

Bulletin

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

Calendar of Events

Events:

November 14, 2018

An Issue of Trust: Democracy and
The Future of Journalism
North Platte, NE - Prairie Arts Center
5:30-7:00pm

November 15, 2018

An Issue of Trust: Democracy and
The Future of Journalism
Kearney, NE - World Theatre
7:00-8:30pm CST

November 16, 2018

NPA Foundation Board Meeting
Nebraska Club, Lincoln, NE
11:30am CST lunch and meeting

February 1, 2019

NPA/NPAS Winter Board Meeting
By Conference Call
10:00am CST

Training:

November 8, 2018

OnePress Certification Training
Broken Bow, NE - Public Library
10:00am - 2:00pm CST

November 15, 2018

OnePress Certification Training
Lincoln, NE - NSAA Office
10:00am - 2:00pm CST

Webinars:

November 8, 2018

Five in 24: Ideas to Grow Your
Business
1:00-2:00pm CST

www.onlinemediacampus.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>

ONEpress

Newspapers become OnePress certified!

Two of four planned OnePress certification training meetings have been held - one in Ogallala on October 25, and one in Norfolk on November 1. OnePress (formerly Nebraska Press Advertising Service), will hold upcoming training sessions in Broken Bow on Thurs., Nov. 8, and in Lincoln on Thurs., Nov. 15.

So far 25 member newspapers have become OnePress certified after attending one of these sessions, which covers topics from revenue-sharing networks to strategy for implementing targeted digital advertising.



courtesy photo

Four newspapers completed their OnePress certification on October 25 in Ogallala. Pictured are, (back row, left to right): Andrea Keith, Marilee Perlinger, Joni Pelster, Samantha Goff; (front row, left to right): Jana Pribbeno, Marcia Barnhill, Violet Spader Kirk.

"Attending the OnePress seminar was a chance to freshen up on topics I already knew, but was also a very rewarding seminar with many fresh new things to absorb," said Jana Pribbeno, advertising representative at the Imperial Republican. "Violet (Spader Kirk) and Christian (Cardona) were awesome presenters, keeping the momentum upbeat, modern and knowledgeable."

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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



OnePress - from pg. 1

In addition to becoming certified, you'll:

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

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

Upcoming sessions:

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

RSVP by Tuesday, November 13

"I knew what some of the services were that OnePress offered, but never knew how to go about pitching those services to customers," said Kelsi McGee, assistant editor at the Springview Herald. "The OnePress certification explained how to do that, gave facts and figures, and types of businesses that could benefit from those services. Not only that, but it taught me about services they offer that I didn't even know about. It was a very worthwhile session and would highly recommend everyone to attend one of their sessions."



courtesy photo

Twenty-one newspapers completed their OnePress certification on November 1 in Norfolk. Pictured are, (back row, left to right): Rob Dump, Greig Gronenthal, Lynell Morgan, Dawn Nelson, Liz Kemling, Kendra Kyncl, Stephanie Bates, Marv Stahl, Cortney Nadrchal, Karlie Cole, Kierstan Lyons, Karey Rahn, Mike Tabbert; (front row, left to right): Peggy Year, Vickie Hrabanek, Lynn Carter, Kathy Kauffold, Sheila Stahl, Kelsi McGee, Joan Wright, Violet Spader Kirk.

Longtime news editor Gil Savery dies at 101

Will Stone, *Lincoln Journal Star*, Nov. 5, 2018

Gil Savery, whose 44-year career at the Lincoln Evening Journal, included a Pulitzer Prize, died November 2, 2018, at age 101.



Born in Shelby, NE, he graduated from Lincoln High School and the University of Nebraska-Lincoln.

A distinguished journalist who earned many accolades along the way, Savery began as a police reporter at the Lincoln Evening Journal in 1941 and became the longest serving news editor in the paper's history.

He was involved in the paper's successful campaign to establish a presidential primary election in Nebraska, which gave the state's residents a voice in who the political parties chose as their nominees for the nation's highest office. For that effort, the Journal was awarded the Pulitzer for Public Service in 1949.

Savery retired as managing editor of the Journal in 1985.

In 2005, he was inducted into the Nebraska Journalism Hall of Fame, and received the Nebraska Press Associations' highest award, Master Editor-Publisher, in 2010. In 2016, he was awarded an Honorary Lifetime Membership to NPA, and last year, on Savery's 100th birthday, Lincoln Mayor Chris Beutler proclaimed October 14, 2017, "Gil Savery Day."

Former Nebraska Publisher, Zean Carney, shared with NPA that back in the 50s-60s, Savery taught journalism courses at Nebraska Wesleyan University. At that time Wesleyan only offered two courses in journalism. Savery taught both of those courses, and Carney attended both courses as a student.

Savery is survived by his wife, Averil, four children, Gilbert, Kent, Gregg and Pamela; step-children Katherine (Busboom) Wolf, Mary (Busboom) Tisdale and Steven Busboomf, and many grandchildren and great-grandchildren.

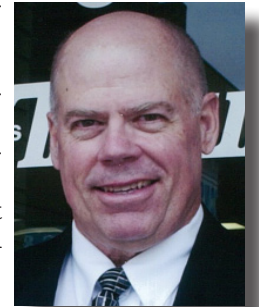
A celebration of his life will be held at 11 a.m., Wednesday, November 7, at Southminster United

Methodist Church, 2915 So. 16th St., Lincoln, NE. Family will greet friends from 5-7 p.m. on Tues., Nov. 6, at Roper and Sons Funeral Home, 4300 "O" St., Lincoln. Private family interment. Condolences online at www.roperandsons.com. Memorials suggested to the Nebraska Press Association Foundation.

Don Seaton, Hastings Tribune publisher for 36 years, dies at 77

Donald "Don" Seaton, 77 died October 25, 2018, at his home in Hastings.

Born and raised in Hastings, Seaton graduated in 1959 from the Bullis School in Washington, D.C., where his father served in the U.S. Senate and later with the President Dwight D. Eisenhower Administration. Don later graduated from Hastings College with a bachelor of arts degree.



Seaton was publisher of the Hastings Tribune from 1974 to 2010. Before that, he became The Tribune's associate publisher in 1971. He began his newspaper career at The Tribune in 1967 as a telegraph editor.

Besides leading The Tribune as publisher, Seaton oversaw two other family-related media organizations in Hastings: KHAS Radio, which was sold in 1993, and KHAS-TV Channel 5, which was sold in 1997.

He was very active in the Hastings community, serving on several boards including the Hastings College Board of Trustees, the Hastings Economic Development Corp. board, Mary Lanning Healthcare, the Area Planning and Zoning Administration, Hastings Corp., Norwest Bank, Hastings Museum and the Hastings Family YMCA.

Seaton also served as vice president and secretary-treasurer of the Nebraska Outstate Daily Publishers Association.

He is survived by his wife, Nancy, of Hastings and son Andrew (Stacey) and their family of Denver (CO). Funeral services were held November 2, 2018, at the French Memorial Chapel on the Hastings College Campus. Livingston Butler Volland Funeral Home, Hastings, was in charge of arrangements. Memorials may be given to the Hastings Police Foundation, Goodfellows of Hastings, or the Hastings Community Foundation.

Call for Entries: NPA Better Newspaper Contest

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

Entry deadline for both contests is January 10, 2019

BNC guidelines and instructions attached to Bulletin

Swanson promoted to General Manager of Suburban Newspapers Group

BH Media Group, Nov. 5, 2018

Paul Swanson has been named General Manager of Suburban Newspapers Inc. (SNI), a collection of weekly newspapers in the Omaha, NE, region, owned by BH Media Group. SNI includes the Bellevue Leader, the Gretna Breeze, the Papillion Times, the Ralston Recorder and the Air Pulse (Offutt AFB).

In his new role Swanson will oversee all aspects of SNI. He'll work closely with the group's Executive Editor, Ron Petak, to continue the newspaper's long tradition of providing community journalism. He will continue to direct SNI's advertising team, which provides effective print, custom publishing and digital solutions to local businesses.

Swanson has served as Special Projects Manager for SNI since 2007. In that role, he helped create new publications and launched special editions and events. He has worked with the suburban news publications in the Omaha region since starting his career as an advertising representative for the Bellevue Leader and Air Pulse newspapers in 1987. He later served as the newspaper's Marketing Manager, Classified Advertising Manager and Advertising Director.

BH Media, with headquarters in Omaha, owns and operates 31 daily newspapers and websites as well as a number of associated weekly publications. BH Media, which has locations in 10 U.S. states, is a subsidiary of Berkshire Hathaway.



4 ways to get your readers engaged with your content this Thanksgiving

Local Media Association, Nov. 5, 2018

With Thanksgiving less than three weeks away, start considering how you can engage your audience with stories, scavenger hunts and more.

Here are a few ideas to get you going, and accompanying internet links:

1. How much will Thanksgiving dinner cost you?

The American Farm Bureau Federation will soon put out its annual survey on how much — on average — it will cost this year to put a Thanksgiving meal on the table. This is a fun story to localize, talking with locals — and

utilizing social media for reaction — on how their budget compares. Have they gone up, should consumers expect to pay more and why?

<http://time.com/money/4120497/thanksgiving-dinner-cost/>

2. There are how many calories in that?

The chart in this post shows you that you could actually consume 3,000 calories at Thanksgiving dinner. Ouch. So that is just an interesting thing to post. But what about looking to see if you have an Overeaters Anonymous group in your community. It could be a neat feature on the organization, while looking at how to help your audience create controls during the holidays with tips.

<https://www.verywellfit.com/thanksgiving-calories-how-far-youll-need-to-walk-3859580>

3. A little help for parents

Two ideas for parents and Thanksgiving. The first is to focus on how to make things normal for your kids when there is so much craziness around them: Sugary foods, family they don't normally see and travel. Talk to an expert to help parents guide their family through these chaotic times.

The second idea has to do with parents dealing with their college kid coming back for the first time or maybe the last time, if they are a senior in college. How do you bring kids back into the house and if this may be their last college Thanksgiving meal at home, how do you make it a special one?

https://www.huffingtonpost.com/linda-woff/college-kids-home-for-holidays_b_4312936.html

4. Take kids on a scavenger hunt that parents can clip out or print out on T-Day.

The idea is to ask kids to find a certain number of items in the newspaper — or the website — on Thanksgiving.

Things like food you'd like to eat or the word "thanks." What about a print-out of a Thanksgiving coloring exercise for your kids? Ask readers to post their finished product on your social media page.

<https://www.crayola.com/free-coloring-pages/holidays/thanksgiving-usa-coloring-pages/>

Check out the newspaper scavenger hunt PDF attached to this Bulletin. See how many of the following Thanksgiving-related items you can find in your newspaper.

Provided by Emily R. Workman, NiE Program Director, The Benton County Daily Record & Northwest Arkansas Times, Arkansas Democrat-Gazette, Northwest Arkansas Edition and distributed by the NIE Institute.

Wisconsin publisher, Johnson, named NNA president

By Stanley Schwartz, Managing Editor, Publishers' Auxiliary, Oct. 31, 2018

NORFOLK, VA—Andrew Johnson, publisher of the Dodge County Pionier in Mayville, WI, was elected president of the National Newspaper Association during the association's 132nd annual convention and trade show Sept. 29, 2018. He had been vice president.

Johnson succeeds Susan Rowell, publisher/regional manager, The Lancaster News/Carolina Gateway, Lancaster, SC, who became immediate past president.

After receiving the official presidential gavel from Rowell, Johnson said: "Never has NNA been more important than now. NNA is a cooperatively run trade association by community newspaper people like me and you. I am NNA. You are NNA. It is a member-operated and driven organization. NNA is the only national organization dedicated specifically to advocating the interests of community newspapers. There is no one else."

This became most noted this year when NNA and other groups came together to fight the newsprint tariff, which was threatening the livelihood of numerous newspapers. Johnson noted that times have changed, and the future of the association lies in operating NNA with a set of ideas, not a detailed answer plan.

"The ideas that will give NNA the best chance or highest probability to survive and serve its members include: focus, simple and clear plans, and key partnerships," he said. "Like the running of your newspaper," he added, "NNA is on a journey. It is challenging. We are in a unique industry. I don't exactly know where our journey will take us. But I do know that I am teaming up with the right people in the right organization, NNA."

During the NNA convention, the board of directors voted to reduce the number of regional directors from 10 to nine. The new Director for Region 5 (IA, MN, NE, ND, SD, WI) is Jeremy Waltner, co-publisher, the Freeman (SD) Courier.

Postal guru, Max Heath, moves to emeritus status

New NNA president, Andrew Johnson, announced on November 2 that Max Heath, NNA postal expert for three decades, will officially move to emeritus status later this year.

Succeeding Heath will be former NNA president Matthew Paxton, publisher of The News-Gazette, Lexington, VA. Matt has been building his postal expertise as one of NNA's four members on the U.S. Postal Service Mailers

Technical Advisory Committee, where NNA helps the USPS to shape policies and procedures to help their members.

With this change, NNA will merge their Postal and Government Relations committees, which is a natural next step since so much of what NNA does on Capitol Hill involves maintaining universal postal delivery and protecting community newspaper's ability to use the mail. NNA plans to make their postal assistance to members available through a more formal postal hotline, so members can receive help from the most qualified expert available.

Max is not going away completely, though. He will continue to be available to advise NNA members as his time permits. To send best wishes to Max, go to: <https://nna.formstack.com/forms/max>



NNA eliminates D.C. meeting in 2019

An announcement from the National Newspaper Association (NNA):

Our industry is changing. And so must we. Next year, the National Newspaper Association will focus all of its resources for a national meeting on an excellent annual convention in Milwaukee, WI, on Oct. 3-5, 2019.

Like so many others, we realize that running two national meetings a year is asking a lot of our publishers. All of us are totally focused on making our newspapers as great as they can be, so we will not ask you to attend a government relations summit in March.

This is not the end of the summit. We will need you in 2020, an election year, when we expect political tension to be at its peak. For 2019, though, the board will continue its tradition of meeting in Washington in March, but there will be no general membership lobbying day. We will make sure the directors spend time on Capitol Hill to continue to be the industry's voice in Washington. The directors will report back on what they have learned. And we will continue our Government Relations Committee meetings on the second Thursday each month. If you are able to join us, please email Tonda Rush, tonda@nna.org, so she can put you on the alert list.

NNA's commitment to its government relations and postal mission is unchanged. We recognize that our role in the larger world of newspapers is critical and that we will be called upon again and again to help Washington understand how important local newspapers are. Please evolve with us as we explore new and better (and less costly) ways to do this work.

NNA calls for discounts on flat trays

NNA, October 30, 2018

The National Newspaper Association this week asked the Postal Regulatory Commission once again to examine the prices for newspapers' use of white flats trays (tubs) commonly used for mailings outside the local postal delivery office. NNA has been seeking discounts on these tubs since 2006.

NNA's comments came as part of the annual review of upcoming postage rate changes, which will go into effect on Jan. 27, 2019. Although the PRC does not have direct authority to change postage rates unless they exceed an annual inflation-rate pricing ceiling, the commission does operate as a "bully pulpit" to encourage changes in the mailstream, according to NNA's Government Relations Committee Chair Matthew Paxton, publisher of The News-Gazette, Lexington, VA.

Since USPS introduced in 2009 a surcharge for each sack, pallet and tray/tub used in Periodicals Mail,

NNA has been seeking recognition that the tubs are less costly for USPS to handle than mail sacks. By charging the two types of containers the identical cost-about \$3.35 for the mostly commonly used mail sortation-USPS discourages mailers from using the most efficient practices.



"Although sacks are more costly for USPS, the tubs or trays are sometimes more of a problem for the mailer," Paxton said. "When a publisher is loading many containers into a van or truck to take to the post office for distribution, the tubs take up more space. It is often easier for us just to toss the sack into our vehicles."

"We have had a lot of publishers making the switch even though they may have preferred the sacks. But with the two types of containers costing us the same, we don't have much to offer our publishers to encourage them to take the next step in helping us to lower USPS's costs to handle our mail. NNA believes it is time for USPS to put some economic power into this campaign so we can continue to 'sack the sacks.'"



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 11/26/18 - DL Tues., 11/20/18 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 11/26/18 - DL Mon., 11/19/18 at 4:00 p.m.

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

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



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

An Issue of Trust: Democracy and the Future of Journalism



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.

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:

NORTH PLATTE: Wed. 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

November 5, 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.

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; OnePress Certification flyer; Thanksgiving Newspaper Scavenger Hunt (PDF) 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

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**

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!

Thanksgiving

Newspaper Scavenger Hunt



Check out this newspaper scavenger hunt. See how many of the following Thanksgiving-related items you can find in your newspaper:

- 1. A food that you'd like to eat for Thanksgiving**
- 2. A place you'd like to visit during Thanksgiving**
- 3. Something for which you're thankful this year**
- 4. Information about a Thanksgiving-related event in your area**
- 5. Someone who has reason to be thankful this year**
- 6. The word "thanks" or "Thanksgiving" in today's newspaper**
- 7. The word "turkey" or a photo or graphic of one**
- 8. The thing in today's news that you think the first Thanksgiving guests would be surprised by the most**



*Nebraska
Press
Association*

*2019
Better
Newspaper
Print
Contest*



Deadline: January 10, 2019



Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2018

Statement of Ownership)

Deadlines

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

Contest Period

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

Awards

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

NOTICE

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

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



General Rules:

1. Entries accepted only from dues-paying members. Shoppers/TMC Products are not eligible.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. Entries must be submitted online, as specified. Certain categories call for entries in print. They shall be placed in 9x12 envelope and affixed with appropriate label stapled to upper right hand corner. Print label from online entry. Only one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope.
3. Entries should be **PDF files** showing the **full page tearsheet** (publication name and date must be showing). **DO NOT SUBMIT ONLY THE PHOTO OR AD, IT MUST BE A FULL PAGE TEARSHEET.** Online entries should be clearly identified by headline, topic, etc.
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
5. Deadline for postmark of print entries: **January 10, 2019. Mail marked contest material to: Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226. Entries must first be entered online & a label printed to affix to print entry.**
6. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
7. **All entries may be entered only once, regardless of publication or circulation category. (i.e., a feature story, advertisement, news photo or section may have been published in multiple newspapers, but that story, ad, photo or section cannot be entered in multiple contest categories or circulation divisions.) A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**
8. Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.
9. Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.

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

PHOTOS OF THE YEAR: NEWS, SPORTS AND FEATURE — SEE CATEGORIES 51, 52 & 53. Only one winner statewide per category: News Photo, Sports Photo & Feature Photo. Enter your best photos and compete against the best photographs entered by weeklies & dailies in all circulation classes. Entries in the Photo of the Year categories may have also been entered in other photo categories for circulation class competition.

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

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



Daily & Weekly Contest Categories

1. Use of Computer Graphics - Produced In House

Original news graphics, created in house. Judges consider design, impact, clarity, relevance and quality of artwork. Maximum three entries per newspaper.

2. Building Circulation

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

3. Reader Interaction/Contest

Entry can consist of up to four print examples exhibiting opportunities for reader interaction or promoting a contest designed specifically to engage readers. Initiated by news, marketing, advertising, circulation or cooperative efforts. Judges shall consider potential for reader participation, originality of theme, copywriting, attractiveness and creativity. Maximum one entry per newspaper.

Advertising

(The following applies to all Advertising Categories: **NO NPAS HOUSE, AGENCY OR CLIENT PRODUCED ADS ALLOWED — ALL ADS MUST BE CREATED BY SUBMITTING NEWSPAPER**)

4. Community Promotion Advertisement

A single ad or series of ads created by the newspaper promoting its community, a project in its community or a community event. List name responsible for content. Maximum three entries per newspaper.

5. Agricultural Advertisement

Best advertisement featuring an agricultural theme. Advertisement must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Must be produced in-house. Maximum three entries per newspaper.

6. Small Ad (Under 1/4 page or less than 3 x 10 1/2")

May submit up to three entries per newspaper. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Ad must be for a single advertiser. Maximum three entries per newspaper.

7. Signature Page

Best ad featuring any theme and containing multiple advertisers. Judges will consider originality of theme, design and layout, makeup, visual appeal and overall continuity. Maximum three entries per newspaper.

8. Classified Section

The purpose of this category is to recognize quality classified advertising pages. Judges will consider overall attractiveness, ease in reading, clarity of classified headlines, organization, promotion of classified advertising use, ease for readers to place and use classifieds. Maximum one entry per newspaper. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**

9. Advertising Campaign

Two or more ads constitute "campaign." Campaign ads must be created by newspaper entered. List name of person responsible for content. Maximum three entries per newspaper.

10. Single Retail Advertising Idea - Color

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

11. Single Retail Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.



12. Single Classified Advertising Idea - Color (DAILIES ONLY)

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

13. Single Classified Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

14. Creative Ad Writing

Each entry shall consist of three examples of creative ad writing in separate and unique advertisements. Judges will consider how the headlines and text complement artwork and other elements in the advertisements, and how the writing captures readers' attention, entertains, inspires, and prompts reader action. Maximum three entries per newspaper.

15. Best New Idea – Ads/Marketing

Submit up to four examples – permanent links and/or pdf – along with a letter explaining why your idea was a winner, how you implemented it, and why it could be successfully adapted for advertising and/or marketing campaigns by other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

Sports

16. Sports Action Photo

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

17. Sports Feature Photo

Picture must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

18. Sports Page

Select page or pages from one issue each of Fall, Winter, Spring and one of newspaper's choice. This is one entry. Judges consider content, writing, headline suitability, layout, design and appeal. Maximum one entry per newspaper.

19. Sports Column

Submit any two columns per columnist. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Maximum three entries per newspaper.

20. Sports Writing

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

Photography

21. Photo Page

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Judges consider the theme, composition of individual photos, local interest, layout, reproduction, captions. A premium for originality. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

22. Feature Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**



23. News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

24. Breaking News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Breaking News is defined as a photo in which no advance planning is possible...tornadoes...accidents...fires...quick action items. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

News/Editorial

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

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

26. Personal Column

Submit any two columns per columnist. Each columnist limited to one entry. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Entry shall consist of any two columns per columnist. Maximum seven entries per newspaper.

27. Breaking News

Breaking News is defined as an event or development in which no advance planning is possible...tornadoes...accidents...fires...quick-action items. Judges consider interest, thoroughness, clarity of writing and impact of visual elements and presentation. Maximum three entries per newspaper.

28. Feature Series

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

29. Single Feature Story

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

30. In-depth Writing

An in-depth report on a serious subject, single or multiple elements or a series. Judges consider news peg, local relevance, use of research, computer-aided research, multiple sources, enterprise on the part of the newspaper in pulling resources together to get the story, impact on community, opportunity for the community to take action. Maximum two entries per newspaper.

31. Public Notice and Its Promotion

Submit any two examples of articles, editorials or ads which promote the concept of newspaper public notice as the best way to guarantee the public's right to know. This is one entry. Maximum of one entry. **THIS CATEGORY COUNTS DOUBLE POINTS FOR SWEEPSTAKES AWARD.**

32. Editorial Page

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

33. Editorial

Entry shall consist of three staff-originated editorials. This is one entry. Judges consider local interest in issues raised, suggested solutions and call to action. Judges also consider clearness of style, sound reasoning, power to influence public opinion and literary merit. Maximum one entry per newspaper.

34. News Writing

Judges consider the quality of writing.... its impact, clarity of sourcing, thoroughness and relevance. Entry consists of story dealing with general news coverage. One entry per topic, any number of staff members may contribute to the story. Maximum of three entries per newspaper.



35. Best New Idea – News

Submit up to four examples – permanent links to digital content and/or pdf – along with a letter explaining why your idea was a hit, how you implemented it, and why it could be successfully adapted by editors and reporters at other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

36. Headline Writing

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

37. Front Page

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

The following categories must be mailed to NPA.

38. General Excellence

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Mail three issues. One issue each from the months of January, August & December. Judges consider news, content, quality of writing, headlines, page design, photos and captions, graphics and art elements, editorial page, front page, lifestyle pages, sports pages, reproduction, advertising design and content, treatment of public notices. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

39. Lifestyles (Dailies Only)

Mail actual complete print section. Select page or pages from any three issues. This is one entry. Judges consider layout, design, content, writing and local impact. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

40. Special Single Section

Mail actual complete print section. Each entry consists of one section on a single date of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. “By Staff” byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED. THIS IS A MAIL IN ENTRY.**

41. Special Section (Multiple Publication Days)

Mail actual complete print sections. Each entry consists of section on multiple dates of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. “By Staff” byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED. THIS IS A MAIL IN ENTRY.**

42. Youth Coverage

This is a mail in entry. Submit three examples of coverage of young people (full-page tearsheets of youth pages, opinions, in-depth series about issues facing young people, advertisements, special sections, etc.) with subject matter clearly outlined. Must include cover letter. This will be one entry. Judges will consider local interest, relevance, impact and ingenuity. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

43. Specialty/Lifestyles Sections

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



Leadership Awards

(Winners receive a bonus 20 Sweepstakes points)

44. FREEDOM OF INFORMATION AWARD (All Classes Together)

Only one winner. Submit news articles, editorials, house ads and other materials demonstrating your newspaper's commitment to combating government secrecy and ensuring the public's right to know. Entry can include cover letter from entrant and supporting letters from the community. THIS IS A MAIL IN ENTRY.

45. BEST NIE PROGRAM

One entry per newspaper accompanied by cover letter explaining how your publication promotes Newspapers in Education. Samples can include full-page tearsheets of promotional advertisements, specialty pages or sections aimed at student readers, copies of fliers or letters sent to teachers, etc. Subject matter should be clearly outlined. Judges will consider ingenuity and impact of promotional materials and ads, and results of efforts. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

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

Special All-Class Awards

(Winners receive a bonus 20 Sweepstakes points)

51. News Photo of the Year

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

52. Sports Photo of the Year

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

53. Feature Photo of the Year

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

54. Editorial of the Year

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

55. Advertisement of the Year

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



Sweepstakes Awards

Weekly Class Award

All **weekly** newspapers entered are automatically eligible. The award will be presented to the newspaper in each class of A, B, C and D that accumulates the most points in its class based on the formula given below.

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. This is the most prestigious award in the weekly competition. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. This is the most prestigious award in the daily competition. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*

Each second place award...8 points*

Each third place award...6 points*

*Double points for General Excellence & Public Notice categories

Twenty Sweepstakes points will also be awarded for Freedom of Information, Best NIE Program & Special All-Class Awards: News Photo of the Year; Sports Photo of the Year; Feature Photo of the Year; Editorial of the Year; and, Advertisement of the Year.



*Nebraska
Press
Association*

*2019
Better
Newspaper
Digital
Contest*



Deadline: January 10, 2019



Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2018

Statement of Ownership)

Deadlines

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

Contest Period

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

Awards

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

NOTICE

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

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



General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. Entries must be submitted online, as specified.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
4. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
5. **All entries may be entered only once, regardless of publication or circulation category.**
6. **Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.**
7. **Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.**



Digital

46. Web Sites

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

47. Online Video

Breaking news, sports, features, special interest, advertising and other styles of video are eligible. Judges shall consider quality of visual storytelling, graphics, sound, special effects and quality of script, camerawork, and editing. Premium for uniqueness and viewer impact. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper.

48. Online Coverage of Breaking News

Entry consists of permanent link to digital content of the breaking news coverage along with cover letter explaining the depth and breadth of the coverage and containing statistical data on traffic growth, social media/video views, etc. during the event. Judges will consider the newspaper's use of multi-media to break a spot news story and develop the coverage as the news event unfolds. Maximum three entries per newspaper.

49. Best Use of Social Media

This category recognizes newspapers that have utilized social media in an innovative way to expand coverage beyond traditional print. Entry shall consist of a cover letter of 300 words or less describing a single news event in which your newspaper creatively used social media to inform and interact with readers. Entry should include up to three examples (screen shots of Facebook posts, tweets, etc.). Judges will consider the entry's impact on the audience, clarity of the message and creativity. Maximum three entries per newspaper.

50. Best Digital Ad Idea

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

Digital Sweepstakes Awards

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*
Each second place award...8 points*
Each third place award...6 points*