative projects your newsroom thinks up.



To help, the Donald W. Reynolds Journalism Institute

is looking for media outlets interested in partnering with advanced students from the Missouri School of Journalism as part of its RJI Student Innovation Fellowship program.

Fellows are embedded in a newsroom for a full semester to help with projects employing innovative technologies, storytelling techniques and revenue models.

Full details: <https://www.rjionline.org/stories/rji-seeks-newsroom-partners-for-millennial-driven-innovative-projects>

REMEMBER: Newspapers that publish weekly, or less frequently, but not less than monthly, must publish their Statement of Ownership (PS Form 3526) by October 31.

JOURNALISM

MATTERS

NOW MORE THAN EVER

National Newspaper Week · Oct. 7-13

**See how these newspapers promoted
National Newspaper Week:**

- **Fairbury Journal-News**
- **Elgin Review**
- **Springview Herald**
- **Sutton Clay Co. News**
- **Imperial Republican**
- **Mullen Hooker Co. Tribune**

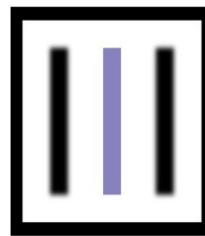
Thank you for sharing your NNW examples!

(examples attached to Bulletin)

An Issue of Trust: Democracy and the Future of Journalism

An Issue of Trust: Democracy and the Future of Journalism is a series of community conversation programs across Nebraska that will bring together the general public and panels of journalists and others involved with the media sector to explore the relationship between journalism, democracy, and an informed citizenry.

These include challenges facing national, state, and local news media; concerns raised over “fake news” and biased news reporting; and the state of journalism in rural and urban areas.



AN ISSUE OF TRUST

Democracy and the Future of Journalism

Panelists will represent a variety of perspectives on the state of the news media in our society and how this relates to the state of American democracy, and will include local and regional/national voices.

This program is part of the national “Democracy and the Informed Citizen” initiative involving state humanities councils throughout the country that seeks to deepen the public’s knowledge and appreciation of the vital connections between democracy, the humanities, journalism, and an informed citizenry.

Nebraska program sites include Omaha, Lincoln, Norfolk (program was Oct. 16), Kearney, North Platte, and Scottsbluff (program was Oct. 18).

An Issue of Trust: Democracy and the Future of Journalism is presented by Humanities Nebraska in partnership with the Federation of State Humanities Councils, the Andrew W. Mellon Foundation, and The Pulitzer Prizes.

Nebraska partners include Nebraska Educational Telecommunications, the Nebraska Press Association, and the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Remaining Dates and Locations:

Omaha: Oct. 30 - UNO Milo Bail Student Center

North Platte: Nov. 14 - Prairie Arts Center

Kearney: Nov. 15 - World Theatre

Lincoln: tentatively Nov. 28 - UNL Innovation Campus

OMAHA: Tues. Oct. 30

UNO Milo Bail Student Center (5:30-7:00 p.m.)

Moderator: Barbara Pickering, Ph.D., UNO School of Communication

Panelist: David Fahrenthold, Washington Post reporter; Pulitzer winner/2017 National Reporting

Panelist: Victoria DeFrancesco Soto, Ph.D., Lecturer at University of Texas at Austin and
Lyndon B. Johnson School of Public Affairs

Panelist: Henry Cordes, General Assignment Reporter, Omaha World-Herald

NORTH PLATTE: Weds. Nov. 14

Prairie Arts Center (5:30-7:00 p.m.)

Moderator: Steve Chatelain, retired publisher of Kearney Hub

Panelist: Sarah McCammon, Correspondent, NPR

Panelist: Joe Starita, Professor, UNL College of Journalism; Pulitzer finalist

Panelist: Matthew Hansen, Columnist, Omaha World-Herald

KEARNEY: Thurs. Nov. 15

World Theatre (7:00-8:30 p.m.) – tentatively filmed by NET

Moderator: Sarah McCammon, Correspondent, NPR

Panelist: Matt Waite, Professor UNL College of Journalism; Pulitzer for PolitFact website

Panelist: Erin Grace, Columnist, Omaha World-Herald

Panelist: Shon Barenklau, Publisher, Kearney Hub

LINCOLN: Weds. Nov. 28

UNL’s Nebraska Innovation Campus (time TBD) – tentatively filmed by NET

Moderator: TBD

Panelists: TBD

Classified Advertising Exchange

October 22, 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; OnePress Certification flyer; Natl. Newspaper Week sample pages; NPA Better Newspaper Contest (Print & Digital) entry details/rules/guidelines.

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.

ONEpress

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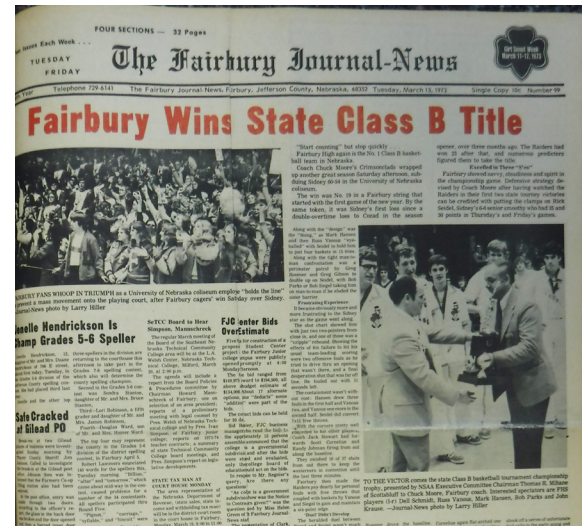
**Nebraska School Activities Association
500 Charleston Street, Lincoln, NE
RSVP by Tuesday, November 13**

We hope to see you soon!

"Journalism Matters Now More Than Ever"

The Fairbury Journal-News has been with you through the years.

126 Years and Going Strong
-The Fairbury Journal-News-



National Newspaper Week Oct. 7-13

The Fairbury Journal-News
Your Community. Your Paper.
www.fairburyjournalnews.com
WEDNESDAY, SEPTEMBER 12, 2018
2 SECTIONS | VOL. 126 | NO. 25 | \$1.50

The Fairbury Journal-News
www.fairburyjournalnews.com
Celebrating Our 121st Year Fairbury, NE 68332 Wednesday, April 17, 2013 2 Sections, Vol. 121 No. 3 \$1.00

UP Coal Train Derails near Jansen

The Fairbury Journal-News
Your Community. Your Paper.
www.fairburyjournalnews.com
WEDNESDAY, SEPTEMBER 12, 2018
2 SECTIONS | VOL. 126 | NO. 25 | \$1.50

County Approves Law Enforcement Contract
Agreement Ends Police Force In Fairbury, Deputies To Protect City, County

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NEWSPAPERS
Are The
CORNERSTONE of Your COMMUNITY

Nebraska

The Otoe Tribe gave us our name, the “flat state”, referring to the Platte River. Ask any Nebraskan, we are the Platte River and so much more. From the lush rolling hills on the eastern part of the state, to the dunes of the Sandhills that begin just west of Elgin to the great rock formations in the Panhandle, diversity abounds in Nebraska.

Yes, we Nebraskans enjoy variety. We cheer on our Huskers, take a walk on the “wild side” at Henry Doorly Zoo, enjoy a refreshing glass of Kool-Aid®, eat Runzas®, flock to watch the Sandhills Cranes’ annual migration ~ we celebrate *EVERYTHING* that is Nebraska.

Nebraskans also celebrate the state’s 164 newspapers. In a 2018 readership survey, Nebraska households said they count on newspapers, naming their newspaper and the papers’ website as their

#1 Source of local news. They also turn to their local newspaper for local retail advertising information, supporting the local economy.

National Newspaper Week

Oct. 7-13, 2018

No one delivers news like
your local newspaper.



Rambles & Remarks

By Amy Johnson, Editor

This week is National Newspaper Week. This is a week to celebrate the significance of journalism on our history and its importance in our communities today. More importantly, it is an opportunity to recognize those who dedicate their lives to delivering the news and all of those who support them.

Around the country this week newspapers will embrace their roll within their communities. Headlines and feature articles may be dedicated to in-depth stories around the importance of the newspaper industry in the news-on-demand, digital world in which we find ourselves today. These stories will stress the importance of how newspaper staff and journalists work tirelessly to bring readers honest and truthful stories in a time where fake news is being thrown around too carelessly.

Similarly these same issues are shared among newspapers of all sizes around the country. Journalism and the newspaper industry have a heroic history and have met many challenges, yet it persists; driven by the belief that readers deserve to be informed of what is happening within their communities. Recognition of journalism's significance in America is documented in our First Amendment of the U.S. Constitution.

There are many news outlets to choose from today to get your news but they do not bring a local perspective of what is happening in this community. As a local newspaper, the *Springview Herald's* goal is to bring you that local community news. Each and every week, 52 weeks a year, for the last 132 years, the *Springview Herald* has covered local government meetings, gathered information that is important to the residents and readers, and shared important celebrations or losses that bring our community together. To do this we, and hundreds before us, have sacrificed personal time to attend meetings, support activities in the community, and report on local issues and share opposing perspectives, all the while capturing images that capture life as it happens around us.

Pride of product means dili-

gently spending days covering and reporting about events and researching, interviewing and developing stories. Calendar management is imperative and continuous as we plan and prepare for upcoming meetings and celebrations to ensure the community has appropriate notice for the most promising turnout. Our local economy relies on the businesses we visit to help promote the sales and services they offer. Our special features are stories about those things happening here that you will not find anywhere else and that matter to our readers.

Beyond the hours at our desks, we put in time outside of the office where we are working on stories for the weeks and months ahead, conducting interviews, attending games, supporting community gatherings, and attending meetings. If we do not do our job at 100% all the time, we are failing not only ourselves, but our readers, and the historians for decades to come. We take great pride in what we do, we know we must bring you the most credible, honest, and informative newspaper you deserve. We feel this is YOUR newspaper, in YOUR community, we simply put it in writing.

All of this is brought to you by a staff of two and half people. A personal note of appreciation goes to this small but mighty and dedicated staff, that truly has the best interest of this community at the forefront. Kelsi McGee, assistant editor, knows the pulse of the people here and what is important to those who call this area home. She does an incredible job of meeting deadlines and going above what is expected. Delores Mullin, proofreader, has a keen eye for detail, catching the smallest error that has saved us numerous times. I cannot forget the extensive network of individuals that take pictures for us when we cannot attend events, correspondents who have collected local news, and families behind the scenes who pick up the slack when we are gone covering stories. It takes a team to get this newspaper out, and I truly believe that we have all the right players on our team to bring you the best local newspaper we can.

Community Journalism Matters Because Communities Matter

Printed with permission by Matt Geiger, Executive Editor of News Publishing Co. Black Earth, WI

“Everything in this newspaper is important to someone.”

It's become something of a mantra for me, in recent years.

Weekly community newspapers are eclectic, to say the least. We publish photos of ribbons being cut at bakeries, and donations being dropped off at local food pantries.

We print the school honor roll, the court report, and in-depth stories on decisions made by planning commissions and town boards. Sometimes we cover murders, abuse, and horrific car crashes, and when we do our community journalists often experience these tragedies as both reporters and neighbors — as both professionals and human beings. We cover the referendum that will determine whether a new school is built

CONTINUED ON PAGE 16

JOURNALISM

MATTERS

NOW MORE THAN EVER

National Newspaper Week • Oct. 7-13

**NEWSPAPER MEDIA
HAS THE POWER TO
INFORM, ENTERTAIN
AND CONNECT.**

When you hold your local newspaper in your hands — whether in print or on a mobile device — you hold a powerful tool to inform and inspire.

For centuries in towns and cities across North America, local newspapers have served as the voice for the public good and as a powerful connection between citizens and the communities around them.

Oct. 7-13 is National Newspaper Week, a time to salute the dedicated professionals who work hard to bring you the news.

In this digital age, the newspaper audience has never been greater, with millions reading in print, online or via mobile. No matter the medium, those millions of readers rely on their local newspaper.

Journalism matters. NOW more than ever.

NATIONAL NEWSPAPER WEEK

Oct. 7-13, 2018



National Newspaper Week

Nebraska newspapers part of ever-changing world

NEWSPAPERS INTERVIEWED

BY ASHLEY D. SWANSON

Every journalist in Nebraska has a different background, a different set of skills, a different area of interest, but what they all have in common is making sure their communities have a well-documented place in history.

"I strive to keep my newspaper running because this is my community," West Point News Managing Editor Willis Mahannah said. "No one's going to tell the story of West Point like us. We're going to be here every day, sharing local stories that no one else is going to tell."

Norfolk Daily News Managing Editor Kent Warneke added, "Newspapers are essential for communities. If you're building a community from scratch you'll probably think of having a bank, good school, churches for the spiritual aspect, and those kinds of things are good to have, but newspapers are the thread to hold people together."

Each day and week, Nebraska's newspapers are publishing their community's stories, sharing the lifestyle and heartbeat of that town(s).

"It's people's sense of place. History leaves with it when that newspaper closes. As soon as it stops, history stops for that town. Even the small details are appreciated by that community," Robert "Spike" Jordan, Hemingford Ledger managing editor, said.

To many, newspapers are the place to find everything and anything happening in a community, such as scores from a game, photos of a school or town event, or upcoming sales at a local business that's found in the advertisements.

While newspapers are working hard for their readers, the business doesn't come without its challenges. Collectively, the overall health of the news industry is riding a fine line, according to the perspective of

nine newspaper editors/publishers in Nebraska.

On one end, some editors believe newspapers are thriving, depending on their location/size, while others find that the future of newspapers will continue to be filled with technology battles and lack of engagement from people.

"It's a rocky time; we're in the transition with societal and economic changes," Rob Dumb, Cedar County News co-publisher, said. "For 20 years broadcast has been telling everyone print is dead and people are starting to believe it."

"I think as long as we have the First Amendment we'll still have news," Warneke said. "There's always going to be a demand for news. There's always room for improvement but we need to stay truthful, factual, unbiased, and any other adjective describing that notion."

FAKE NEWS ERA

In the era of fake news, some organizations believe the issues that broadcast has dealt with has fallen onto newspapers of all sizes. However, despite this era leaving areas of disappointment and frustration, newspapers are fighting back, focusing on making sure their product is backed by truthful, unbiased reporting.

Hooker County Tribune Publisher Gerri Peterson said, "In our industry we fact check everything. People believe what's posted on Facebook; they re-post stuff without checking."

She went on to explain that when she bought the Hooker County News, based in Mullen, she was 22 years old and right out of college. Being young and in charge of running the well-known local newspaper, Peterson had to prove herself to others that she could put out a product her readers would be

proud of.

"Results of fake news has become a stronger impact on metro newspapers, TV, and radio outlets; editors are not fact checking items

being reported," Clay County News Managing Editor Tory Duncan added. "I don't think there's people in smaller newspapers who are scared to fact check information. We make mistakes but it's not false. Fake news is bogus—it's a bandwagon."

Following along with Duncan's statement, Dump said, "Take advantage of fake news and pound away and tell people how it is and find the truth."

SOCIAL MEDIA

Social media is another item that newspapers have a love/hate relationship with. While trying to give readers the most up-to-date information, social media and online content has given news outlets the options of posting scores of a game, updates on breaking news situations, and even full stories. However, it's also caused headaches, including constantly having to feed the "I want it now" generation and a lack of communication between communities and journalists.

Peterson and Springview Herald Publisher Amy Johnson use social media, Facebook to be exact, but don't find it to be a necessity to get news to people.

"I try to post on it [Facebook] and promote the paper, and it's a great way to promote, but it's not a need," Peterson said.

"I've had a Facebook account for seven years and I try to be on there every week," Johnson added.

Mahannah noted that technology has made their daily routine faster-paced, which has been a burden and a blessing.

“Social media has become more time consuming,” he said. “In focusing more on posting on social media and in using technology more often, there’s been a disconnect in communicating with others.”

“We’re doing more and more time displaying content and less time generating content,” Warneke added.

Despite its downfalls, social media and other platforms have created an ease with sharing information.

“We’re trying to be responsive to readers and potential readers by giving them options of getting news. It’s the mentality of ‘Your News. Your Way.’ We’re an information company trying our best to be better attuned to what our readers want,” Warneke said.

THE TASK OF FINDING QUALIFIED JOURNALISTS

Many of the editors/publishers who have been around the business for several years noted that with the changing times it’s becoming harder to find qualified, driven journalists to work for them. Especially at rural newspapers.

“We can’t find the people we need anymore,” Dump said. “People don’t want to come to small towns so we often find people off the street and train them.”

The Doniphan Herald Co-Publisher Randy Sadd noted that students going to school to become journalists may not always be taught everything they should before going into a newsroom.

“I think one of the things that young journalists who are a part of a weekly newspaper have to do is wear many hats. I’m not sure if colleges prepare individuals for that.”

In the same light, Clay County News Publisher Ted Gill added that while students may be trained enough to do the beginning job, they may not be able to do the overall job needed for a weekly paper.

“Education needs to do a better job of rounding students out for journalism jobs in medium-sized papers,” Gill said.

Age plays a role in the lack of journalists going into the news

industry. Mahannah noted that most of the staff at the West Point News is older and found that even in a town of 3,500, which is relatively close to Omaha and Lincoln, it’s difficult to find young people who

want to come to a smaller town. This then causes an issue of having a small pool of candidates to choose from.

Warneke said he’s noticed the younger people coming out of college are moving toward the marketing and public relations side of things, leaving few well-trained individuals for newspaper editors and publishers to recruit.

CHANGING TIMES

Over the years, as technology changed and newsrooms evolved and developed, journalism overall has changed with it. Back then, the work needed to simply write an article, develop a photo, and lay out a page took hours and a layered process to complete the paper, proving to be inefficient. Today, with the constant technology advancements and shortcuts, doing all of those items is incredibly efficient.

Other areas of journalism has changed, and while the focus of newspapers has been to get the news out, smaller, rural community newspapers are focusing on how their community responds to the product and what they want to see in it.

“We’ve got to be more sensible and more careful to details. People care about the newspaper and what’s happening at the school,” Jordan said.

He added that the connection between a community and a newspaper needs to be strong, with support coming from both ends.

“A local newspaper isn’t going to survive if you [consumers] don’t advertise, but you [journalists] also need to be out there and take on other duties and be active in your community. I’m here for you, be here for me,” he added.

“When we first moved here our biggest change was to rebuild trust and integrity of what the CCN could be. We ran everywhere to cover items, but social media has made organizations and businesses forget communication with newspapers. We have to work hard to change that and people trying to get info out for free. We need to figure out

how communities can be connected again,” Duncan said.

Due to that mentality, which several of the journalists mentioned, editors, reporters, and photographers are working more to put a product out.

“It seems to be more 24/7,” Sadd noted. “To be successful or sustainable you have to be connected constantly. I don’t know if it’s pressure put on ourselves or if it just takes that much to put a newspaper out. And we can’t rely on community businesses for ad basis—our resources are limited. We battle two dailies who look for businesses in Doniphan to go in their paper.”

“There’s always more you’d like to do than you have the staff or time to do it,” Warneke said. “There’s always more people expecting more things to be covered.”

Peterson mentioned wanting people to be involved more with their newspaper. Since she’s taken over as owner, she’s noticed less being promoted or shared with her.

“The school has a Facebook page and I’ve asked them to let me know when items are going on. I try to get people to promote announcements more often. We’re losing a lot of history within papers. The challenge is getting news; not everyone is on Facebook.”

Journalism is countless hours of putting together a product that, in the end, serves as an interesting, worthy, factual, tangible item that readers want in their hands to consume.

“A good community needs a good newspaper,” Dump said. “As long

as we've got the energy to keep going, we're going to do that."

Peterson, Johnson, and Duncan echoed his thoughts.

"There is more responsibility to make sure I cover my community and make sure everything is correct. My community is my priority," Peterson noted.

Johnson said, "I love my job; what I do is write the history of our community," with Duncan adding, "I think our newspaper is a vital entity to this county."

'In our industry we fact check everything. People believe what's posted on Facebook; they re-post stuff without checking.'

Gerri Peterson

Hooker County Tribune Publisher
Mullen, NE

'A good community needs a good newspaper. As long as we've got the energy to keep going, we're going to do that.'

Rob Dump

Cedar County News Co-Publisher
Hartington, NE

8 FACEBOOK

6 TWITTER

6 WEBSITE

2 INSTAGRAM 1 SNAPCHAT

SOCIAL MEDIA PLATFORMS NEWSPAPERS USE
(of the eight interviewed)



Randy Sadd
Doniphan Herald



Gerri Peterson
Hooker County Tribune



Ted Gill
Clay County News



Spike Jordan
Hemingford Ledger



Willis Mahannah
West Point News



Amy Johnson
Springview Herald



Tory Duncan
Clay County News



Rob Dump
Cedar County News



Kent Warneke
Norfolk Daily News

This newspaper is
proudly supported by
ONEpress



Nebraska Press
Association

This newspaper supports democracy.

***Journalism matters
now more than ever.***

**National Newspaper Week
October 7-13**



Russ Pankonin
Co-Publisher/Graphics
imperialgraphics@jpipapers.com



Lori Pankonin
Co-Publisher
lori@jpipapers.com



Jan Schultz
Managing Editor
schultzjan@jpipapers.com



Alan Carman
Aka 'Snake'
Pressman/Production



Karen Hayes
Ad Design/Production
imperialads@jpipapers.com



Jana Pribbeno
Advertising Representative
Ad Design
adrep@jpipapers.com



Vivian Berry
Bookkeeping
accountspayable@jpipapers.com



Jennifer Huff
Production/Website/Facebook
imperialnews@jpipapers.com



Kimberly Large
Office Clerk
frontdesk@jpipapers.com



Becky Kuntzelman
Reporter
imperialreporter@jpipapers.com



Megan Kelley
Reporter
mkelley@jpipapers.com



The Imperial
Republican

622 Broadway Imperial, NE
308-882-4453
www.imperialrepublican.com



October 11, 2018

VOL 131
#11
USPS 249-640

MULLEN
NEBRASKA

Hooker County
TRIBUNE

75¢

This is the kind of local coverage you can expect if you don't have a local newspaper.

Monday morning Madisyn Sittler came out to help Betty Kraye do some housework. Sunday morning Betty attended church at the United Methodist Church as usual, and was surprised to see Reverend David and Lynn Lux there, from Lincoln. John and Terri Parsons invited Betty to eat dinner at the Chuckwagon with them, Reverend David and Lynn Lux and Reverend Insung Kim and Hanna. In the afternoon, Travis Dancer came out to help Betty.

--- Birth ---



Chad and Jessica Myers of Mullen, Nebraska, are pleased to announce the birth of their daughter, Harper Leigh, who was born Sept. 3, 2018, at Great Plains Health in North Platte, Nebraska. She was 9 pounds 6 ounces and 21 inches long.

Her grandparents are Denise and Max Boots of Ashby, Neb.; Ken and Kelley Myers of Fort Myers, Fla.; Dan Brown of Alliance, Neb.; and Kim Schuler of Lafayette, Ind.

--- Obituary ---

Sherry Meyer

Sherry Risé James Meyer, 67, passed away on Oct. 6, 2018. Born on Nov. 18, 1950, to Wesley and Maxine James, she spent her childhood in Mullen, Nebraska.

She graduated from Bryan School of Nursing and later was an accompanist for Lincoln Public Schools at East High School and Scott Middle School. Sherry had a love for music and family - she especially enjoyed spending time with her grandchildren and caring for her parents.

Family members include her husband, Charles; chil-

dren, Jared (Emily) Meyer and Jaime (Brian) Thimm; grandchildren, Caden and Avery Meyer and William, Reese and Wyatt Thimm; brother, Ken (Alice) James; and numerous extended family and friends.

She was preceded in death by her parents.

A memorial service will be held on Oct. 11 at 10:30 a.m. CT at St. Mark's United Methodist Church in Lincoln, Nebraska. Burial will be held at Cedarview Cemetery in Mullen, Nebraska, on Saturday, Oct. 13 at 9:30 a.m. MT.

In lieu of flowers, memorials may be given to the family for future designation. Condolences may be left online at roperandsons.com.

--- Death Notice ---

Billie Garner, age 60, of Mullen, Nebraska, passed away Sunday, Oct. 7, 2018, at Great Plains Health in

North Platte, Nebraska.

Mullen Funeral Home is in charge of arrangements. Online condolences can be left at www.govierbrothers.com.

Donate blood in Mullen on Monday

October is Breast Cancer Awareness Month - the perfect time to give blood or platelets to support cancer patients and others.

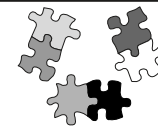
Cancer patients may need red blood cell or platelet transfusions during chemotherapy, surgery or treatment for complications.

Donors of all blood types are needed.

Make an appointment to donate blood by downloading the free American Red Cross Blood Donor App, visiting RedCrossBlood.org or calling Nicole Hoffmann at 308-546-2425. The Red Cross will be

in Mullen on Monday, Oct. 15 from 12-6 p.m. at Sandhills Community Bible Church. The Nebraska Cattlemen will be providing a beef lunch.

As a thank-you, those who come to donate blood or platelets in October will automatically be entered to win one of five \$500 gift cards redeemable at hundreds of merchants.



Pieces of Me

by Gerri Peterson



You probably had no clue that this week is National Newspaper Week - until you picked up this week's issue of the Tribune and wondered what happened.

Was this a mistake? Did something happen to Gerri or someone in her family? Nothing happened in Mullen this last week?

Rest assured. Your blank front page was done on purpose. We have had a sick toddler, but overall my family and I are doing just fine. And last week was Homecoming at MHS - there was news and especially photos galore to choose from for the front page!

When you hold your local newspaper in your hands, whether in print or on a mobile device, you hold a powerful tool to inform and inspire.

And without YOU, there would be no newspaper.

I've heard people use the excuse of not subscribing to their local newspaper because they get all of their news from "the internet."

Facebook is my favorite social media platform, and sure, you'll see things in the Tribune that you may have seen online as well. But why not

use all media outlets available to you to get the word out for fundraisers, bridal or baby showers and upcoming meetings? And even though you've posted hundreds of pictures of your new baby on Facebook, all 700+ subscribers of the Tribune don't know about your pride and joy.

Share your news with the Tribune too! Submit your organization's meeting minutes. A photo of that 200 pound pumpkin you grew. Your mother's obituary. Your granddaughter's engagement announcement. Information about a new service you are now offering at your business.

Journalism matters, now more than ever. Community journalism matters now, more than ever, because when you pick up the Tribune you see familiar faces and names from your community.

These seemingly small things are what give meaning and purpose to all of our lives. Community newspapers are important because everything in these pages are important to someone.

And if you didn't have a local newspaper, you just wouldn't have the same local coverage. Period.



October 14, 2018

Mullen

United Methodist Church

10:00 a.m. - 1:00 p.m. MT

Crafts, bake sale & silent auction
Smothered steak dinner (free will offering)
11:00 a.m. - 1:00 p.m. MT

For takeout meals: Ken Clark 546-2791
or on Oct. 14 call the church 546-2264

N EXTENSION

Central Sandhills Area

Sue Pearman will be offering
Volunteer Counseling
for Medicare Open Enrollment

Wednesday, Oct. 24

CSA Extension Office, Hooker County Courthouse

9:00 a.m. - 3:00 p.m.

CALL FOR AN APPOINTMENT

308-645-2267

Overstock SAVINGS

at

VINTON FEED STORE

on

creosote posts

until the end of October
or while supplies last!

5' x 8' \$18.00

3' x 6.5' \$5.75

BOG BOOTS

best price of the
season now through
Oct. 31!



*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*



*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.