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## **Don Seaton, longtime Hastings Tribune publisher, dies at 77**

Don Seaton died October 25, 2018 at the age of 77.

Seaton took over as publisher of the Hastings Tribune in 1974, when his father, Fred, died, and served as publisher until 2010.

Funeral services will be held Friday, November 2 at 10:00 a.m. at Hastings College, 710 Turner Avenue, Hastings, NE 68901.

## **Omaha World-Herald welcomes new publisher**

The World-Herald announced last week that Nebraska native Todd Sears has been named the new president and publisher of the state's largest newspaper. He becomes the seventh publisher in The World-Herald's history.

Sears, who grew up in Crete, graduated from the University of Nebraska-Lincoln and started his career in Lincoln. He officially starts at the World-Herald November 6.

Sears most recently served as president and publisher at the State Journal-Register in Springfield, IL, and previously worked at two East Coast newspapers within BH Media Group, the Berkshire Hathaway subsidiary that also owns The World-Herald.

He had served as vice president of advertising and revenue development at the Richmond Times-Dispatch and as director of advertising at The Press in Atlantic City.

Sears' hiring comes at a time of transition for The World-Herald, with a change in management structure that began in June. Berkshire Hathaway, while retaining ownership of its BH Media newspapers, hired Lee Enterprises to manage those newspapers and digital operations.

Julie Bechtel, executive vice president of BH Media Group, had been looking to hire someone with a passion for journalism and the news business. She approached Sears, whom she first knew from his work in Beatrice when Bechtel worked in Lincoln. More recently, she was publisher at the Bloomington, IL, newspaper while Sears was in Springfield.

For journalists

every day  
is national  
coffee day

(and gettin'  
the job done  
day, too)



#newspapers**thrive**

# CHECKING OUR PULSE

*What are newspapers saying about the state of things?*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com  
stateofnewspapers.com

Over the past two weeks, I've traveled from coast to coast speaking at newspaper conferences and meeting with Canadian and American journalists about what is happening at their newspapers and, hopefully, offering a little good advice.

As I've met with publishers, writers and editors in places like Keene, New Hampshire, Phoenix, Arizona and Bismarck, North Dakota, I've become even more convinced that the results of the Newspaper Institute spring publisher's survey were right on target when it comes to the state of newspapers across the U.S. and Canada.

At newspaper conferences, I often



Dylan Kahl is editor of *The Mystician*, student newspaper at Bismarck State College in Bismarck, North Dakota.

give a "pop quiz" to learn a little about what is going on at newspapers and what journalist think is going on at papers across the country. I used to be surprised that most attendees

could guess, with relative success, the answers to the quiz.

For instance, while much of the general public might think most papers are part of large groups, the fact that 51 percent of newspapers are independent and locally owned, doesn't get past most quiz-takers, and the fact that less than 20 percent of papers are related to large regional or national groups doesn't surprise too many.

At each recent conference, I've taken time to visit with journalists about what is happening at their

**I recently heard a publisher say, "Journalism is a thankless job."**

papers. Just this week in Bismarck, North Dakota, I met with publishers, editors and reporters from more than 20 newspapers in one-on-one meetings.

What did I learn? I learned there are quite a few younger editors and publishers moving up the ranks at newspapers. I learned most newspapers are doing well, and are continually looking for ways to improve their products and serve their communities better.

I met with college and high school newspaper staffs who are excited about their futures in journalism. I met with metro newspaper investigative reporters about how to dig deeper to get better stories. I met with several publishers who were concerned that their readership was rapidly shrinking due to centralized production, meaning their papers are filled with stories from other places that local readers have no interest in reading.

I learned that reporters still struggle with boredom while covering school board, city commission and other meetings that must be attended. I learned there are still a lot of newspapers where one or two people do everything from reporting, designing, selling ads and running the paper.

I learned that print is still king. I've learned that the further a newspaper is from its corporate headquarters, the more likely it is that its readership is shrinking rapidly.

Meeting over dinner conversation, I heard many times how hard it



Keith Gentili, publisher of *The New Boston (N.H.) Beacon*, discusses his one-year-old newspaper at a recent conference in Keene, New Hampshire.

is to be a journalist. Hard work and long hours, combined with the wrath of angry readers, requires a special breed. I also learned while many publishers and editors talk about someday moving off to the mountains or beach, in reality they can't imagine doing anything else.

Yes, journalism is unlike any other career, and newspapers require a special type of journalist. I suppose that's why I fall in love with every place I go and feel close to so many people I meet.

I recently heard one publisher say, "Journalism is a thankless job." I turned to her and said, "Thank you."

Callings aren't always easy. Usually, they're not. But something within continues to drive us, and the world is a better place because of what we do.

I still fall in love with every place I visit. I still meet close friends and make new friends at each conference. I suppose that's because we've heard the same calling.

Oh, by the way, thank you.

[newspaperacademy.com](http://newspaperacademy.com)

# Infographic: The History of Press Freedom in America

As part of Free Speech Week (Oct. 22-28) last week, the News Media Alliance took a look back at some of the history of the First Amendment and its protection of a free press.

From state laws and Congressional acts to Supreme Court decisions, they explored some of the biggest moments in the history of our First Amendment right to a free press and the impacts those moments had on the press as we know it today.

## The History of the First Amendment

A Look at the Ever-Evolving Right to a Free Press in America



1734

Publisher Peter Zenger faced one of the first libel cases in the United States for publishing articles critical of the royal governor. He was found not guilty by a jury and acquitted of all charges.



February 13, 1804

People v. Crowell libel case in New York leads the state to change the law so truth is a defense against libel charges.



December 15, 1791

The Bill of Rights is adopted, with the First Amendment granting freedom of speech, press, assembly, religion and petition.



June 12, 1776

The Virginia Declaration of Rights was adopted. Among the protections granted was freedom of the press.



1917 - 1918

The Espionage Act of 1917 and Sedition Act of 1918 restrict the freedom of the press during wartime and prohibit "disloyal" content about the government.



1921

Congress repeals the Espionage and Sedition Acts, restoring the free press.



June 1, 1931

Near v. Minnesota determines that state laws allowing prior restraint are unconstitutional.



June 8, 1969

It is decided in *Brandenburg v. Ohio* that the government cannot punish inflammatory speech unless it poses an imminent threat.



March 9, 1964

*New York Times Co. v. Sullivan* establishes that publishers can only be held liable for libel if the remarks were made with blatant disregard for the truth.



March 28, 1938

In *Lovell v. City of Griffin* it is decided that publications do not need permission to be distributed within city limits, regardless of content.



June 30, 1971

*New York Times Co. v. United States* finds that a claimed threat to national security is not reason enough for prior restraint of publication of classified documents (in this case, the Pentagon Papers).



January 13, 1988

The Supreme Court upholds that school-sponsored student publications can be censored by administrators in *Hazelwood School District et al. v. Kuhlmeier et al.*



February 24, 1988

In an 8-0 decision in *Hustler v. Falwell*, the Justices determine that public figures cannot sue for damages for emotional distress.



January 17, 2014

In *Obsidian Finance Group, LLC v. Cox*, the Supreme Court determines that bloggers have the same rights as other members of the press.



2018

The U.S. drops to 45th place on the Reporters Without Borders World Press Freedom Index, falling 25 spots since 2010.



# THERE IS NO DEMOCRACY WITHOUT A FREE PRESS

**ASK YOUR CANDIDATES  
RUNNING FOR CONGRESS  
HOW THEY PLAN TO  
#DEFENDPRESSFREEDOM**

**REPORTERS  
WITHOUT BORDERS**  
FOR FREEDOM OF INFORMATION

DEFENDPRESSFREEDOM.COM

## #DefendPressFreedom campaign

Press freedom is one of the most essential components of a democracy, and yet it is witnessing a drastic decline here in the United States. That's why ASNE is joining a coalition of partners led by Reporters Without Borders to launch the #DefendPressFreedom campaign ahead of the midterm elections in November.

We must remind our congressional candidates that journalists play a crucial role in our democracy by keeping us informed and holding those in power accountable.

To learn more, go to [www.defendpressfreedom.com](http://www.defendpressfreedom.com).

“ Bad politicians are sent to Washington by good people who don't vote. ”

- William E. Simon

NEWS MEDIA ALLIANCE

#FreeSpeechWeek



# 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.

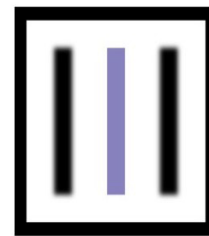
Panelists will represent a variety of perspectives on the state of the news media in our society and how this relates to the state of American democracy, and will include local and regional/national voices.

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.



## AN ISSUE OF TRUST

Democracy and the Future of Journalism

### **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 29, 2018

**NEWSPAPER FOR SALE** - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email [scjslegals@gmail.com](mailto:scjslegals@gmail.com).

**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** - 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](mailto:registersports@stanton.net).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange; OnePress Certification flyer; 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](mailto:nebpress@nebpress.com).

# ONEpress

## 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](mailto: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**

### **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**

### **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**

### **LINCOLN**

**Thursday, November 15**

**10:00 - 2:00 CST**

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

We hope to see you soon!



*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](http://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](mailto:cb@nebpress.com). Entries must be submitted online, as specified. Certain categories call for entries in print. They shall be placed in 9x12 envelope and affixed with appropriate label stapled to upper right hand corner. Print label from online entry. Only one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope.
3. Entries should be **PDF files** showing the **full page tearsheet** (publication name and date must be showing). **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](http://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](mailto: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\*